

Clean Air Villages 2

Central London Freight Quality Partnership
29th October 2019

Overview

1. Cross River Partnership

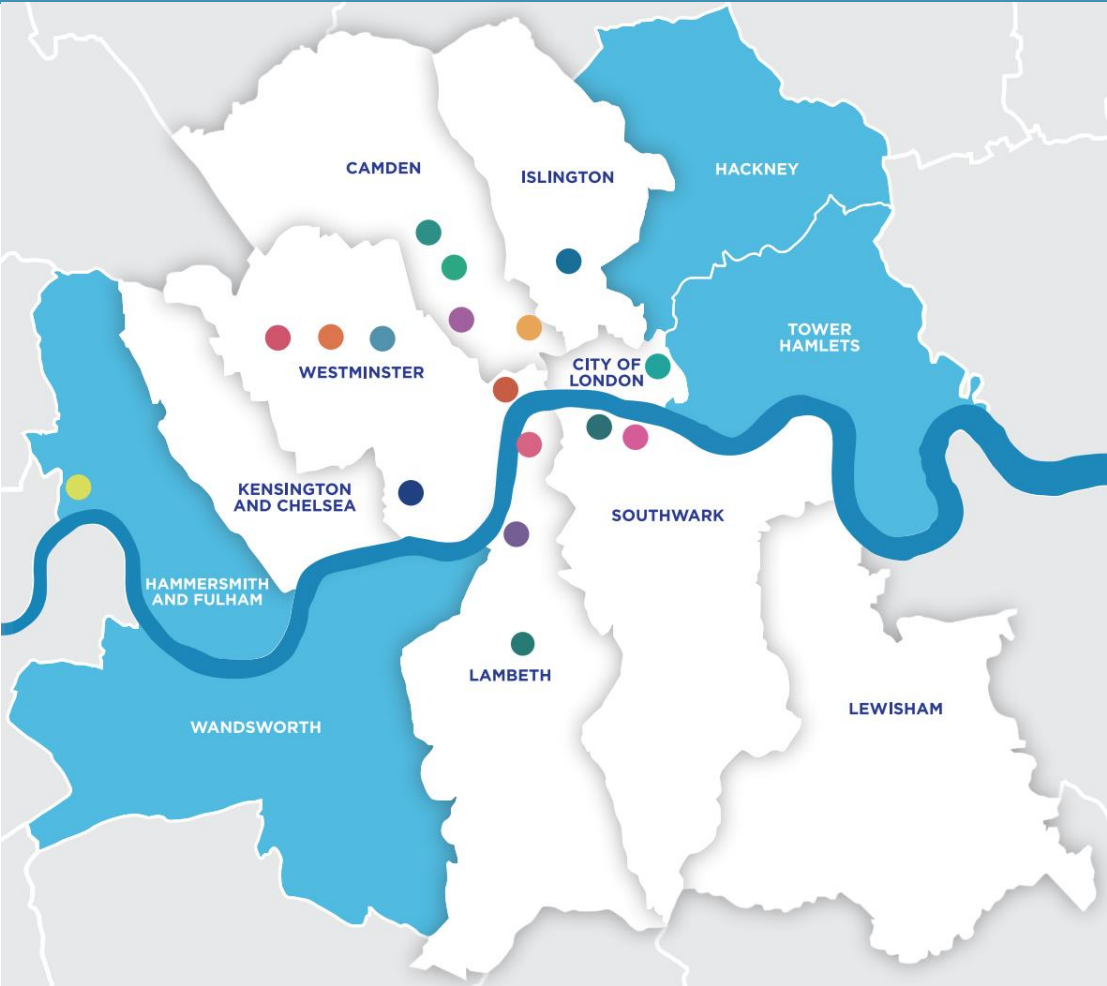
2. Clean Air Villages

- Ultra-Low Emission Supplier Directory
- Business engagement
- Food & Beverage sector deliveries (Covent Garden)
- Re-timing of Supplier Deliveries (Shepherds Bush)
- Shared Electric Van Scheme (Brixton)
- InStreatham BID Shared Electric Cargo Bike
- Suppliers and EV Trials
- Sharing best practice using case studies

