

MARYLEBONE

LOW EMISSION NEIGHBOURHOOD

DECEMBER 2019



SUPPORTED BY

MAYOR OF LONDON



City of Westminster

FOREWORD

The Marylebone area of Westminster has long suffered the effects of poor air quality due to its busy central London location. The Marylebone Low Emission Neighbourhood (LEN) was established by Westminster City Council as a method to improve air quality through public realm and behaviour change interventions using a partnership approach, following a successful bid to the Mayor's Air Quality Fund in 2016. The project was active between its submission in July 2016, and its completion in March 2019.

The Marylebone LEN area has been used as a test-bed for pilot projects, many of which are now being rolled out across Westminster and even more widely across London. The project was set within a London context, where there are other active LEN areas.

The City Council were awarded nearly £1m from the [Mayor's Air Quality Fund](#) administered by Transport for London which was matched by over £1m from the LEN partners and the private sector.

The Marylebone LEN partnership comprised of:

- [Westminster City Council \(Lead Partner\)](#)
- [Greater London Authority](#)
- [Baker Street Quarter Partnership](#)
- [Marble Arch London](#)
- [Marylebone Association](#)
- [Marylebone Forum](#)
- [New West End Company](#)
- [St Marylebone Society](#)
- [The Howard de Walden Estate](#)
- [The Portman Estate](#)
- [Transport for London](#)
- [Cross River Partnership](#)

This example of partnership working has ensured air quality best practice is now part of business as usual for local stakeholders,

and the following pages shine a light on the various projects spearheaded by the partners over the course of the two-and-a-half year programme. We would like to thank all the partners for their hard work and significant contributions to the Marylebone LEN.

Subsequent to the design and initial implementation of the LEN by Westminster City Council, Cross River Partnership (CRP) was pleased to support the partners in the delivery of the programme on behalf of the City Council between August 2017 and March 2019. CRP's vision is to work with its partners to make London the best possible place it can be – Delivering London's Future Together.

The Low Emission Neighbourhood in Marylebone is a snapshot of our work to create a greener city

Councillor Heather Acton
LEN chair 2016-17
Westminster City Council



DIESEL PARKING SURCHARGE AND AIR QUALITY MONITORING

WHAT WAS DELIVERED?

Westminster City Council trialled a 50% parking surcharge for older diesel visiting vehicles in the parking zone covering Marylebone. This was designed to encourage travel by cleaner alternatives and reflect the air quality impacts of these more polluting vehicles.

Alongside this, King's College London trialled an innovative, mobile black carbon monitoring backpack which provided a good indicator of relative concentrations of local diesel emissions. Data collected from this suggested that alterations to traffic volume and flow on individual streets can affect black carbon levels.

WHAT WAS ACHIEVED?

The parking surcharge achieved a 16% reduction in older diesel vehicles visiting the area, without causing displacement to neighbouring zones. This trial was the first of its kind in London and has now been followed by many other local authorities. Following its success, the council rolled out a permanent diesel parking surcharge in 2019. It is supporting a £1m 'Schools Clean Air Fund' which will help pay for temporary vehicle restrictions outside schools (school streets), air filters in classrooms, tree planting and other measures to improve air quality in and around schools across Westminster.

KEY FACT /STATS



16% reduction in older diesel vehicles paying to park



£1M Schools Clean Air Fund established



The air quality monitoring backpack in action.

PARKLET DESIGN COMPETITION

WHAT WAS DELIVERED?

The University of Westminster's Marylebone Campus was identified as a potential area for planting in the Baker Street Quarter Greenery Action Plan. In collaboration with the University's School of Architecture and Built Environment, a 'pocket plaza' was proposed.

Due to limitations of the site identified in a full technical evaluation, it was not deemed feasible to install this feature on the site. Instead, the project engaged students in a design competition, taking the concept and the LEN objectives of greening to improve air quality and applying it to a design that would fit in to the Marylebone context.

WHAT WAS ACHIEVED?

A shortlist was whittled down to two winners (pictured), which both took account of local context, sustainability issues and ways of using planting to mitigate against the effects of air pollution, including the use of a vertical moss wall area to attract air pollutants.



KEY FACT /STATS



2 winning submissions from design students at The University of Westminster.



DEVONSHIRE PLACE MEWS: NO RIGHT TURN

WHAT WAS DELIVERED?

