



CLEAN AIR BETTER BUSINESS



CROSS RIVER
PARTNERSHIP

SUPPORTED BY
MAYOR OF LONDON

London has an air quality problem which affects the health of residents and businesses alike. Without action, London could become a less attractive place to shop, visit and do business.

With the help of the Clean Air Better Business programme's public and private sector partners, businesses across central London are helping improve air quality.

And they're realising real benefits to their bottom line too. Find out how clean air is better for your business.



PROCUREMENT

With the support of Business Improvement Districts (BIDs), hundreds of businesses are using their buying power to reduce unnecessary trips by delivery vehicles and support suppliers who take air quality seriously.

Take action:

- Contact your BID to see if they offer a preferred supplier scheme
- Use Victoria BID's Zero and Low Emission Supplier Directory to identify suppliers that operate zero or low emission fleets

www.victoriabid.co.uk/work/zero-and-low-emission-suppliers-directory

“By procuring collectively, our members saved over £650,000 over four years at the same time as reducing the impact their supply chains have on local congestion and air quality.”

Lee Lyons, The Fitzrovia Partnership BID



TRAVEL CHOICES

Employers like Sheppard Robson are encouraging staff to travel sustainably by providing access to bikes for short trips. This helps cut travel costs and makes for a healthier, more engaged workforce.

Take action:

→ TfL's Cycling Workplaces can help you kick-start cycling in your workplace, including providing discounted Santander Cycle Hire business accounts
<https://businessoffers.tfl.gov.uk/>

“Staff loved having access to ‘a company’ bike provided by our BID, Camden Town Unlimited (CTU). One of the partners used it so much we are now looking into the possibility of purchasing one for the office. A huge thanks to the CTU team for getting us involved.”

Sheppard Robson

ULTRA LOW EMISSION FLEETS

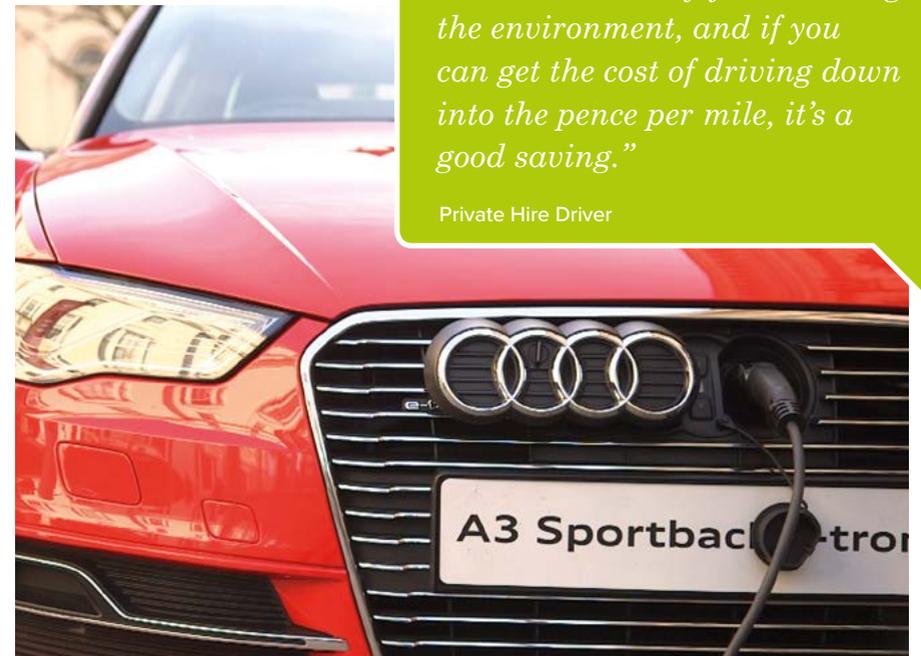
By converting their fleets to ultra low emission capable vehicles, businesses are cutting emissions and planning ahead to avoid ULEZ charges. Making the change is made much easier with government grants of up to £4,500 off the purchase price.

Take action:

→ Watch our ultra low emission vehicle video at www.goo.gl/Egn0Ms
→ Find out more and book a test drive at www.goultralow.com

“I’d like to move to an electric vehicle. Obviously you’re saving the environment, and if you can get the cost of driving down into the pence per mile, it’s a good saving.”

Private Hire Driver



REDIRECTING PERSONAL DELIVERIES

Employers like John Lewis are promoting alternatives to having personal deliveries made to the workplace. This is helping reduce congestion and pollution and reduces staff time spent receiving and distributing packages.

Take action:

- ➔ Inform staff of alternative delivery options see goo.gl/jk2b05
- ➔ Provide a trial subscription to a parcel management service

“Prohibiting personal deliveries has improved the efficiency of the post room, allowing us to focus on core business processes.”

John Lewis



REDUCING EXPOSURE TO POLLUTION HOTSPOTS

Businesses are encouraging staff and customers to reduce their exposure to pollutants by taking safer, ‘low-exposure’ walking routes.

