



CLEAN AIR BETTER BUSINESS

SUMMARY REPORT 2014 - 2019

#CleanAirBetterBusiness

SUPPORTED BY

MAYOR OF LONDON

Over the past six years, Cross River Partnership's Clean Air Better Business programme has brought together central London boroughs, BIDs and businesses to support the business sector to reduce emissions and exposure to toxic air pollution.

Supported by the Mayor's Air Quality Fund, CRP and partners have:

- 1 Put air quality firmly on the business agenda**
- 2 Supported businesses to reduce emissions from freight and servicing**
- 3 Taken on the impact of growing e-commerce deliveries**
- 4 Supported business-led green infrastructure and healthy streets**
- 5 Reduced exposure to toxic air pollution**
- 6 Spread the word that Clean Air is Better for Business**

Air quality is now firmly on the business agenda, with BIDs, estates and individual businesses now leading action to clean London's air while achieving commercial and CSR goals.

CRP looks forward to continuing to support the public and private sectors, working across borough boundaries to support London's goal of clean air.



1 Helped put air quality firmly on the business agenda

DEVELOPED AND DELIVERED BUSINESS-LED DELIVERIES AND AIR QUALITY STRATEGY WITH HEART OF LONDON BUSINESS ALLIANCE.



MADE 16 SUBMISSIONS TO BOROUGH, MAYORAL AND GOVERNMENT PLANS AND STRATEGIES.

UNLOCKED OVER **£800K** PUBLIC AND PRIVATE SECTOR INVESTMENT ON TOP OF MAYORAL INVESTMENT.



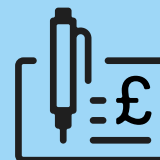
PIONEERED LONDON'S FIRST MULTI-BOROUGH ANTI-IDLING AWARENESS DAYS, now pan-London with fleet operator support.



HELD 22 PUBLIC & PRIVATE STAKEHOLDER MEETINGS and presented at 24 conferences and events.



SHORTLISTED LONDON TRANSPORT AWARDS 2016 & 2017.



LESSONS LEARNT HELPED PARTNERS SECURE ADDITIONAL FUNDING including The Northbank BID's BLEN and CRP's Defra-funded Clean Air Villages programme.

2 Supported 500+ businesses to reduce emissions from freight and servicing

**OLYMPIA LONDON
REDUCED DELIVERY
VEHICLES BY MORE
THAN 100 A YEAR**

by consolidating orders and changing suppliers.



**THE BRIDGE
REDUCED
DELIVERY
TRIPS BY 40%**

by promoting preferred suppliers and alternatives to workplace delivery of personal packages.



**LAUNCHED
FREE
ONLINE
TOOL**

that recommends relevant, proven solutions, making deliveries more efficient.

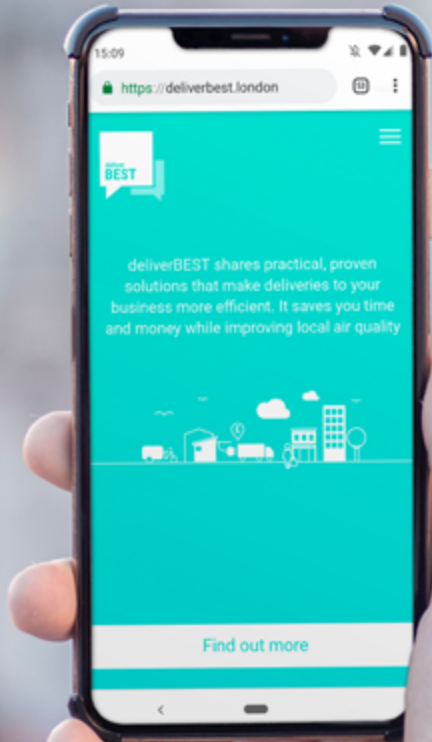
www.deliverBEST.london



**WINNER
FLEET HEROES
AWARDS
2016 & 2017.**

**THE APOLLO CUT THE
NUMBER OF LORRIES
BY 75 A YEAR**

by consolidating suppliers and reducing the frequency of orders.



