**Welcome**

CRP is a truly public-private partnership and as such has a Co-Chairing arrangement. Councillor Wendy Hyde, from the City of London Corporation is the CRP Board public sector Co-Chair, and Simon Pitkeathley, Chief Executive of Camden Town Unlimited BID and Euston Town BID, is the CRP Board private sector Co-Chair.

"The City of London Corporation is proud to support Cross River Partnership alongside other central London boroughs, strategic agencies and BIDs. Cross River Partnership is delivering innovative programmes tackling topics high up the City’s agenda, such as air quality, healthy streets, jobs and opportunities for all."

Councillor Wendy Hyde
City of London Corporation
CRP Board Co-Chair

"I look forward to ensuring that Cross River Partnership’s delivery programmes continue to focus on the Mayor of London’s priorities, as expressed via his newly-formed, business-focussed London Enterprise Action Panel (LEAP)."

Simon Pitkeathley
Camden Town Unlimited and Euston Town BIDs
CRP Board Co-Chair

Cross River Partnership (CRP) is central London’s largest public-private partnership and has been delivering regeneration projects in the capital since 1994.

CRP originally formed to deliver cross river infrastructure projects such as the Millennium Bridge, but has since diversified.

Today, CRP develops and delivers a wide range of innovative pilot projects with, and for, its partners across London. Over the last 23 years CRP has worked very hard to support sustainable growth, improve the economic climate and create attractive, healthy and vibrant places for all those who live in, work in and visit London.

If you would like to find out more about Cross River Partnership, please don’t hesitate to contact us:

Susannah Wilks
Director of Cross River Partnership
susannahwilks@crossriverpartnership.org

Who we are
CRP is a voluntary association of its members. Westminster City Council acts as the accountable body for CRP, signing its contracts and employing its staff.

What we do
CRP takes on a variety of roles and delivers a range of services across specialised subject areas including programme management, project delivery, relationship management, monitoring and evaluation, bid writing, research and analysis, lobbying and communications.

The team
CRP is made up of dedicated individuals with wide ranging experience and backgrounds, all working to deliver a better future for London.

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Our Culture

- Positive
- Pro-active
- Efficient
- Flexible
- Genuine
- Delivery oriented
Cross River Partnership’s vision is to help London be the best possible place it can be for residents, businesses and visitors. We want to get people into sustainable employment and we want to help London’s businesses thrive. We want to make London the greenest city in the world and we want to create a healthy environment for everyone living in and visiting the city. We will work towards our vision by delivering programmes, with and for, our partners that help achieve one or more of our four objectives:

**Objective 1**
Sustainable employment opportunities

**Objective 2**
Economic growth and prosperity

**Objective 3**
Air quality and carbon reduction

**Objective 4**
Making places that work

By supporting public-private collaborations on projects that address both environment and economy, Cross River Partnership initiatives are addressing issues that are important to businesses, residents and visitors alike.

Shirley Rodrigues
Deputy Mayor for Environment and Energy

CRP’s modest membership fees plus the addition of external funding sources enables us to have the capacity to develop exciting, relevant new programmes. For 2017/18, CRP has managed to secure funding from:

- Business Improvement Districts
- Central Government Departments
- Employers
- Greater London Authority
- Job Centre Plus
- Landowners
- Local Authorities
- London Enterprise Action Panel
- Mayor’s Air Quality Fund
- Section 106 Planning Gain
- Seventh Framework Programme
- Transport for London
- URBACT

**Our Vision**

**How we deliver our vision**

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Shirley Rodrigues
Deputy Mayor for Environment and Energy
Objective 1
Sustainable employment opportunities

In an economic environment where many people struggle to secure long-term, viable employment, CRP have worked with the local community and businesses to identify and fill sustainable employment opportunities.

CRP has a dedicated Recruit London team acting as a free local recruitment service for London businesses. Workplace Coordinators train and place out of work residents into jobs across central London, with over 1,540 residents helped into work with flagship stores, hotels and restaurants since 2009.


