



CROSS RIVER
PARTNERSHIP

Consultation: Draft Mayor's Transport Strategy 2017

Response from Cross River Partnership (CRP)

29th September 2017

VIEWS AND INFORMATION

The views expressed in this submission are on behalf of CRP staff as a group of professionals with expertise in the transport industry, and do not necessarily reflect the views of all of our funding and Board partners.

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

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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).



CRP Partner Boroughs:	CRP Partner BIDs:	
● Camden	① Angel London	⑭ The Fitzrovia Partnership
● City of London	② Baker Street Quarter Partnership	⑮ Vauxhall One
● Islington	③ Better Bankside	⑯ Victoria BID
● Kensington & Chelsea	④ Camden Town Unlimited	⑰ WeAreWaterloo
● Lambeth	⑤ Cheapside Business Alliance	
● Lewisham	⑥ Euston Town BID	CRP Strategic Partners:
● Southwark	⑦ Hatton Garden BID	Greater London Authority
● Westminster	⑧ Heart of London Business Alliance	Groundwork London
	⑨ Marble Arch BID	London & Partners
Boroughs CRP work with:	⑩ New West End Company	Network Rail
● Hackney	⑪ Northbank BID	Transport for London
● Hammersmith & Fulham	⑫ Paddington Now	
● Tower Hamlets	⑬ South Bank BID	CRP Accountable body:
● Wandsworth	⑭ Team London Bridge	Westminster City Council

With this partnership, CRP is uniquely placed to coordinate businesses, boroughs, and community groups who call London home to deliver transport and other interventions.

Cross River Partnership is also delivering ambitious programmes to reduce freight and waste vehicles, and improve air quality and deliver healthy streets. Information on CRP's projects and programmes can be found in Appendix A.

RE-SHAPING OF MAYOR'S TRANSPORT STRATEGY (MTS)

CRP acknowledges the need for a cohesive transport strategy that aligns with the Mayor's vision for 'A City for All Londoners'.

We acknowledge the need for a strategy which provides integrated solutions to deal with the city's growing population to make London an enjoyable place to live, work and visit. CRP is pleased to see that the MTS views transport as a means to an end and links it with broader societal outcomes such as health, access to employment, community and overall quality of life for citizens.

Through our projects and partners CRP is committed to ensuring that London remains an attractive place to do business and that our urban environment enhances the quality of life and health of workers, residents and visitors alike. We are pleased to have the opportunity to share our knowledge and experience including in the fields of transport, sustainability and air quality to feed into the MTS.

To achieve the necessary levels of change to transportation across London will require the Mayor and TfL to work across multiple agencies. This will be necessary to deliver the vision for a cleaner, more sustainable city, where we all rely less on personal transport.

CRP's response is structured around the five chapters of the MTS, including the three key themes highlighted in the draft strategy:

- Healthy streets & healthy people
- A good public transport experience

- New homes and jobs

Each section will highlight particular challenges and opportunities as well as draw experience from CRP's projects, including tried and tested solutions.

THE CHALLENGE

As a world class city CRP feels that London should set ambitious goals for both the short and long term. We strongly encourage the development of a cohesive coordinated response between the London Plan and the MTS to build the strongest strategy for London to gain the best outcomes for the environment and people.

The challenges outlined in this draft MTS must be recognised to set context for the vision. It is good to see that high levels of congestion, an over-reliance on cars and environmental concerns including poor air quality have been highlighted. **However the challenges section could place higher import around related challenges**, some which are out of Transport for London and the Mayor of London's control, which could make realising the later stated vision impossible if they are not recognised and tackled.

The challenges that should also be recognised include:

- People and the attitudes and physical barriers that can prevent participation in active travel, and that the Mayor will need to liaise with a very wide stakeholder group to intervene in these challenges (such as mental health; social attitudes towards certain modes; safety fears and physical inactivity);
- The rise in hostile vehicle activity; many of the barriers that will protect pedestrians from hostile vehicles will be a negative asset on our streets in terms of design and cyclists' safety;
- Integrating new/future modes such as autonomous vehicles into our future streets environment; here the MTS has a real opportunity to recognise and affect these game changers.

