



CROSS RIVER
PARTNERSHIP

Consultation: London's Health Inequalities Strategy 2017

Response from Cross River Partnership (CRP)

30th November 2017

VIEWS AND INFORMATION

The views expressed in this submission are on behalf of Cross River Partnership (CRP) staff as a group of professionals with expertise in urban regeneration and sustainability projects and do not necessarily reflect the views of our funding and Board partners.

In this response CRP is not promoting solutions to the issues being addressed; only suggesting opportunities which could be investigated in the context of central London.

CRP's response to the Mayor's Health Inequalities Strategy sits alongside responses it has already submitted to the Mayor's Transport Strategy and the Mayor's Environment Strategy.

CRP will also be responding to the Mayor's London Plan, the Mayor's Economic Development Strategy, the Mayor's Skills and Employment Strategy, as well as the Mayor's Culture Strategy.

Indeed, it is by harnessing the actions associated with all of these supporting Mayoral strategies that the health inequalities of Londoners can most effectively be addressed.

For further information on any of the comments made in this document, please do not hesitate to contact:

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WHO WE ARE

[CRP](#) is a public-private partnership that has been delivering regeneration projects in London since 1994.

CRP is currently delivering a range of regeneration programmes in the central London sub-region, which each contribute to the achievement of one or more of these objectives.

- Sustainable employment opportunities
- Economic growth and prosperity
- Air quality and carbon reduction
- Making places that work

CRP is a voluntary association of local authorities, business organisations and other strategic agencies relevant to London. We deliver programmes alongside Transport for London, the Greater London Authority, central London boroughs, and Business Improvement Districts (BIDs).



<p>CRP Partner Boroughs:</p> <ul style="list-style-type: none"> ● Camden ● City of London ● Islington ● Kensington & Chelsea ● Lambeth ● Lewisham ● Southwark ● Westminster 	<p>CRP Partner BIDs:</p> <ul style="list-style-type: none"> 1 Angel London 2 Baker Street Quarter Partnership 3 Better Bankside 4 Camden Town Unlimited 5 Cheapside Business Alliance 6 Euston Town BID 7 Hatton Garden BID 8 Heart of London Business Alliance 9 Marble Arch BID 10 New West End Company 11 Northbank BID 12 Paddington Now 13 South Bank BID 14 Team London Bridge 	<ul style="list-style-type: none"> 15 The Fitzrovia Partnership 16 Vauxhall One 17 Victoria BID 18 WeAreWaterloo <p>CRP Strategic Partners: Greater London Authority Groundwork London London & Partners Network Rail Transport for London</p> <p>CRP Accountable body: Westminster City Council</p>
<p>Boroughs CRP work with:</p> <ul style="list-style-type: none"> ● Hackney ● Hammersmith & Fulham ● Tower Hamlets ● Wandsworth 		

With this partnership, CRP is uniquely placed to coordinate businesses, boroughs, and community groups who call London home to deliver community cohesion, good growth, environmental sustainability and other interventions.

Cross River Partnership is delivering ambitious programmes to improve London’s environment, improve air quality and delivery healthy streets & places. All of these programmes impact positively on addressing health and wellbeing inequalities, whether directly or indirectly. Information on CRP’s projects and programmes can be found in Appendix A.

The Mayor's Health Inequalities Strategy

CRP's welcomes the Mayor's Health Inequalities Strategy, and has the following comments to make on each of the main sections.

CRP's over-riding comment is that addressing Londoners' health inequalities most effectively will require new ways of working between the health sector, and between social care, education, training, employment, economic development, environment, transport, safety.

Healthy Children

Is there more that the Mayor should do to reduce health inequalities for children and young people?

The Mayor should use his influence to affect the food / drinks provided and made available at secondary as well as primary London Schools. Secondary schools often contract out their food / drink provision service, currently resulting in a poor and often extremely unhealthy food / drink offering e.g. no fresh fruit or vegetables / salad, fizzy sugar drinks.

How can you help to reduce health inequalities among children and young people?

Cross River Partnership (CRP) can help with an increase to its current suite of behaviour change projects, many of which currently focus on reducing exposure to / creating less Air Pollution, but which could be expanded to tackle other aspects of health as well.

For example, CRP's Clean Air Route Funder (CARF) tool ([online clean air route finder](#)) could be rolled out on behalf of the Mayor (perhaps using extra Mayor's Air Quality Funding) to all London schools, including pupils, parents, teachers, governors, so that more children and young people consider walking or cycling to school, even if only for part of the journey, using Clean Air Routes away from polluted main roads.

What should be our measures of success and level of ambition for giving London's children a healthy start to life?

