#### BUSINESS CASE STUDY

# 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

61% 55% reduction reduction

reduction of PM2.5 within the 8-10%

saving in product costs following

**1,587**kg

of CO2 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





#### 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



#### **VILLAGES**





**Deptford High Street** 



Fulham Town Centre



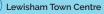
Archway



Earl's Court Rd & Warwick Rd











Bunhill / Old Street





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:











