

WHAT IS THE CLEAN AIR VILLAGES PROGRAMME?

A Central Government-funded programme which aims to enable and support businesses to reduce emissions from deliveries of goods and services whilst saving them time and money. In its second year (2019-20) the project worked across 13 air pollution 'hotspots' (villages) within seven London boroughs. In 2020-21 the project is expanding into new areas as part of Clean Air Villages 3.




For more information, please visit:

www.crossriverpartnership.org/projects/clean-air-villages-2



As part of Clean Air Villages we work with businesses and Local Authorities to find out how they can be part of the solution to improving air quality.

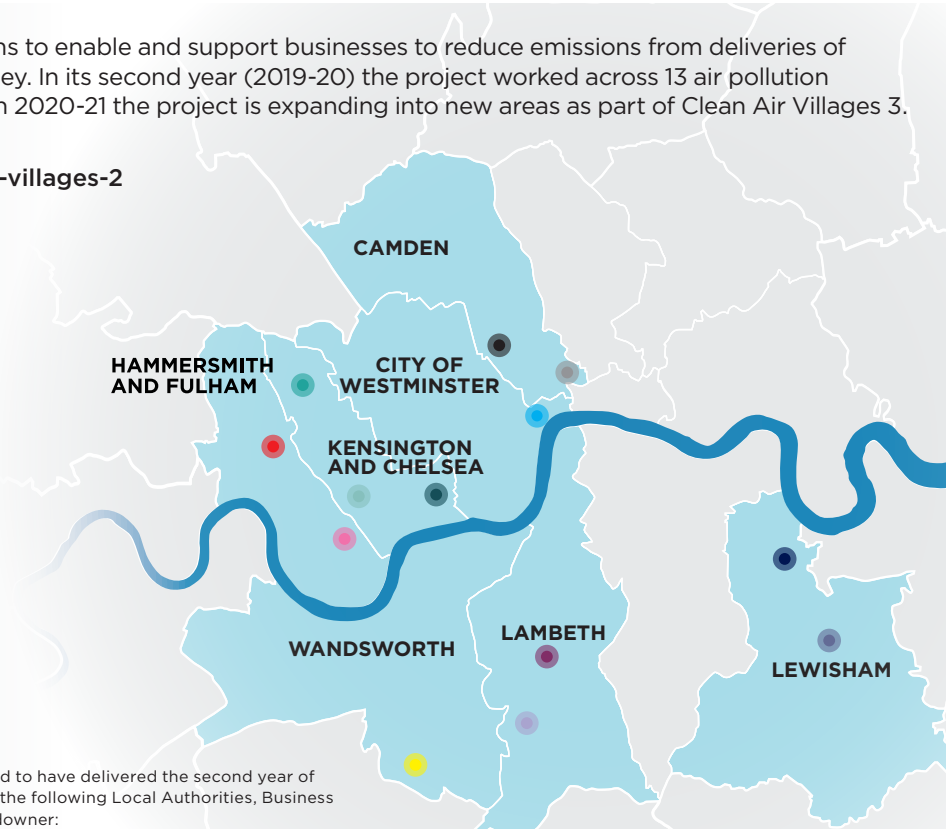
Which solutions could work for you?

-  Switching to an electric vehicle
-  Using a cargo bike to deliver
-  Consolidating your suppliers
-  Installing electric vehicle charging points
-  Featuring on our CRP Clean Air Villages Directory

www.crossriverpartnership.org/directory

Villages

- Deptford High Street
- Lewisham Town Centre
- Hatton Garden
- Euston Road
- Covent Garden/Strand
- Fulham Town Centre
- Shepherds Bush
- Earl's Court
- Ladbroke Grove
- Cadogan
- Brixton
- Streatham Hill
- Tooting



Cross River Partnership is proud to have delivered the second year of this Defra-funded project with the following Local Authorities, Business Improvement District and Landowner:



PAXTON AND WHITFIELD LTD.

REVOLUTIONISE THEIR DELIVERIES USING ECOFLEET

Long-established cheese shop's mindful deliveries are a selling point for customers

"It's important for us to have a sustainable delivery offering and to let our customers know that sustainability is at the forefront of what we do."

Annie Meakin -
Senior Account Manager
Paxton and Whitfield Ltd



ISSUE



Wanted to provide a more eco-friendly delivery option



Limited capacity or resource to deliver on demand



Lack of viable cargo bike courier options on the market

ACTION



Met with **ecofleet** and decided to switch couriers



Journeys made by cargo bike instead of polluting vans

RESULTS



4,050kg of CO₂ emissions saved per year

9.65kg of NO_x emissions saved per year

301g of PM_{2.5} emissions saved per year



Approximately 140 miles covered by bike each week



Eco-friendly deliveries have been well received by clients



The electrically assisted cargo bikes can deliver London-wide



Cargo bikes can also cater for larger events



ecofleet **mindful delivery** provide a professional and reliable service

PAXTON & WHITFIELD
LONDON CHEESEMONGERS. EST. 1797



CROSS RIVER PARTNERSHIP
CLEAN AIR VILLAGES

mindful delivery