THE VISION

CRP is supportive of the overall vision set out in the MTS with the overall aim that 80% of Londoners' trips will be made on foot, by cycle or by using public transport by 2041. The strategy acknowledges that transport plays an essential role in linking to other outcomes for London with the potential to positively impact quality of life.

CRP welcomes a strategy that is inclusive of both people that live and work in the city, and is pleased that the strategy takes account of how income inequality can adversely affect some of the poorest disproportionately. As a truly global city with a large influx of visitors each year CRP encourages this strategy for London to be more inclusive of visitors for work and recreation too.

CRP agrees with the aims of the vision overall. It is good that they are practical, with specific measurable targets. **Some of the targets could go much further.** For example, the aim for all **Londoners to do 20 minutes of active travel per day by 2041 could be much more ambitious.** To achieve good growth, address health equalities and reduce the burden on the healthcare system as well as the transport system this must be realised much sooner.

The aim to retime freight is of particular concern. **CRP would welcome a reduction in unnecessary and inefficient freight trips, not just retiming.**

CRP encourages further thinking around how the aims outlined in the vision will be actioned, particularly how active travel will be prioritised to make the vision a reality.

To realise the vision of reallocating space for non-car road use will take radical change. Particularly in the context of requiring an 80% capacity increase to accommodate the predicted growth of London. **Options that are readily accessible and effective are likely to be successful in encouraging voluntary behaviour change and driving a modal shift** including:

- road space reallocation;
- trialling car free streets;
- removing car parking spaces;
- providing easier modal shift to active travel at railway hubs;
- fully mapping the city to determine routes of pedestrianisation and cycling / bus prioritisation across central London;
- providing more flexible cycle hire facilities;
- developing measures to ensure safety of pedestrians from hostile vehicle activity, without impacting negatively upon safety of cyclists.

In addition to these areas for development we recommend further thought being put into the **monitoring and evaluation of the aims outlined in the MTS**, including how success is measured and

what individual targets should be within the overall goal of 80% of Londoners' trips to be on foot by 2041.

The current strategy specifically lacks recommendations for different sub-regions and boroughs – which may have different transport needs. CRP sees the inclusion of a London-wide road user hierarchy as the first step in ensuring delivery of strategy outcomes. This will enable boroughs and TfL to ensure development of routes across borough boundaries to align to their modal priority. This is in line with creating a strategy which promotes good, smart growth tailored to the area in which the plan is being rolled out.

The current strategy is also rather weak in terms of recognising the enormous potential of the River Thames as a significant transport corridor, as well as a major generator of growth / tourism visits.

HEALTHY STREETS AND HEALTHY PEOPLE

CRP is supportive of encouraging active travel for people living and working in the city. It is the easiest way to improve the health and well-being of residents and visitors to London.

As the MTS notes, 80 per cent of London's public spaces are streets. Ensuring that this space is used in the most effective way will ensure that residents and visitors get the most out of their London experience. It is great to see (e.g. Proposal 1) that streets are being recognised as places to sit, play, walk and cycle, as well as for use by motor vehicles.

CRP is pleased to see the use of the healthy streets approach in the draft strategy - it is key to achieving the long term goals of such a holistic transport strategy. However for the targets outlined to be met, each of the ten indicators need to work in tandem and need to be equally weighted in the policy measures suggested. **CRP advocates for a stronger more explicit emphasis to be placed on Clean Air** so it is represented as strongly as other indicators in the MTS.

Policy 1 – people choose active travel

- Creating liveable neighbourhoods is key to ensuring that streets become more than places for cars; it would be good to see these neighbourhoods being combined with healthy routes to make a city that is accessible everywhere.
- No route should be an 'unhealthy' route in the medium to long term if the city is to truly be dominated by healthy transport modes where personal car and taxi use is a last resort.
- Providing cycle parking does not go far enough. Make it simple for people to hop on and off bikes, should be affordable; docking free; and extend to outer boroughs to reduce reliance on cars there. CRP welcomes the proposed introduction that cycle hire facilities will be adapted to become more accessible to disabled people.
- Has consideration been given to greening and shade to improve liveability? Although addressed in the Mayor's Draft Environmental Strategy; it must be fully integrated to transport policy to create places that provide respite and interest for pedestrians. CRP's experience and understanding of how green infrastructure can improve streetscape is described in Appendix B.
- While flagship projects such as Oxford Street and potential for changes to Parliament Square are covered in the draft MTS, more recognition needs to be given to the hundreds of smaller location-specific interventions that will together achieve a step-change in London.

