

Transport, Innovation and Air Quality

Cross River Partnership

2017

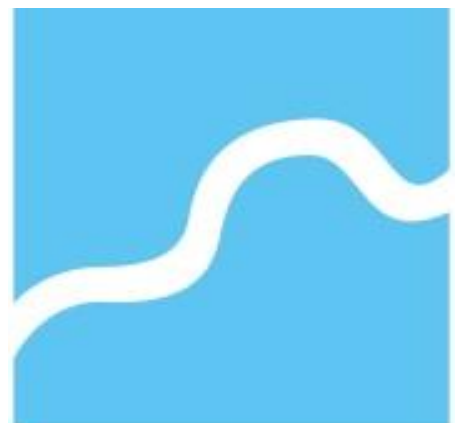


A case study-based approach demonstrating Cross River Partnership's experience managing and delivering urban transport and sustainability projects.

Westminster City Hall
15th Floor
64 Victoria Street
London SW1E 6QP

[T: 020 7641 1693](tel:02076411693)

[E: susannahwilks@crossriverpartnership.org](mailto:susannahwilks@crossriverpartnership.org)



CROSS RIVER
PARTNERSHIP

Cross River Partnership

Transport, Innovation and Air Quality

February 2017

Cross River Partnership (CRP) is a public-private partnership originally formed to deliver cross-river infrastructure projects such as the Millennium Bridge. CRP has since diversified to deliver a wide range of externally-funded, multi-partner regeneration projects.

CRP's vision is to support and add value to our partners' individual activities in the central London sub-region and beyond, through developing, fundraising and delivering programmes. CRP has extensive project expertise in the urban transport sector and has been a leader in delivering sustainable transport projects for more than 20 years.

An efficient urban transport network is an ongoing priority for the Mayor of London. It is well recognised that London needs an efficient, accessible and affordable transport system and safe, clean, attractive spaces. CRP's objectives to focus on economic growth and prosperity, air quality and carbon reduction, and making places that work align well with this strategy. The Mayor's Transport Strategy (MTS) is due to be published in early 2017, and it is expected that the objectives will align closely with CRP's field of expertise.

Table A: Expected alignment of CRP and MTS Objectives

Cross River Partnership's Objectives	Mayor of London Expected Objectives
Economic growth and prosperity	Supporting the economy, new homes and jobs
Air quality and carbon reduction	Delivering a good public transport experience
Making places that work	Delivering safe and pleasant spaces

There is an emerging strong emphasis on promoting walking, cycling and healthy streets and a need to further concentrate on funding priorities with project prioritisation based on enabling growth.

This summary of CRP's recent transport focused initiatives sets out our experience working alongside Transport for London (TfL), 8 London boroughs, 17 Business Improvement Districts (BIDs), other partners and stakeholders which supports the delivery of objectives expected in the MTS.

Projects are broken down into four focus areas discussing: active transport, air quality, freight consolidation, and business and public realm. Case studies in each of the project areas demonstrate CRP's history of success in delivering projects that add real value to central London.

Cross River Partnership and your Organisation

If you have a project in the urban transport or air quality area, Cross River Partnership would like to hear from you. With a record of outcomes-based deliveries across multiple projects, Cross River Partnership is well placed to assist your organisation. To find out more please contact CRP on any of the following channels:

Westminster City Hall
15th Floor
64 Victoria Street
London SW1E 6QP
T: 020 7641 1693

Susannah Wilks
CRP Director
susannahwilks@crossriverpartnership.org
0771 444 7465

Vicky Keeble
Deliver London Programme Manager
vickykeeble@crossriverpartnership.org
0798 401 7423

crossriverpartnership.org



1. Active Transport



CRP has a proven track record of delivering active transport projects that deliver results at community and business levels. These projects have provided London's residents, visitors and workforce with improved health opportunities through passive exercise opportunities and improvements in air quality through reduced private vehicle use. They have also contributed to the economy and local business uplift through increased foot traffic and creating community and business spaces that work.



Part 1: CRP Active Transport Case Studies

- 1.1. Walkability Intervention to promote walking
- 1.2. Central London Sub-Regional Transport Partnership
- 1.3. Baker Street Quarter Partnership Cycling Feasibility Study
- 1.4. 20mph Research
- 1.5 Wellbeing Walk

2. Air Quality



Air quality is a problem in destination cities across the world, and Central London is no exception. The city is exceeding EU limits for NO₂ emissions, which are responsible for over 9,500 premature deaths every year (Guardian, 2015).

CRP is working together with central London boroughs, Business Improvement Districts (BIDS), academic and business partners, ensuring that London remains an attractive place to shop, visit and do business. CRP has been nominated for a number of prestigious awards with its projects in London.



Part 2: CRP Air Quality Case Studies

2.1. New West End Company Air Quality Strategy

2.2. Freight Electrical Vehicles in Urban Europe (FREVIEW)

2.3. Oxford Street West Business Engagement Deliveries and Servicing Research

2.4. Clean Air Better Business

3. Deliveries & Servicing Management



Freight distribution has proved to be a challenge for policy makers and transport managers in leading cities around the world. Exciting opportunities exist for forward looking cities to work together in partnership to address freight movement. CRP is leading a number of projects that are developing innovative solutions to the challenge of appropriate freight movement in the extremely busy London environment.



