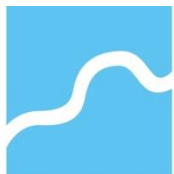




CROSS RIVER
PARTNERSHIP

CLICK. COLLECT. CLEAN AIR.

Business Congestion Group
24 January 2019



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About Cross River Partnership



Objective 1
Sustainable
employment
opportunities



Objective 2
Economic growth
and prosperity



Objective 3
Air quality
and carbon
reduction



Objective 4
Making places
that work



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The “last mile challenge”

A procurement-led approach



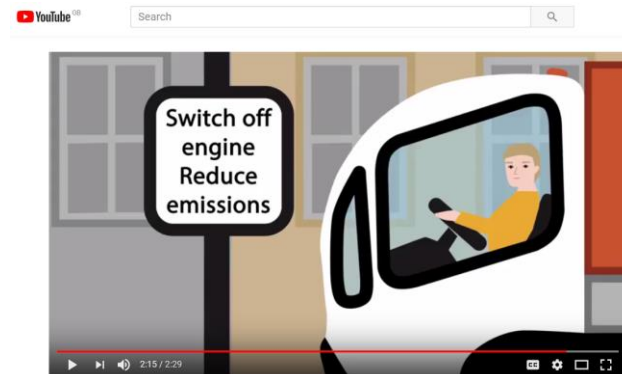
Preferred supplier schemes /
ultra low emission suppliers



Online Tools



Markets DSP

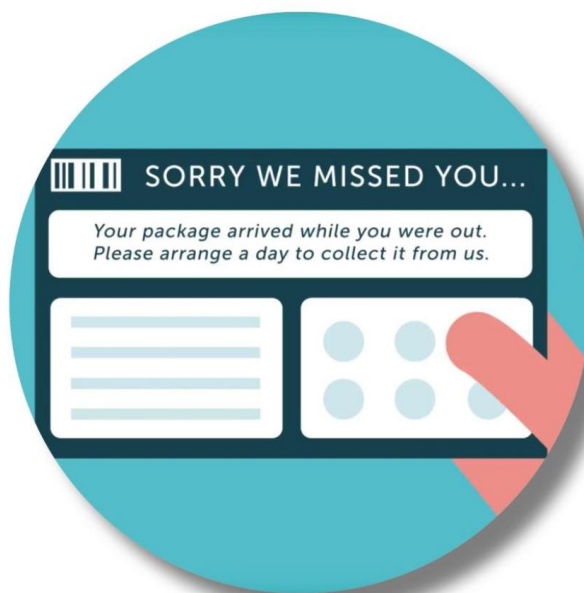


Raising awareness

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



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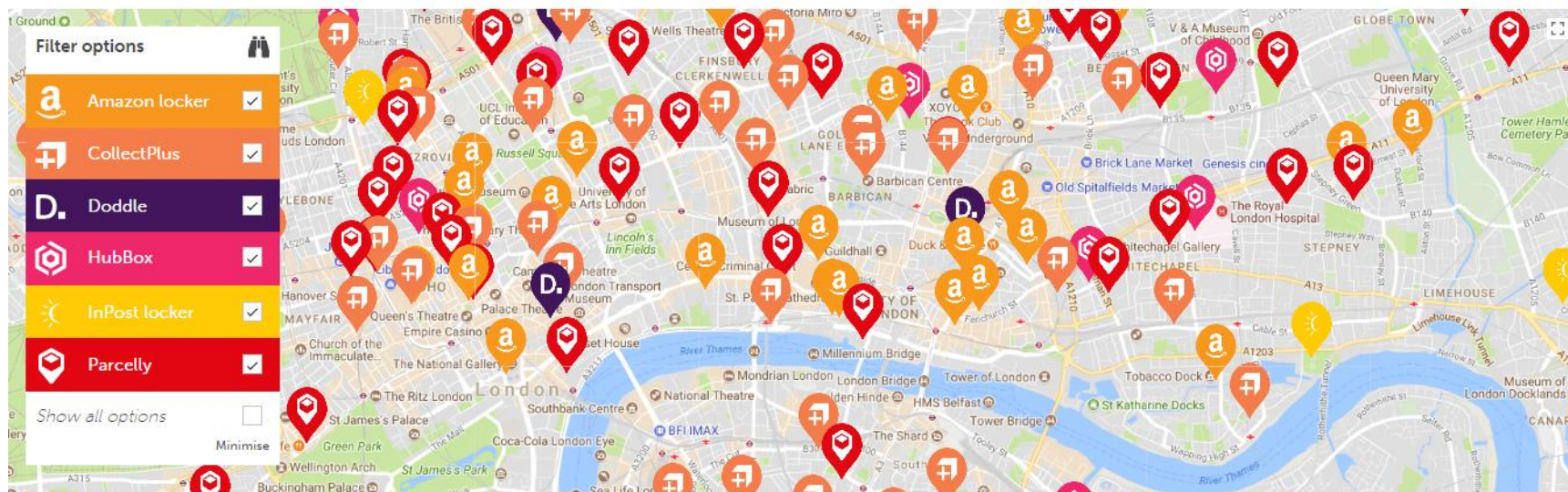
Click. Collect. Clean Air. Website