Take action:

- ➔ Encourage staff and visitors to plan their journeys using the ‘air quality travel planner’ available on BID websites including Better Bankside www.betterbankside.co.uk/travel/air-quality

“London’s first ‘Wellbeing Walk’ provides a safer, cleaner and more pleasant route between Euston and Kings Cross and St Pancras stations. Studies have shown the route has between 50-60% less air pollution than walking between the stations along Euston Road.”

Urban Partners for Kings Cross, St Pancras and Euston



DELIVERY AND SERVICING PLANS

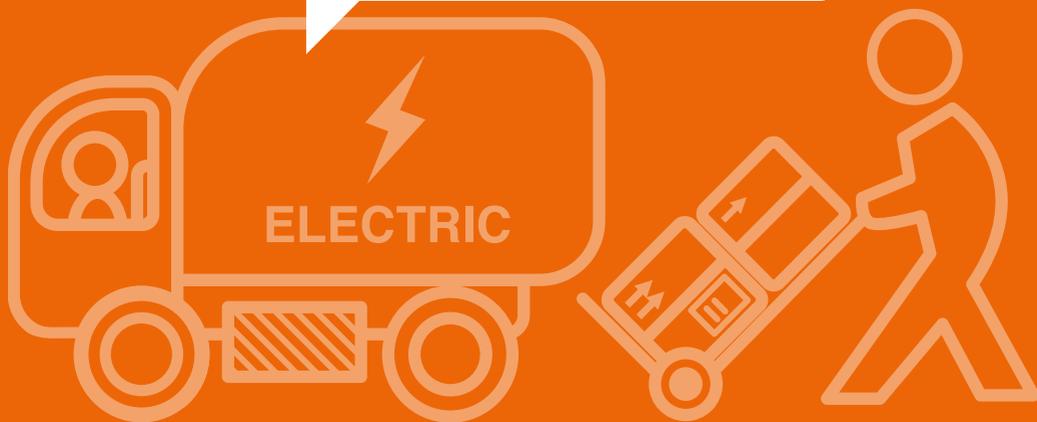
Businesses like St Martin-in-the-Fields are improving their understanding of the movement of goods and services to and from their sites. This is helping identify simple actions to reduce emissions and congestion while creating efficiencies.

Take action:

- Record the movement of all goods and services to and from your site to help identify opportunities for efficiencies
- Contact your BID about opportunities to undertake a more thorough review

“Undertaking the two week survey made us realise that we could reduce the frequency of vehicular deliveries, by simply planning further ahead and by ordering non-perishable goods in larger quantities.”

St Martin-in-the-Fields



COMMUNICATION

Business leadership in communicating key air quality messages is raising awareness and motivating behaviour change.

Over two Clean Air Action Days, volunteers from central London businesses and BIDs spoke with over 500 drivers, asking them not to idle when parked. Drivers who pledged not to idle will collectively save over 2,200 litres of fuel and 400 tonnes of emissions a year.

Take action:

- Communicate air quality information with staff and customers

“The best way to tackle these issues is head-on. Higher level discussions are important but it feels good to speak to people out on the street.”

WeAreWaterloo BID



ECO DRIVER TRAINING

Efficient driving skills training is helping fleet operators reduce their fuel usage, cut costs and lower emissions. A subsidised, one hour, on road session for drivers is all it takes.

Take action:

→ The Energy Savings Trust offers subsidies for training courses

www.energysavingtrust.org.uk/business/transport

"I went from 47 to 64 miles per gallon. That's a saving of 25% on my fuel costs. It's like getting a wage rise!"

Driver, Parker Cars



With the support of the Mayor's Air Quality Fund Round 1, the Clean Air Better Business programme partners have delivered:



The #noidling message to 3.8 million Londoners



Eco driver training for 77 private hire vehicle drivers



Delivery and Servicing Plans for 11 leading businesses



London's first Wellbeing Walk which reduces exposure to air pollution by 50-60%



Information on low emission vehicles to 1,300 private hire vehicle drivers



Air quality widgets on 7 partner websites



A directory of 160 suppliers using zero and low emission delivery fleets



Air Quality 'Toolkits' available to central London businesses



10 Steering Group meetings to share lessons and best practice amongst private and public sector partners

The success of these projects and many more has shown that businesses have a key role to play in improving London's air quality.

Find out more at www.crossriverpartnership.org

Cross River Partnership is excited to build on the success of the Clean Air Better Business programme.

With the support of the Mayor's Air Quality Fund Round 2, we will help our public and private sector partners deliver exciting, innovative and impactful improvements in the priority areas of: traffic, freight and fleets; behaviour change; planning; and, local environments.

CABB partners for the Mayor's Air Quality Fund Round 2 are:



To find out more about how your business can improve air quality, contact your borough or Business Improvement District



www.crossriverpartnership.org



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