



**CROSS RIVER**  
PARTNERSHIP

## **Consultation: From good night to great night - A VISION FOR LONDON AS A 24-HOUR CITY**

### **Response from Cross River Partnership (CRP)**

February 2018

## **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 Vision for London as a 24 Hour City sits alongside responses it has already submitted to the Mayor's Transport Strategy, Environment Strategy, Skills for Londoners Strategy and Health Inequalities Strategy.

CRP will also be responding to the Mayor's London Plan and the Economic Development Strategy.

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

[Cross River Partnership \(CRP\)](#) 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).



<b>CRP Partner Boroughs:</b>		<b>CRP Partner BIDs:</b>			
● 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		<b>CRP Strategic Partners:</b>	
● Lewisham		⑥ Euston Town BID		Greater London Authority	
● Southwark		⑦ Hatton Garden BID		Groundwork London	
● Westminster		⑧ Heart of London Business Alliance		London & Partners	
<b>Boroughs CRP work with:</b>		⑨ Marble Arch BID		Network Rail	
● Hackney		⑩ New West End Company		Transport for London	
● Hammersmith & Fulham		⑪ Northbank BID		<b>CRP Accountable body:</b>	
● Tower Hamlets		⑫ Paddington Now		Westminster City Council	
● Wandsworth		⑬ South Bank BID			
		⑭ Team London Bridge			

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

Cross River Partnership has a long track record of delivering regeneration projects which impact on the night time economy including developing bridges and piers, an advisory role on The Illuminated River, creating an action plan to support markets and numerous projects to improve air quality.

Information on our projects and programmes can be found in Appendix A.

## 24 Hour London Vision - Consultation

### Question 1. What are the strengths of London's night time economy? In other words, what is good about London at night?

London has a world renowned night time economy with countless strengths. Its economy is hugely varied, with a wide range of independent restaurants, pubs, bars, shops and visitor experiences, adding to the special nature. London has many areas which are unique and distinctive to the capital, such as Camden and Soho. There is good variety of the night time offer appealing to different people, such as late night museum openings and events such as Lumiere. London is a beautiful city, especially along the river in central London with spectacular bridges and buildings.

There is generally good transport on offer, especially in central London, and this has been developed further through the introduction of the night tube and overground. Many stations remain staffed, which contributes to the smooth running of the service and the perception of safety. London is an easy city to move around on foot, supported by the pedestrian bridges available.

The number of people who use central London at night provides a positive feedback loop - there is a critical mass of people which enables a wide range of businesses to operate, creating atmosphere and feelings of safety, attracting yet more visitors.

### Bridges and Piers

Cross River Partnership was established in 1994 by central Government. It was allocated Single Regeneration Budget funding with the aim to increase the number of Thames crossings in central London, to spread prosperity from the north to the south of the river.



A key aspect of this was the development of the Millennium Bridge. It was the first bridge that incorporated lighting as an intrinsic part of its architectural merit, becoming a blade of light after dark. The bridge was designed to be visited and provide an experience rather than just being a method of transport, and lighting and the open design generates improved feelings of safety. This has added to London's night time economy. The bridge supported the development of the South Bank as a key London visitor area; bringing visitors to the Tate Modern and surrounds.

Cross River Partnership also led on the development of five new piers, funded by the Millennium Commission as part of the Thames 2000 project: the Millennium Piers, Blackfriars Millennium Pier, Millbank Millennium Pier, Tower Millennium Pier, and Westminster Millennium Pier. The piers support commuters through river bus services, as well as visitors via leisure cruises. Further development of piers could provide a way for people to enjoy the river at night.

We are proud to be continuing this tradition by sitting on the Mayor's Thames Forum – People and Places working group to advise on how to maximise the impact of the river.

**Question 2. What are the weaknesses of London's night time economy? In other words, what is not good about London at night? What does it lack?**

One weaknesses of London's night time economy is the lack of activities and businesses that do not focus on alcohol. Many people do not drink, or wish to have the option to experience the night time economy without alcohol (including families). Whilst there are some activities available, such as limited late night museum openings, a more comprehensive offer is needed including visitor attractions opening more regularly at night.

Activities can also be expensive, stopping London's night time economy from catering to people of all means. Free events such as Lumiere and Art Night, provide a great alternative. Many shops, restaurants, cafes and cultural attractions close early but could be providing a cheaper alternative, and one which is not focused on alcohol.

There is a lack of appropriate infrastructure to support the night time economy. For example a limited number of public toilets, and where additional temporary facilities have been introduced these cater only for men. Suburban rail services do not operate late night services on many lines. There is a lack of water fountains, which would provide a free alternative and reduce waste from plastic water bottles.