Employers we work with on the Recruit London programme include:
- Buckingham Palace
- Hamleys
- Hobbs
- Liberty
- M&M’s World
- Marks & Spencer
- McDonald’s
- Nando’s
- New Look
- ‘Nickelodeon’ Store
- Pret A Manger
- Royal Opera House
- Space NK

Recruit London also work with employers to offer additional engagement to job seekers. 2016/17 saw the Ritz Hotel open up its doors and provide a tour and the chance to find out about the recruitment process to unemployed candidates. McDonalds offered candidates the chance to learn about health and safety in a work environment leading to the recruitment of one candidate and Rapport, who manage front of house services along Regent Street, hosted a workshop for candidates.

I am hugely impressed by the range and number of job opportunities that Recruit London continues to open up for workless residents, including those at risk of homelessness, and those dealing with mental health and physical disability issues. I am committed to doing all that I can to support Recruit London, demonstrating that Westminster really is a City for All.

Councillor Robert Davis
Deputy Leader of Westminster City Council

Spotlight on:
Family Friendly Policies
CRP has developed a Family Friendly Toolkit to encourage employers to offer policies and roles which are suitable for carers and parents. The toolkit will be used by CRP’s Recruit London Workplace Co-ordinators to encourage businesses to have a more flexible approach to recruitment when filling job vacancies, which in turn supports increased staff retention rates and increased productivity.

www.crossriverpartnership.org/projects/recruit-london

Key achievements 16/17

<table>
<thead>
<tr>
<th>Objective</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workless Londoners assisted with pre-employment support</td>
<td>429</td>
</tr>
<tr>
<td>Homeless residents supported into work</td>
<td>201</td>
</tr>
<tr>
<td>Job starts for workless residents</td>
<td>217</td>
</tr>
<tr>
<td>Residents into work placements including those with mental health issues</td>
<td>19</td>
</tr>
<tr>
<td>People with disabilities provided with employment support or supported into work</td>
<td>116</td>
</tr>
</tbody>
</table>
1. West End Partnership Freight Programme
CRP manages the West End Partnership Freight Programme which is working to reduce the impact of freight in the West End and to develop a freight plan for the WEP area. The development of a plan will ensure that enough is being done to keep the West End moving, with goods and services coming and going efficiently to ensure that the West End becomes even more prosperous and attractive.

2. Deliver Oxford Street West
As part of the wider West End Partnership Programme, CRP has been commissioned by TfL, Westminster City Council, and New West End Company to carry out a ‘deliveries and servicing’ research project for the Oxford Street West District, as part of a holistic approach to place-making. CRP is working with businesses to understand patterns of freight movement and the interaction of freight alongside other space users to identify improvements that will reduce traffic congestion and improve local air quality.

3. The Fitzrovia Partnership
Cross River Partnership provided project management services to The Fitzrovia Partnership BID to deliver its ambitious sustainability objectives. CRP coordinated these activities, working in-house with The Fitzrovia Partnership to continue the delivery of their freight consolidation, and commercial waste and recycling schemes. We are championing a cleaner, greener Fitzrovia with high quality public realm improvements that also address air quality issues.

4. Inner London BIDs (ILBs)
Throughout 2016 CRP supported increased collaboration amongst 18 Inner London BIDs to strengthen their collective relationship with the Greater London Authority and the new Mayor of London. CRP acted as broker between the ILBs enabling them to have ‘one front door’ approach to influencing and responding to key policy changes.

CRP have committed to delivering a wide range of projects that are intended to secure long-term economic viability, with a clear social responsibility aimed at making the London a better place to work and live.

Objective 2
Economic growth and prosperity

London’s population continues to grow with forecasts suggesting the population will surpass 10 million within a decade. Whilst London has one of the biggest economies in the world it is important to work hard, now more than ever, to maintain economic growth and prosperity.