Part 3: CRP Delivery and Servicing Management Case Studies

3.1. West End Partnership Deliveries & Servicing Programme

3.2. Click Collect London for Personal Deliveries

3.3. Heart of London Deliveries Waste and Recycling Programme

3.4. Freight TAILS

3.5. Central London Freight Quality Partnership

4. Business and Public Realm



Creating places that work has been at the heart of all CRP projects. Providing the link between public and private organisations, CRP is truly well placed to deliver a wide range of externally-funded, multi-partner regeneration projects achieving positive outcomes for project stakeholders, with a focus on quality places to live and work in a safe and healthy environment.

London's population continues to grow with forecasts suggesting population to surpass 10 million within the decade. There has never been a more important time for development of the spaces that allow for community and business to interact in comfortable and healthy spaces.



Part 4: CRP Business and Public Realm Case Studies

4.1. Greening the Business Improvement Districts

4.2. Delivery Servicing Plan for Markets

4.3. Villiers Street Delivery Servicing Plan

4.4. The Illuminated River



1. Active Transport

- 1.1. Promoting Walking
- 1.2. Central London Sub-Regional Transport Partnership
- 1.3. Baker Street Quarter Partnership Cycling
- 1.4. 20 mph Research Project
- 1.5. Wellbeing Walk

1.1 Promoting Walking

The healthy streets approach aims to reduce traffic, air and noise pollution and create more attractive, accessible and people-friendly streets where everybody can enjoy spending time.



The Challenge

London has air quality and traffic congestion problems which affect the walkability of our streets. This impacts the wellbeing of pedestrians through reduced opportunity for exercise and increased levels of stress.

Cross River Partnership (CRP) is looking forward to working in collaboration with LB Southwark, LB Wandsworth, local community groups, and Transport for London to deliver a project that promotes healthy streets and walkability.

Scope of Works

CRP has developed a project to engage, identify, and deliver interventions that will promote healthy streets and walkability.

Specifically, the scope of work includes:

- An assessment of base line data through collection and analysis of current footfall on selected routes.
- Communication and engagement with community groups.
- Delivery of an urban intervention that could include use of way finding signage and graphics.
- A comparison of the intervention against the baseline data to assess the effectiveness of the project in increasing footfall in the study area.

Outcomes

Cross River Partnership is excited to have secured approvals to deliver an improved pedestrian connection linking Walworth Road and Kennington Tube station.

The revitalisation of this area includes updated lighting, signage and public art and is due to be delivered in March 2017.

Lessons Learnt

Whilst this project is still in its infancy, there are lessons to be learnt from a similar project CRP supported in LB Camden referred to as the Wellbeing Walk which was delivered by Urban Partners.

Effective community engagement is key to ensure the support of residents and business and the overall effectiveness of the project.

The project has the potential to improve the life and wellbeing of residents on a local scale, and inspire widespread change on a regional level.

Future of Project

The immediate outputs of the project are scalable and highly dependent on stakeholder feedback. CRP is also interested to explore a more holistic approach that might demonstrate what else could be delivered should the project gain further funding support.

Find Out More

<http://crossriverpartnership.org/projects/central-london-sub-regional-transport-partners>

1.2 Central London Sub-Regional Transport

The Central London Sub-Regional Transport Partnership (CLSRTP) collaborates and trials innovative schemes to benefit and inform all central London boroughs, with the support of Transport for London.



The Challenge

The Central London Sub-Regional Transport Partnership (CLSRTP) is a collective of transport officers from central London's eight local authorities (City of London, City of Westminster, London Borough of Camden, Islington Council, Lambeth Council, Southwark Council, Wandsworth Council and Royal Borough of Kensington and Chelsea) convened by Cross River Partnership (CRP).

Scope of Works

CLSRTP provides a valuable forum for the exchange of ideas between boroughs and provides a single point of contact across the sub-region with Transport for London (TfL). We've recently hosted discussion from London Councils and TfL on:

- Bus priority schemes in inner-London
- Street Types for London categorisation matrix
- Local Implementation Planning funding guidance
- Go Ultra Low City Scheme, floating car clubs, and electric vehicles
- Best practice in freight movement and delivery consolidation and the Central London Freight Quality Partnership

Boroughs also benefit from a dedicated resource, the CLSRTP Chair, to coordinate information exchange on innovative policy ideas from within their own councils.

In addition to enabling regular collaboration and information sharing between boroughs, the partnership facilitates and project manages pilots, trials and research responding to emerging strategy.

Outcomes

Outcomes delivered by CRP in 2015/16 include:

- A secure cycle parking demand and feasibility study with the Baker Street Quarter Partnership BID
- A waste consolidation improvement programme
- A scoping study for a Low Emission Neighbourhood

In 2016/2017, CRP is excited to be delivering:

- London's first urban market focused delivery and servicing plans (Chapel Market in Islington, East Street in Southwark, and Lower Marsh in Lambeth)
- The implementation of the Villiers street delivery and servicing plan with North Bank BID (a plan that was drafted in 2015/16)
- A walkability intervention to promote walking at two central London locations alongside community groups and local boroughs

Lessons Learnt

The partnership model is successful and continues to deliver outcomes for boroughs and TfL and is gaining momentum by delivering even more responsive projects.