Cross River Partnership – Overview

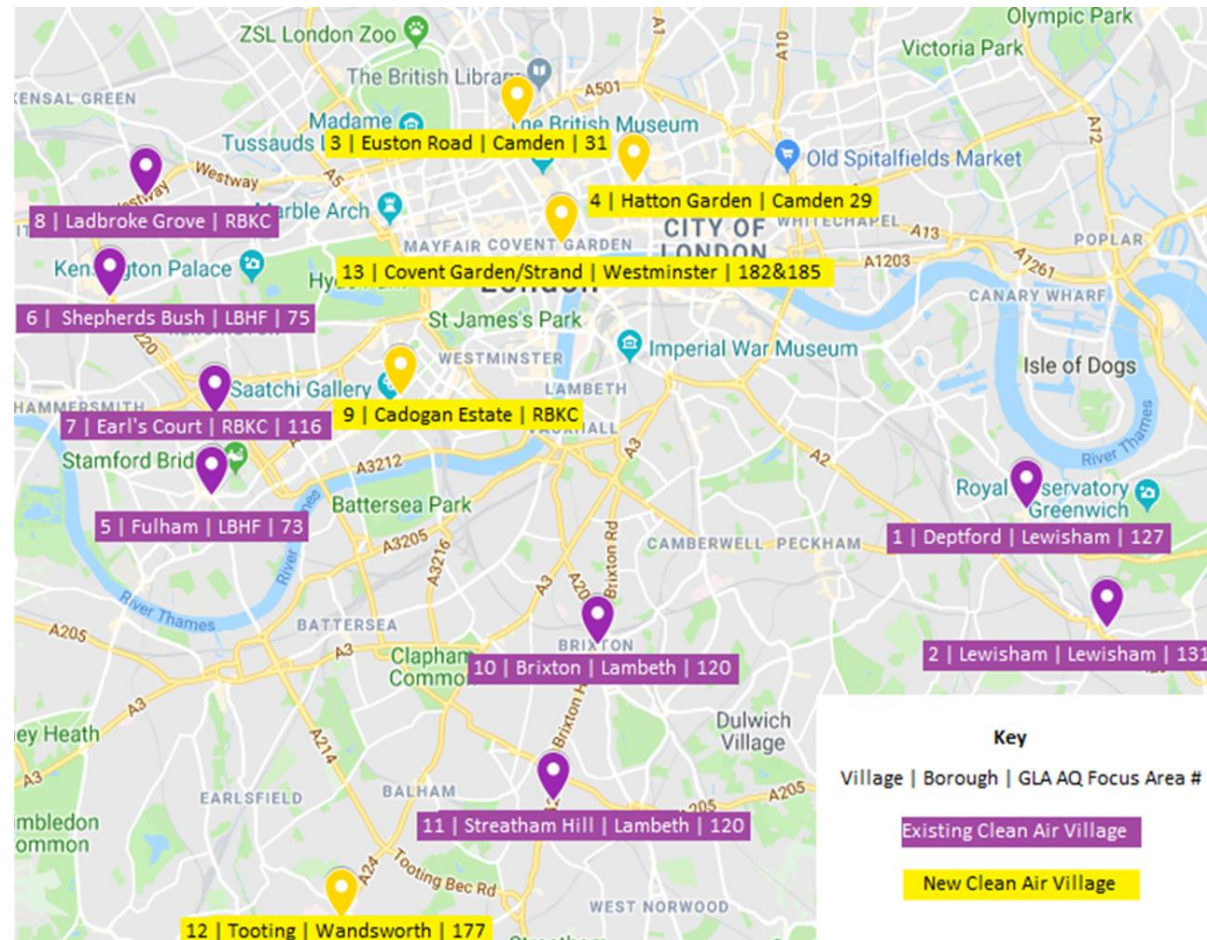
- Non-profit and impartial partnership
- **Delivering positive change** for London’s residents, businesses and visitors for the last 25 years!
- Work **collaboratively** with our public, private and community partners