CRP have committed to delivering a wide range of projects that are intended to secure long-term economic viability, with a clear social responsibility aimed at making the London a better place to work and live.
Objective 3
Air quality and carbon reduction

Air quality is a problem in destination cities across the world, and Central London is no exception. The city is exceeding EU limits for NO₂ emissions, which are responsible for over 9,500 premature deaths every year in London alone.

In addition, carbon emissions from transport in the city need to be reduced to tackle climate change and protect the environment. CRP are working on a number of programmes, together with central London boroughs, BIDs, world leading universities and business partners, to create a cleaner, healthier and more environmentally friendly London.

1. Clean Air Better Business (CABB)
CRP’s CABB programme supported by the Mayor’s Air Quality Fund is addressing the air quality impact of online shopping deliveries via our www.clickcollect.london website and engagement campaign. CABB has also supported BID and Local Authority partners to deliver environmental improvements including working alongside King’s College London on low emission walking routes. The deliverBEST business engagement programme has also been developed for rollout in 2017/18.

2. New West End Company Air Quality Strategy
CRP is delivering the first business-led Air Quality Strategy on behalf of New West End Company. Businesses are able to assess how ‘green’ they are through an online tool we have developed. CRP then work with businesses to implement both small and large scale initiatives to support them in improving air quality. The project has also seen the launch of the West End Buyers Club a preferred supplier scheme, which promotes green suppliers of goods and services to businesses across the West End, reducing vehicle numbers and improving London’s air.

3. Heart of London Deliveries and Wastes Programme
CRP is working with Heart of London Business Alliance to reduce delivery and service vehicles for businesses and properties across the BID areas. These actions will reduce vehicle emissions and waste on the street, improve air quality and traffic levels, creating a more attractive space for businesses and visitors.

4. Freight TAILS (Tailored Approaches to Innovative Logistics Solutions)
CRP leads a network of 10 European cities to share best practice and learning through Freight TAILS to improve the impacts of urban freight transport. ERDF funding through the URBACT III programme is enabling the development of Integrated Action Plans in each city, which in London focuses on helping businesses to instigate consolidated, clean and safe urban freight transport.

5. Freight Electric Vehicles in Urban Europe (PREFUE)
CRP is the lead partner for this 32-strong trans-national partners programme to trial different sizes and types of freight electric vehicles across 8 countries across different climates, industry sectors and policy environments. The final event in June will see the culmination of over four years of hard work at a much anticipated event at the City of London Corporation.

6. Smart Electric Urban Logistics
Together with UPS and UK Power Networks, CRP will work on the deployment of another 20 fully electric delivery vans in central London. In addition, the development of smart charging technology will allow UPS to exceed the current maximum number of vehicles that can be charged at the depot. This will avoid further costly and disruptive grid infrastructure upgrades and pave the way for the potential electrification of the entire UPS central London fleet.

CRP is a highly valued partner in our efforts to reduce air pollution and congestion in central London and beyond. We have successfully worked together on the deployment of 16 fully electric freight vehicles and look forward to future collaboration to build on the results already achieved.

Peter Harris
Director of Sustainability Europe, Middle East and Africa, UPS

Spotlight on
Clickcollect.london

Up to 40% of deliveries to central London workplaces are personal parcels. CRP have developed a website, that maps the location of collection points across London. This makes it simple for people to identify their most convenient collection point and helps to reduce the number of polluting vehicles entering central London, improving air quality for everyone.

Key achievements 16/17

- Development of Click collect website
- West End Businesses completed the business assessment tool
- Development of West End Buyers Club website
- ‘Focus on’ Urban Freight Transport Reports produced
- Successful operation of 16 electric freight vehicles in the CRP area
- Delivery and Servicing plans for central London Businesses
Objective 4
Making places that work

Creating places that work has been at the heart of all CRP projects. We have a proven track record of delivering projects that promote active transport, greening and display creativity, delivering results at both community and business levels throughout London.

These CRP initiatives and collaborative projects with key partners have provided London’s residents, visitors and workforce with improved health opportunities through exercise opportunities and improvements in air quality through reduced private vehicle use. They have also contributed to the economy and local business uplift through increased foot traffic and creating community and business spaces that work.