Find Out More

<http://crossriverpartnership.org/projects/central-london-sub-regional-transport-partnership/>

1.3 Baker Street Quarter Partnership Cycling

Assessing the demand for safe and secure cycling facilities in the Baker Street Quarter and improving cycling conditions in London.



The Challenge

This project informed the current demand for cycling facilities of businesses and individuals with the Baker Street Quarter Partnership.

The Marylebone Secure Cycle Parking area Demand Analysis 2016 identified opportunities for the Baker Street Quarter Partnership to set an example to other Business Improvement Districts (BIDs) through providing leadership in development of end of trip cycle facilities.

Scope of Works

With funding and programme management support from Cross River Partnership (CRP), Baker Street Quarter Partnership commissioned an assessment of demand for secure cycle parking in its BID area.

London Cycling Campaign (LCC), were commissioned to carry out this study.

The project team consulted a number of employees, residents, office managers and visitors across the BID area in order to understand their views on cycle parking issues and a range of other cycling matters.

Recommendations include:

- Provision of pop-up secure cycle parking
- Potential reciprocal arrangements between offices with spare secure cycle parking
- The addition of a secure cycle parking units in the area

At the time, there was not a strong case to develop a full Cycle Hub with additional facilities such as showers,

lockers and maintenance facilities in the area. With further engagement with staff and visitors, this demand could increase.

Outcomes

Cross River Partnership contributed to the publication of a report which provided a review of future opportunities for implementation of cycling initiatives at borough level.

Lessons Learnt

The report concludes that there is reasonable demand for more secure and on-street cycle parking from employees, visitors to the area, building managers, and office managers. The project demonstrated that by increasing accessibility for cyclists a shift in behaviour and preferred mode of transport is possible.

Future of Project

The report demonstrated that London is a cycling city with demand for end of trip facilities.

CRP is now working with New West End Company BID members to promote visitor and staff cycling and to develop and implement cycling programmes and infrastructure with its partners throughout central London.

Find Out More

<http://crossriverpartnership.org/projects/central-london-sub-regional-transport-partnership/>

1.4. 20 mph Research Project

A research project to consolidate the findings at Borough level of existing projects on the impacts of 20mph speed limits in London and draw out verifiable conclusions.



The Challenge

Across England there are over two thousand 20mph speed limit/zone schemes in operation, most of which are 20 mph zones. In London, more than a quarter of all roads are now 20mph and several boroughs have led the way with borough-wide 20mph limits on their roads.

Whilst such schemes are gaining popularity within local, regional and central Government, there is little evidence regarding their impacts on speed attenuation, journey times and collision reduction, and also on residents' perceived impact on noise as well as the overall liveability of their local area.

The work also contributes to localised improvements in air quality.

Scope of Works

Cross River Partnership (CRP) has commissioned a research project to address the data gaps in research. Specifically CRP wants to understand the effect of 20 mph limits on drivers' propensity to drive at speeds over 20 mph.

The project will be undertaken through Central London Sub Regional Transport Partnership (CLSRTP) funding.

The project will collate information and analyse existing data held by boroughs including Camden, Southwark, and the City of London. It will provide an overarching source of reference and answer key questions including:

- Are motorists observing the new 20 mph zones?

- Have 20 mph zones/limits made roads safer for pedestrians, cyclists and motorists?
- Are the impacts considered statistically significant?
- What has been the impact on journey times for vehicles and for all?

Outcomes

The findings of the research will help ensure that policy makers are well informed and make the right planning decisions to contribute to an improved public realm.

Lessons Learnt

- Obtaining a sufficient quantity of data with adequate geographical and temporal coverage, such that the results are of statistical significance
- Processing a large volume of data in a range of formats from several different sources
- Ease of comparability between schemes that have different characteristics and scales (e.g. presence of traffic calming of different types, 20mph limit on single streets versus area-wide)
- Allowing for external factors/ background trends that relate to scheme impacts

Find Out More

<http://crossriverpartnership.org/projects/central-london-sub-regional-transport-partnership/>

1.5 Wellbeing Walk

The Clean Air Better Business programme is helping CRP's partners and central London businesses tackle London's air quality challenge.



The Challenge

London's air pollution problem cannot be fixed overnight.

In the meantime, exposure to air pollution must be reduced, particularly amongst at-risk groups and those frequently spending time in the most polluted places.

Scope of Works

With the support of the Mayor's Air Quality Fund (MAQF), CRP's Clean Air Better Business (CABB) programme is helping our public and private sector partners to reduce exposure to air pollution through the development of a Wellbeing Walk.

Outcomes

- Independent monitoring by Kings College London has shown air pollution levels well under half of that of the more traditional walking route – Euston Road.
- Foot traffic along the Wellbeing Walk more than tripled in its first year and local businesses along the route are noticing positive impacts. CRP are now supporting Urban Partners and LB Camden to make the route permanent.
- CRP developed a customisable and embeddable 'widget' ensuring organisations

can provide live air quality information on their websites so visitors can plan their walking and cycling journeys along low exposure routes.

- The widget has been used 50,000 times over the past year, promoting behaviour change amongst thousands of Londoners.
- CRP is also supporting behaviour change by monitoring exposure of volunteers and presenting real life data and tips for reducing exposure to volunteers and their peers.

