

Keeping Our Air Clean: It's Everyone's Responsibility

Chair:
Tomos Joyce,
Guidance Manager



Today's Speakers



Natalie Curd
Project Lead (Air Quality)
Idling Action

Speaker



Alex Baker
Director
CleanCar

Speaker



Susannah Wilks
Director
Cross River Partnership

Speaker



Laura Jacklin
Senior Project Officer
Cross River Partnership

Speaker



Tomos Joyce
Guidance Manager
Cross River Partnership

Chair



Stav Friedman
Project Officer
Cross River Partnership

Chat Moderator



Joshua West
Communications Manager
Cross River Partnership

Webinar Tech Lead

Today's Agenda

1. CRP
Introduction
and Context

2. IA: Driving
Behaviour
Change

3. CC:
Transition to
Low-Emission

4. CAV:
Trialling the
Future

Have your say:
Q/A session after each
presentation

Introduction and Context

Susannah Wilks, Director of CRP



CRP Projects



Our Vision

People

Working with engaged people connecting stakeholders to successfully collaborate and deliver

Places

Create great places, sharing best practice whilst ensuring all businesses are supported to grow sustainably

Projects

Deliver innovative projects for partners encouraging businesses to shift from incremental to permanent change, whilst inspiring others to do more at pace



Working towards sustainable businesses, and improving air quality.

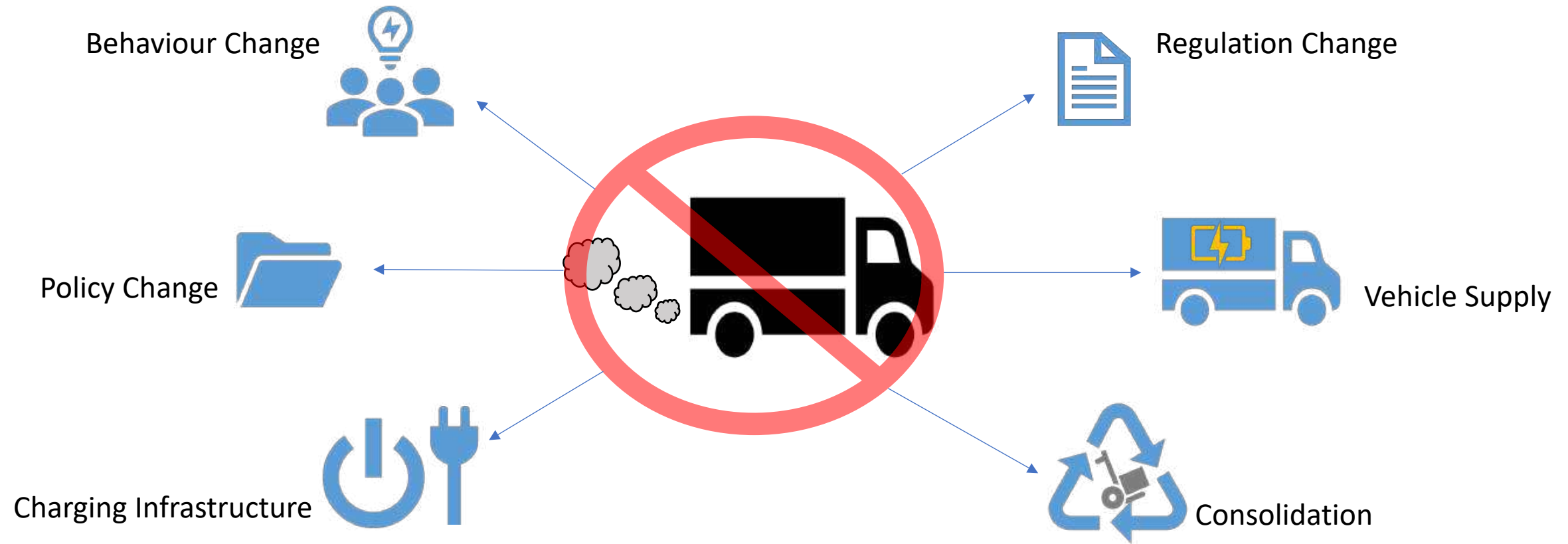


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Delivering London's Future Together

Cleaning Our Air

CRP supports businesses, local authorities, BIDs, landowners and other groups to take steps towards reducing air pollution



West End Partnership Delivery and Servicing Action Plan: 2018



Delivery
Consolidation



Freight
Retiming



Monitoring and
Data



Policy and
Engagement

[DeliverBEST](#)

[WEP Freight and Servicing Strategy](#)

[Click. Collect. Clean Air](#)

[WEP Delivery Plan 2015 - 2030](#)

Driving Behaviour Change for Better Air Quality

Natalie Curd, Idling Action



Vehicle idling action



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Why tackle vehicle idling?

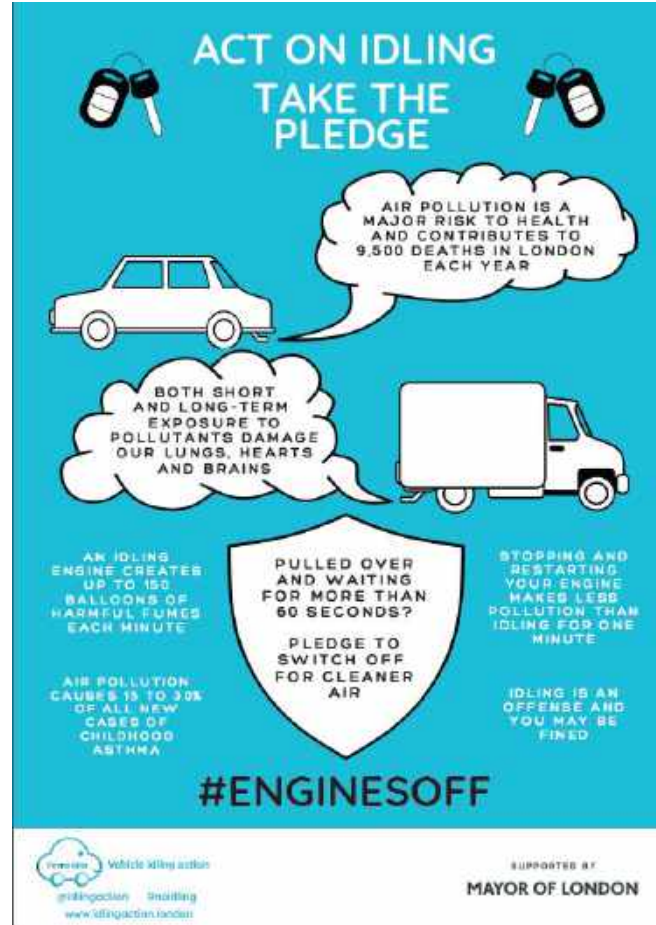
- Unnecessary source of air pollution
- Often around sensitive locations e.g. schools/hospitals and high pollution areas
- Very 'visible' pollution
- Generates lots of complaints
- Idling is an offence though there are challenges enforcing and current FPN enforcing is often ineffective



What does Idling Action London do?



