

West End Partnership Deliveries and Servicing Programme

www.urbact.eu/freight-tails

@freight_tails

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The West End Partnership Deliveries and Servicing Programme is convened by Cross River Partnership and enables sharing of best practice and a forum for discussing key issues for freight in the West End.

London's West End is a thriving hub for tourism, retail, culture and business. With 610,000 jobs and contributing to 3% of the UK's economic output, the area is set to benefit from a series of major public realm improvements which will require a change in the way freight operates in central London.



31.5

million visitors to
the area in 2015

15%

of London's
economic output



610,000 jobs in
the West End

Scope of works

The West End Partnership Deliveries and Servicing programme, facilitated by Cross River Partnership, convenes a number of stakeholders working to reduce the impact of freight and improve public realm in London's West End. Since 2016, the group has been joined by Business Improvement Districts (BIDS), logistics industry representatives, landowners, key businesses, resident groups, Westminster City Council and the London borough of Camden. As well as sharing knowledge and best practice of retiming and consolidation, the group is looking to develop an area-wide strategy for efficient delivery and servicing movements in order to help minimise congestion and improve air quality.

Outcomes

- Develop an area-wide strategy to streamline freight movements in the West End
- Share best practice of freight traffic reduction interventions
- Develop profile and links with wider organisations such as the Central London Freight Quality Partnership
- Identify key stakeholders and policy actors
- Best practice website: www.crossriverpartnership.org/WEPFreight

Lessons learnt

Individual partners are delivering a range of innovative solutions to mitigate or reduce the negative impacts of freight in their areas.

Upcoming urban realm projects will have a significant impact on the way deliveries and servicing operate in parts of the West End.

Future of the project

Continue to meet at least quarterly to discuss ongoing developments in the area and explore opportunities for knowledge sharing.

Develop area-wide strategy to deal with freight in the West End.

Deliver freight interventions on behalf of the West End Partnership.

4

meetings held
in 2016/17

Area-wide
strategy in
development



Best practice
website
developed



<http://crossriverpartnership.org/WEPFreight>