Policy 2 & 3 – road safety and secure environments

- CRP supports this policy to eliminate deaths and serious injuries from London's roads, but believe that more ambitious targets to bring the date that this is achieved forward could be considered.
- The proposed approach (particularly Proposal 9) seems to be focused more on placing protective measures between vehicles and vulnerable road users, rather than removing the

dangers altogether. This policy provides an opportunity for visionary action to prioritise safety of the majority of road users and significantly reduce personal vehicle use.

- The freight industry is already taking strong steps towards meeting TfL's Direct Vision Standard recognising the need to improve safety for all road users and health and safety of drivers.
- CRP has assumed that hostile vehicles are included in Proposal 14; a new and concerning terrorist threat. This activity could be a lever for tightening restrictions on the deliveries and servicing industry. An on-line London-wide booking system e.g. within congestion charging zone could reduce the risk of unwanted vans coming into key destinations and provide a secondary benefit of reducing congestion by removing unnecessary vehicles entering the city.

Policy 4 – prioritise space efficient modes

- It is great to see that there is a desire to move towards increasing room for the most efficient modes of transport.
- The language suggesting that some transport is 'essential' could be unhelpful; perhaps it should be considered 'residual' in that it really cannot be removed from London's streets at each point in time. As transport and city planning improves; as technology improves; volumes of these residual journeys via personal car, van, and truck will be reduced.
- It is fantastic to see deliveries and servicing movements so explicitly dealt with in this MTS, particularly with the significant increase in van use in the capital.
- Proposals 15 and 16 must be expanded to incorporate engagement with businesses outside of Business Improvement Districts (BIDs). BIDs in central London are already doing a significant amount of intervention on freight with their businesses. It is a question of expanding this knowledge and activity outside of BID boundaries (or to non-BID members) that will enable a London-wide step change.
- In CRP's experience, reduction and consolidation of deliveries is most successful and cost effective through the power of procurement; and this should be prioritised as a method. Using businesses' interest in Corporate Social Responsibility reporting and staff health as a lever for change, CRP has developed an online Delivery Servicing 'Light' tool www.deliverbest.london which makes it simple for businesses to understand and change their procurement to reduce the volume and negative impacts of their incoming deliveries.
- A complete network of consolidation centres across London could be very effective at reducing the number of delivery vehicles. However, for them to work use will need to be mandatory or heavily incentivised somehow. These centres should be linked to upgrades in the energy supply network to ensure that 'last mile' journeys can be done using electric vehicles. For more information on CRP's experience see www.lamilo.eu; www.frevue.eu and www.crossriverpartnership.org/projects/smart-electric-urban-logistics/
- It would be useful to understand if the London Lorry Standard would incorporate the Direct Vision Standard, the London Lorry Control Scheme and requirements under ULEZ for example to aid compliance? A holistic approach to this will improve buy-in of this strategy from the freight industry.
- Car clubs should be flexible across borough boundaries and the UK; provide a range of ultra-low emission vehicles, and be cost effective. This should be coupled with more effective,

widespread communications on the cost of running a private vehicle compared to a care share scheme.

- CRP agrees with the proposal for road user charging to be intelligent, effective and keep the most unnecessary, polluting vehicles and journeys off the road. The most dynamic road user charging is required; i.e. one that will be higher during peak times and in high demand 'hot spots' as this will be able to influence travel choices. This should also be extended to loading and parking bays.
- Proposal 21 could go further, by providing incentives for workplaces that convert parking for cars into public/open cycle parking; green space; or other facilities that align to the desires of this strategy.
- Care must be taken to ensure that any road user charging or levy does not disproportionately affect the poorest and most vulnerable Londoners. However, they are recognised as entirely necessary because without these levers, it is unlikely that London's streetscape will change.
- Care also needs to be taken that road user charging does not evolve to meet income generation aims only. There are a lot of people in London who are currently prepared to pay a lot of money to use their private vehicles.