- 31 participating boroughs
- Focus on behaviour change and education
- 216 Idling Action events, engaging over 8,000 drivers



- 44 school workshops
- #EnginesOff campaign targeting businesses and fleets

Idling Action Events



- Targeting idling hotspots and poor air quality areas
- Training Clean Air Champions
 - Students, parents, businesses as volunteers
 - Thinking about behaviour change
 - Messaging focused on health outcomes
 - Idling myth-busting



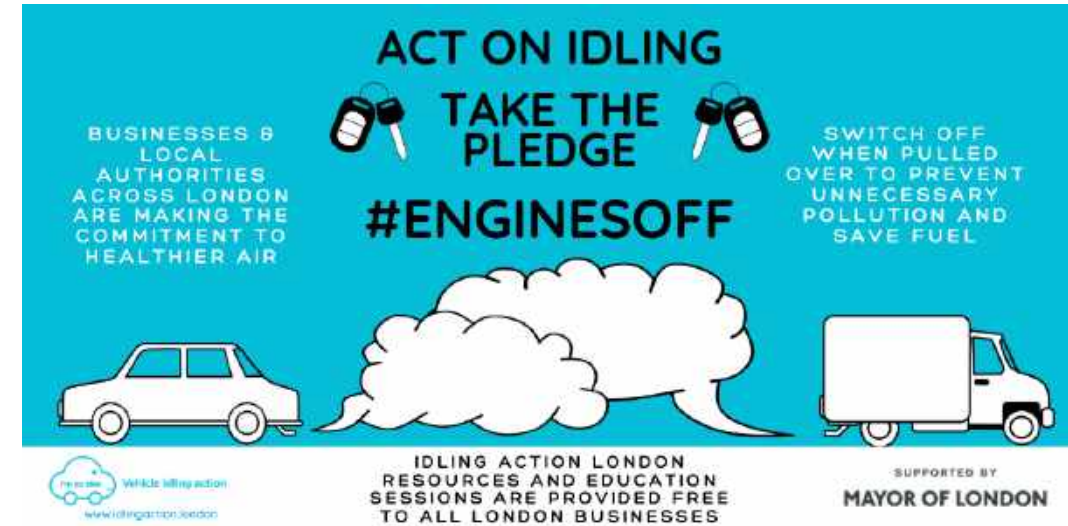
School Workshops



- Air Quality workshop for KS2 students
- Investigate different sources of pollution & their effects
- Learn simple, effective ways to reduce their exposure to pollution
- Learn how to encourage others to change their behaviour
- Take part in Idling Challenges such as anti-idling poster making

Engines Off Campaign

“We pledge to reduce vehicle emissions and tackle avoidable air pollution. Our fleet drivers and employees will not idle their vehicles wherever possible.”



- Ask businesses to take the No Idling pledge
- Provide free resources to enable businesses to reduce vehicle emissions
- Awareness-raising for employees who might use a vehicle to get to and from work



Idling Action Toolkits



Vehicle Idling Action Events: Best Practice Guidance for Schools



www.idlingaction.london



@idlingaction



info@idlingaction.london



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Questions?



Vehicle idling action

Helping you Transition to a Low-Emission Vehicle

Alex Baker, CleanCar



KEEPING OUR AIR CLEAN



DRIVING CHANGE

Sustainable urban mobility





Background

- Alex Baker – CEO CleanCar
- I spent 15 years in the leasing sector, 8 years in technology and data
- Through CleanCar prove benefits of EV through presenting improved TCO
- Helped to put over 3000 Electric Vehicles on the road
- Have owned two Nissan leaf, over the last 6 years

What do we do?

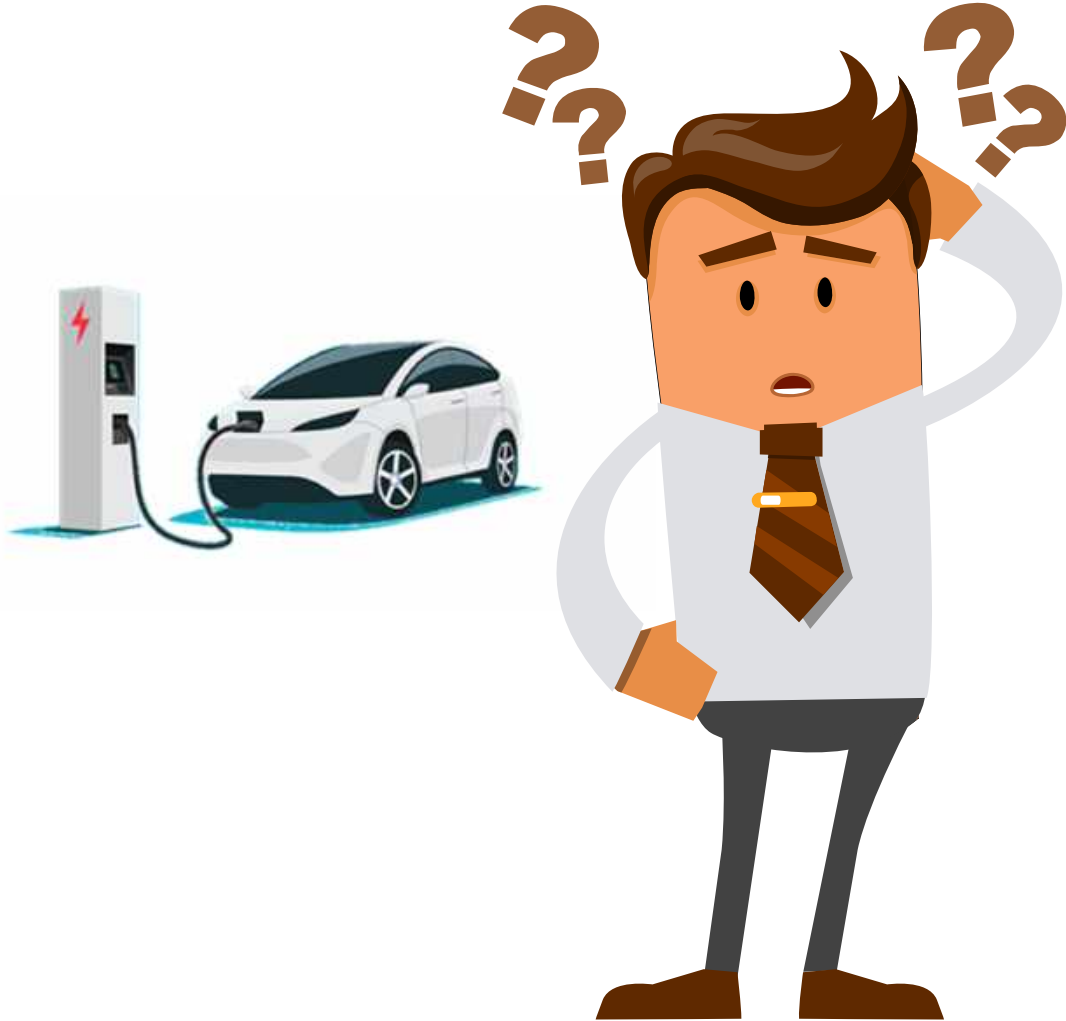
There are currently approximately 12 million diesel cars on the road in the UK. These are creating air pollution which is proven to damage our health and lead to premature deaths.

Our mission is to help everyone find alternatives to using the Internal Combustion Engine, wherever possible.

We do this by using data and technology to prove the benefits of making the switch to cleaner transport.



