

# Lime in Camden

Culture and Environment Scrutiny Committee  
13 Jan 2026



# 2025 Highlights

- 50% year-on-year growth in trips in 2025, rising to 70% increase in the peak summer period.
- 5 successive record-breaking months for the highest trip numbers recorded in Camden from May – September 2025.
- Lime's 28-strong Camden team visited an average of 212 bays per day to tidy bikes and removed almost 800 vehicles per day.
- 44% increase in riders in 2025. Ridership has doubled since 2023.
- A 370% growth in Lime Access trips since 2024.
  - Partnership with Royal Free NHS Trust to launch across multiple sites in early 2026.

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# Lime's London Action Plan

In January 2025, Lime invested £20m into our service in London – our largest single city investment.

This included:

1. **Parking infrastructure** – We established a **£5 million parking infrastructure fund** to deliver at least **2,500 dedicated parking spaces**. We delivered over 1,100 new parking bays in 2025 alone.
2. **Operations** – We **invested £13.4 million to improve our day-to-day operations**, increasing our on-street team in Camden to 28 who move up to 1,000 vehicles per day.
3. **Technology** – We introduced an advanced **AI end-trip photo review** to detect poor parking in real time, preventing obstruction on streets and improving user behaviour.
4. **Safety** – We delivered a **£250,000 safe riding 'Respect the Red' campaign** to crack down on illegal and unsafe rider behaviour and promote safe cycling.
5. **Community** – We invested an **additional £250,000** in our Share the Joy Fund to help more Londoners take up cycling, supporting 7 Camden organisations.



# Update on Parking Improvements

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# Action Plan improvements

- **Operations and fleet management:**  
Our £20m London Action Plan investment in Camden has delivered a 70% increase in on-street tasks. On average our team visited more than 210 parking bays per day to tidy bikes and removed 800 overcrowded vehicles per day.
- **Parking bays:**  
Lime has agreed to fund 30 additional new 10 metre bays and bay extensions as part of Phase 11 of Camden's bay roll-out programme.
- **On-street resource in Camden:**  
We increased our Camden team of Lime cyclist patrollers and rangers by 40% to 28, ensuring that any issues reported can be dealt with quickly.

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# Operational improvements

- **Customer service:**

A dedicated Camden email where issues are addressed within 2 hours of reporting.

- **Enforcement:**

Dedicated partnership between Lime and Camden's Enforcement team to rapidly address obstructive vehicles and provide daily updates on high-priority locations.

- **Technology:**

We introduced a real-time AI end-trip photo review to detect poor parking and prevent obstructions.

We also piloted rider incentives and discounts to encourage our users to hire bikes from overcrowded bays.

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# Safety & rider behaviour

- In summer 2025 Lime launched our **'Respect the Red' campaign** focused on improving rider safety. The campaign involved:
  - OOH adverts on billboards across London at busy junctions including at Euston Circus and Belsize Road to remind cyclists of the law on red lights
  - In-app messages and emails to our users, alongside promoted and sponsored social media content with comedian Josh Berry (2 million views on Instagram)
  - Partnership with Cycling UK to fund and deliver cycle training masterclasses and a new digital safe cycling guide for our riders to access online (300 attendees and 100,000 users)
- We have partnered with the police to crack down on red light running at key hotspots and we are working with the Met and Camden to partner on enforcement activities in Camden.



# Update on Community Engagement/Social Value

- **Lime Access:** 50% discount for key workers, those on low income, 60+ Oyster Card/Freedom Pass holders, students, emergency service workers (Blue Light Card holders) to ensure that our service is accessible for everyone in the borough.
  - 70% growth in Lime Access trips since 2024.
- **Share the Joy community fund**
  - Delivered in partnership with London Cycling Campaign
  - £250,000 investment including **supporting 7 organisations in Camden:** Camden Anchor (working with GP surgeries), Green School Runs charity, Camden Bike Bus, Think and Do Camden, Your Bike Project and Londra Biskiklet Kulubu.





# Update on Community Engagement/Social Value

- **Apprentice:** We recruited a second Camden apprentice into our data team as an L3 Data Technician Apprentice..
- **Promoting cycling in Camden:** We partnered with London Cycling Campaign to support cycle training and campaigns, funding the Festival of Cycling and providing free access to our vehicles for LCC's Buddy programme.
- **Council cycle training :** We are working with the Council to help fund cycle training programmes alongside other investments to increase access to and uptake of cycling in Camden, including funding **Bikeworks cycle training sessions** and providing free vehicles and codes to support **Camden Cyclists community bike rides**.

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**Thank you**