Policy 5 & 6 – reduce emissions and make the transport network zero carbon

- CRP supports Policy 5 but believes that the ULEZ programme should go further, faster. This incremental approach can lead to organisations going with the bare minimum to comply in the immediate future, and strong resistance to the inevitable tightening of requirements later on. A strong, well modelled, statement on future proposals (e.g. 7 plus years ahead) would provide clarity and reassurance to industry when purchasing vehicles.
- Although improvements in vehicle technology are key to achieving reduced emissions; as no vehicle is entirely clean, efforts must be focused on a reduction in trips using motor vehicles overall; not just cleaning technology. There is a significant risk that perceived 'greening' of cars and vehicle fleets will lead to increased use. The impacts of tyre and brake emissions on air quality for example need to be brought much more into the public and business awareness.

Policy 7 & 8 – green infrastructure, environmental resilience and heritage

- CRP is pleased to see a focus on improving greening on streets in London. This is key to providing a quiet, clean, pleasant environment for improving active travel. Refer to Appendix B for further information.

What we know/ CRP experience

CRP has several projects related to maximising value from streetscapes, some of which are highlighted below. Many of these projects have been supported by the Mayor and all can be simply, affordably, rolled out to help kick start the behaviour change required:



Clean Air Walking Routes: Exposure to air pollution can seriously affect our health. Luckily simple changes to the way we commute and explore the city can lower exposure quite dramatically. Businesses are encouraging staff and customers to reduce their exposure to pollutants, by taking safer, 'low-exposure' walking routes. This is being achieved by:

- Promoting awareness of initiatives such as the Wellbeing Walk which provides a safer, cleaner and more pleasant route between King's Cross and St Pancras stations and has increased footfall past many retailers.
- With the use of research from King's College London (KCL), CRP developed the online clean air route finder which encourages on street signalling of clean air routes to keep pedestrians well informed of healthy alternatives to highly polluted areas. Independent monitoring by KCL has shown that air pollution concentrations are between 30 and 60 per cent lower than heavily used alternatives between transport hubs and key pedestrian alternatives.
- For these types of projects effective community engagement is key to ensure the support of residents and business and the overall effectiveness of the project; in terms of behaviour change projects like these have the ability to improve the life and wellbeing of residents on a local scale and inspire widespread change on a regional level.



Procurement and preferred supplier schemes: With the support of CABB BIDs, CRP is ensuring that hundreds of businesses are using their buying power to support suppliers who take air quality seriously and to reduce unnecessary trips by delivery vehicles. For example:

- The West End Buyer's Club is a website developed as part of the New West End Company Air Quality Strategy. The website details preferred suppliers of goods and services operating across London's West End to save businesses money and improve London's air.
- By procuring collectively, members of The Fitzrovia Partnership saved over £200,000 in just one year while reducing the impact their supply chains have on local congestion and air quality.
- Victoria BID's [Zero and Low Emission Supplier Directory](#) can be used by businesses to identify suppliers which deliver goods in a zero or low emission vehicles.



Delivery Servicing Plans: CRP works with businesses to understand patterns of freight movement and identify improvements to reduce traffic congestion and improve local air quality.

- CRP is rolling out [deliverBEST](#) with CRP partners Better Bankside and Victoria BID. deliverBEST is a new online tool and business support programme that enables businesses to quickly identify relevant actions they can take to improve the efficiency of their deliveries, save money, reduce congestion and cut air pollution
- Our [Oxford Street West District Delivery and Servicing](#) research was part of the wider West End Partnership Program and worked with local businesses to identify how they received deliveries and servicing and how supply chains might be streamlined to achieve greater efficiencies and save on costs



Fleet choices: Freight Electric Vehicles in Urban Europe (FREVIEW) is an EU Seventh Framework Programme funded project which will demonstrate new freight delivery approaches to create a quality urban environment, while supporting business growth.