CRP Local Authorities	CRP Partner Business Organisations	
City of London Corporation	Angel London	Northbank BID
London Borough of Camden	Baker Street Quarter Partnership	Paddington Now
London Borough of Hammersmith & Fulham	Better Bankside	South Bank BID
London Borough of Islington	Brixton BID	Team London Bridge
London Borough of Lambeth	Camden Town Unlimited	The Fitzrovia Partnership
London Borough of Lewisham	Cheapside Business Alliance	Vauxhall One
London Borough of Southwark	Euston Town BID	Victoria BID
London Borough of Wandsworth	Hammersmith BID	
Royal Borough of Kensington and Chelsea	Hatton Garden BID	
Westminster City Council	Marble Arch BID	



Clean Air Villages – Project Overview

- Second year of this **Defra-funded** programme
- **Lead authority: Lewisham**
- Working within 13 pollution ‘hotspots’
- **Local solutions** to reduce congestion and pollution
- **Business engagement:** workshops, seminars, 1-2-1s
- **Innovative trials** and pilot schemes
- Encourage **sustainable behaviour change**
- Shortlisted for **Best Collaboration Award** for the Chartered Institute of Environmental Health Excellence Awards 2019

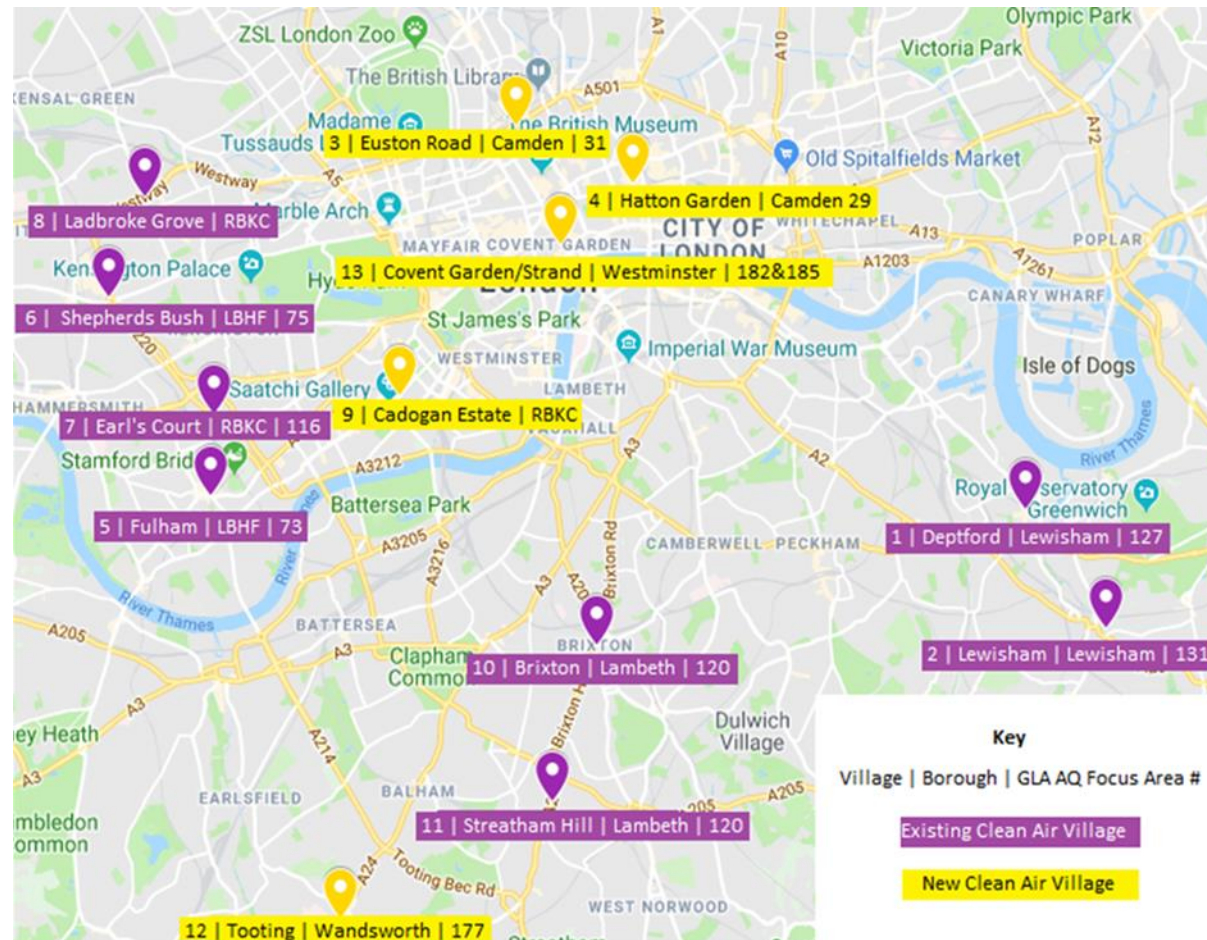


Department
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Food & Rural Affairs



Clean Air Villages – Project Solutions

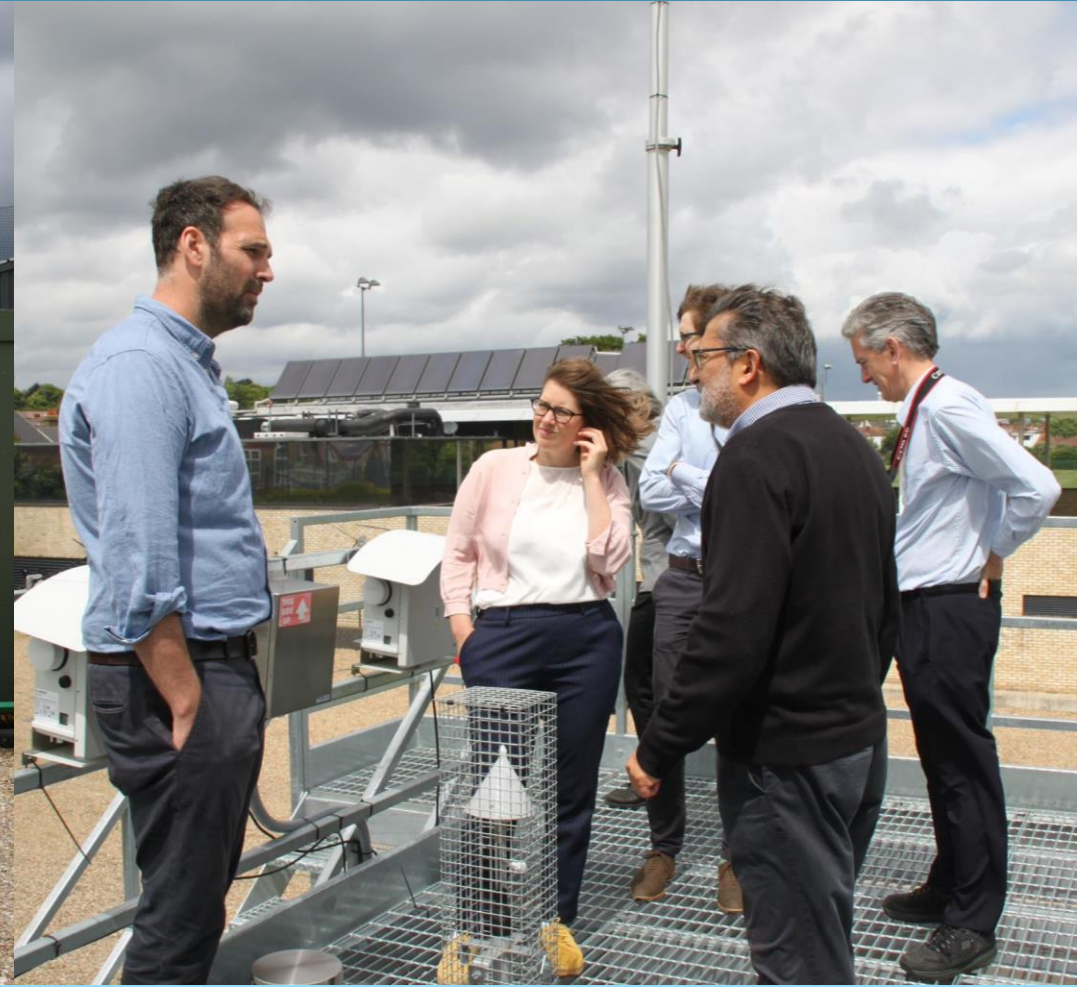
- Ultra-Low Emission Supplier Directory
- **Shared vehicle schemes:** cargo bikes, electric vans
- **Facilitating EV trials** for SMEs
- Installing EV charge points
- **Consolidation hub trials**
- Zero-emission **last-mile delivery**
- Freight **consolidation** and re-timing
- Sharing of best-practice
- Encourage cross-borough learning
- Produce business case studies