Meet David: **David needs a new car**

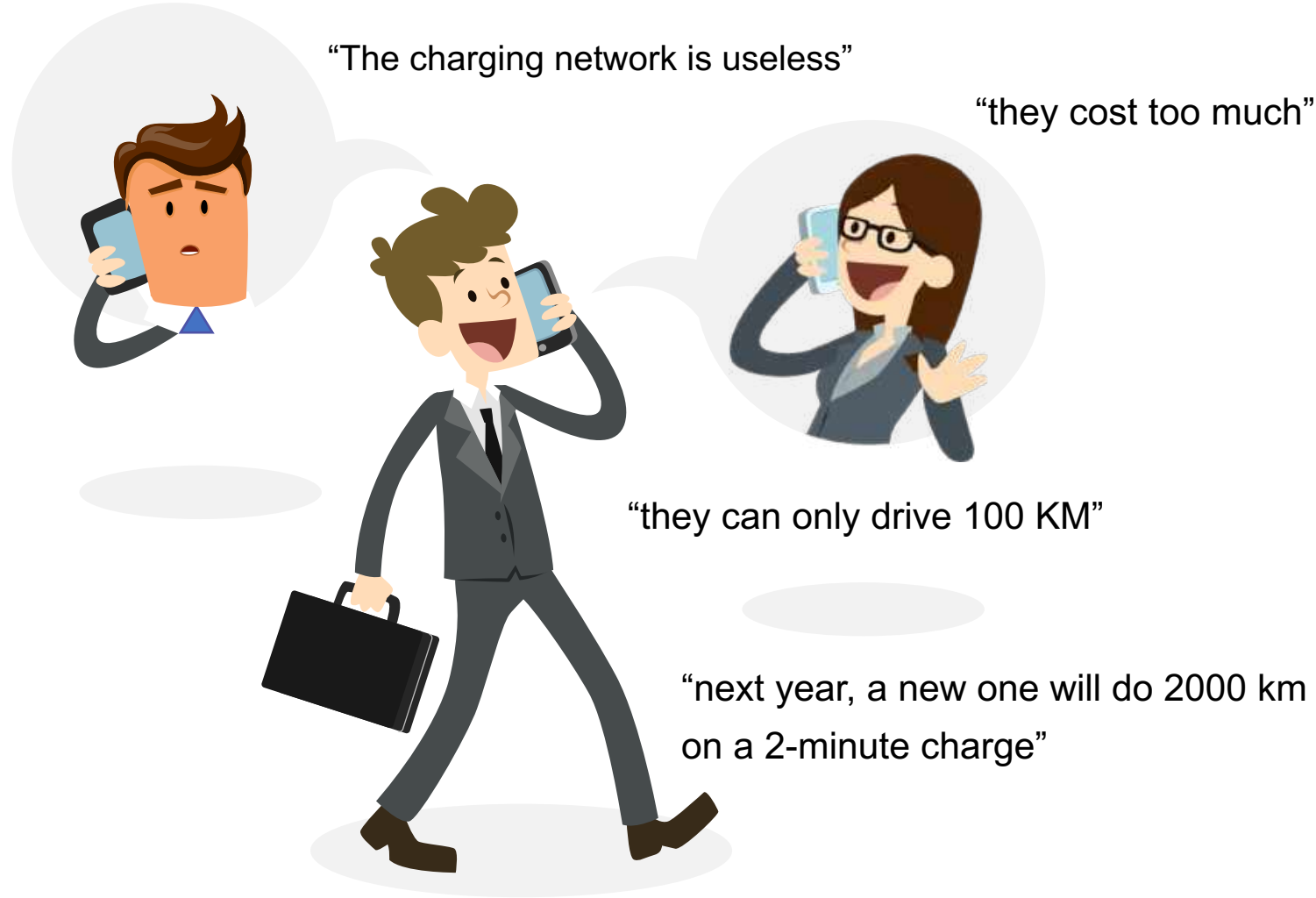


He is considering an **EV**, but does it **make sense**?

He has lots of unanswered questions...

- ✓ Will an EV meet my driving needs?
- ✓ Will I save any money?
- ✓ Are they good for the environment ?
- ✓ Should I wait for the technology to improve?

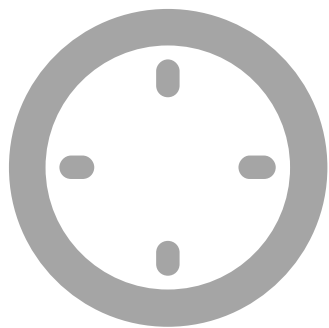
The more David researches the more confused he gets...



David speaks to his friends, but they all have differing views, **he is confused**

Until he finds **CleanCar...**

How **CleanCar** works...



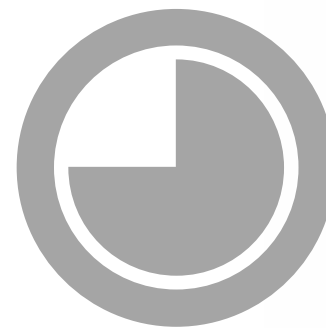
Install the App or
GPS device



Drive normally
for two weeks.



CleanCar builds
a user profile
and suggests
suitable EVs



The user can see
which EV would
suit their lifestyle
and if they will
save money



David can
happily choose a
new vehicle
based on facts,
not myths

Amy manages a large vehicle fleet

She uses CleanCar to monitor her existing ICE vehicle fleet.

The simple dashboard outlines a blueprint for EV fleet switching.

**Amy can plan her future EV strategy,
charging infrastructure and cost savings.**





Gill is responsible for Electric Vehicle Strategy at a council



She has rolled CleanCar out to all the residents and fleets in her area of London

Gill uses the aggregated data to understand what charging infrastructure will be required to assist the community transition to EV

Journeys Data Collection

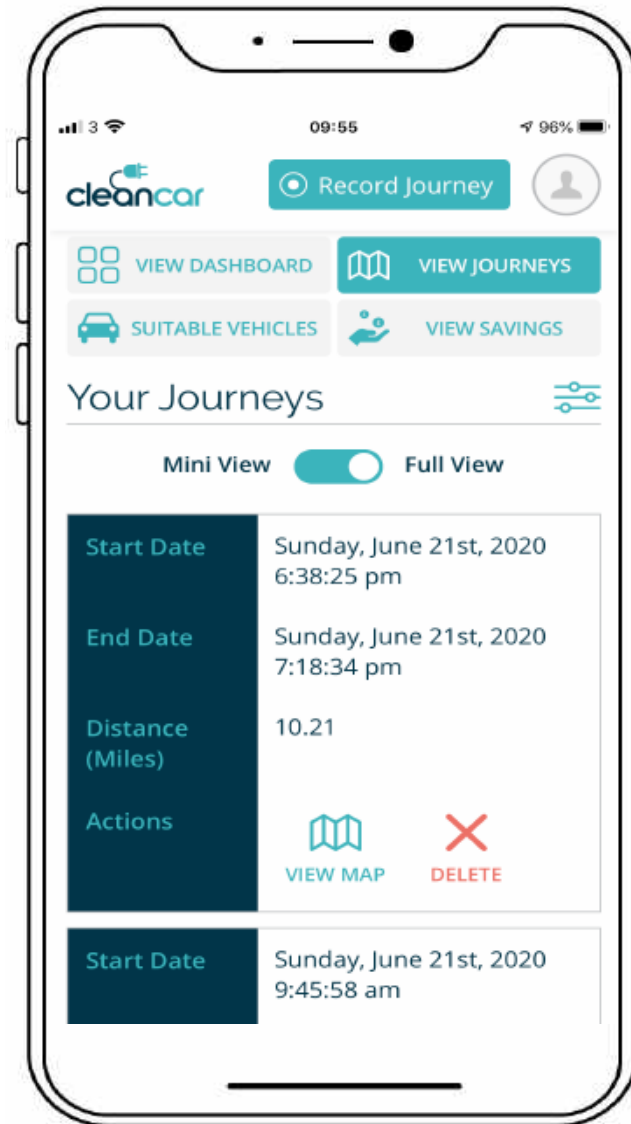


- 1 A plug and Play GPS Dongle
- 2 Ingest data from Vehicle Telemetry
- 3 An IOS and Android App
- 4 Ingest data from Connected Car Data

Collecting the data is key, we don't mind where we get it from, the system will support all options.

GPS to Record Journeys

The app sits in the background recording journeys, you don't need to touch the phone. The GPS sits in your 12v Cigarette lighter socket and does the same, it's simple!



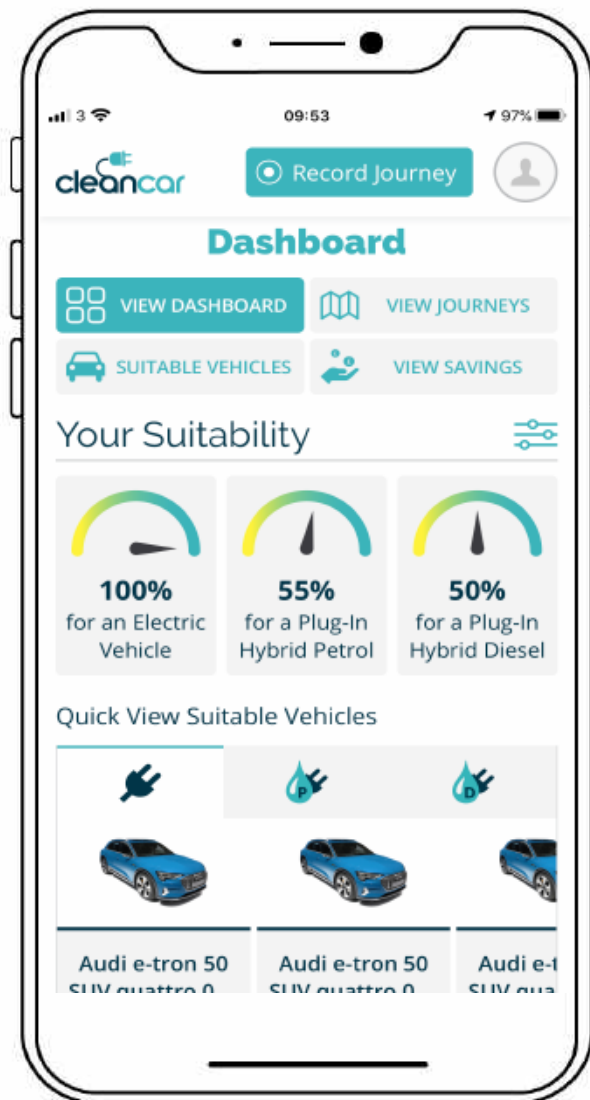
The App automatically records trips for a period of say two weeks to build up a profile of the current petrol/diesel vehicle