- [FREVIEW](#) in London has been working in partnership with UPS to demonstrate that last-mile, consolidated deliveries can be done using EVs.
- By converting their fleets to ultra-low emission capable vehicles, businesses are capable of cutting emissions and planning ahead to avoid ULEZ charges. CABB is communicating how the switch is made easier with government grants of up to £4,500 off the purchase price.



Reducing personal deliveries to the workplace in central London: CRP has led on a project to encourage individual behaviour change at work.

- We have launched a new interactive web based tool called [Click. Collect. Clean Air.](#) to identify the most convenient parcel collection points around London.



Promoting walking:

- CRP have delivered a [walkability intervention](#) in Southwark that has had a measurable impact on promoting walking using the Healthy Streets Check. This project was delivered through the [Central London Sub-Regional Transport Partnership](#) (CLSRTP). The project has had a positive impact on promoting walking and involved designing and installing a colourful, dynamic lighting scheme at the Steadman Street entrance of the Newington Estate. The lighting scheme is part of a broader initiative in the area called Walk Elephant and is designed to promote active travel through encouraging walking.
- CRP is promoting all the great work of our partners delivering walking and active travel interventions in their areas. CRP recently launched the Promoting [Walking Best Practice Guide](#) with the foreword by Walking and Cycling Commissioner Will Norman and expert input from TfL's Healthy Streets lead Lucy Saunders.

HEALTHY STREETS AND HEALTHY PEOPLE - To be considered/ next steps/ targets:

- For the successful implementation of any projects which involve voluntary behaviour change resources must be easily accessible and readily available for potential users. For example, the Walk London network.
- Healthy routes must be clearly identified and chosen to minimize exposure to air pollution. CRP has significant experience with the type of research needed to be conducted to identify effective walking routes as well as coordinating initiatives between boroughs to ensure an effective roll out across all areas.
- Technology plays a crucial role here, particularly for visitors to London who might be unfamiliar with transport options and routes. Ensuring that there is consistent WiFi access ensures that even those unfamiliar with the city can plan their journeys effectively.
- While improving conditions for walking and cycling is in principle an excellent approach, current infrastructure remains a barrier. Guidelines for route prioritisation across Borough boundaries should be outlined to assist the case for implementation. Resources and support for boroughs and sub-regional partnerships need to be made clear.
- A clearer outline for a strategic cycling network and its delivery is needed.
- A stronger car club vision should be rolled out, paired with a reduction in private residential parking.
- Existing taxi ranks should be electrified. New taxi ranks should not be considered, as this is in direct conflict with proposals to move away from journeys by car.

A GOOD JOURNEY EXPERIENCE (A Good Public Transport Experience)

A good journey is more than just a good public transport experience. A good journey means opportunities to walk and cycle, to see and do things on your commute and the chance to stay active. This is why we think this chapter needs to be renamed from 'a good public transport experience' to 'a good *journey* experience'.

CRP supports the shift from private car use to public transport for distances which are too long to walk or cycle. We acknowledge that a seamless trip between different modes of transport is key to encouraging visitors and residents to use these methods for their onward journey.

CRP is very strongly supportive of the extension of new train lines including Crossrail 2. A wider rail network will be beneficial to businesses, residents and commuters across London.

Policy 9 – healthy streets approach

- The policy to provide an attractive whole journey experience to facilitate the move away from cars is very much supported by CRP. The healthy streets tool is useful to help achieve this.
- However, consideration must be given to how TfL can effectively implement this change where boroughs are managing specific streetscapes where this methodology will be crucial. The healthy streets tool has limitations in provision of space for residual (described as essential in the draft MTS) journeys (such as deliveries); which lead to the tool being discounted in favour of ensuring provision of these. It would be more effective to propose radical solutions such as localised consolidation centres; night time servicing; pedestrianisation that would enable unrestricted use of the Healthy Streets approach.
- Policy 9 and proposal 48 need considerable thought and linking to aims throughout the rest of the MTS. This section currently lacks the specific steps and interventions required including liaison with boroughs; development of business and retail around transport hubs; integration of transport modes; provision of seating and shade.
- Consideration should be given to provision of drinking water fountains/taps at transport hubs, interchanges and on street. This would go a long way to ensuring the health of Londoners; improving accessibility of healthy transport modes; improving comfort on all modes during summer months; and reducing plastic bottle waste.
- The public transport system could be further integrated for all modes which use an oyster card for taxis and cycle hire.