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Clean Air Villages 2 – Launch in Lewisham

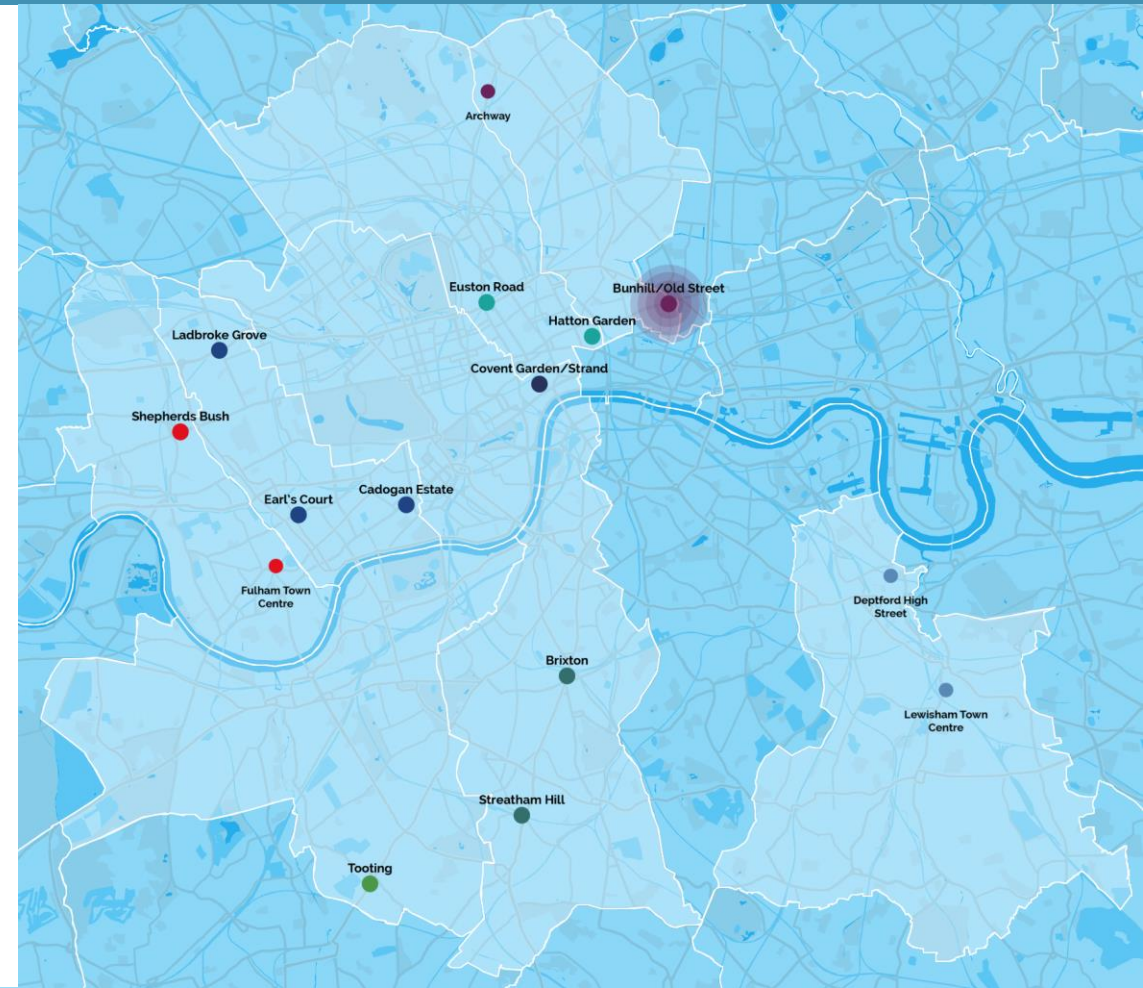


Ultra-Low Emission Supplier Directory

- Lists businesses providing their services using low or zero emission methods:

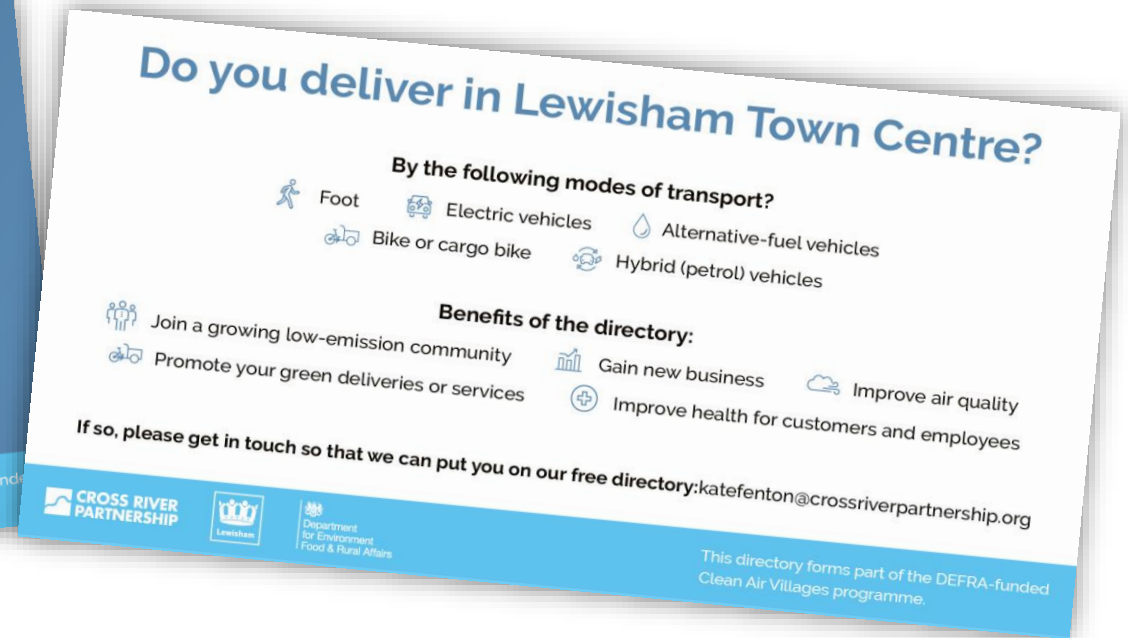


- Suppliers must guarantee they will use these methods **at least 80%** of the time when operating within the Clean Air Village concerned
- Distance from the user's postcode is shown to promote local services
- 15 dedicated 'village' pages
- Available online at:
www.crossriverpartnership.org/directory