Lessons Learnt

Signposted routes and accessible, personalised data on air pollution exposure enables positive behaviour change, reducing exposure and delivering positive benefits for local businesses too.

Future of Project

With additional partner and MAQF funding, CRP is rolling out the successful Wellbeing Walks model with partners across central London including Camden Town, Cheapside, Northbank and Kensington & Chelsea.

Find Out More

<http://crossriverpartnership.org/projects/clean-air-better-business>



2. Air Quality

2.1 New West End Company Air Quality Strategy

2.2 Freight Electric Vehicles in Urban Europe

2.3 Oxford Street West Business Engagement Deliveries and Servicing Plans

2.4 Clean Air for Better Business Programme Overview

2.1 New West End Company Air Quality Strategy

Cross River Partnership is working with New West End Company to help businesses improve air quality in the West End, creating a more welcoming and inviting West End for all.



The Challenge

The West End is currently one of the most polluted areas in London. Oxford Street surpassed the annual limit of NO₂ emissions for 2015 within the first four days of 2015 (Clean Air in London, 2015). This affects the health of all those who live, work and visit the West End and also harms the West End's trading environment which risks impacting visitor numbers.

Since 2015/16 there has been a 36% reduction in NO₂ emissions but there is still more work to do.

Scope of Works

Cross River Partnership (CRP) has successfully led the following in the early stage of project:

- The first business-led Air Quality Strategy that calls for collaborative action from all businesses to improve the local area
- Air Quality strategy launch to 70 key businesses, media, local authorities, and key organisational representatives in June 2016
- A Business Assessment Tool which allows businesses to assess how 'green' they are and recommends actions that businesses can take to improve air quality in the area
- 12 initiatives have been identified that will enable all businesses to get involved in tackling air pollution
- Redirection of personal deliveries through business assessment tools

Outcomes

The project has delivered the West End Buyers Club, a website promoting a shared supplier scheme.

The success of the website has contributed to the uptake of preferred suppliers for waste and recycling, office supplies and parcel collections.

Consolidation of the key services is expected to lead to improved air quality and reduced freight congestion within the West End.

Lessons Learnt

It is only when businesses work collaboratively that we are able to bring about actions to reduce emissions and improve air quality. The project has demonstrated the efficiency of businesses in delivery of freight related to stock, but further improvements exist through redirection of personal deliveries.

A West End wide approach is required for all to benefit and this will not be limited to an approach that is only focused on the New West End Company.

Future of Project

CRP will continue to work with New West End Company BID to engage and encourage businesses to tackle the issue of air pollution. By 2020 we hope to achieve:

- A 40% reduction in commercial vehicle trips in the BID area
- A 10% reduction in air pollution in the BID area
- 500 businesses engaged

Find out More

<http://crossriverpartnership.org/projects/west-end-air-quality-strategy/>

<http://newwestend.com/airquality/>

2.2 Freight Electric Vehicles in Urban Europe



FREVUE provides evidence on how innovative solutions using electric freight vehicles can help to achieve emission-free city logistics.



The Challenge

London faces increasing logistics demand with restricted road layout and highly polluting diesel delivery vehicles continuing to pollute the air that we breathe.

The current generation of fully electric vans and trucks can be alternatives to diesel ones for many freight operators, but a large-scale market uptake has not yet taken place.

The FREVUE project demonstrates the suitability of these vehicles for a wide range of urban logistics operations, with the aim to ultimately increase their uptake.

Scope of Works

Cross River Partnership (CRP) is managing the overall project as well as leading on its London component.

Across the eight European cities that are FREVUE partners, more than 80 electric vans and trucks are being successfully deployed and their data is collected and analysed.

In London, project partner UPS has deployed 16 fully electric 7.5 tonne freight vehicles. They are well integrated into UPS's daily operations and their deployment has gone from 'trial' mode to the 'new normal'. This shift in attitude is reflected in the numbers, with the UPS London fleet of fully electric trucks having grown to 52 by the end of 2016, out of a total fleet size of 170.

Outcomes

Preliminary results from the FREVUE project show that not only is the deployment of electric freight vehicles feasible in most cases, but they offer 100 % reduction in local air pollutants NOx and PMs. A significant reduction in CO2 emissions of up to 50% has also been observed.

Lessons Learnt

The project shows that fully electric vehicles are highly suitable for urban freight operations. Nevertheless, for a widespread uptake of electric vehicles, policy makers, fleet operators, vehicle suppliers and energy network operators will need to work together to overcome the remaining barriers, such as limited vehicle availability, high prices and, at times, grid infrastructure limitations.

Future of the Project

Cross River Partnership is encouraged by the preliminary work and looks forward to delivering the full findings of the project in 2017, and providing solutions for the implementation of electric freight vehicles throughout Europe.

Find out More

<http://frevue.eu/>

https://twitter.com/FREVUE_project

<http://crossriverpartnership.org/projects/freight-electric-vehicles-in-urban-europe/>

2.3 Oxford Street West Business Engagement Deliveries and Servicing Research

Considering the needs of businesses through a pilot study that will inform development of planning policy on Oxford Street West in response to freight issues.



The Challenge

The needs of individual businesses must be considered in the development of a sustainable long term solution to Oxford Street's freight, congestion and air quality issues.

In order to gather insight into business freight requirements, studies must be carefully considered with businesses targeted to ensure maximum outreach and engagement and effective policy development.