Policy 10 & 11 – affordable travel and a good journey experience

- CRP strongly agrees with making public transport affordable for all. Pricing is a strong lever to push behaviour change for modal shift.

Policy 12 – easy to navigate

- CRP strongly agrees with making public transport accessible for all.
- Provision of WiFi is essential to enable a wide-range of transport information to be provided real-time for all public transport users.

Policy 13 – better bus services

- CRP fully supports measure to improve reliability of buses, in particular through reduction in congestion from other modes to enable faster running bus services.
- Creating attractive safe spaces around night tube stations and on night bus stops is important for drawing customers which could link well with Liveable Neighbourhood Schemes.
- The implementation of a demand responsive bus service could free up roadways during off peak times.

Policies 14 – 18 – making the most of rail, river and broader transport connections

- CRP strongly agrees with proposals to increase capacity on public transport by 80%.
- These policies and proposals are mostly focused on capital investment in infrastructure, which is crucial to realising these policies. However, it is also important to recognise the behaviour change interventions which could support improved capacity on the network. For example, retiming commuter journeys can reduce pressures on the network during peak times. CRP are working with businesses to improve their flexible working practices to improve diversity in the workforce. This has a secondary benefit of enabling employees to travel to work outside of standard commuting hours. In particular, engagement with businesses across central London could reduce 9am meetings for example, creating a culture change in workplaces. For more information on CRP's flexible working research visit:
<https://crossriverpartnership.org/media/2016/11/Family-Friendly-All-Documents-Final2.pdf>
- Consideration could be given to electrification of existing river ferries; or for an additional electric river crossing.

A GOOD PUBLIC TRANSPORT EXPERIENCE: What we know/ CRP experience:

[The Central London Sub Regional Transport Partnership \(CLSRTP\)](#), coordinated by CRP, provides a valuable forum for the exchange of ideas between the 8 central London boroughs and provides a single point of contact across the sub-region with TfL. Boroughs also benefit from a dedicated resource, the CRP-employed CLSTRP Chair, to coordinate information exchange on innovative policy ideas from within their own councils. Some of our recent projects to promote a good journey experience includes:

- [20's plenty](#) : an analysis of the impacts of the introduction of the 20mph speed limits in central London, including a specific analysis of the effect of 20mph limits on drivers' propensity to drive at speeds over 30mph.

- [Villier's Street Delivery Servicing Plan](#): a DSP and best practice guide with Northbank BID to make Villiers St a more enjoyable, less crowded environment.
- Promoting Walking study and intervention at the [Newington Estate to illuminate walking potential](#).
- [Urban Market delivery and servicing plan](#) – a guide to a healthier, more sustainable street market environment. This includes reducing the amount of vehicle trips into markets and improving air quality and congestion to and around markets.

Play Streets: are delivered through the Low Emission Neighbourhoods encouraging active travel to schools; the Marylebone LEN hosted its first ever [Play Street](#) on May 23rd, with St. Mary's Bryanston Square Primary School. Cross River Partnership delivered a recent Community Green Street, with the wider community, including schools, on World Car Free Day (22nd September) on Luxborough Street.

Light at the End of Tunnel (LET): launched in 2002, this CRP managed project aimed to tackle the severing effect of the ten kilometre stretch of disused railway viaducts running parallel to the Thames. [Light at the End of the Tunnel](#).

Family Friendly Employment: developed by CRP's Recruit London team, the [toolkit](#) highlights good practice in family friendly employment policy. The primary intention of the toolkit is to improve work life balance. Secondary benefits to road congestion can also be leveraged because employees that can work flexibly or remotely should be encouraged to do so to ease traffic and public transport congestion at peak times.

