

## What is being done?

### The Cross River Partnership CABB programme offers:

- Social media presence – follow @CRP\_CABB for advice, information, alerts
- A CABB air quality widget to add to your intranet page
- Information on the latest relevant air quality legislation, funding and other opportunities
- Prestigious business awards such as 'Air Quality Improvement' category, which is part of the Sustainable Cities Awards
- Help your business gain a competitive advantage by demonstrating your green credentials and raise your market profile
- Marketing and communications advice and design
- Signposting to local initiatives and activities that you can participate in that address air quality

#### Further information:

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## What you can do

- ✓ Engage with the CABB programme
- ✓ Embed the CABB Air Quality widget on your intranet page to give page users and staff the most up to date pollution levels as well as low pollution routing options
- ✓ Sign up to workshops and seminars about air quality awareness and taking action to reduce emissions
- ✓ Launch internal campaigns to promote cycling, walking and explore corporate car club memberships and bulk taxi contracts
- ✓ Integrate an Air Quality action plan into your short, medium and long-term planning / CSR strategy
- ✓ Sign up to the eco-driver training available for taxi, private hire and freight industry drivers in London
- ✓ Suggested travel apps and reception /concierge route-planning with the option of having wayfinding information printed

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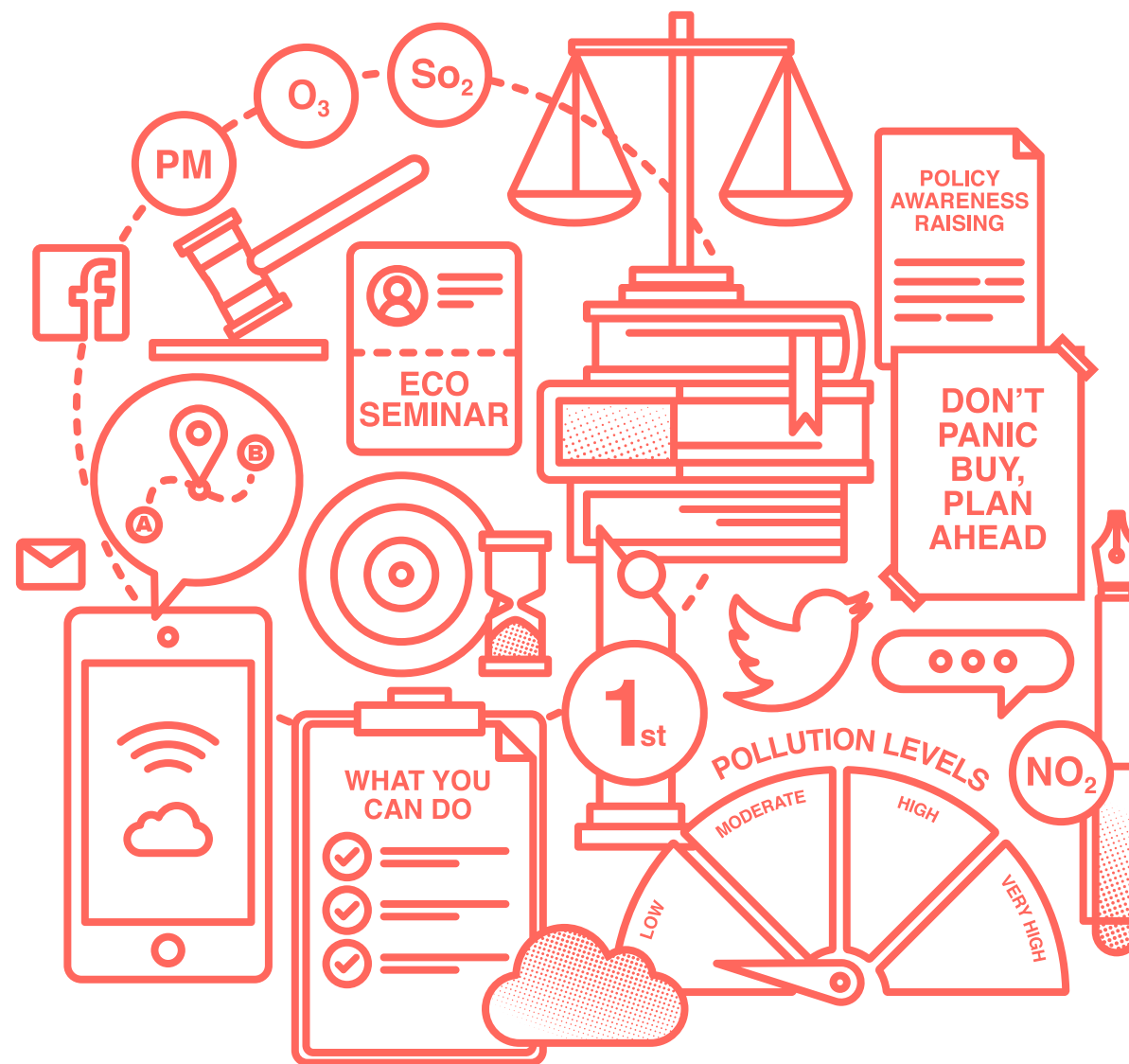
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# Clean Air Better Business Communications

**The Cross River Partnership Clean Air Better Business (CABB) programme raises awareness of air quality issues through communicating with business. A common theme identified with business was that the issue of air quality needs greater visibility as it is an ‘invisible problem’.**

Businesses who sign up to receive these communications get current advice, evidence and information on how to encourage employees, suppliers, customers and visitors to cut their transport emissions and how lowering emissions can help the performance of your business.

The CABB programme is raising awareness through a range of outputs including: social media, workshops and seminars and an air quality widget that provides daily air quality alerts, shares key messages to enable exposure mitigation and has a routing tool to plan cleaner air routes away from more polluted main roads.



Transport for London (TfL)

**Anti-idling programme**

TfL are minimising emissions through the taxi and private hire industry, TfL undertook an anti-idling campaign and achieved a good level of driver awareness (25%) and recognition (40%) of the campaign was identified amongst taxi drivers.<sup>(1)</sup>

GlaxoSmithKline

**Promoting cycling in the workplace**

When GlaxoSmithKline had to choose between providing car parking at an annual cost of £2,000 per space at its worldwide headquarters in Brentford, or supporting those who cycle to work for £400 a year, it was an easy decision to make. GSK communicate that cyclists are highly valued in the business and encourage cycling by rewarding cyclists £1 per day. They are also provided with high quality cycle parking and changing facilities. The number of staff cycling to work has increased from 50 to 450 (out of 3,600).<sup>(2)</sup>

Destination Retail

**Raising awareness**

One New Change, located in the heart of the City of London is a major shopping destination, with no public car parking. Their website and marketing is aimed towards encouraging visitors to walk or take public transport. Engaging tenants on air quality issues has increased understanding about the importance of walking and has encouraged tenants to promote walking to their staff.<sup>(3)</sup>

**References**

- 1 Clean Air Fund – End of Programme Report, London 2013
- 2 Cycling for Business, TfL, 2010
- 3 Improving Air Quality in the City of London, A practical guide for City businesses