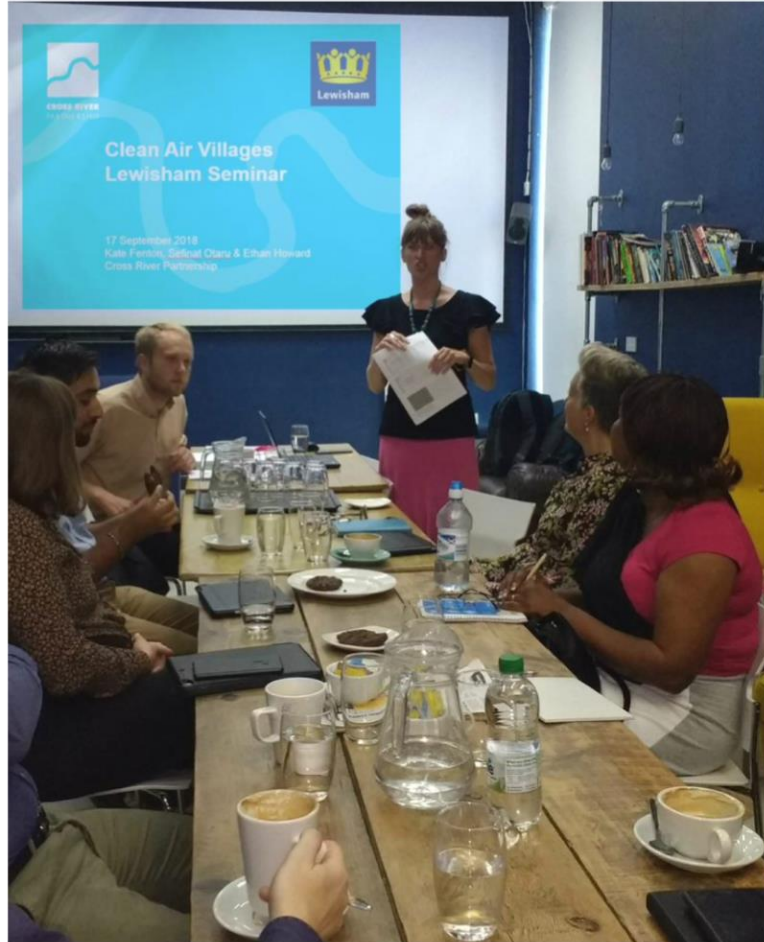


Ultra-Low Emission Supplier Directory

- **Challenge faced:** setting criteria and communicating this
- Would rather have **fewer** eligible businesses and focus on the **cleanest delivery** methods
- Launched initially in just 5 areas
- Recently expanded into 10 new areas!



Business engagement – workshops, seminars, etc.



- Targeted workshops and seminars in each village
- Bring together local independent businesses, schools, large chain representatives, Councillors
- Start a dialogue about local air quality issues and concerns



Challenges faced:

- Small businesses often struggle to attend
- Finding the right communication stream
- Balancing differing priorities

Covent Garden – Food & Beverage Sector

- Working with the West End Partnership and the following stakeholders:
 - Capco
 - Mercers
 - Northbank BID
 - Shaftesbury
- Survey of F&B sector
- Collaborative solution
 - Consolidation
 - Preferred supplier list
- NCGM



City of Westminster



Shepherds Bush Re-timing of Supplier Deliveries

- Worked closely with two **independent hotels**
 - Facilitated regular meetings to discuss suppliers and delivery times
 - Implementation of **green procurement policies**
- Also worked with **large retailers** in the area: Westfields, West 12 Shopping Centre
- Shepherds Bush Business Forum
- Sharing of best practice



Brixton Shared Electric Van

- Collaboration with **Lambeth Council**, **Brixton BID**, **Zipcar**
- Launching the first shared electric van scheme
- A **behaviour-change pilot** exploring:
 - Use of EVs
 - Use of a **shared** asset



Challenges faced:

- Charging infrastructure
- Finding and securing a dedicated parking bay
- Purchase/supply of the electric van
- Management and maintenance
- Planning for worst-case scenarios



InStreatham BID Shared Electric Cargo Bike

- Collaboration with InStreatham BID who secured funding from TfL's Healthy Streets Fund
- Launched a shared electric cargo bike available for all local businesses to **use for free**
- Replacing cars and vans with cycle freight
- Stored and maintained by local shop **Balfe's Bikes**
- Businesses ride it themselves
- Scheme managed by InStreatham BID
 - Easy online booking platform
 - **Free cycle training** offered to employees
 - Insurance



InStreatham Electric Cargo bike hire

Get Started!

