Click. Collect. Clean Air.

Cross River Partnership's 'Click. Collect. Clean Air.' behaviour change campaign encourages Londoners to redirect personal deliveries away from workplaces to reduce congestion and air pollution in central London.

40% of online shoppers have had purchases delivered to their workplace, with 8% of people receiving daily deliveries. This is contributing to the growing number of vehicles on central London streets and the associated air pollution.

40%

40% of online shoppers have used their work address for delivery of their purchases in the past year

Collection points consolidate deliveries, reducing the number of stops a courier has to make, and reducing traffic

Unlike at-home deliveries, there's always someone at collect points meaning no failed delivery attempts or repeat trips

Redirecting online shopping deliveries can help reduce the toxic air pollution linked to the deaths of 9,400 Londoners a year

Project achievements

Cross River Partnership's (CRP) 'Click. Collect. Clean Air.' behaviour change campaign is raising awareness of alternative 'click and collect' delivery options for online shopping.

The campaign centres around a website www.clickcollect.london which enables shoppers to find a convenient parcel collection point close to their home or on their commute. The site is unique in that it displays parcel collection points from several 'click and collect' service providers on one map and provides free trials for some of the premium services.

The site, which is supported by videos, leaflets, posters and social media images is supporting behaviour change campaigns within a number of businesses. CRP and partners are monitoring the impact this has on the number of personal deliveries to their sites.

Outcomes

Over 20 of CRP's business improvement district (BID) and borough partners are promoting 'Click. Collect. Clean Air.' campaign to employees across central London. Many are utilising locally-branded versions of the site to effectively engage with employees in the local area, particularly those concerned about local air quality issues.

Initial usage statistics and feedback indicate that the site is providing a valuable service, and supporting a reduction in personal deliveries in central London.

Lessons learnt

Many people are unaware that having personal deliveries sent to their workplace is contributing to increased air pollution.

Educating employees on the alternative options can result in a positive behavioural change that helps to reduce emissions and improve local air quality.

Future of the project

CRP is continuing to work with BIDs and other partners to ensure that businesses are promoting alternative options for delivery collection to employees in an effort to reduce the number of delivery vehicles on the road. This includes localised, BID-branded versions of the website and promotional materials, and commissioning research to better quanitfy the air quality impact of using click & collect services.

'As a luxury retailer we cannot afford to have unnecessary parcel couriers coming through our stores' door, and personal packages account for 15% of our deliveries. That's why we are encouraging our employees to get their personal deliveries sent nearer to their homes.'

Patricia Consterdine, Longchamp

6

6 'click & collect' service providers are sharing parcel collection points at www.clickcollect.london

From the dry cleaners or corner shop near homes to the train station on commutes, there are thousands of parcel collection points across London and the South East.

20

Alternatives to workplace deliveries promoted by over 20 central London BIDs and boroughs

Over 10,000 views of www.clickcollect.london site in first half year

Next: research to quantify air quality impacts of click & collect'

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https://www.clickcollect.london/
https://crossriverpartnership.org/projects/click-collect-clean-air/
@CRP_CABB

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