CLICK. COLLECT. CLEAN AIR.
About Cross River Partnership
The “last mile challenge”
A procurement-led approach

Preferred supplier schemes / ultra low emission suppliers

Online Tools

Markets DSP

Raising awareness
Click. Collect. Clean Air.
A behaviour change campaign

No one likes missing a delivery at home, but having online shopping sent to your work address adds to traffic congestion and air pollution in central London.

Find a convenient parcel collection point near home at www.clickcollect.london
Click. Collect. Clean Air.
Website

Find the most convenient collection point for you. This may be near home or along your commute route.

Postcode

www.clickcollect.london
Click. Collect. Clean Air.
Our location today

Catherine Place, London SW1E 6HF, UK
Click. Collect. Clean Air.
Three options

Click & collect in store

1. Choose 'Click & Collect' as the delivery option when ordering online from major high street retailers.
2. Collect from your chosen branch.

Click & collect near home

1. Choose a local collection point as the delivery option when ordering online from participating retailers.
2. Receive an alert when your parcel arrives and collect from your chosen collection point.
3. Free, or small charge depending on amount spent, delivery speed or collection location.

Personal Parcel ID

1. Sign up for a parcel management ID and choose a convenient collection point from hundreds available.
2. Provide your ID and the address of your favourite collection point to any retailer (or friend or family member) sending you a parcel.
3. Receive an alert and collect from your chosen collection point.

- Less than £2 per delivery, or unlimited deliveries from around £5 a month.
Click. Collect. Clean Air. Limiting / banning personal deliveries

- Extent of personal deliveries depends on company / industry culture
  - Low in retail stores, high in offices

- Banning personal deliveries understandably unpopular
  - Perceived as removing a ‘perk’
  - Most employers happy to promote Click&Collect services

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The Northbank @TheNorthbankBID · 19 Dec 2018
Making last minute #Christmas online orders? Remember to use the click and collect service in order to reduce emissions in #TheNorthbank bit.ly/2QJ83zV #BLEN #AirQuality

Convenient Easy Affordable
Click. Collect. Clean Air.
Promotion material

CLICK. COLLECT. CLEAN AIR.

No one likes missing a delivery at home, but having online shopping sent to your work address adds to traffic congestion and air pollution. By using a 'click & collect' service you can help reduce the number of vans on our streets, making central London a nicer, safer and healthier place to visit, shop and work. It's convenient, easy and affordable.

From the dry cleaners or corner shop near your home to the train station on your commute, there are collection points all over London.

Simply choose a local collection point when shopping online or use the collection point's address as your own.

Find your most convenient collection point, and receive discounted deliveries online at www.clickcollect.london

Choose click & collect to help reduce congestion and air pollution

Click & collect is more convenient than delivery to home or work

Find a convenient parcel collection point at www.clickcollect.london

Many options are free and we have negotiated fantastic deals for some of the paid-for services.
Click. Collect. Clean Air. Impact

- Minimum of 50% reduction in personal deliveries for each business measured

- Anecdotal evidence that numbers creep up again over time
  - Requires ongoing messaging

- Analysis based on a promotion code with Parcelly shows 90% now being delivered outside London zones 1 & 2

- Key challenge to understand:
  - Where deliveries go instead
  - In which instances does workplace delivery consolidate and reduce emissions

John Lewis banned personal deliveries to their head office. This freed up staff time for more productive tasks.
Thank you

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