CLICK. COLLECT. CLEAN AIR.



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

Postcode



www.clickcollect.london



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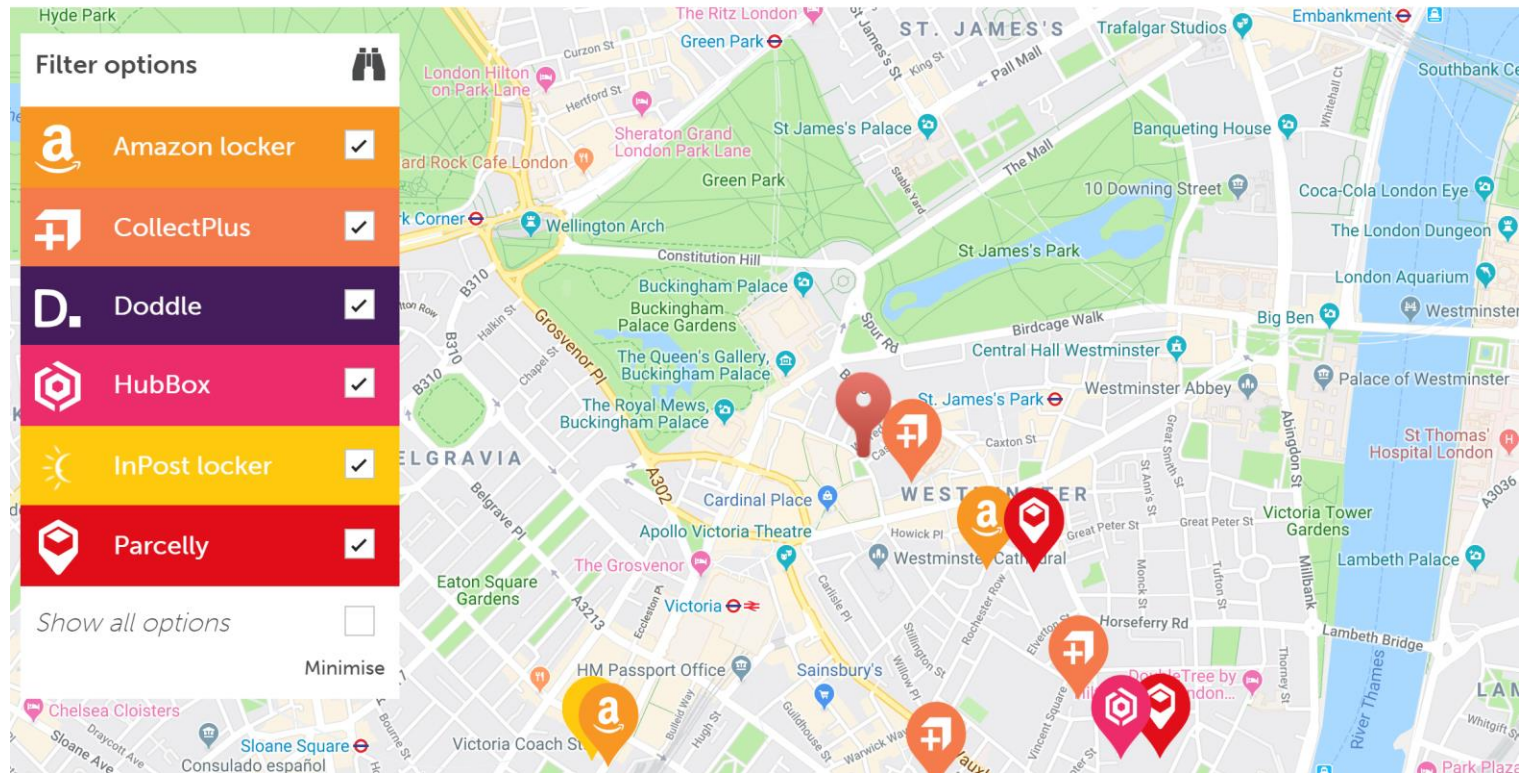
Click. Collect. Clean Air.