There is a lack of step free access in many businesses and transport methods – affecting people with disabilities, older people, those with mobility issues and parents with pushchairs. This prevents full use of the services available and affects the perception of London as a city which is open to all.

Safety and the people's perception of their safety is a vital area to address. Spaces which are poorly used, badly lit and vandalised further prevents people from using the area. Our past projects such as the Light at the End of the Tunnel aim to improve use of tunnels through innovative lighting solutions and change them from an area where people feel unsafe to an area people enjoy visiting, as well as creating more business space.

**Light at the End of the Tunnel (LET)**

Innovative lighting is a key way to breathe life into disused areas – making people feel safe, increasing visitor numbers, and securing economic investment.

A long railway viaduct runs from Vauxhall to Bermondsey. The only way through this viaduct is a network of 97 roads and pedestrian tunnels, many of them dark and forbidding to pedestrians. These were





identified as being a barrier preventing the community from accessing jobs and opportunities on the riverside and Central London, and preventing inward investment.

**Light at the End of the Tunnel** was launched in 2002 by Cross River Partnership and its partners to tackle the severing effect of this stretch of disused Victorian viaducts. The project aimed to:

- Clean the viaducts
- Increase illumination with creative lighting techniques
- Commission new public art
- Transform the pedestrian experience
- Create tunnels and arches that were safe, viable and functional

There are many examples of the successes of this project – these include Isabella Street near Southwark Tube Station, where a number of the arches have been transformed into restaurant space, and the walkway on Clink Street, where a ‘firework’ lighting display was introduced. Pictured are new office space introduced at Wootton Street, and restaurants and bars in Joan Street near Waterloo station.



### **Improving London's Air Quality**

Two weaknesses of London's night time economy are air pollution generated by vehicles, and noise pollution caused by deliveries and servicing.

Whilst road traffic is often reduced at night, as fewer people are commuting or travelling for work, deliveries and servicing continues and there is still significant vehicles including taxis, cabs and ride sharing. This generates air pollution which creates a negative impact on the health of people enjoying or working in the night time economy. Traffic, deliveries and servicing also prevents the full enjoyment of spending time outside at night, for example using space outside restaurants, cafes or bars, as it creates unpleasant noise and exhaust fumes. Noise pollution from the night time economy, including their deliveries and servicing, can disturb those trying to sleep. This can cause tension and a lack of support for the night time economy from local residents and therefore addressing this issue can support the economy to function effectively.

Those working in the night time economy will need to sleep during the day, meaning noise pollution at any time of day is an issue for them. Excessive daytime noise preventing people from sleeping could further increase the challenges in finding enough staff to work at night.

In order to address this, freight and traffic should be reduced overall, not just moved to quieter times. Cross River Partnership delivers a number of projects which help to achieve this aim:

- **deliverBEST** (supported by the Mayor) is an online tool and business support service that helps businesses (including those in the night time economy) reduce emissions from their operations, save money, reduce congestion and cut air pollution.
- Our behaviour change project **Click. Collect. Clean Air.** (supported by the Mayor) encourages people to use collection points for parcels as an alternative to them being delivered to their work place - as more people use online shopping sites and parcel deliveries take place later into the evening this service will reduce deliveries in central areas at night.

- Our [Clean Air Route Finder](#) (supported by the Mayor) encourages people to walk, using routes with less air pollution - this is relevant at any time of day, and encouraging more people to walk has many benefits including reducing air pollution, improving health, and supporting the local economy by making it more likely that people visit businesses on their route.
- Our EU FP7-funded [FREVIEW](#) project has provided an important evidence base on the feasibility and importance of the electrification of urban freight operations, which are less polluting and quieter than traditional freight vehicles. This reduces noise pollution as well as air pollution.
- Alongside reducing the number of freight vehicles, delivery and servicing companies should also be reducing noise at all times through behaviour change – minimising door slamming, reducing shouting or speaking at a loud volume, ensuring equipment is maintained so it is as quiet as possible, and changing ways roles are carried out to minimise noise. Noise standards should be considered to reduce noise. This will ensure residents are not disturbed by the night time economy, and help those working at night to sleep during the day.

**Question 3. What are the threats to London’s night time economy? In other words, are there issues or trends which we will have to address in the short, medium or long term?**

Accessing the workforce needed to staff the night time economy is a key threat for London. This will be heightened by Brexit which is likely to impact on the availability of European workers for businesses which already have difficulty recruiting and retaining staff. This challenge around recruitment and retention is due to a number of reasons including lack of a full night time transport system, expensive or inflexible childcare, people’s natural preference to work during the day, and a insufficient financial compensation for working antisocial hours. Our [Recruit London project](#) helps businesses to recruit locally, and thereby reduces travel time and cost for those working at night.

