BRIXTON BUTCHERS CONSOLIDATE SUPPLIERS

Saving Costs, Reducing Congestion and Improving Local Air Quality

"Brixton is polluted and congested. Reducing the number of vans coming in each day is better for all the traders, their customers and residents."

Cllr. Irfan Mohammed (local Councillor and former butcher)

LOCAL ISSUE

| Congestion and idling from delivery vans |

ACTION

| 14 local butchers worked together for mutual and community benefit |

RESULTS

| 55% reduction in the number of meat vans delivering to Electric Avenue |
| 8-10% saving in product costs following consolidation |
| 61% reduction of NOx |
| 55% reduction of PM2.5 within the same area |
| 1,587kg of CO2 emissions saved, enough to power an average house for 45 days |
| Established a stronger business community |
| Improved reliability of deliveries |
| Reduced congestion and noise pollution |

BUSINESS CASE STUDY

CROSS RIVER PARTNERSHIP

Lambeth
WHAT IS THE **CLEAN AIR VILLAGES** PROGRAMME?

A Central Government-funded programme which aims to *enable and support businesses to reduce emissions from deliveries of goods and services whilst saving them time and money*. The project is working across 10 air pollution hotspots – the ‘villages’ – within 5 London boroughs.

For more information, please see [www.crossriverpartnership.org](http://www.crossriverpartnership.org)

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**LOCAL SOLUTIONS**

In partnership with local businesses and communities, localised solutions are being implemented to improve air quality. These include:

- Sharing suppliers with neighbouring businesses
- Switching to suppliers that use low or zero emission vehicles
- Reducing delivery frequency

**PARTNERS**

Cross River Partnership is proud to be delivering this DEFRA funded project and to be working with the following Local Authorities:

**VILLAGES**

- Brixton
- Deptford High Street
- Fulham Town Centre
- Archway
- Earl’s Court Rd & Warwick Rd
- Streatham Hill
- Lewisham Town Centre
- Shepherds Bush
- Bunhill / Old Street
- Ladbrooke Grove & Westway
- Islington
- Kensington and Chelsea
- Lambeth
- Lewisham
- Hammersmith and Fulham

Emissions reductions are estimations based on data provided