An overall reduction in childhood obesity percentages would be one sensible indicator.

Healthy Minds

Is there more that the Mayor should do to make sure all Londoners can have the best mental health and reduce mental health inequalities?

The Mayor can continue to show leadership in encouraging openness in recognising and dealing with mental health issues - advocacy.

How can you help to reduce mental health inequalities?

Cross River Partnership (CRP) is delivering a very successful [Recruit London](#) employment service, which supports young people and adults into sustained work. The proven link between good, appropriate work and improved mental health has been well-documented.

Within Recruit London, CRP is delivering an innovative CamdenAbility project, funded by the London Borough of Camden. Please see Case Study below on how good work can address mental health and disability issues simultaneously, and for the benefit of individuals and businesses alike.

CRP's innovative disability employment initiative, [CamdenAbility](#), recently supported Apleona at the Francis Crick Institute to recruit a new starter for their housekeeping team.

Apleona are a cleaning and maintenance contractor at the Francis Crick Institute in St Pancras. They joined CamdenAbility in order to review their disability policy and work with the project to create a new recruitment strategy to attract local, job-ready disabled candidates.

Apleona agreed to implement a flexible approach and adapted their normal recruitment process, removing a number of barriers presented by the process for applicants with additional needs. Rather than relying entirely on the results of a competency based interview, Apleona met with a local CamdenAbility candidate, Joseph, for an informal meeting, progressing to a short work trial where he was able to demonstrate his ability, and be assessed for the role.

Joseph, 39, has a learning disability and had never worked before registering with CamdenAbility in June. After the successful work trial, he was offered a permanent position and began working. **CamdenAbility also supported Apleona by advising on small adjustments needed in order for Joseph to understand and fulfil his daily tasks.**

On working with CamdenAbility on their recruitment, Sharon Guilfoyle, Account Manager at Apleona said:

“Joseph is a pleasure to have in our team, he is always smiling. Joseph works very hard.

Working with CamdenAbility is an easy process. There is lots of support.”

Healthy Places

Is there more that the Mayor should do to make London's society, environment and economy better for health and reduce health inequalities?

Increasing greening in London, would be one of the most effective ways to improve London's environment and health. Greening has been found not only to improve sustainability but also has significant social benefits such as improving well-being and reducing stress. The Mayor should not only continue protecting green spaces, but increase the number of quality green spaces in London. **CRP welcomes the Mayor's recently launched Green Capital programme.**

CRP has supported the New West End Company to develop the first business-led Air Quality Strategy, including full business engagement and development of the West End Buyers Club (www.westendbuyersclub.london) preferred suppliers scheme to help reduce deliveries and traffic levels in the West End (supports Oxford Street Transformation).

In a similar vein, the Mayor can lead by example in terms of wielding his significant and substantial **powers of procurement** to deliver multiple society, environment and economy benefits that directly address some of the root causes of health inequalities. **CRP would be very happy to share further ideas and innovations with the Mayoral team on these topics.**

How can you help to reduce inequalities in the environmental, social and economic causes of ill health?

Example 1: Greening

CRP are currently piloting a programme which will increase greening and engage businesses and charities. The idea behind the programme is to ensure green infrastructure is maintained by charities engaging with at risk youth and or/ homeless. This will create synergies between the commercial sector and greening charities, making London greener, a better place to work and improve the wellbeing of the city.

Example 2: Electric Vehicles Improving Air Quality

The Final Report of CRP's 4.5-year Freight Electric Vehicles in Urban Europe project (FREVIEW) project has now been completed and submitted to the project funder, the European Commission. Overall, the impact of FREVIEW has led to the deployment of 86 fully electric vans and trucks, 75 charging posts, and significant direct environmental benefits such **NOx savings of 2147.5 kg.**

Reports, factsheets and publications from the results of the project, are now all available on the [FREVIEW website](#) and will assist with the further uptake of electric freight vehicles in London and further afield.

Example 3: Flexible Employment

CRP's successful Recruit London programme supports the benefits of flexible working and promotes to businesses the importance of having a healthy work-life balance – please see CRP's [Family Friendly Toolkit](#).

Healthy Communities

Is there more that the Mayor should do to help London's diverse communities become healthy and thriving?

The Mayor's existing Team London volunteering programme could be re-focussed and / or promoted / financially supported to deliver widespread 'reach' of positive behaviours and inter-actions within and across London's diverse communities. This delivery vehicle is already established and available to the Mayor.

How can you help to support thriving communities?