Journey Profile and Statistics



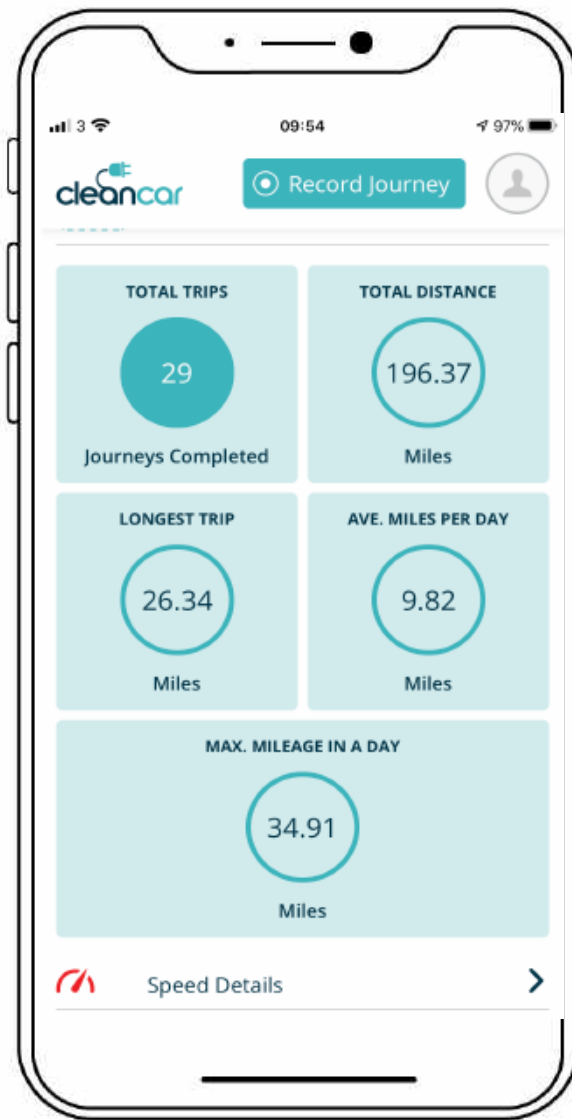
The profile we build, allows us to show if a new electric vehicle will be of benefit and gives you an understanding of your driving habits



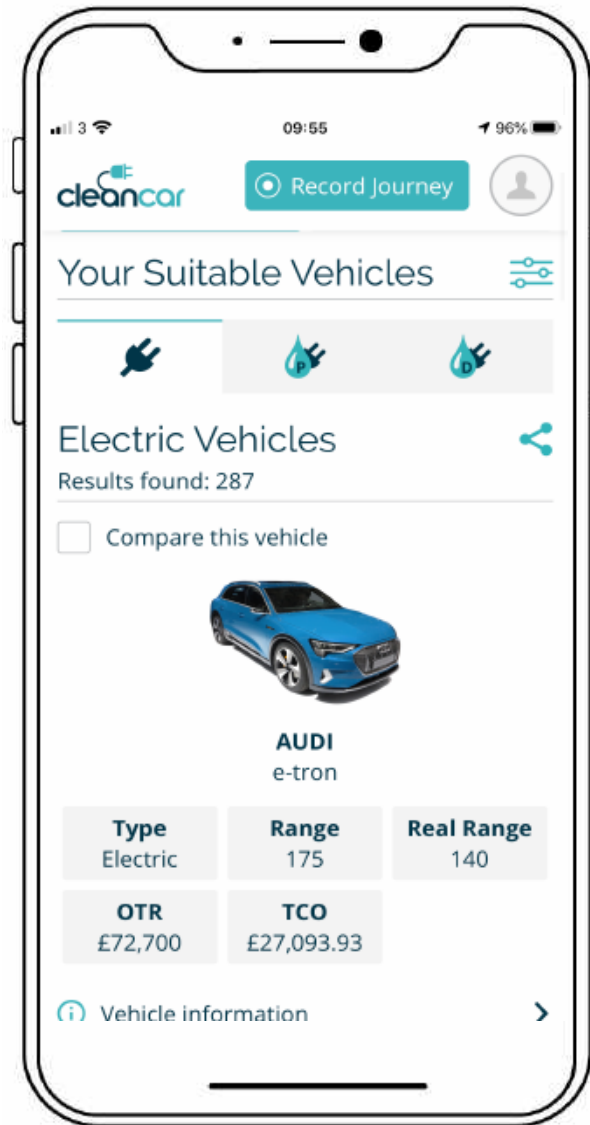
EV - Suitability Dashboard



The dashboard shows vital stats such as maximum mileage in a day, average speeds and length of time and location of parking. This data and more is used to show suitability to an EV



EV -Suitability List



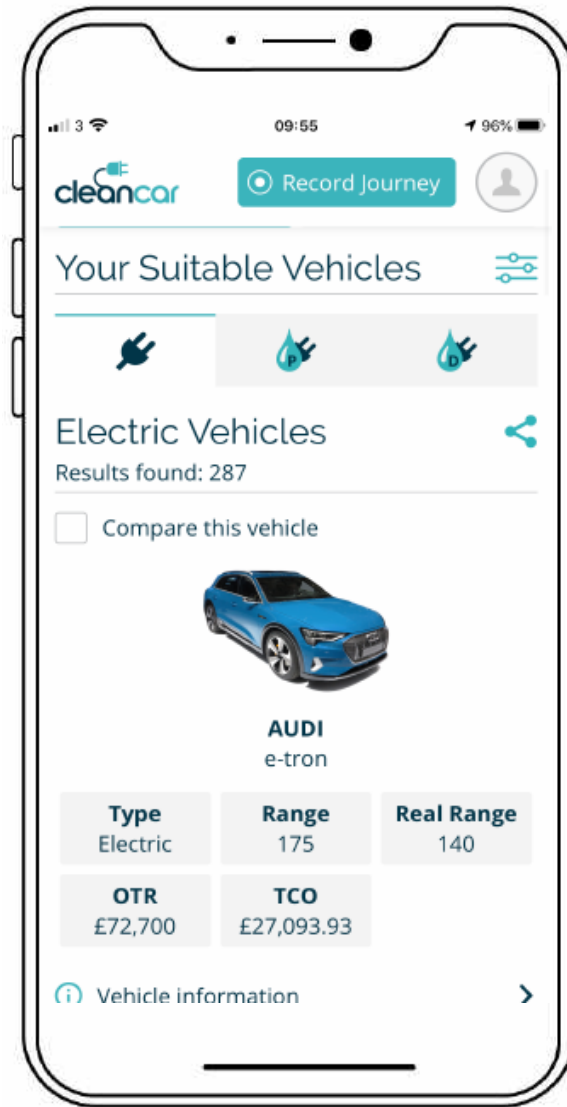
The driver suitability screen shows a list of suitable Electric and Plug In Vehicles



EV – Comparisons and Suitability



The app will compare almost all makes and model of vehicle since about 2005.