Scope of Works

CRP, on behalf of Westminster City Council, Transport for London and New West End Company, are conducting a study to understand current level of freight and servicing activity in the Oxford Street West area. Understanding how deliveries, collections and servicing activities work will allow appropriate loading, servicing and possible timed access arrangements to be provided on and around the Oxford Street West area.

The study was a pilot focusing on Oxford Street West and James Street areas and will help to identify how Westminster City Council can manage the day-to-day activity of the street, improve air quality and enhance design of the street.

Outcomes

Cross River Partnership (CRP) has already successfully engaged with 58 businesses in the pilot study area, comprising of 32 retail shops, 20 restaurant businesses and four hospitality businesses. A further two businesses were classified miscellaneous.

The Business Engagement Project has so far identified:

- Existing good practices across businesses including waste consolidation schemes, off-peak deliveries and procurement of goods from local suppliers.
- On-going issues, including the over representation of restaurants in freight generating trips.
- Peak periods of delivery and potential freight retiming opportunities.
- Roles of individual business and external freight companies in deliveries on Oxford Street.

Lessons Learnt

The project has demonstrated that the business community was interested and knowledgeable in freight challenges.

Future of Project

The project will inform regulation and policy for Oxford Street West in response to freight.

Find Out More

<http://crossriverpartnership.org/projects/deliver-oxford-street-west/>

2.4 Clean Air Better Business

The Clean Air Better Business programme is helping CRP's partners and central London businesses tackle London's air quality challenge.



The Challenge

London has an air quality problem which affects the health of residents and businesses alike. Without action, London faces the prospect of become a less attractive place to visit, shop, work and do business.

Outcomes

With the support of the Mayor's Air Quality Fund and our public and private sector partners, CRP's Clean Air Better Business (CABB) programme is supporting central London businesses to improve air quality by:

- Reviewing deliveries to and from businesses and developing Delivery and Servicing Plans to achieve efficiencies while reducing their impact on local air quality and congestion.
- Developing www.clickcollect.london as a resource to encourage employees to redirect personal deliveries from workplaces in congested central London.
- Recruiting and training volunteers from businesses to encourage drivers to switch off their idling engines when parked, which independent monitoring shows leads to a 20% to 30% reduction in air pollution.
- Developing London's first Wellbeing Walk between Euston and King's Cross Station, to encourage walking along less polluted routes.
- Promoting zero and low emission vehicles to businesses, the public sector and the taxi and private hire industries.

Lessons Learnt

Clean air really is better for business! Business-led action delivers benefits for air quality, while achieving business efficiencies and corporate responsibility responsibilities.

Future of the Project

With additional partner and Mayor's Air Quality Fund funding, CABB is developing and delivering even more innovations to better support business-led action to reduce the impact of deliveries on congestion and air quality, including:

- An online tool recommending bespoke actions businesses can take to improve the efficiency of their deliveries, followed up with personal support on implementation (Deliver BEST)
- Ongoing promotion of alternatives to support redirecting personal deliveries from workplaces via www.clickcollect.london
- Urban realm improvements to mitigate air pollution and encourage active transport
- Developing and promoting additional 'low-exposure' walking routes and raising awareness of exposure mitigation

Find Out More

<http://crossriverpartnership.org/projects/clean-air-better-business>

Twitter: [@CRP_CABB](https://twitter.com/CRP_CABB)



3. Freight Consolidation

- 3.1 Deliveries and Servicing Plans
- 3.2 Redirecting Personal Deliveries from Workplaces
- 3.3 Heart of London Deliveries, Waste and Recycling Programme
- 3.4 Freight Tails
- 3.5 Central London Freight Quality Partnership

3.1 Deliveries & Servicing Plans

Inspiring local business to reconsider the way they receive delivery and servicing in order to reduce cost, increase efficiency and improve the environment.



The Challenge

Cross River Partnership (CRP) is working with its local businesses on behalf of Westminster City Council and through its Clean Air Better Business Programme to reduce the significant contribution of freight on poor air quality in central London.

Scope of Works

CRP has delivered over 20 Delivery and Servicing Plans (DSPs). Businesses across retail, education and hospitality took the opportunity to consider the impact of delivery of goods and services to their premises and were presented with solutions to help them become more efficient, reduce costs and improve the local area's amenity. Participating organisations have included:

- John Lewis (Head Office)
- London School of Economics and Political Science
- Longchamp
- New West End Company
- The Cumberland Hotel
- Westminster City Hall

Each DSP makes a small contribution towards reducing traffic congestion, improving air quality and ultimately improving the public realm.

Outcome

CRP's Delivery Servicing Plans have:

- Identified the existing good practices across businesses including procurement of goods from local suppliers.

- Implemented a number of measures within business including introductions to local preferred supplier consolidation schemes, redirecting personal deliveries at work and opportunities to influence use of low emission vehicles in their supply chains.
- Highlighted options for businesses to implement, including introduction of waste compactors, reconfiguration of loading bay areas, rescheduling of deliveries and increased storage capacity.

An example of a solution identified at individual business level is the £120 per week saving at Longchamp achieved through consolidation of deliveries.

Lessons Learnt

Securing widespread participation from businesses in reconsideration of the impact of goods and services delivery has the potential to improve amenity through reduced presence of freight and improved air quality.

