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

Butchers using a large number of different suppliers, paying different prices for the same product

ACTION

14 local butchers worked together for mutual and community benefit

They negotiated with existing suppliers and reduced the number servicing the area from 11 to 5

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 CO_2 emissions **saved,** enough to power an average house for 45 days

also

Established a stronger business community

Improved reliability of deliveries

Reduced congestion and noise pollution

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**

ISLINGTON

KENSINGTON AND CHELSEA

HAMMERSMITH AND FULHAM

LAMBETH

LEWISHAM

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	Ladbroke Grove & Westway

CROSS RIVER PARTNERSHIP

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:

Lambeth

Lewisham

ISLINGTON

THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA

Department for Environment Food & Rural Affairs

h&f
hammersmith & fulham

Emissions reductions are estimations based on data provided   **April 2019**