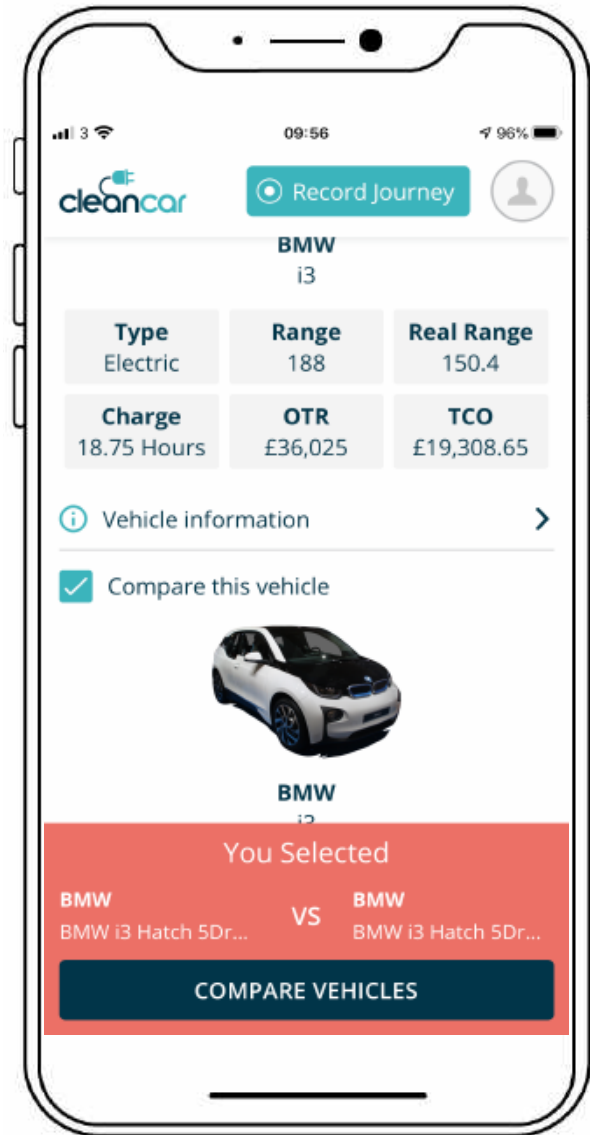


When a user registers they enter their current vehicle registration number, our system then finds the new equivalent of their current vehicle.

This is used for purposes of comparison, so all costs are provided on a new vs new basis

Electric Vehicle Comparisons and Suitability

Its an independant list of current vehicles based on data

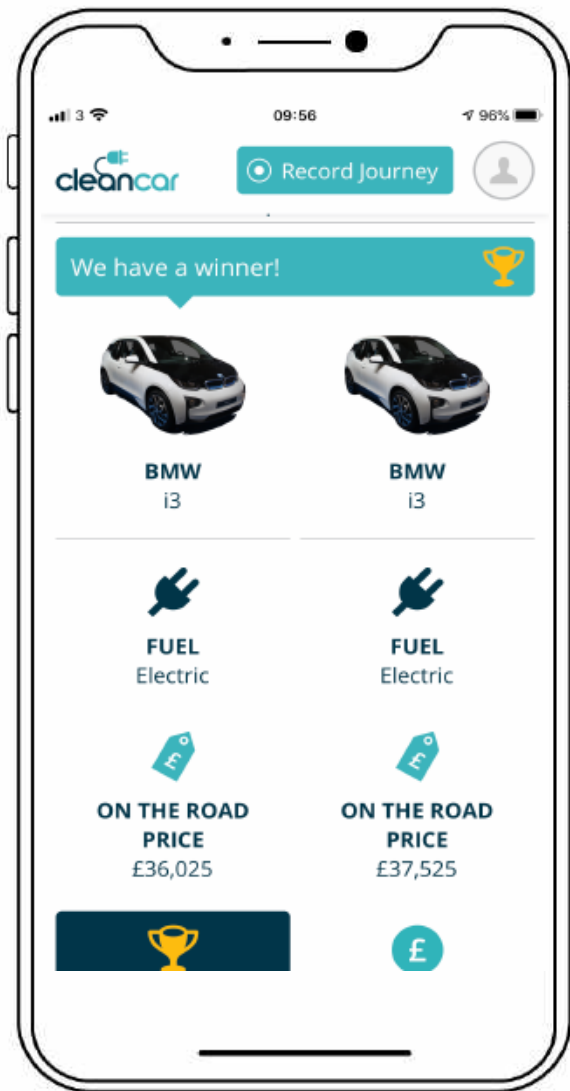


We will show users a list of suitable vehicles which users can pick for comparison

Prove Cost Savings of EV



The costs are based on the actual mileage recorded, so for example if we collect 500 miles in two weeks the costs are based on 12,000 miles per year. Over say 24, 36 or 48 months.



Once two vehicles are chosen the user can see a side by side comparison. Our focus here is to prove the TCO of an electric vehicle is lower, leading to a sale of a new EV

Web Version

The screenshot shows the 'clean car Journeys' web interface. At the top, there are navigation buttons: 'VIEW DASHBOARD', 'VIEW JOURNEYS' (highlighted), 'SUITABLE VEHICLES', and 'VIEW SAVINGS'. Below these, the 'Your Journeys' section displays a map of a trip. The map shows a route from Bath Spa Railway Station to Grove Factory Studios. Below the map, there is a table with trip details.

START DATE	END DATE	DISTANCE MILES	START ADDRESS	END ADDRESS	ACTIONS
Friday 19 Oct 2018 17:30:03 am	Friday 19 Oct 2018 18:20:01 am	37.12	Bath Spa Railway Station, Bath	Grove Factory Studios 1 Brook Lane Hol, Bradford-on-Avon BA14 9RL	
Thursday 18 Oct 2018 12:00:12 am	Thursday 18 Oct 2018 12:23:03	45.10	Castle Park Broad Weir Broad BS1 3NB	223 Church St Broad BS1 3NB	

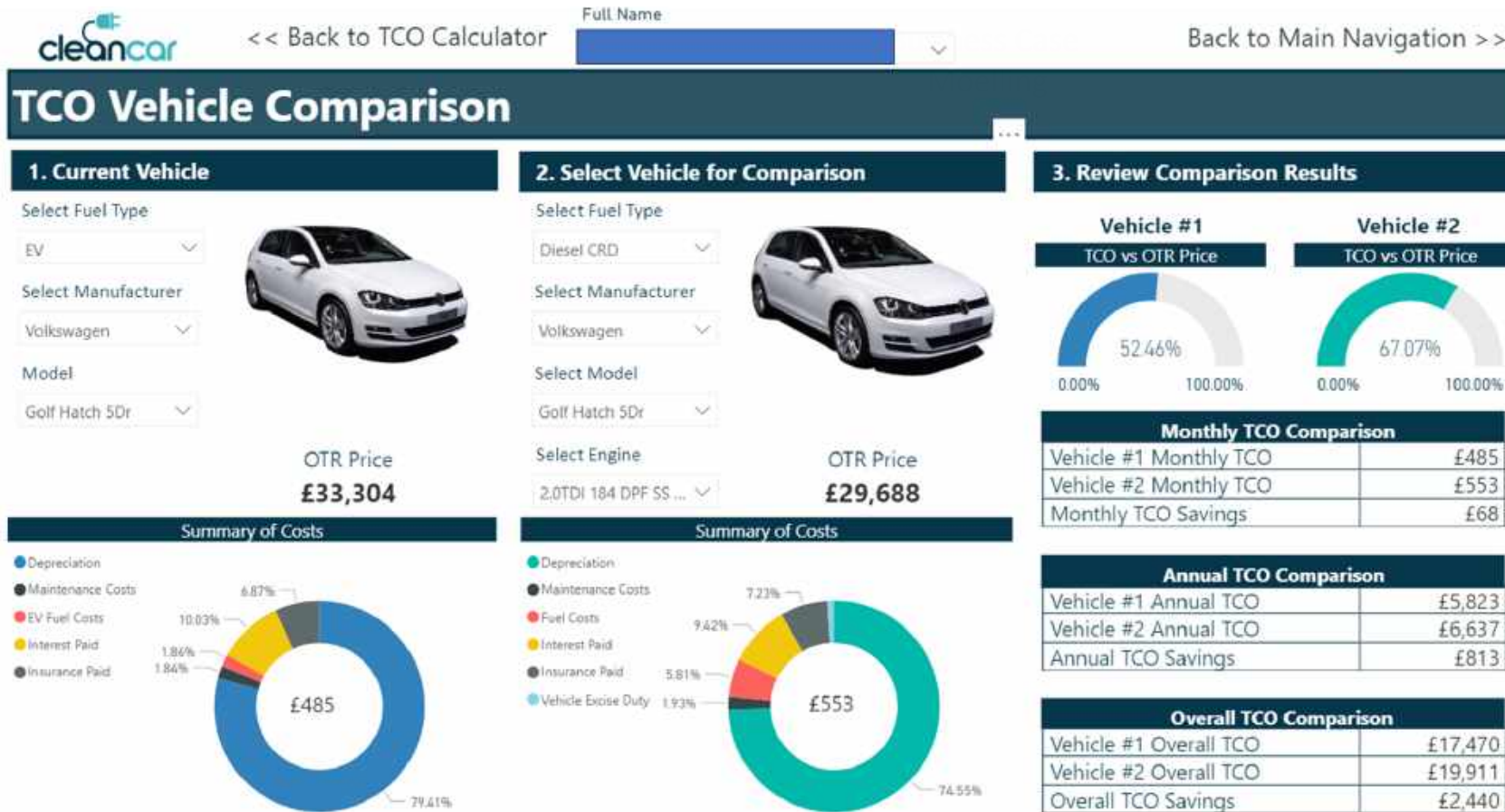
Records Trips using GPS

The screenshot shows the 'clean car Savings' web interface. At the top, there are navigation buttons: 'VIEW DASHBOARD', 'VIEW JOURNEYS', 'SUITABLE VEHICLES', and 'VIEW SAVINGS' (highlighted). Below these, the 'Vehicle Comparison' section displays two vehicles side-by-side, separated by a 'VS' icon. The vehicles are compared based on fuel, on-the-road price, and monthly vehicle life cost.