Our location today

CLICK. COLLECT. CLEAN AIR.



Catherine Place, London SW1E 6HF, UK





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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**.

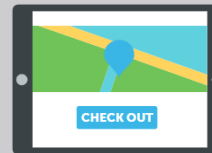


- 2 Collect from your chosen branch.



- £ Usually free.

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.



- £ 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.



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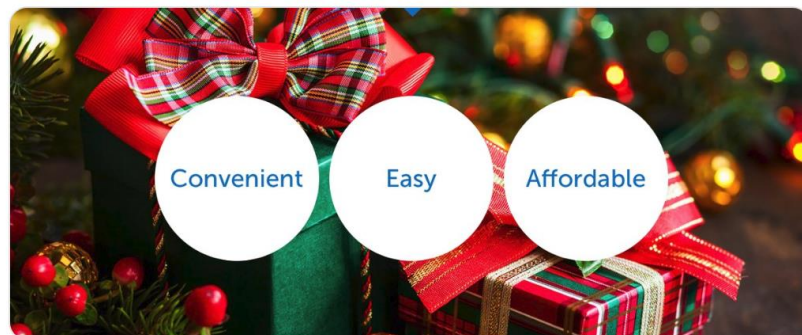
Limiting / banning personal deliveries

- 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



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](#)



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 parcel collection points all over London



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



Many options are free and we have negotiated fantastic deals for some of the paid-for services

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




SUPPORTED BY
MAYOR OF LONDON

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

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

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SUPPORTED BY MAYOR OF LONDON

Choose click & collect to help reduce congestion and air pollution

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

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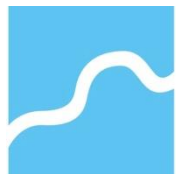


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Click. Collect. Clean Air. Impact

- 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.



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angel.london

BAKER STREET
QUARTER
PARTNERSHIP

Better
Bankside

BRIXTON
BID WE'RE TALKING BUSINESS

CAMDEN
TOWN
UNLIMITED



EUSTON
TOWN

The
Fitzrovia
Partnership
Business Improvement District

Ham
mer
smith
LONDON

HATTON
GARDEN

Heart of
LONDON
Business Alliance
West End Business Improvement Districts

MARBLE ARCH
LONDON

NEW
WEST END
COMPANY
Bond Street | Oxford Street | Regent Street

THE
NORTHBANK
TRAFALGAR SQ. · STRAND · ALDWYCH

OLD
DISTRICT

PaddingtonNow | BUSINESS
IMPROVEMENT
DISTRICT

UP
URBAN PARTNERS
FOR KING'S CROSS
EUSTON &
ST PANCRAS

Working together
for a thriving urban
neighbourhood

Victoria
LONDON STARTS HERE

WE ARE
WATERLOO

Thank you

Tanja Dalle-Muenchmeyer
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tanjadalle-muenchmeyer@crossriverpartnership.org