1. Greening the BIDs
CRP is championing Green Infrastructure with all of its BIDs members and the wider community, including fundraising and strategic support for schemes such as pocket parks, green routes (e.g. the Low Line), green walls, green roofs and rain gardens. CRP and its partners hope to inspire a network of green spaces that have a positive local and aggregate effect on air quality, localised flooding and wildlife habitat – adapting our city to climate change and making it more environmentally resilient, as well as a pleasant place to be.

2. Central London Sub Regional Transport Partnership
CLSRTP is a collective of transport specialists from eight central London boroughs convened by Cross River Partnership on behalf of Transport for London (TfL). The partnership specifically looks at the Healthy Streets approach to transport, encouraging behaviour change and active travel and delivering interventions that make key areas more accessible and pleasant.

3. The Illuminated River
CRP is advising the Illuminated River Foundation that is leading this innovative project to permanently light under and between the 17 bridges along the River Thames central section between Tower Bridge in the East and Albert Bridge in the West. This project will make the most of arts, culture and creativity in supporting London’s growth and in particular its night-time economy. The deployment of state of the art green technology will ensure a net positive environmental footprint of this work. 2017 will see the development of the winning design, named ‘Current’ by Leo Villareal and his team.

4. Strategic Contribution to London
CRP is using all of its on-the-ground project delivery experience to influence policies, plans, regulations and legislation on an ongoing basis. 2017 will see emerging London deals and implementation on devolution, congestion, employment support and business rates, and CRP will be adding its unique public-private partnership voice to securing the best results for central London in particular.

Spotlight on:
Healthy Streets
CRP is committed to delivering ‘Healthy Streets’ in London by facilitating and project managing pilots and trials that look to increase the attractiveness of the environment, encourage active transport, making Londoners healthier and improving air quality and congestion.

CLSRTP has delivered a walkability intervention to promote walking at a central London location alongside community groups and local boroughs with plans to deliver further projects to additional London boroughs.

CRP’s CABB programme has successfully delivered wellbeing walks, alternative routes that reduce the exposure to air pollution by up to 50%

2017 will see further plans to develop several more across London.

Key achievements 16/17
Greening the BIDs event to inspire the business community to implement green infrastructure projects

Chairing the Illuminated River Steering Group and assisting in the appointment of a competition winner

Walkability project: Delivery of intervention to promote walking and all the benefits that it brings
Throughout 2017/18 Cross River Partnership will work hard to make London the best place it can be. Here are a few of the many outcomes we will work to achieve:

### Sustainable employment opportunities
- 401 Workless Londoners assisted with pre-employment support

### Air quality and carbon reduction
- 216 Job starts for workless residents

### Economic growth and prosperity
- 40 Residents into work placements

### Making places that work
- 40 SMEs completing deliverBEST tool

### Extra Targets
- Share best practice in place making via events

### Targets
- **Workless residents supported**: 250
- **Residents into work placements**: 35
- **Employers signing up to Recruit London**: 45

### Budget

#### CRP Budget

<table>
<thead>
<tr>
<th>Objective</th>
<th>CRP Delivery Expenditure (£) 2016/17</th>
<th>CRP Delivery Budget (£) 2017/18</th>
<th>Total Delivery (£) 2016/17</th>
<th>CRP Delivery Budget (£) 2017/18</th>
<th>Budget Income (£) 2017/18</th>
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<tr>
<td><strong>Objective 1 – Sustainable employment opportunities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Recruit London including:</td>
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<td>64,640</td>
<td>638,640</td>
<td>16,000</td>
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<td>HOLBA</td>
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<td>Lambeth Jobcentre Plus Flexible Support Fund</td>
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<td>93,140</td>
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<td><em>New West End Company</em></td>
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<td>20,000</td>
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<tr>
<td>The Crown Estate S106</td>
<td>-</td>
<td>59,000</td>
<td>59,000</td>
<td>-</td>
<td>13,551</td>
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<tr>
<td>The Crown Estate Restart - Homelessness</td>
<td>-</td>
<td>50,000</td>
<td>50,000</td>
<td>-</td>
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<tr>
<td>Westminster City Council</td>
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<td>275,000</td>
<td>275,000</td>
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<td>315,000</td>
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<td>Family Friendly Policies</td>
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<td>36,000</td>
<td>36,000</td>
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<td>Info Work Employment Programme</td>
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<td>22,850</td>
<td>173,550</td>
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<td><strong>Total</strong></td>
<td>2,549,097</td>
<td>1,381,775</td>
<td>3,930,872</td>
<td>2,881,542</td>
<td>1,251,157</td>
</tr>
</tbody>
</table>