CRP would relish the opportunity to formalise, scale up and roll out the Mayor's Social Prescribing pilots and ideas outlined in his Strategy. Social Prescribing by GPs has the potential to genuinely help local communities to thrive, but there is a need for leadership, information / databases, referral mechanisms, systems, promotional tools etc. Many of the delivery lessons learnt through CRP's Recruit London initiative are directly applicable to the emerging Social Prescribing initiative.

What should be our measures of success and level of ambition for creating healthy and thriving communities?

Our level of ambition for creating a healthy and thriving London with and for Londoners should be limitless. Now more than ever we need to show the world that London is Open, and that London is a healthy place to live, work, play and bring up a thriving next generation.

Healthy Habits

Is there more that the Mayor should do to help to reduce health inequalities as well as improve overall health in work to support Londoners' healthy lives and habits?

The Mayor could lead by example in terms of visibly walking to / between meetings as part of his working day.

What can you do to help all Londoners to develop healthy habits? What is preventing you from doing more and what would help you?

CRP is already delivering projects that make it easy for Londoners to make the right choice, and therefore develop healthy habits. Please see examples below.

Many of these projects are being delivered by CRP on a pilot basis. Now that their success has been proven, strategic backing, promotion and ongoing small-scale funding from the Mayor of London would enable a scaling up of these projects across London's neighbourhoods, on a flexible, tailored basis.

Example 1: Generating Less Central London Traffic

Promoting the CRP [Click. Collect. Clean Air.](#) website encourages employees to receive personal deliveries nearer home, making central London less congested and have cleaner air.

Example 2: Contribution of London's Street Markets

London's first [urban market focused delivery and servicing plans](#) were delivered by the [Central London Sub Regional Transport Partnership \(CLSRTP\)](#) programme last year. CRP is now expanding on this innovative project by working with our partners to deliver on the actions identified.

We are excited to be in discussion with Islington Council and [Angel BID](#) to explore a waste oil consolidation project and Lambeth Council and [We Are Waterloo BID](#) to deliver a sustainable solution to disposable packaging.

The aim of these schemes is to demonstrate a positive impact relating to deliveries and servicing. For example, a reduction in vehicle movements, congestion, local air quality

improvement coupled with increases in the trips to, duration stayed, expenditure made at local markets selling fresh and cheap produce is of benefit to everyone.

What should be our measures of success and level of ambition for helping more Londoners to develop healthy habits?

Improved health, increased life expectancy, narrowing the gap between the best and worst boroughs and wards in London.

Appendix A

How CRP operates

CRP develops, fundraises for and delivers programmes that add value at a sub-regional level to the individual activities of its public and private partners. CRP operates with Westminster City Council as its legal authority.

CRP delivers projects via a number of programmes targeted at addressing various social, community, health, business and environmental regeneration issues in central London. The following is a summary of programmes delivered:

[Greening the Business Improvement Districts \(BIDs\)](#)

Over the past five years, supported by seed funding from the Mayor of London, Drain London Fund and Natural England, Cross River Partnership has coordinated The Greening the BIDs Steering Group, bringing together Business Improvement District to deliver 19 Green Infrastructure Audits and 16 GI installations, including rain gardens, green walls and green roofs, across central London. The Living Wall on the side of the Rubens Hotel in Victoria is one high profile example.

[Central London Sub Regional Transport Partnership \(CLSRTP\)](#)

CRP facilitates this partnership of the eight central London boroughs (Camden, City, Islington, Kensington and Chelsea, Lambeth, Southwark, Wandsworth and Westminster) on behalf of Transport for London. The partnership undertakes research and trials innovative schemes involving both Local Authorities and BIDs to support growth and place making, encourage uptake of active and sustainable transport modes, improve air quality, and make the transport system more efficient. The partnership has facilitated:

- A secure cycle parking demand and feasibility study
- An area-based delivery and servicing review
- A waste consolidation improvement programme
- European funding for tailored freight logistics programme (FreightTAILS)
- A scoping study for a Low Emission Neighbourhood

[Freight TAILS](#)

CRP has successfully levered in funding from URBACT III to deliver Freight TAILS - Tailored Approaches to Innovative Logistics Solutions. Freight TAILS will share best practice and learning between 10 different European cities, and write this up in the form of city-specific Integrated Action Plans to achieve freight management that is as consolidated, clean and safe as it can be.

[Freight Electric Vehicles in Urban Europe \(FREVUE\)](#)

CRP is the lead partner for this 30-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. Detailed statistical results are available showing the real contribution that

freight electric vehicles (including large electric vehicles) could make to air quality and a cleaner London. This programme is funded by the European Union's Seventh Framework Programme.