Rising business rates and rents is a threat, particularly affecting independent small businesses and most likely leading to the dominance of multinational businesses, eroding London’s unique offer.

There are many potential threats which would reduce visitor numbers including terrorism or the fear of terrorism; cultural and behavioural changes meaning people choose to stay at home rather than going out; and increased competition from other cities across the UK or internationally.

The public transport system does not have sufficient capacity in certain areas – particularly in central London. Whilst the night tube, buses and overground are welcomed there is still a lack of suburban rail services or the lack of the final leg of the journey home (particularly for people without means who cannot afford taxis or cabs). Road safety and potential conflicts between cyclists, vehicles and pedestrians can be an issue at any time of day or night.

Finally, a key threat to London’s night time economy is excessive alcohol consumption, which leads to antisocial behaviour including violence or the threat of violence. This can prevent people from visiting London at night because they do not feel safe. Excessive alcohol consumption also increases costs for the public and private sector in policing, security and maintenance.

A real or perceived threat to people's safety (beyond that linked to alcohol) will also impact on the use of the night time economy. This could be through multiple occurrences of low-level crime such as pick pocketing or significant incidents. Poor design of public spaces and lack of visible policing can add to the perceived threat, as can overcrowding or its opposite - the underuse of areas meaning the feeling of safety-in-numbers is not generated. The impact of any incidents will be multiplied by negative stories in the press in the UK and overseas and through social media.



**Question 4. What are the opportunities for London's night time economy? In other words, how could London improve its night time offer? What should we be looking to develop?**

There are many ways in which London could improve its night time economy.

London has a vibrant food scene with existing food markets. This could be extended further by increasing the number of food trucks, with facilities to support people to eat outside. Cafes, shops and markets could be open later, offering an alternative to those who do not wish to visit pubs, clubs, bars and restaurants.

Innovative lighting installations should be available year-round. This would support London to continue to be distinctive from other cities and encourage people onto the streets. This should include lighting the bridges, through the Illuminated River, as well as buildings, art and even parks. Introducing more lightness and brightness will help improve the perception of safety, including around bus stops and stations.

A key opportunity is around promoting and developing London's "hidden gems" and places to visit outside the centre and traditional tourist areas. This would support the local economies, bringing visitors into areas which currently only cater to residents, and will add to the distinctiveness of London's night time offer. There is currently a risk of overcrowding in central London with public transport and some businesses becoming extremely busy which has an impact on safety, the perception of safety, and the visitor experience. Encouraging visitors to travel or visit "hidden gems" will help address this risk and spread the associated prosperity more widely across London, helping regenerate disadvantaged areas.

There could be a better shared use of space with different uses during the day and at night – this will help reduce costs and provide unusual venues for the night time economy - for example events could take place in libraries at night, or rooftops of office buildings could be used for pop-up bars or restaurants. Better use could be made of schools' facilities, with community groups or businesses using their space outside of school hours and terms. More late night museum openings would make the most of London's world class visitor attractions, and these should be offered later into the night.

Encouraging businesses to embrace flexible working and shift from the traditional 9-5 will reduce the strain on the public transport system and facilities. The shared use of office space, for example different staff or companies using the same desks at different times of the day should be encouraged. This would support the UK to strengthen its links to other international economies by capitalising on the time differences. It would bring people into London and provide a customer base over a longer time period, as well as reducing overcrowding on public transport at peak times.

### **The Illuminated River**

We are delighted to working with the Mayor and The Rothschild Foundation to develop and deliver the Illuminated River project. We fully support the aims of the Mayor to establish this innovative scheme to permanently light central London's fifteen bridges across the Thames.

Currently, the bridges are underused at night. The Illuminated River will provide an opportunity for visitors and residents to make better use of the river and bridges at night – making the most of the landmarks. It will also promote the Thames as a means of transport. Energy consumption, light pollution, and the impact of light on local wildlife has been considered from the beginning of the project, providing a demonstration of how to use lighting effectively whilst minimising negative impacts.

After very competitive process, artist Leo Villareal (the artist responsible for lighting San Francisco's Bay Bridge) and the London architects Lifschutz Davidson Sandilands have been appointed. The Illuminated River Foundation will raise the funds for the costs of the project from private and philanthropic sources rather than the public purse.



### Extended Market Opening Times

Cross River Partnership's Sustainable Urban Markets project identified best practice, facilitated knowledge transfer amongst EU partner cities; and developed Local Action Plans for the improvement of wholesale, street and covered markets. The project was funded by the EU via the URBACT programme.

