Over the past six years, Cross River Partnership’s Clean Air Better Business programme has brought together central London boroughs, BIDs and businesses to support the business sector to reduce emissions and exposure to toxic air pollution.

Supported by the Mayor’s Air Quality Fund, CRP and partners have:

1. Put air quality firmly on the business agenda
2. Supported businesses to reduce emissions from freight and servicing
3. Taken on the impact of growing e-commerce deliveries
4. Supported business-led green infrastructure and healthy streets
5. Reduced exposure to toxic air pollution
6. Spread the word that Clean Air is Better for Business

Air quality is now firmly on the business agenda, with BIDs, estates and individual businesses now leading action to clean London’s air while achieving commercial and CSR goals.

CRP looks forward to continuing to support the public and private sectors, working across borough boundaries to support London’s goal of clean air.
UNLOCKED OVER £800K PUBLIC AND PRIVATE SECTOR INVESTMENT ON TOP OF MAYORAL INVESTMENT.

MADE 16 SUBMISSIONS TO BOROUGH, MAYORAL AND GOVERNMENT PLANS AND STRATEGIES.

HELPED 22 PUBLIC & PRIVATE STAKEHOLDER MEETINGS and presented at 24 conferences and events.

LESSONS LEARNT HELPED PARTNERS SECURE ADDITIONAL FUNDING including The Northbank BID’s BLEN and CRP’s Defra-funded Clean Air Villages programme.

HELPED PUT AIR QUALITY FIRMLY ON THE BUSINESS AGENDA

DEVELOPED AND DELIVERED BUSINESS-LED DELIVERIES AND AIR QUALITY STRATEGY WITH HEART OF LONDON BUSINESS ALLIANCE.

PIONEERED LONDON’S FIRST MULTI-BOROUGH ANTI-IDLING AWARENESS DAYS, now pan-London with fleet operator support.


#CleanAirBetterBusiness
Supported 500+ businesses to reduce emissions from freight and servicing.

LAUNCHED FREE ONLINE TOOL that recommends relevant, proven solutions, making deliveries more efficient.

OLYMPIA LONDON reduced delivery vehicles by more than 100 a year by consolidating orders and changing suppliers.

THE BRIDGE reduced delivery trips by 40% by promoting preferred suppliers and alternatives to workplace delivery of personal packages.

THE APOLLO cut the number of lorries by 75 a year by consolidating suppliers and reducing the frequency of orders.

www.deliverBEST.london

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Took on the impact of growing e-commerce deliveries.

Developed Click Collect Clean Air, a behaviour change campaign to reduce workplace delivery of online shopping purchases—promoted by more than 20 BIDs and boroughs.

90% of deliveries made using Parcelly promotion code now being delivered outside of Zone 1 and 2 where air pollution is worst.

At least 50% reduction in personal deliveries to participating workplaces.

Support and promotion of Click & Collect, a key action in the Mayor’s Freight & Servicing Action Plan 2019.

Over 22,000 views of online parcel collect point locator.

#CleanAirBetterBusiness

Click here to watch the video.

www.clickcollect.london
Supported business-led green infrastructure and healthy streets

The Fitzrovia Partnership’s FitzPark increased street user wellbeing by 41% and food and beverage businesses noted increased sales.

150+ locals volunteered at Brixton BID’s Orchard.

Wearewaterloo revitalised Granby Place to create a tranquil greenspace off busy Lower Marsh.


Better Bankside’s Metal Box Garden winner pro-landscaper awards 2018.

Planted 38 new trees and 1000+ shrubs & bulbs.

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Cheapside Business Alliance’s guided eBike Rides increased participant likelihood of cycling by 80%.

Increased participant likelihood of cycling by 80%.
Reduced exposure to toxic air pollution

TREBLING OF FOOTFALL along the first Clean Air Walking Route between Euston and Kings Cross Stations.

THE NORTHBANK BID’S COMMUTER EXPERIMENTS SHOWED ROUTE AND MODE CHOICE CAN CUT EXPOSURE DRAMATICALLY.

ONLINE CLEAN AIR ROUTE FINDER USED MORE THAN 140,000 TIMES.

PIONEERED LONDON’S FIRST CLEAN AIR WALKING ROUTE with Urban Partners, and identified 13 more including Euston Town’s Green Link.

WINNER ASSOCIATION OF TOWN & CITY MANAGEMENT AWARDS 2018.

RUNNER-UP SUSTAINABLE CITY AWARDS 2018.

Research with King’s College London showed SIDE STREET ROUTES CAN CUT EXPOSURE TO POLLUTION BY HALF, featured in The Guardian.

#CleanAirBetterBusiness
Spread the word that Clean Air is Better for Business

- Reached 3.8M people on social media during London's first multi-borough anti-idling engagement day.
- Recognised Victoria BID Air Quality Champions for best practice.
- Developed localised, business-focused guides to better air quality.
- Supported the first ever nationwide Clean Air Days.
- 20,000 people viewed Clean Air Together Exhibition at New London Architecture.
- 100s of pledges to improve air quality.
- Reached 3.8M people on social media during London's first multi-borough anti-idling engagement day.

#CleanAirBetterBusiness
Work towards cleaner air continues

Contact us to discuss potential opportunities to work together towards cleaner air.

Deliver and promote new clean air walking routes to, across, and along the River Thames.

Maximise the role of trains bringing consolidated freight into central London stations, ready for zero-emission, last-mile logistics.

Pilot micro-consolidation hubs in central London to reduce freight traffic and improve air quality.

Support the attention given to air quality at every stage of the design and development of the built environment.