NEW HOMES AND JOBS - What we know/ CRP experience:

London Urban Market Delivery and Servicing Plan: CRP have analysed delivery and service within the urban market context, recognizing that street markets operate in unique settings. Markets are key areas to generate jobs and are also key to local communities / cultural destinations. This project identified an action plan that street markets could take to improve their deliveries, using information from Chapel Market; East Street Market; and Lower Marsh Market. The toolkit, with practical applications to ensure better streetscape and viability of markets, is available at:
https://crossriverpartnership.org/media/2017/08/London-Market-DSP_Final-Toolkit.pdf

Recruit London: CRP have been delivering Recruit London with public and private sector partners alike since 2009. The project supports workless Londoners into sustainable jobs in a variety of sectors, and offers intensive support to different groups that need the most help, including the long term unemployed, those at risk of homelessness, people with mental and / or physical disabilities. The ready availability of affordable public transport is a crucial part of the package of measures enabling these groups to obtain and sustain jobs. The 24 hour tube roll-out is particularly welcome for those working shifts e.g. hospitality / tourism industry.

Policy 19 - homes and jobs delivered in line with transport principles of good growth

- CRP agrees with the proposals under Policy 19; However, consideration must be given to providing equal transport opportunities for existing housing conurbations to ensure that all Londoners have access to transport to access jobs; not just those that are placed near to a transport hub. Without good public transport provision away from the main transport hubs, dependence on private vehicles will continue, especially amongst more vulnerable groups e.g. the elderly, those with babies / small children, those with disabilities.
- Efficient freight should be integrated into new developments e.g. to enable personal deliveries to be received at home during standard working hours, without someone at home; or to provide off-street loading and unloading at commercial premises.

DELIVERING THE VISION (Conclusions)

Cross River Partnership is uniquely placed to help Transport for London deliver the Mayor's Transport Strategy. We have successful track record and professional expertise, for example:

- CRP is already delivering its second successful Mayor's Air Quality Fund sub-regional, public-private partnership programme with its partners.
- CRP is a not-for-profit partnership organisation which includes many of the delivery organisations (TfL, BIDs and boroughs) that will be responsible for realising the aims of the MTS.
- CRP is the lead coordinator for the Central London Sub Regional Transport Partnership and is delivering projects urban realm interventions with all eight central London Boroughs to promote sustainable travel and healthy streets.
- CRP's partners have existing excellent working relationships with each other and the MTS is a chance to deliver even more innovation, to business and residents via an existing large public-private partnership.
- CRP also has existing excellent relationships with the community and housing sectors, voluntary sector, cultural sector, academic sector.
- CRP has externally-funded programmes, by both the public and private sectors, that could contribute match funding to MTS and Greater London Authority programmes such as Liveable Neighbourhoods, Good Growth, and Community Green Spaces.
- CRP has in-depth and specialised staff knowledge in a number of Project Managers working across the fields of Air Quality, Green Infrastructure, Place Making, Freight Consolidation, Green Procurement, Economic Growth, Community Engagement, Urban Transport, and Electric Vehicles.
- CRP has excellent management, reporting, delivery and staffing arrangements.

Cross River Partnership would welcome the chance to meet and work with the Mayor and his officers to further develop the draft MTS, and to make a start on its implementation.

Let's get going!

FURTHER INFORMATION

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

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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 programs targeted at addressing various regeneration issues in central London. The following is a summary of programmes delivering transport focused initiatives:

[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, landowners, 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.

[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. See appendix B.

[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.

Freight TAILS

CRP has successfully levered in funding from URBACT III to deliver Freight TAILS - Tailored Approaches to Innovative Logistics Solutions. Freight TAILS is sharing best practice and learning between 10 different European cities, and writing 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 (FREVIEW)

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 have come through 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 16 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.

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 / non-private vehicle 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 . CRP has worked up a 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 all of 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.

For more information on Cross River Partnership visit www.crossriverpartnership.org

Appendix B

Green Infrastructure



London is the world's greatest city. It is also one of the greenest. And while we can rightly be proud of our established green assets - from magnificent Royal Parks to much-loved local spaces – there's a new, unsung hero taking root. All across London a network of pocket parks, planted roofs, rain gardens, living walls and street trees are greening our city streets, making our grey public spaces more colourful and vibrant places to visit, live and work in.