Our London-focused report recognised that if markets are to compete in a global 21st century city like London some will need to vary their hours of operation and innovate to capitalise on the opportunities presented by the booming night time economy and the night tube.



However, at the time of the report only 11 of the 99 markets in London opened beyond 6pm. One solution is to increase evening-only markets, but extended opening hours for day-time markets should also be considered. The obstacles to this are primarily practical, but also a matter of convention. Much of the produce sold in London's markets is purchased from London's wholesale markets in the early hours of each morning so to still be trading into the evening would provide an unfeasibly long day. Options to address this include hiring a second person and splitting shifts but this is cost prohibitive for many traders; or buddying schemes with different traders sharing the same stall which could cause difficulties with licences.

We proposed to work with private and public market operators to trial extended opening hours at specific markets, supported by marketing, monitoring and evaluation, and would be delighted to work with the Mayor to take this forward.

More information and the final project report is available at:  
<https://crossriverpartnership.org/projects/sustainable-urban-markets/>

**Question 5. What innovations, or ideas from other cities, would make London better at night? This might include commercial opportunities, ideas for events or marketing, initiatives to protect residents, visitors or workers, or ways to improve standards. If you have examples of good practice, we would like to know about them.**

There are strong examples from across the world which London could learn from:

- Covered food markets and late night shopping in Spain
- Innovative lighting of bridges and public art in Bilbao
- Community exercise or dance classes and mediation in public squares and parks in China
- Outdoor heated swimming pools, spa and sauna in Iceland (as demonstrated with the Southbank rooftop sauna)
- Non-licensed late night cafes for hot drinks and food at any time of night in Leeds
- Fete de la Musique in Paris - a night of free gigs to celebrate summer solstice where people walk through the streets with bands playing everywhere and all cafes and bars open
- Long museum nights in most German cities where all major museums are open until 2am, drawing in people who don't normally go
- A long night of embassies in Hamburg where embassies open their doors one night a year for music, talks and lectures
- Lantern light festivals and lighting installations in parks, held in many cities
- Night marathons which are held in many cities, building on the night marathon walk which take place in London

**Question 6. In July, the Mayor published his [Vision for London as a 24-Hour City](#). It contains ten principles for the development of London at night. What do you like or not like about the vision? Are the ten principles right? What would you add or exclude, and why?**

1. Be a global leader.
2. Provide vibrant opportunities for all Londoners, regardless of age, disability, gender, gender identity, race, religion, sexual orientation or means.
3. Promote all forms of cultural, leisure, retail and service activity.
4. Promote the safety and wellbeing of residents, workers and visitors.
5. Promote welcoming and accessible nightlife.
6. Promote and protect investment, activity and entrepreneurship.
7. Promote domestic and international visits to London.

8. Be strategically located across London to promote opportunity and minimise impact.
9. Become a 24-hour city that supports flexible lifestyles.
10. Take account of future global and domestic trends in leisure, migration, technology, employment and economics.

We agree with the principles in the Mayor's vision for a 24 Hour London, however feel it could be applicable to any city and does not have a specific London focus. Principle 1, to make London a global leader, should be more detailed to explain what London wants to be a global leader of, i.e. have the highest visitor numbers, the best night time offer, the most successful night time economy in terms of spend.

London is a city with a unique offer including many independent businesses - we believe there should be a priority around maintaining and developing this so London retains its own identity. Whilst welcomed, there is a risk that more investment will increase rents, reducing the number of independent businesses and increasing the number of chain restaurants, pubs and stores which are not distinctive to London.

Making the most of London's "hidden gems" should also be a priority to help spread the prosperity from visitors across the capital and reduce the risk of overcrowding in the very central areas. For us, the Thames is of vital importance to the capital and has the potential to be used much more as a visitor attraction and this should be reflected.

The principle for London to be welcoming, accessible and open to all is of particular importance to support it to retain its position as world leader.

## **About our organisation**

Name of organisation: Cross River Partnership

Type of organisation: Other

Sector: Public/Private Partnership

Geographic area of focus: Local, focusing on central London – Camden, City of London, Islington, Lambeth, Lewisham, Kensington & Chelsea, Southwark, Westminster

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We confirm that we are happy to be contacted on behalf of the GLA about any future actions related to the 24 Hour London Vision.

## Appendix A

### How Cross River Partnership 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:

#### [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.

We have developed a family friendly employment toolkit for employers via this project, to help them to recruit and retain parents and carers.

#### [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 \(CLS RTP\)](#)

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 (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 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 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.

We are working with Heart of London to deliver 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](http://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](http://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](http://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.