Future of Project

CRP has already published five DSP Case Studies with approximately 15 further case studies to follow. Each case study aims to inspire change in the way deliveries and servicing is handled by businesses in London.

Find Out More

<http://crossriverpartnership.org/projects/deliver-oxford-street-west/>

<http://crossriverpartnership.org/media/2016/09/Delivery-and-Servicing-Plan-Case-Studies.pdf>

3.2 Redirecting Personal Deliveries from Workplaces

Cross River Partnership and our partners are supporting Londoners to redirect personal deliveries away from workplaces to reduce congestion and air pollution in central London.

Find your
nearest
collection
point



www.clickcollect.london

The Challenge

40% of online shoppers get their personal deliveries sent 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.

Project Achievements

Cross River Partnership (CRP) is encouraging behaviour change amongst Londoners by raising awareness of the alternative delivery options for online shopping.

CRP has developed a website www.clickcollect.london which enables shoppers to find the most convenient parcel collection point close to their home or on their commute.

The site is unique in that it displays the locations of several parcel delivery services on one map and provides codes for free deliveries and free trial memberships from all providers.

The site is supporting behaviour change campaigns within a number of businesses and we are monitoring the impact this has on personal deliveries to their sites.

Outcome

Branded versions of the site are being promoted by CRP Partners; Better Bankside, Brixton BID, Camden Town Unlimited, The Fitzrovia Partnership, Heart of London Business Alliance, Marble Arch London, New West End Company, Northbank, Paddington, Victoria and Waterloo BIDs and Urban Partners for Euston, King's Cross and St. Pancras.

Preliminary 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 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.

'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

Find Out More

<https://www.clickcollect.london/>

3.3 Heart of London Deliveries, Waste and Recycling Programme

Heart of London Business Alliance is a vibrant Business Improvement District in the West End working hard to deliver improvements around freight, air quality and commercial waste.



The Challenge

The Heart of London Alliance Area faces a number of challenges including traffic congestion, poor air quality and high visibility of commercial waste on its streets.

Each of these challenges has the potential to impact upon customer and visitor experience of the area. Heart of London Business Alliance is supporting its business members in making changes to the way goods and services are ordered and delivered to bring about significant improvements to the amenity of the area.

Scope of Works

Cross River Partnership (CRP) has developed a 4-year action plan for Heart of London Business Alliance to address these issues over the period until March 2020. CRP has recruited a full-time member of staff to work within Heart of London to deliver on objectives set out in the plan.

A range of recommendations by CRP are due to be implemented from 2017 and will specifically target transport-related issues within the Heart of London Business Alliance Area. These initiatives include:

- Light-touch Delivery Servicing Plans for premises with simple, high impact, cost efficient, resultant actions for businesses to take
- Redirection of personal deliveries away from central London offices
- Establishment of the Heart of London Buying Alliance, a shared supplier approach for the Heart of London area
- Supporting businesses to reduce the volume of waste that they produce

- A new commercial waste collection service to reduce visibility of waste on the street
- Encouragement for visitors and local workforces to take environmentally friendly travel options

Outcomes

Targets for 2020 are:

- 300 business members engaged by the end of 2020
- reduction in the number of suppliers servicing member's buildings by 45%

Lessons Learnt

Business Improvement Districts have the power to address challenges and make meaningful changes to improve the quality of local public realms, characterised by a 'fleet of foot' approach that embraces innovation wholeheartedly.

Future of Project

CRP is looking forward to working closely with the Heart of London Business Alliance in 2017 and beyond to ensure successful management of the Deliveries, Waste and Recycling Programme.

Find Out More

<http://crossriverpartnership.org/news/heart-of-london-business-alliance-and-crp/>

<https://heartoflondonbid.london/>

3.4 Freight Tails



Identifying measures that could help to reduce the number and resultant emissions from freight vehicles in order improve the appearance of city streets and air quality for pedestrians.



The Challenge

Freight transport, by its very nature, negatively impacts on cities – road delivery trips are increasing and vehicles can be large, noisy, polluting and tend to be diesel vehicles. This polluting situation is experienced across Europe.

Scope of Works

Led by Cross River Partnership (CRP), 10 European cities have formed the Freight TAILS network to explore the issues arising from urban freight transport under the themes of stakeholders, data, integration, regulation & enforcement, voluntary behaviour change, and procurement. The network meets quarterly in Freight TAILS partner cities.

Each Freight TAILS city will develop tailored freight management policies using the funder URBACT Integrated Action Planning methodology to pro-actively support the functioning of different growing cities, whilst reducing the carbon emissions associated with urban growth.

Outcomes

CRP is working closely with partner boroughs and BIDS to help businesses in London identify actions they can take to reduce the impacts of their generated freight movements in central London. An interactive online business engagement tool will be available from April 2017, after which time a period of business engagement will identify suitable actions for businesses to take.

Lessons Learnt

There is much to learn from the experiences of other cities in the field of urban freight transport, both those with a rich history of involvement in urban freight transport management, and those who are more new to this area. Cities share similar problems but transferability of solutions can be affected by the local context. Technology is changing the face of urban freight transport quickly, both in terms of the types of fuels and vehicles that are viable, but also in terms of the way we may collect data to inform solution design.