Vehicle	FUEL	ON THE ROAD PRICE	MONTHLY VEHICLE LIFE COST
BMW 3 Series Saloon 330e SE Auto Plug-in Petrol hybrid	Plug-in Petrol Hybrid	£29575	£643.00
MERCEDES-BENZ C-Class Estate C 250e PHEV Sport Auto Plug-in Petrol Hybrid	Plug-in Petrol Hybrid	£1526.00	£508.00

Prove Benefits of EV

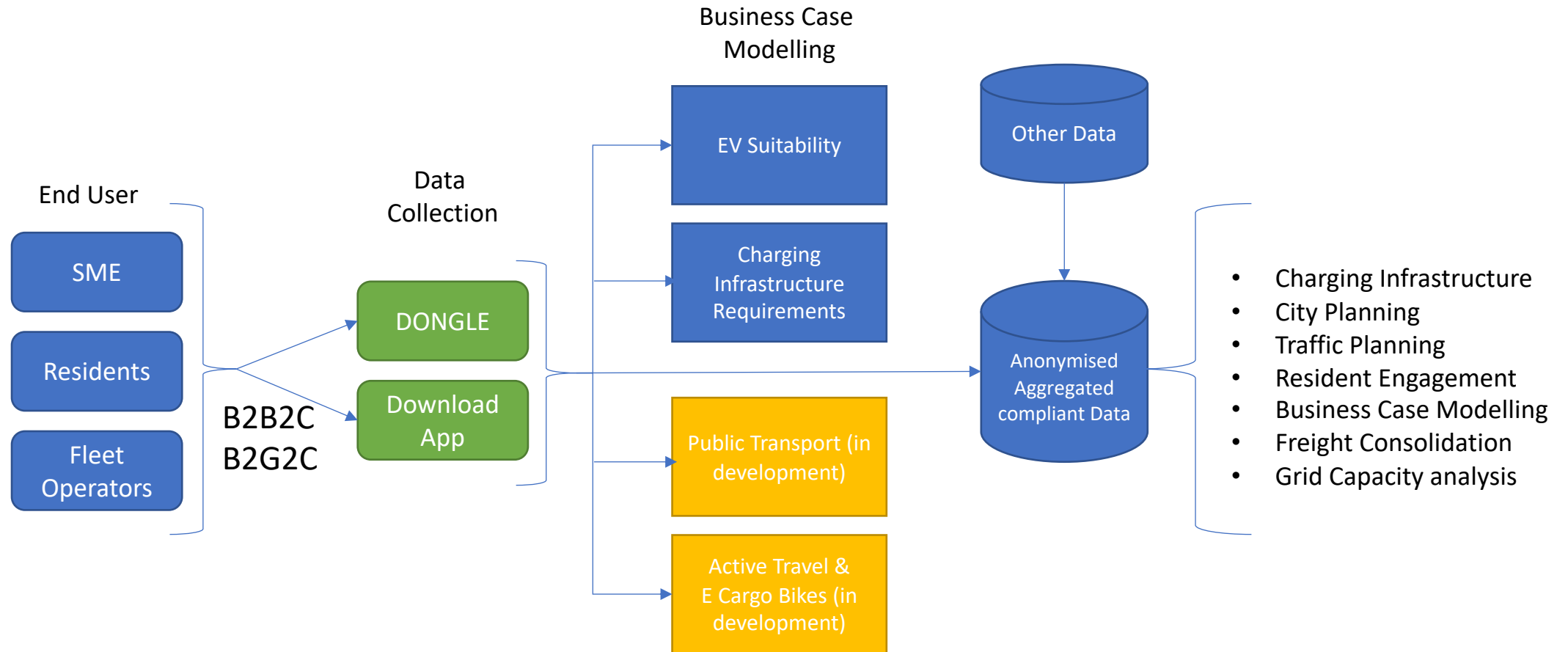
Fleet level Reporting



Fleet Reporting aggregates data from all vehicles within a company and shows consolidated reporting.

- Suitability Vehicle Reports
- TCO Savings
- Charging Infrastructure
- CO2 Savings
- ULEZ impacts
- Ideal charge times
- Multi modal mobility

Use Cases for CleanCar and CleanCar Data



Examples of CC Use Cases

BAE SYSTEMS

POC - 60 EV on a Naval Base



MANCHESTER
CITY COUNCIL

Multi Modal Analysis Canal
Vs Road and Freight
Consolidation

Heathrow

POC- V2G for Regular Flyers



BLenheim PALACE

EV & V2G Analysis

Haringey
LONDON

Residents App, EV Suitability



Employees and Customers
EV Suitability



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Final Thoughts

- There are valid alternatives to ICE vehicles today; we don't need to wait for new technology and more charge points.
- YOU could benefit significantly by making the switch to an EV or E-Cargo bike, making saving, thousands of pounds every year.
- Why CleanCar?
 - As humans, we are scared of change; we are worried EV's are not right for us; there are too many unknowns.
 - Misinformation and complexity in the industry is a problem.
 - Indifference, misinformation and complexity is inhibiting the uptake of EV.
 - CleanCar connects people with the facts and proves if an EV is right or not.
 - Our aim is to educate and let YOU make your own decisions based on the facts.

Questions?



Clean Air Villages: Trialing the Future of Business

Laura Jacklin, Cross River Partnership



Clean Air Villages 3

Cross River Partnership (CRP) secured £573,370 in funding from [DEFRA's Air Quality Grant Scheme](#) 2020/21, with an additional £160,000 in match to deliver [Air Quality improvement activities](#).

CRP is **working with businesses, communities and hospitals** in these villages to offer 1-2-1 support to help reduce emissions from business-related deliveries and services, and from individual-led action, focussing on the dual benefits of improving air quality whilst also saving businesses time and money through more efficient operations. There will also be a tailored solution for each village.

