



West End Buyers Club

www.urbact.eu/freight-tails

@freight_tails

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The West End is the heart of retail and visitor attractions in London. It also has an air quality image problem with the persistent media reports causing concern. Through the ambitions set in the New West End Company's Air Quality Strategy, the West End Buyers Club (WEBC) plays a key part of addressing some of these concerns.

It is a joint procurement platform that allows businesses to select suppliers that have been checked to ensure they share the ambitions to reduce vehicle movements and improve air quality in the West End.



Initial development of website funded by NWECC, on-going funding split into 4 with all BIDs paying an annual maintenance and operation fund

New West End Company, Heart of London Business Alliance, Baker Street Quarter Partnership and Marble Arch London



'Couriers' deal with same day and 'Carriers' are responsible for next day and international



All office supplies are delivered by zero emissions methods

Introduction

Developed by Cross River Partnership, the West End Buyers Club is now collaboration between New West End Company, Baker Street Quarter Partnership, Heart of London Business Alliance and Marble Arch London to deliver improved air quality across the West End.

Improve local air quality as fewer suppliers = fewer deliveries.

Scope of works

Cross River Partnership is working with the BIDs and the preferred suppliers to ensure that the WEBC is able to achieve its aims.

Improve Air Quality – The West End Buyers Club chooses suppliers who are committed to improving London's air quality to ensure a healthy environment for staff, residents and visitors.

Reduce cost – By procuring together, West End businesses can save money on their goods and services.

More attractive West End - Consolidated delivered removes freight vehicles from the roads, cutting congestion and creating a more pleasant environment for everyone visiting the West End.

Corporate Social Responsibility – The Buyers Club allows businesses to deliver on their CSR goals and communicate this with customers and stakeholders.

Enhance service – The West End Buyers Club will ensure that leading suppliers are procured through a thorough vetting process to deliver needs of businesses in the West End.

Outcomes

- Target of adding 2 suppliers a quarter
- 500 Businesses engaged by the end of 2020
- Reduction of the level of air pollution in the West End

Lessons learnt

CRP promotes partnership working and the BIDs have come to see how successful this can be. It deliver outcomes for their members and is great value as a service.

Future of the project

As the project develops its inevitable that more BID partners will want to join. CRP has developed a structure to allow this to happen and make the overall funding of the Buyers Club more cost effective for all partners. In addition new categories are emerging e.g. Oil delivery and waste is a major service for BIDs with lots of restaurants within their footprint.

8

Local authorities

42%

Walking and cycling accounts for 42% of journeys in Central London made by those who live in the capital



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