Marylebone LEN supported an initial trial to ban right turns from a local residential street, Devonshire Place Mews, on to the northern end of Marylebone High Street. Drivers had been using this route as a short cut, creating local vehicle emissions on what would otherwise be a low-traffic stretch of road.



WHAT WAS ACHIEVED?

Since the introduction of the trial, the average number of vehicles travelling along this street has reduced by 77%, demonstrating the significant impact that small interventions can have. Due to its success, the right turn ban has now been made permanent, and residents have continued to improve air quality by looking at ways to further enhance their street through greening.

KEY FACT /STATS



Experimental right turn ban from Devonshire Place Mews to Marylebone High Street.



77% average reduction in northbound vehicles on Devonshire Place Mews.



URBAN REALM

WHAT WAS DELIVERED?

Several high footfall pedestrian streets in the centre of Marylebone were sensitively targeted as key locations for improving the experience of walking in the area. New and improved pedestrian crossings, clearer footways and extensive greening with tree planting and rain gardens were installed to prioritise pedestrian movement. In addition, a range of new cycle stands now give those arriving by bike more options for parking in the area.



WHAT WAS ACHIEVED?

The project delivered a series of public realm schemes that are visibly transformative, positively contribute to local air quality and directly relate to how the area operates.

The installation of trees and rain gardens reduces surface water runoff and aids in absorbing pollutants from the air. Additionally, the space they occupy creates more distance between vehicles' emissions and pedestrians, and the location of the planting reduces the opportunity for drivers to stop informally and leave their engines idling.

KEY FACT /STATS



180M² of additional planting
13 new trees
17 rain gardens



Improved pedestrian crossing facilities, including 3 additional zebra crossings



2 new secure cycle hangars (12 spaces)
16 new standard cycle parking spaces



1 new cycle lane (37m) extending from Marylebone High Street to Devonshire Street

SCHOOL ENGAGEMENT PROGRAMME AND PLAY STREETS

WHAT WAS DELIVERED?

Westminster City Council worked with schools to raise awareness about air pollution and the measures that can be taken to reduce emissions. In total, 13 schools took part, with a dedicated Active Travel Officer facilitating activities such as scooter skills sessions, kit sales, and 'Bling Your Bike' days to increase interest among students and staff.

Other activities that were delivered as part of the programme:

- Air quality lessons
- Pedestrian and cycle training
- Filming projects
- Weather station activities
- Anti-idling activities

WHAT WAS ACHIEVED?

Since the introduction of air quality lessons, pupils and teachers within the Marylebone LEN have fore fronted projects to improve air quality through green screening, promoting anti-idling, creating clean air routes and delivering additional Play Streets.



KEY FACT /STATS

The Mayor of London, Sadiq Kahn, visited St Mary's Bryanston Square CE Primary School in May 2018 to launch The School Air Quality Fund.



The first School Street on Enford Street, Westminster, was installed in April 2019 under the Council Leader's #mywestminster Active Streets Programme and Air Quality Manifesto.



7 Play Streets were delivered around schools in the Marylebone LEN, with over 1,100 pupils participating.

ANTI-IDLING CAMPAIGN

WHAT WAS DELIVERED?

Westminster City Council deployed two dedicated Air Quality Marshals in the Marylebone area, who engaged with drivers and asked those idling to switch off when stationary. They were supported by targeted signage, anti-idling action days and a CRP-produced toolbox training video for fleet drivers, busting the myths and sharing the health impacts of engine idling.



WHAT WAS ACHIEVED?

The Air Quality Marshals attended an average of 900 idling incidents per month, educating drivers about the harm and costs to health of engine idling. It is hoped this will have a wider impact not just in this LEN area but also deter repeating idlers from continuing elsewhere.



KEY FACT /STATS



2 dedicated Air Quality Marshals



900 idling incidents addressed each month

TAXI MANAGEMENT AND ELECTRIC VEHICLE PROVISION

WHAT WAS DELIVERED?

The Marylebone LEN delivered support to taxi drivers through the [Park Right App](#), which helps taxis find available ranks and reduces the time spent idling. Street lamp electric chargers were also installed in specific locations to provide the necessary infrastructure to support drivers in transitioning to Electric Vehicles (EVs). These were some of the first to be introduced in London.



WHAT WAS ACHIEVED?