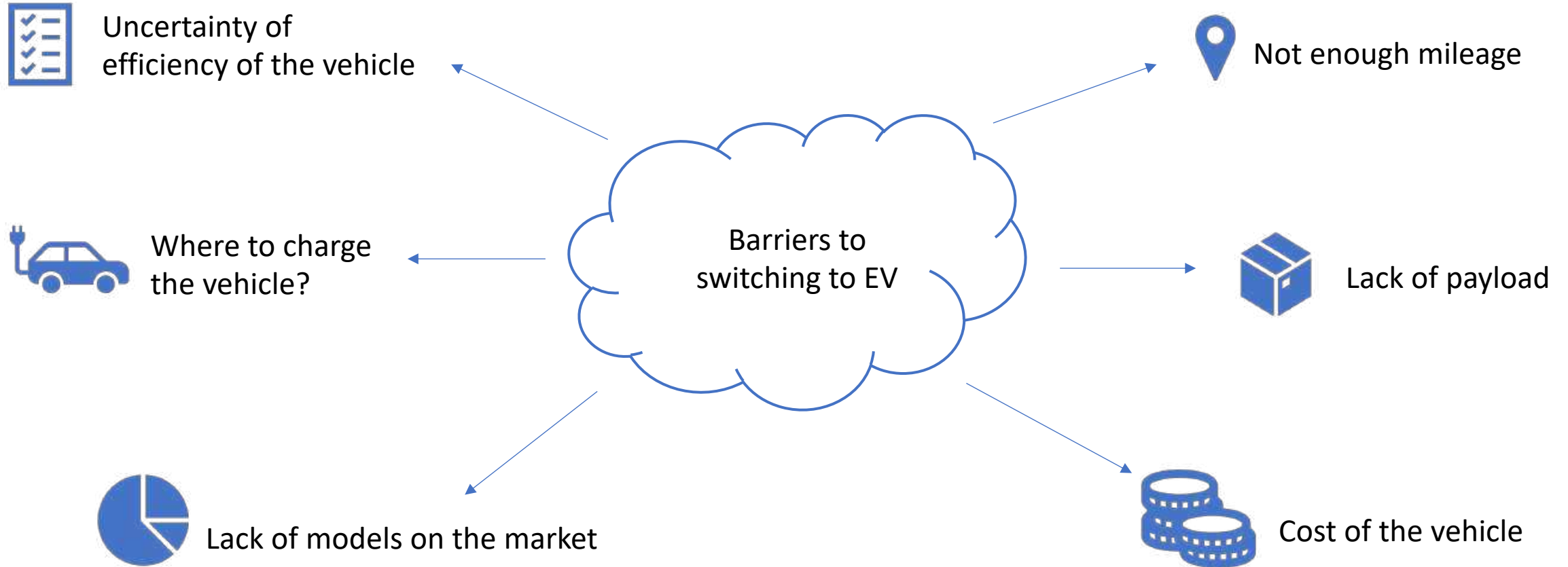


Clean Air Villages 3

16 villages within the 12 boroughs have been identified by the [GLA](#) as areas of high pollution and high footfall. All boroughs from the [second year](#) of the Clean Air Villages project continue to be involved.



Electric Vehicles



Electric Vehicles - How Best to Switch



1. Collate the data you will need to make an informed decision

- Mileage
- Realistic payload
- Leasing/Buying.