“Freight TAILS provides us with a fantastic opportunity to share our experiences across our Network of Freight TAILS cities and beyond, transferring knowledge and raising capacities.” Councillor Heather Acton, City of Westminster.

Future of Project

In 2017 transnational network activities will continue, with cities working locally taking a multi-stakeholder approach to the co-production of their Integration Action Plans.

Find Out More

www.urbact.eu/freight-tails twitter:

@freight_tails,

www.crossriverpartnership.org/projects/freight-tails

3.5. Central London Freight Quality Partnership

The Central London Freight Quality Partnership enables sharing of industry best practice and a forum for network users to discuss key issues.



The Challenge

Central London has a specific transport network, population, development and business make-up that is entirely unique in the UK.

Scope of Works

By bringing together key logistics operators, Transport for London, central London boroughs, Cross River Partnership (CRP) and other specialists in urban freight, the Central London Freight Quality Partnership (CLFQP) enables sharing of industry best practice and a forum for network users to discuss key issues with network managers.

Outcomes

CRP's role on the CLFQP has been to:

- Bring expertise on urban freight and learning from other EU cities for example:
 - Freight TAILS (Tailored Approaches to Innovative Logistics Solutions) innovations on Delivery Servicing Plans that will seek to stimulate significant business behaviour change
 - FREVUE (Freight Electric Vehicles in Urban Europe) learning for logistics operators on applicability of electric vehicles in urban environments based on learning from UPS implementation from their Camden depot

- Source £9,000 funding for the Central London Sub-Regional Transport Partnership (CLSRTP) which levers in 100% match from industry
- Enable operators to engage with key projects that may impact their operations such as research undertaken on Oxford Street West to understand locations where current road and loading use is causing congestion and friction between different public realm users
- Link the CLFQP to the West End Partnership freight programme which is bringing together key stakeholders in London's West End to develop a freight plan for the area
- Work with the administrators from CLFQP to provide best value for money, and tangible benefits from the group

Lessons Learnt

- Freight Operators and London boroughs can benefit from collaboration together, as often there are similar aims to be met.
- Freight operators often have the knowledge and data solutions for many of the problems that boroughs and TfL are working to solve and this forum works to identify these.

Future of Project

CLFQP meets quarterly, facilitated by the University of Westminster, and will continue to provide an important forum to discuss key freight issues.

Find Out More

<https://www.centrallondonfqp.org/central-london-fqp-1>



4. Business and Public Realm

- 4.1 Greening the Business Improvement Districts
- 4.2 Delivery Servicing Plans for Markets
- 4.3 Villiers Street Delivery Servicing Plans (Phase 2)
- 4.4 The Illuminated River

4.1 Greening the Business Improvement Districts

All across London a network of pocket parks, planted roofs, rain gardens, living walls and street trees are greening our city streets, making our public spaces more colourful, healthy and vibrant places to visit, live and work.



The Challenge

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. As London's population continues to grow, a challenge exists in providing people with access to green spaces to ensure quality of life and health.

GI brings the benefits of nature right into the places where we work and live, and provides an opportunity to filter out air pollutants that are harmful to human health.

Scope of Works

The Greening the BIDs (GtB) programme supports Business Improvement Districts (BIDs) and the wider business community to deliver GI projects in the urban realm.

Outcomes

CRP and central London BIDs have been nurturing a range of successful projects. These projects demonstrate imagination and determination to make the built up areas of London more attractive and, more importantly, resilient and sustainable. Major landowners are seeing the benefits to the environment and the quality of place that GI brings, and they are following suit.

CRP is proud of its achievements, with 117 installations delivered over the past four years, leveraging over £4.3m of private sector investment.

CRP was extremely pleased to be shortlisted for an Estates Gazette 'Collaborators Award' (2016) for the Greening the BIDs partnership and to win a Silver Clarion Award (2016) for the Greening the BIDs video.

Lessons Learnt

Businesses increasingly recognise the value of GI.

Benefits have been widespread, including:

- Attracting customers by linking green infrastructure benefits with their products, services or corporate social responsibility
- Maximising spending by increasing dwell-time
- Motivating staff by increasing wellbeing and making links to wider environmental concerns such as air quality, flooding and climate change
- Adding value by building partnerships with local authorities and community groups

Future of Project

CRP will be delivering a major event in March 2017 that will bring together leaders in GI across London.

It is hoped that this event will provide a platform across different London sectors to inspire the uptake of GI projects across London.

Find Out More

<http://crossriverpartnership.org/projects/greening-the-bids/>

<https://vimeo.com/188308733>

4.2 Delivery Servicing Plans for Markets

'Markets create sustainable supply chains, local procurement, jobs and enterprise, whilst providing access to cheap healthy, fresh food.'

Jan Lloyd, Chair of the Association of London Markets



The Challenge

The development of Delivery and Servicing Plans (DSPs) for business and commercial sectors are increasingly accepted to offer numerous operational efficiencies and offer value for money. This can be through reducing the number of delivery and servicing trips during peak hours, identifying areas for safe loading and selecting companies with sustainable credentials. It is recognised that a DSP can:

- Reduce on site congestion
- Improve local air quality
- Lower the risk of onsite accidents/ collisions
- Limit noise impacts/ disturbances

The market place differs from the retail and commercial environment in that it is the classic example of low-cost flexible space that responds rapidly to changes in demand. The form and function of a market setting means that Delivery and Servicing is different to the commercial/ retail sector.