3 Took on the impact of growing e-commerce deliveries



**OVER
22,000
VIEWS OF
ONLINE
PARCEL
COLLECT
POINT
LOCATOR.**

www.clickcollect.london

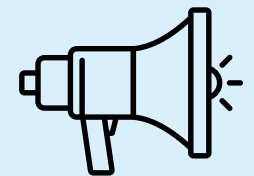
DEVELOPED **CLICK COLLECT CLEAN AIR**

behaviour change campaign to reduce workplace delivery of online shopping purchases - promoted by more than 20 BIDs and boroughs.



AT LEAST 50% REDUCTION IN PERSONAL DELIVERIES

to participating workplaces.



SUPPORT AND PROMOTION OF CLICK & COLLECT,

a key action in the Mayor's Freight & Servicing Action Plan 2019.

90% OF DELIVERIES MADE USING PARCELLY PROMOTION CODE NOW BEING DELIVERED OUTSIDE OF ZONE 1 AND 2 WHERE AIR POLLUTION IS WORST.



4 Supported business-led green infrastructure and healthy streets



150+ LOCALS VOLUNTEERED at Brixton BID's Orchard.



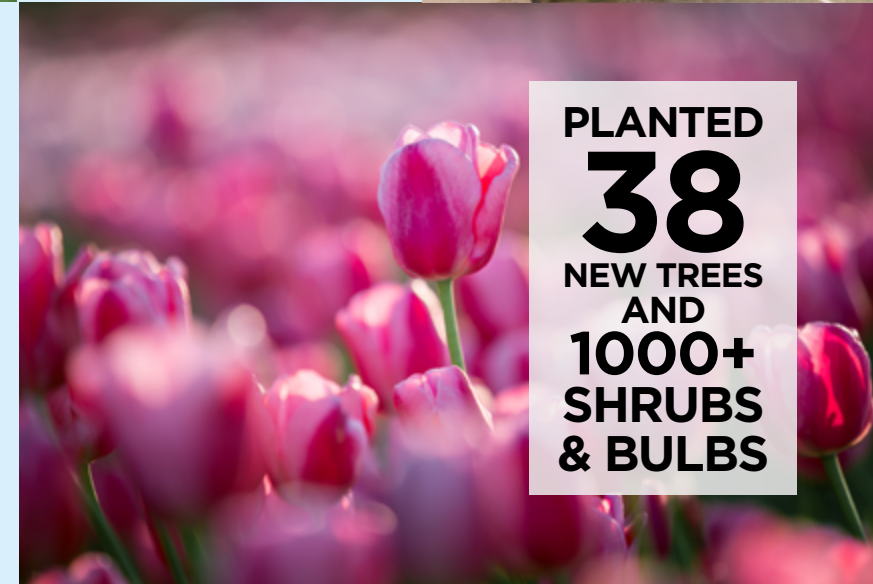
BETTER BANKSIDE'S METAL BOX GARDEN
WINNER
PRO-LANDSCAPER AWARDS 2018.



The Fitzrovia Partnership's FitzPark
INCREASED STREET USER WELLBEING BY 41%
and food and beverage businesses noted increased sales.



FITZPARK RUNNER-UP CAMDEN IN BLOOM AWARDS 2017.



PLANTED 38 NEW TREES AND 1000+ SHRUBS & BULBS



WEAREWATERLOO REVITALISED GRANBY PLACE
to create a tranquil greenspace off busy Lower Marsh.



CHEAPSIDE BUSINESS ALLIANCE'S GUIDED eBIKE RIDES
increased participant likelihood of cycling by 80%.

5 Reduced exposure to toxic air pollution

TREBLING OF FOOTFALL

along the first Clean Air Walking Route between Euston and Kings Cross Stations.



ONLINE CLEAN AIR ROUTE FINDER USED MORE THAN 140,000 TIMES.

www.cleanairroutes.london



THE NORTHBANK BID'S COMMUTER EXPERIMENTS SHOWED ROUTE AND MODE CHOICE CAN CUT EXPOSURE DRAMATICALLY.



