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

<table>
<thead>
<tr>
<th>CRP Local Authorities</th>
<th>CRP Partner Business Organisations</th>
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<tbody>
<tr>
<td>City of London Corporation</td>
<td>Angel London</td>
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<td>London Borough of Camden</td>
<td>Baker Street Quarter Partnership</td>
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<td>London Borough of Hammersmith &amp; Fulham</td>
<td>Better Bankside</td>
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<td>London Borough of Islington</td>
<td>Brixton BID</td>
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<td>London Borough of Lambeth</td>
<td>Camden Town Unlimited</td>
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<td>Cheapside Business Alliance</td>
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<td>Euston Town BID</td>
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<td>London Borough of Wandsworth</td>
<td>Hammersmith BID</td>
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<td>Hatton Garden BID</td>
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<td>Marble Arch BID</td>
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<td>Paddington Now</td>
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<td>South Bank BID</td>
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<td>Victoria BID</td>
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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
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
Lists businesses providing their services using low or zero emission methods:

- Electric vehicles
- Alternative-fuel vehicles
- Bike or cargo bike
- Hybrid (petrol) vehicles

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](http://www.crossriverpartnership.org/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

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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 supply of the electric van
- Planning for worst-case scenarios
• 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
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**
Innovachen BID and Bell’s Bikes Collaborate to Run 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 inspire a change in the way businesses think about the impact of their road transport on the environment.”*

**Outcomes**
- 1.25% reduction in CO2 emissions
- £30 per year
- Cost savings of £1,250 per year

**Estimated Savings**
- £30 per year
- £1,250 per year

**Action**
- Increased visibility of local business
- Improved delivery times

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**Social Enterprise Uses Electric Milk Float**
Cheap and Reliable Vehicle Serves Business for Ten Years and Counting

*“Using electric is imperative environmentally and economically – petrol costs are unaffordable, unreliable engines are dangerous and becoming rapidly obsolete.”*

**Results**
- 8-10 trips per week
- £2,748 per year
- £1,350 per year
- £1,398 per year

**Action**
- Provide electric milk float
- Direct electric milk float to local business
- Increase visibility to local business

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**Theatre of Wine Uses Cargo Bikes to Deliver by Zero Emission**
Wine Retailer Reduces Reliance on Diesel Van, Free Up Staff Time and Saves Money

*“Something as simple as using cargo bikes delivers so many benefits for our local community.”*

**Results**
- 8-10 trips per week
- £2,748 per year
- £1,350 per year
- £1,398 per year

**Action**
- Provide electric cargo bike
- Direct cargo bike to local business
- Increase visibility to local business

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**Cargo Bike Speeds Up Cured Meat Deliveries**
Cannon and Cannon Wholesale Cuts Out Hitches 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 customers also aware about the environment.”*

**Results**
- 8-10 trips per week
- £2,748 per year
- £1,350 per year
- £1,398 per year

**Action**
- Provide electric cargo bike
- Direct cargo bike to local business
- Increase visibility to local business