Select a date and time, fill in your details.
Collect the bike from Balfe Bikes at least 10 minutes before your scheduled time.
Enjoy making your deliveries with our CO2 emissions-saving bike!

Europe/London September 2019 - October 2019

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	01	02	03	04	05	06
9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM
9:30 AM	9:30 AM	9:30 AM	9:30 AM	9:30 AM	9:30 AM	9:30 AM

Suppliers and EV Trials

- Connected with EV providers:
 - Nissan
 - Renault
 - Paneltex
 - Leaseplan
 - Zipcar
- Supplier survey:
 - Issues
 - Fleet plans
 - Mobility profiling



Sharing Best Practice: Case Studies

SHARED ELECTRIC CARGO BIKE FOR STREATHAM BUSINESSES

BUSINESS
CASE
STUDY

InStreatham BID and Balfe's Bikes Collaborate to Run a Shared E-cargo Bike Service



"This pilot will encourage a range of local businesses to use a zero emission vehicle to transport goods, which we hope will introduce long term behaviour changes that will improve local air quality and also be good for trade."

Louise Abbotts (Project Manager, InStreatham BID)

ISSUE



OUTCOMES



ACTION



ESTIMATED SAVINGS

For every mile travelled via e-cargo bike versus a diesel car:

1.25g of NOx saved
309g of CO₂ emissions saved, enough to power a lightbulb for 24 hours



SOCIAL ENTERPRISE USES ELECTRIC MILK FLOAT

BUSINESS
CASE
STUDY

Cheap and Reliable Vehicle Serves Business for Ten Years and Counting



"Going electric is imperative environmentally and economically – petrol cars are unsustainable, unreliable, expensive, dangerous and becoming rapidly obsolete."

James Swayne (Co-director, Father Nature)

LOCAL ISSUE



ACTION



RESULTS

1.2kg reduction of NOx per year
30g of PM₁₀ saved per year
392kg of CO₂ saved per year, enough to power an average house for 11 days

also

Unique vehicle that turns heads
3 tonne payload
10 mile range, sufficient for the majority of their needs. Milk floats with a longer range are available



THEATRE OF WINE USES CARGO BIKES TO DELIVER BY ZERO EMISSION

BUSINESS
CASE
STUDY

Wine Retailer Reduces Reliance on Diesel Van, Frees Up Staff Time and Saves Money



"Converting to a local cargo bike delivery service for smaller orders made business sense. Pedivan are flexible, reliable and environmentally-friendly."

Mariana Fonseca (Assistant Manager, Theatre of Wine)

ISSUE



ACTION



RESULTS

8-10 trips reduction per month in mileage due to multi-stop journeys
£250-300 cost saving per month by switching supplier

2,748g of NOx saved per year
135g of PM₁₀ saved per year
949kg of CO₂ emissions saved per year, enough to power a house for 20 days

also

Supporting a local courier business
More flexible and efficient deliveries
Increased customer demand for cargo bike deliveries
25 hours of staff time saved each month



CARGO BIKE SPEEDS UP CURED MEAT DELIVERIES

BUSINESS
CASE
STUDY

Cannon and Cannon Wholesale Carve Out Niche Using Pedal Me For Deliveries



"Changing to Pedal Me has given us an advantage over our competitors. We are now able to deliver on the same day and more quickly than before, with couriers who care about the environment."

Mikaela Skog (Fulfillment Manager, Cannon & Cannon)

LOCAL ISSUE



ACTION



RESULTS

5.33kg of NOx saved per year
265g of PM₁₀ saved per year
1,777kg of CO₂ emissions saved per year, enough to power an average house for 50 days

also

Faster delivery times than competitors
Time saved from chasing courier companies
Pedal Me professional, friendly and reliable
Gained business due to speed and efficiencies






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