PIONEERED LONDON'S FIRST CLEAN AIR WALKING ROUTE

with Urban Partners, and identified 13 more including Euston Town's Green Link.



WINNER
ASSOCIATION OF TOWN & CITY MANAGEMENT AWARDS 2018.

RUNNER-UP
SUSTAINABLE CITY AWARDS 2018.



Research with King's College London showed **SIDE STREET ROUTES CAN CUT EXPOSURE TO POLLUTION BY HALF**, featured in *The Guardian*.

6 Spread the word that Clean Air is Better for Business



20,000 PEOPLE VIEWED CLEAN AIR TOGETHER EXHIBITION at New London Architecture.



100s OF PLEDGES TO IMPROVE AIR QUALITY.

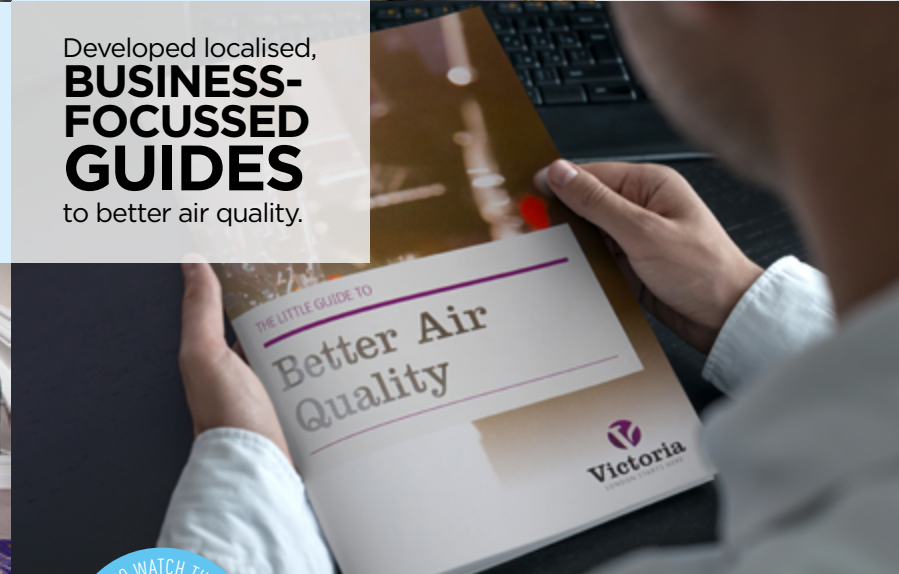


REACHED 3.8M PEOPLE ON SOCIAL MEDIA during London's first multi-borough anti-idling engagement day.

RECOGNISED VICTORIA BID AIR QUALITY CHAMPIONS FOR BEST PRACTICE.



Developed localised, **BUSINESS-FOCUSSED GUIDES** to better air quality.



SUPPORTED THE FIRST EVER NATIONWIDE CLEAN AIR DAYS.



PROMOTED CLEANER VEHICLES TO PRIVATE HIRE INDUSTRY.

Work towards cleaner air continues

Contact us to discuss potential opportunities to work together towards cleaner air.



DELIVER AND PROMOTE NEW CLEAN AIR WALKING ROUTES

to, across, and along
the River Thames.



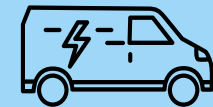
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Delivering
London's
Future
Together for...

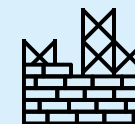


**MAXIMISE THE
ROLE OF TRAINS
BRINGING
CONSOLIDATED
FREIGHT INTO
CENTRAL LONDON
STATIONS,**
ready for zero-emission,
last-mile logistics.



PILOT MICRO- CONSOLIDATION HUBS IN CENTRAL LONDON

to reduce freight traffic and
improve air quality.



**SUPPORT THE
ATTENTION GIVEN
TO AIR QUALITY AT
EVERY STAGE OF
THE DESIGN AND
DEVELOPMENT
OF THE BUILT
ENVIRONMENT.**