West End Partnership Freight Programme (WEP)

As part of this work, WEP have set up Freight Group to pull together all the current projects working to reduce freight. The development of a plan to 2020 will ensure that enough is being done to keep the West End moving, with goods and services coming and going efficiently. The programme will look at reduction, re-timing and consolidation of freight movements, in addition to increasing ultra-low emission vehicle projects to deliver commercial, health and air quality benefits.

Smart Electric Urban Logistics (SEUL) – The SEUL project is part of the Low Emission Freight and Logistics Trial funded by the Office for Low Emission Vehicles in partnership with Innovate UK. SEUL provides an innovative set of solutions which will support this change and make a vital contribution to cutting emissions in central London. It will also provide a scalable set of outputs which other logistics and freight operators can implement to improve their vehicle fleets and ultimately the environment.

Clean Air Better Business (CABB)

Fresh from the success of Clean Air Better Business Phase 1, CRP is now delivering Clean Air Better Business Phase 2 with 18 inner London boroughs and BID partners, funded by the Mayor's Air Quality Fund. An exciting programme of collaborative behaviour change activities is being delivered with business over the next three years.

New West End Air Quality Strategy

Cross River Partnership is working with New West End Company to deliver a strategy to improve air quality in the busy West End shopping area. This Air Quality Strategy aims to deliver a significant reduction in air pollution between 2016 and 2020. It complements the action that will simultaneously be undertaken by public authorities, including Westminster City Council and Transport for London. Initiatives of the program include:

- Consolidating suppliers (via the West End Buyers Club)
- Developing and implementing Delivery and Servicing Plans
- Providing cycle-friendly workplaces
- Encouraging visitors to arrive in the West
- End using low-emission travel modes

Oxford Street West Business Engagement Research

Extensive research with businesses within the district to understand their current procurement and resultant deliveries and servicing activities. Discussing the issues around high volumes of freight and servicing vehicles in the district, and helping businesses consider implementing more efficient practice

[Heart of London Deliveries, Waste and Recycling Plan](#)

Development of a plan to reduce the visibility and volume of delivery and servicing vehicles in the Heart of London area; plus a reduction in the visibility of waste on the street.

4-year programme to support the delivery of this plan by engaging businesses through a variety of measures including preferred supplier schemes; waste reduction; reduce personal deliveries to the office.

Through these projects Cross River Partnership has developed tools which provide practical advice to businesses on how to improve air quality and reduce local congestion. These actions benefit CRP's BID and borough partners as well as the businesses that implement them through improved operating efficiencies; improved staff health and an improved business environment. They are designed for use by any business, including being 'light-touch' for businesses that may not have sustainability resource.

deliverBEST

Cross River Partnership has developed an online tool that enables businesses to very quickly identify relevant actions they can take to improve the efficiency of their deliveries, save money, reduce congestion and cut air pollution. www.deliverbest.london has been developed based on CRP's experience working with over 50 businesses across central London and Europe.



CRP's deliverBEST business engagement team also support business to act on recommendations made by delivering bespoke 1:1 support, providing implementation insights, measuring results, and creating case studies to promote the impact of actions taken.

[West End Buyers Club](#)

Cross River Partnership developed the West End Buyers Club (www.westendbuyersclub.london) shared supplier scheme for New West End Company. The tool has been reducing the number of waste and office supplies delivery trips across the West End and is now being rolled out across a wider geographical area, to cover additional Business Improvement District Areas and the Marylebone Low Emission Neighbourhood.



Click. Collect. Clean Air.

'Click and collect' services such as Amazon Lockers, Doodle and Parcelly consolidate parcel deliveries and divert unnecessary deliveries from congested and polluted high streets, especially personal deliveries. But the range of services on the market can be confusing, and many people are unaware just how easy, convenient and affordable 'click and collect' can be.



CRP's website www.clickcollect.london explains how the different click and collect services work, maps parcel collection points across London and the U.K., and provides free trials of premium options, making it easy for online shoppers to test alternative delivery options. A behaviour change campaign with materials including leaflets, posters and videos supports businesses to promote alternatives to workplace deliveries to their staff.

Recruit London

Recruit London is a free local recruitment service for businesses. Our workplace coordinators train and place out of work residents into jobs across central London. Our recruitment service appeals to the following groups:

Employers

The Recruit London service is free to employers and CRP offers up to six months of work place mentoring, mock interviews and a tiered assessment process.

Partners

Our referral partners include a number of Business Improvement Districts, charities, the Job Centre and the Business Disability Forum. The relationship works a number of ways: we provide and receive candidates, and provide workplace coordinators to conduct work placement days onsite when a number of vacancies need to be filled.

Jobseekers

Our workplace coordinators get to know jobseekers so they can match skills with suitable full and part-time vacancies, for paid jobs, apprenticeships, work experience and other work opportunities.