#### Objective 2 – Economic growth and prosperity

- **Recruit London including:*** 24,000 614,640 638,640 16,000 529,551 545,551
- **Camden Economic Growth Fund** 24,000 60,000 84,000 16,000 56,000 72,000
- ***CAPCO*** - 20,000 20,000 - - -
- **HOLBA** 37,500 37,500 - 50,000 50,000 100,000
- **Lambeth Jobcentre Plus Flexible Support Fund** - 93,140 93,140 - - -
- ***New West End Company*** - 20,000 20,000 - 20,000 20,000 40,000
- **The Crown Estate S106** - 59,000 59,000 - 13,551 13,551 72,551
- **The Crown Estate Restart - Homelessness** - 50,000 50,000 - 55,000 55,000 110,000
- **Westminster City Council** - 275,000 275,000 - 315,000 315,000 630,000
- **Family Friendly Policies** - 36,000 36,000 - - -
- **Info Work Employment Programme** 150,750 22,850 173,550 - - -
| **Total** | 2,549,097 | 1,381,775 | 3,930,872 | 2,881,542 | 1,251,157 | 4,132,699 |

#### Objective 3 – Air quality and carbon reduction

- **Clean Air Better Business 2 (MAQF)** 210,058 72,467 282,525 393,962 63,683 457,645
- **Clean Air for Small Business (DEFRA)** - - - 5,000 49,077 54,077
- **Inner London BIDs Service** 14,460 5,000 19,460 - - -
- **Oxford Street DSPs** 34,560 11,048 45,608 - - -
- **Oxford Street West Business Engagement** 5,633 76,367 82,000 4,000 34,000 38,000
- **West End Partnership Freight Group** 3,540 36,460 40,000 - - -
| **Total** | 433,751 | 140,151 | 573,902 | 107,462 | 103,454 | 310,916 |

#### Objective 4 – Making places that work

- **Central London Sub-Regional Transport Partnership** 105,000 49,000 154,000 105,000 49,000 154,000
- **‘Greening the BIDs’** 9,000 5,000 14,000 10,000 5,000 15,000
- **Marylebone Low Emission Neighbourhood** - 54,810 54,810 - - -
- **The Illuminated River** - 5,000 5,000 - 15,000 15,000 20,000
- **Villiers Street – Phase 2 Consolidation of Deliveries** 15,000 - - - - -
| **Total** | 2,549,097 | 1,381,775 | 3,930,872 | 2,881,542 | 1,251,157 | 4,132,699 |

*Awaiting final confirmation of 17/18 funding

Financial year runs 1 April 2017 – 31 March 2018

All funding sources include match funding amounts where applicable
Cross River Partnership have a presence in the following offices:

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10 Bedford Street
London, WC2E 9HE
T: 02076411603

**Department for Work and Pensions**
South London District
Kennington Jobcentre
206 to 210 Kennington Park Road
London, SE11 4DE
T: 02078203059

**Heart of London Business Alliance**
Sackville House
40 Piccadilly
Mayfair
London, W1J 0DR
T: 02077344507

**New West End Company**
3rd Floor
Heddon House
149–151 Regent Street
London, W1B 4JD
T: 02074620680

**The Crown Estate**
16 New Burlington Place
London, W1S 2HX
T: 02078515320

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