The environment minister at the time, Thérèse Coffey MP, visited the LEN to find out more about how the lamp post charge points work effectively within the existing street furniture and support residents to charge their vehicles close to home.

These measures, in conjunction with the improvements to walking and cycling environments, expand the range of sustainable travel options for residents, visitors, and businesses.

KEY FACT /STATS



28 lamp column EV chargers installed



33 standalone EV chargers installed



DELIVERY AND SERVICING PROGRAMME

WHAT WAS DELIVERED?

Cross River Partnership was commissioned to roll out its [deliverBEST](#) (Business Efficiency and Savings Tool) to the LEN area, which provides tailored practical, proven solutions to make deliveries to businesses more efficient; saving time and money while improving local air quality. The tool integrated solutions through the West End Buyers Club preferred supplier platform. Baker Street Quarter Partnership acted as the lead partner for this project.



WHAT WAS ACHIEVED?

Over 300 businesses were approached in the Marylebone area as part of the Delivery and Servicing Programme, with 84 taking actions by using the deliverBEST tool.

Baldwin Electrical Company Ltd were one example (pictured) - by minimising their waste packaging through supplier agreements, they reduced their waste collections to just once every three weeks. The company also use an electric van to transport bulky goods in turn, benefiting from discounted parking rates and low vehicle running costs, whilst their team of 10 engineers travel to customers on foot or by bike.

KEY FACT /STATS



84 businesses participated in the Delivery and Servicing Programme. Ranging from the retail, office, healthcare and food & drink sectors.



325 face-to-face business engagements carried out.

“ Having electric vehicles to use for our services has meant that we have been able to save on fuel costs and benefit from lower parking rates. **”**

Baldwin Electrical Company Ltd

WHAT WERE THE OUTCOMES FROM MARYLEBONE LEN?

The projects, activities, campaigns, tools, and events that were delivered as part of the LEN engaged with thousands of individuals over the two-and-a-half years. From the Delivery and Servicing Programme, and colourful Play Streets, to a 'Don't Be Idle' campaign, and air quality lessons in schools, a diverse range of local residents, businesses, and visitors were actively engaged in mitigating the impacts of air pollution in Marylebone.

Infrastructure improvements were an essential component of the LEN to encourage people to utilise spaces that were once dominated by polluting traffic. These improvements also facilitated the transition to low emission modes of transport and deterred actions that would increase pollution in key pedestrian areas.

On Bird Street, New West End Company trialled measures including an air cleaning bench, a green wall and kinetic paving. Elsewhere, The Portman Estate coordinated a series of buildings emissions audits which showed how straightforward changes locally can result in lower operating costs and save up to 18% in carbon emissions per building.

In total, 12 new and improved walking environments were delivered, representing 712m of lower polluted pedestrian routes.

New zebra crossings, widened footways, planted trees and cycle storage parking were just some of the lasting interventions that have been put in place, creating more space for people to travel on foot and bike, greater connectivity between areas and reduced exposure to road-side pollution.

Complementing the new urban realm infrastructure, the diesel parking surcharge enables further air quality projects to continue after the Marylebone LEN has ended. The £1m 'Schools Clean Air Fund' supports continued measures to reduce and monitor air pollution, such as temporary road closures, tree planting, and the purchase of classroom air quality measuring equipment.

For information on our Low Emission Neighbourhood Top 10 Tips visit:

www.crossriverpartnership.org/projects/marylebone-len/

Air quality is a huge concern for our residents, so it was decided that we would trial lots of interventions in a designated area...

Councillor Karen Scarborough
LEN Chair 2017 - 2019
Westminster City Council

CONCLUSION

The Marylebone LEN was established in July 2016 after Westminster City Council's successful bid to the Mayor of London's Air Quality Fund. To improve air quality in the designated area, the Council partnered with local stakeholders to implement initiatives throughout the project area. The City Council were awarded nearly £1m from the Mayor's Air Quality Fund administered by Transport for London, which was matched by over £1m from the LEN partners and the private sector.

Through the different case studies addressed in this report, the LEN provided an opportunity for the Council to pilot a range of measures, using a partnership approach, and Council officers can now use the LEN to gather lessons learned about what interventions work and how they can be better managed for future work.

A huge thank you to all the project partners and collaborators, and for the Mayor of London's Air Quality Fund for making this project possible.



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