This 'green infrastructure', or GI, is a vital part of the complex organism of our city – **as essential to London as the roads, rail and cables** that carry life and energy around our capital. GI brings the benefits of nature right into the places where we work and live. And as London's population grows, and our neighbourhoods see more development, that will be more important than ever.

GI allows our towns and cities to adapt to climate change, by cooling the built environment and reducing energy consumption. It mitigates localised flooding, improves air quality, provides a home for wildlife, improves our health and wellbeing and creates attractive places where people want to be. It benefits us all.

How does Green Infrastructure relate to the MTS?

- Benefits like mitigating surface water flooding, improving air quality, cooling the urban environment.
- Encouraging walking and cycling, making the city a more attractive place to be.
- Good access to green space could offer cost savings to the NHS of more than £2billion per year across England.
- Green Infrastructure as more than just an after thought.

- Air Quality vegetation, and especially trees, can contribute to improvements in air quality by trapping particulate matter (PM) and absorbing polluting gases, such as nitrogen dioxide (NO2) – a significant challenge for London.
- Business benefits - research has recently begun to explore the relationship between Green Infrastructure, businesses and the economy. There is evidence that good quality green spaces can help to attract businesses and investment, contribute to employee productivity, and encourage consumer spending.

The following case studies are extracts from the CRP published [Green Capital](#) document.

The Missing Link – Vauxhall



The Vauxhall Missing Link emerged from a desire to join up new development in the Nine Elms area with Vauxhall's existing green spaces – Vauxhall Park and Vauxhall Pleasure Gardens – and connect them up to the South Bank.

The project combines a cycle docking station, segregated cycle path and pedestrian walkway with rain gardens. Together, the different elements invite sustainable travel, improve air quality and reduce surface water flooding by introducing sustainable urban drainage (SUDs) that redirects run-off from the mains into the new green areas.

The scheme has been extremely well received by local businesses for creating a calmer and more pleasant environment in this busy commuter setting. The nearby Tea House Theatre and Black Dog pub both have outside seating adjacent to the installation.

Not only does the scheme improve the look and feel of the area, it has also supported local jobs and apprenticeships in horticulture. In 2015 Vauxhall ONE and the Missing Link won the Landscape Institute award for 'Adding Value in the Public Realm'.

Greenwood Theatre – London Bridge



Inspired by the opportunity provided by the Mayor's Pocket Park programme, Team London Bridge worked with design experts to create a linear 'pocket park' outside the theatre on Weston Street.

The site was identified following a Green Infrastructure Audit by the Business Improvement District. The building has been painted bright colours and a raised planting scheme incorporating new seating now envelopes the theatre at ground level. Rainwater run-off from the hard standing is diverted beneath the beds to be drawn up by the plants, a method of sustainable urban drainage preventing rainwater entering the drainage system.

Environmentally, the pocket park makes a small but locally valuable contribution to supporting biodiversity, mitigating poor air quality and managing surface water flooding. In January 2016 the scheme won the Society of Garden Designers' People's Choice Award.

The Low Line – Bankside



The Low Line is both a vision and a work in progress, being pioneered by Better Bankside and now coming to life both here and beyond Bankside.

By reinstating pedestrian access at ground level the Low Line along railway viaducts the project will promote alternative walking routes, particularly between London Bridge and Waterloo. This will regenerate rundown or underutilised assets such as the rail arches, support jobs and growth, and do so in a way that infuses sustainability and urban greening, enhancing users' experience of the public realm.

The Low Line offers multiple benefits. On a practical level it can help relieve pressure on the Jubilee Line between Waterloo and London Bridge stations by offering an attractive, traffic free alternative route for commuters and visitors to the area. Linked to this, the scheme can help bring underused rail arches back into economic use by opening up stretches of the viaduct that have previously been inaccessible. And crucially, all along the route it provides opportunities for urban greening – as early projects like the Verdant Viaduct green wall in Stoney Street, and the Warden's Grove rain gardens already demonstrate.

What needs to happen now?

- Green Infrastructure taskforce recommendations taken forward.
- Strengthen the relationship between the draft MTS, the London Plan and the Environment Plan. Greening becoming a planning permission consideration is welcomed.