Cross River Partnership (CRP) is excited to support this project, which is trialling DSPs across a number of different central London street markets.

Scope

This project will maximise the contribution that proper Delivery Service Planning can make to the physical appearance and successful operations of street markets. The markets that will be showcased initially are the Lower Marsh (Lambeth), East Street (Southwark) and Chapel Markets (Islington) traders to look at consolidating vehicle movements.

Outcomes

The project will:

- Engage stakeholders, collect data, review market operations and undertake site assessment.
- Document the operational issues faced by markets and identify what solutions could help alleviate competing requirements for road space, delivery, and layover areas.
- Identify what markets need to function efficiently in terms of logistics and identify solutions to be carried forward for investigation.
- Deliver a best practice toolkit

Lessons Learnt

This piece of work will help market operators to address issues relating to the delivery of goods and services to and from markets. Early observations have identified the need to address the provision of dry goods storage and waste oil removal.

Future of Project

CRP has identified potential opportunities to improve the market street space and operations which we look forward to sharing in 2017.

Further Details

crossriverpartnership.org/projects/sustainable-urban-markets/

[See our case study video here: crossriverpartnership.org/projects/central-london-sub-regional-transport-partnership/](https://crossriverpartnership.org/projects/central-london-sub-regional-transport-partnership/)

4.3 Villiers Street Delivery and Servicing Plan (Phase 2)

CRP looks forward to working with its partners to reduce vehicle congestion, improve air quality and create a more pedestrian friendly street for all to enjoy.



The Challenge

Villiers Street is in the Northbank Business Improvement District (BID) and is one of London's busiest pedestrian streets in Westminster.

Phase 1 of the Delivery Servicing Plans (DSP) project was completed in 2016. This initial phase identified a number of measures to be investigated further both as individual businesses and more collaboratively as a number of businesses working together.

These ranged from the sharing of space and consolidation of waste contractors (to reduce the number of companies servicing the street and therefore the number of vehicles visiting on a weekly basis) to encouraging alternatives to staff receiving personal deliveries at work.

The aim of Phase 2 is to implement these recommendations.

Scope of Works

Phase 2 will engage with the other businesses along Villiers Street to make them aware of the project, understand what they would be willing to change and to help coordinate the businesses to work together to be able to make the recommended changes.

The project will look at ways to:

- Streamline suppliers to reduce excessive trips
- Use onsite compactors for waste and recycling
- Retime freight and consolidation options

Outcomes

This project will put in place the recommendations from Phase 1 by implementing preferred supplier schemes, waste consolidation options, and addressing the impact of personal deliveries.

The Phase 2 project will therefore focus on enhancing the delivery and servicing efficiencies along Villiers Street based on the Phase 1 research, whilst also developing an appropriate strategy that could be shared for implementation beyond the Northbank area.

A key project output will be a best practice case study document.

Lessons Learnt

This second phase will enable CRP and Northbank BID to share learnings and best practice across the wider BID area and also encourage other BIDs and town centre areas to seek to reduce their delivery and servicing impact too.

Future of Project

CRP looks forward to working with its partners to reduce vehicle congestion, improve air quality and create a more pedestrian friendly street for all to enjoy.

Find Out More

<http://crossriverpartnership.org/projects/central-london-sub-regional-transport-partnership/>

4.4 The Illuminated River

“There were some spectacular ideas, and I can’t wait to see the winning design light up the Thames. Huge congratulations to Leo Villareal and Lifschutz Davidson Sandilands on this fantastic achievement.”

Sadiq Khan, Mayor of London



The Challenge

The river Thames has always been a huge part of London’s identity, a vast contributor to its economy and growing culture.

In daylight, it is there for all to see, attracting tourism and providing a welcoming calmness – a respite from the constant bustle. It is at night, however, that this project aims to enhance both the spectacle and the associated economic benefits of the river Thames.

Scope of Works

The Illuminated River (IR) project Steering Group chaired by Cross River Partnership, has overseen the development of this project on behalf of the Illuminated River Foundation and the Greater London Authority to add lighting to all the bridges along the central section of the River Thames.

CRP has provided the following contribution to the IR project.

- Provided confidential and impartial advice on wide-ranging matters affecting the overall project concept and design e.g. positioning of the project, timing, funding.
- Advised on widening the initial scope of the project to take in economic, environmental and social aspects and provided support to project managers in working with stakeholders in local government, Business Improvement Districts and regeneration and engineering experts.

- Shaped the design competition brief to make sure that it was acceptable to all strategic London and funding partners and provided advice to experts on the judging panel including technical experts.
- Provided a platform to support the project’s high public profile, including IR profiled on CRP website and e bulletins, CRP event invitation lists.

Outcomes

CRP through its expertise has made a valuable contribution to ensure the smooth management of the IR project up until the point of selection of a design winner.

Lessons Learnt

Vibrant and productive changes are possible in a city with contribution from those in government, business and specialists in the private sector.

Future of Project

Leo Villareal and his team have won the Illuminated River International Design Competition. Work will begin in 2017 to develop the design concept, named ‘Current’.

Find Out More

<http://crossriverpartnership.org/projects/the-illuminated-river/>