

The Problem

London has an air quality problem that is estimated to cost the city over £2billion per year and contribute to over 4,300 annual deaths. In particular, Nitrogen Dioxide (NO2) levels and Particulate Matter (PM) exceeds European and World Health Organisation standards and directly affects all people who are exposed to it on a daily basis.

Without action, individual's health and wellbeing will continue to be affected and the implications to public health will escalate. London will potentially become a less attractive place to live, work, shop and visit.

Road transport is a key contributor to these emissions.

This pack is designed specifically for businesses to raise awareness of the problem and provides a range of potential initiatives, practical actions and links to further information and case studies.

The Solution

Businesses have a key role to play in improving air quality in London by influencing how employees, suppliers, customers and visitors travel. CABB will work in partnership with your business to support activities that will reduce travel emissions and frequently result in cost savings and improved business performance. Your business is encouraged to take steps in the following three key areas:

Communications – raising the awareness of poor air quality, engaging with employees to take action, and running internal campaigns.

Transportation – implementing initiatives that enable employees, suppliers, customers and visitors to make sustainable transport choices.

Supply Chain – addressing emissions from deliveries through; rationalising operations, eco-driver training, policy implementation mechanisms and the use of ultra low emission vehicles.

Cross River Partnership – Clean Air Better Business

Inside view



Cross River Partnership's Clean Air Better Business project is partnered by Angel Aim BID, Baker Street Quarter Partnership, Better Bankside BID, Camden Town Unlimited BID, City of Westminster, Greater London Authority, Hammersmith BID, InMidtown, Kings College London, Kings Cross St Pancras Business Partnership, London Borough of Camden, London Borough of Hammersmith & Fulham, London Borough of Islington, London Borough of Lambeth, London Borough of Southwark, London Borough of Wandsworth, Paddington BID, Royal Borough of Kensington and Chelsea, South Bank BID, Team London Bridge, The Fitzrovia Partnership BID, Transport for London, Victoria BID and Waterloo Quarter BID.

Central London has an air quality problem which not only affects us all, but also adds to the cost of doing business through increased staff absenteeism or regulatory measures such as the ultra low emission zone (ULEZ).

The Clean Air Better Business (CABB) programme, led by Cross River Partnership is the central London strand of the Mayor's Air Quality Funded programmes. It is a public/private partnership, exemplifying joint working to deliver a better environment and public realm for workers, residents and visitors.

CABB is working with local authorities, Business Improvement Districts (BIDs), community groups and individuals to not only reduce harmful emissions but also make businesses more efficient.

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SUPPORTED BY
MAYOR OF LONDON

Clean Air Better Business Toolkit

No₂

PM

Co₂

“The more we work together to tackle air quality, the bigger the potential impact. Mayor Boris Johnson

Outside view