2. Any external funding/grants?



3. Try before you buy/lease.

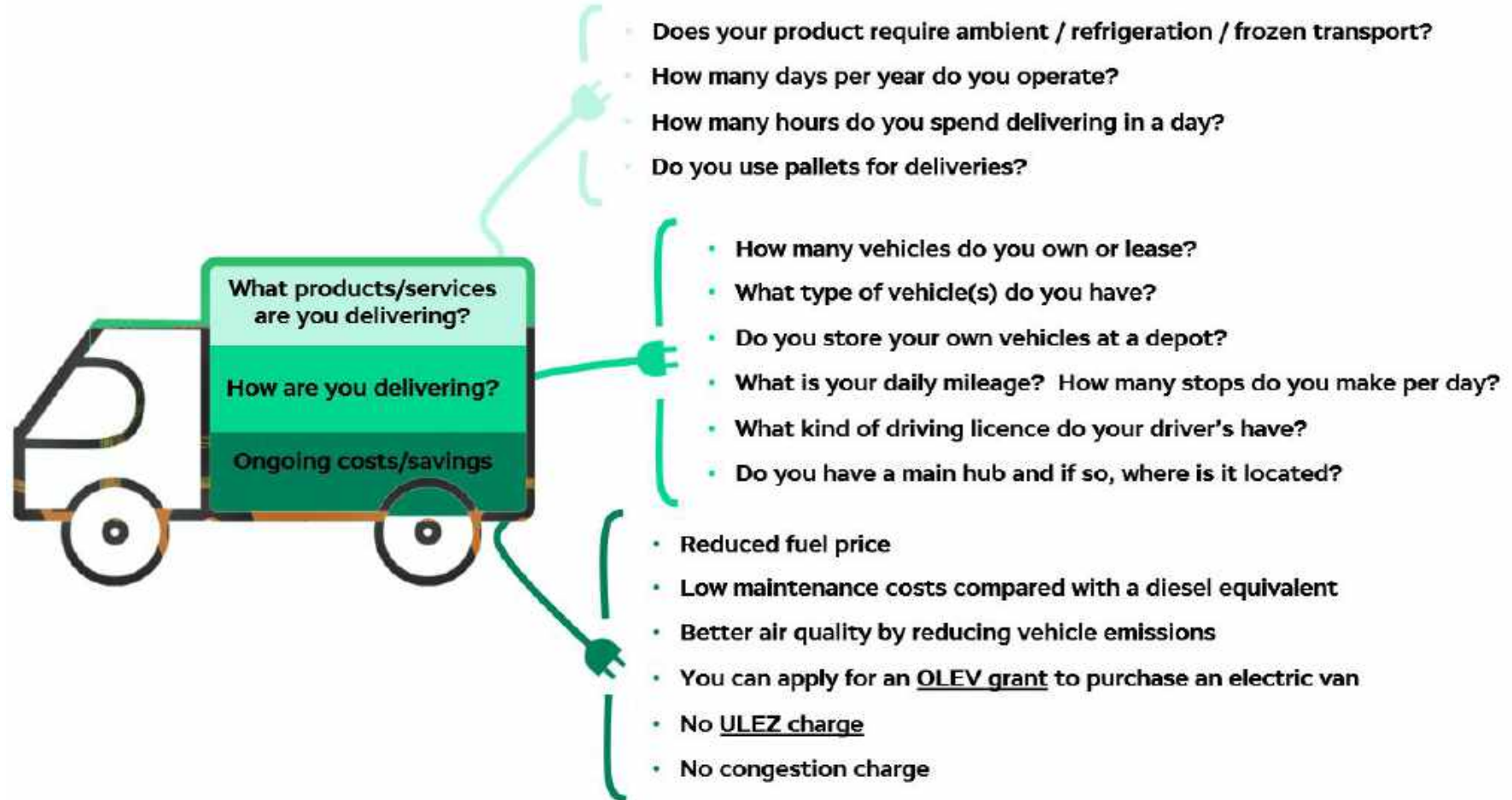


4. Charging infrastructure.



5. What policies are coming into place? (ULEZ)

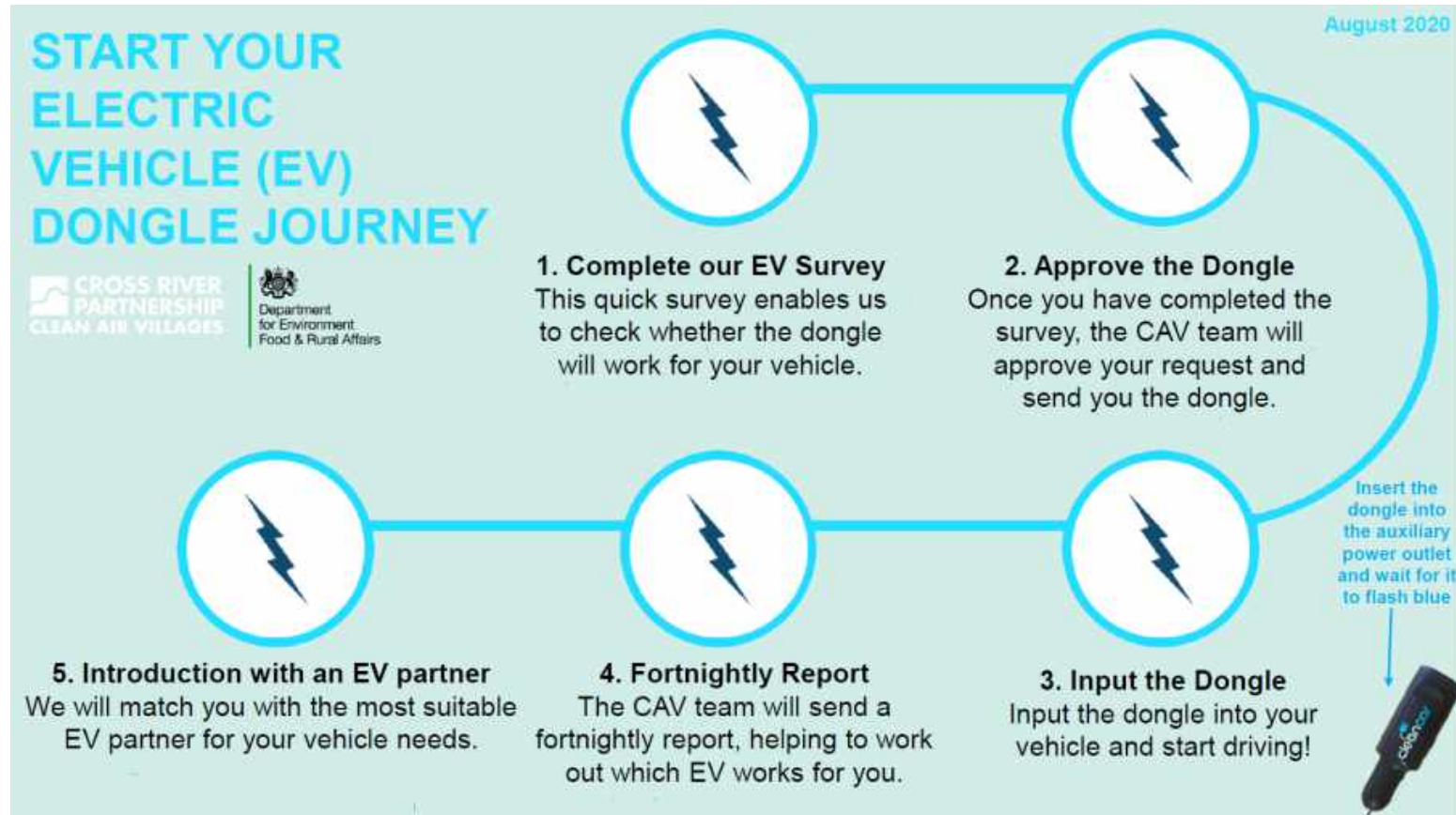
Electric Vehicles- behaviour change



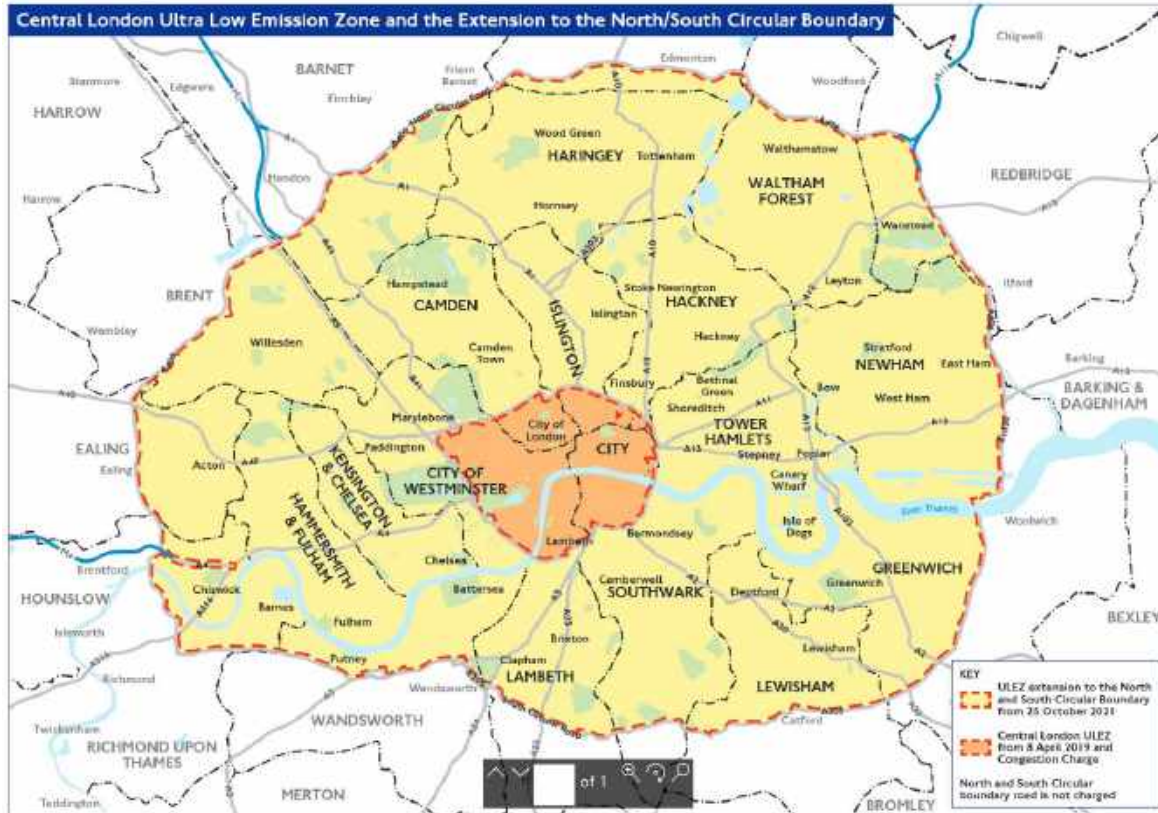
EV Trials

The journey to switching through CAV3

1. Information on current usage
2. Allocating telematics dongle for businesses use.
3. A month worth of data in report format.
4. Matching a business with an EV partner (manufacturer/ leasing company) to have an EV trial.



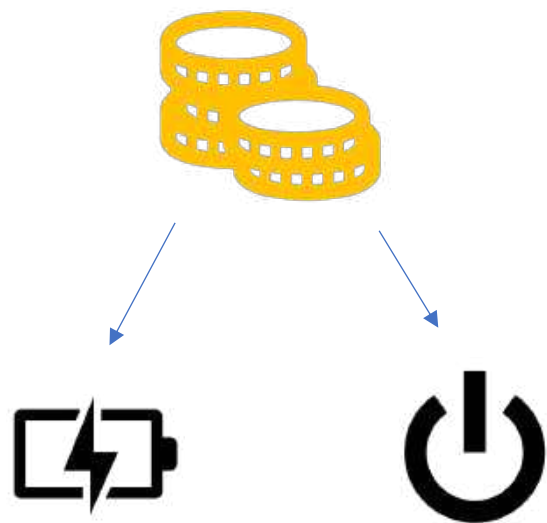
Regulations



Funding Opportunities

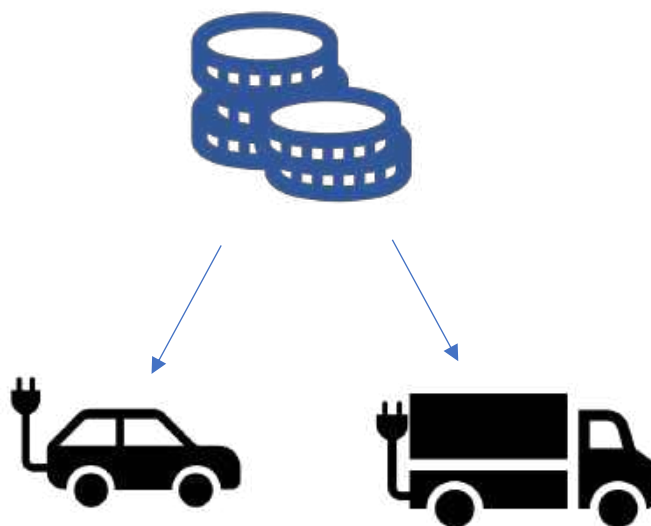
Government funding

- Charging points
- OLEV grant scheme



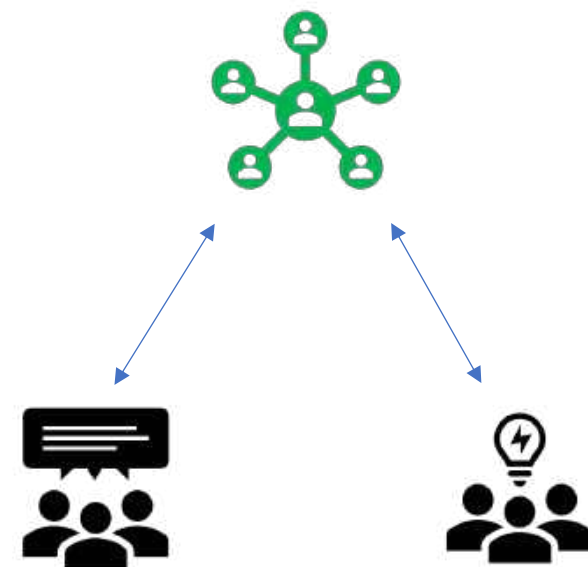
London- TfL funding

- Scrappage scheme – vans
- Scrappage scheme- cars

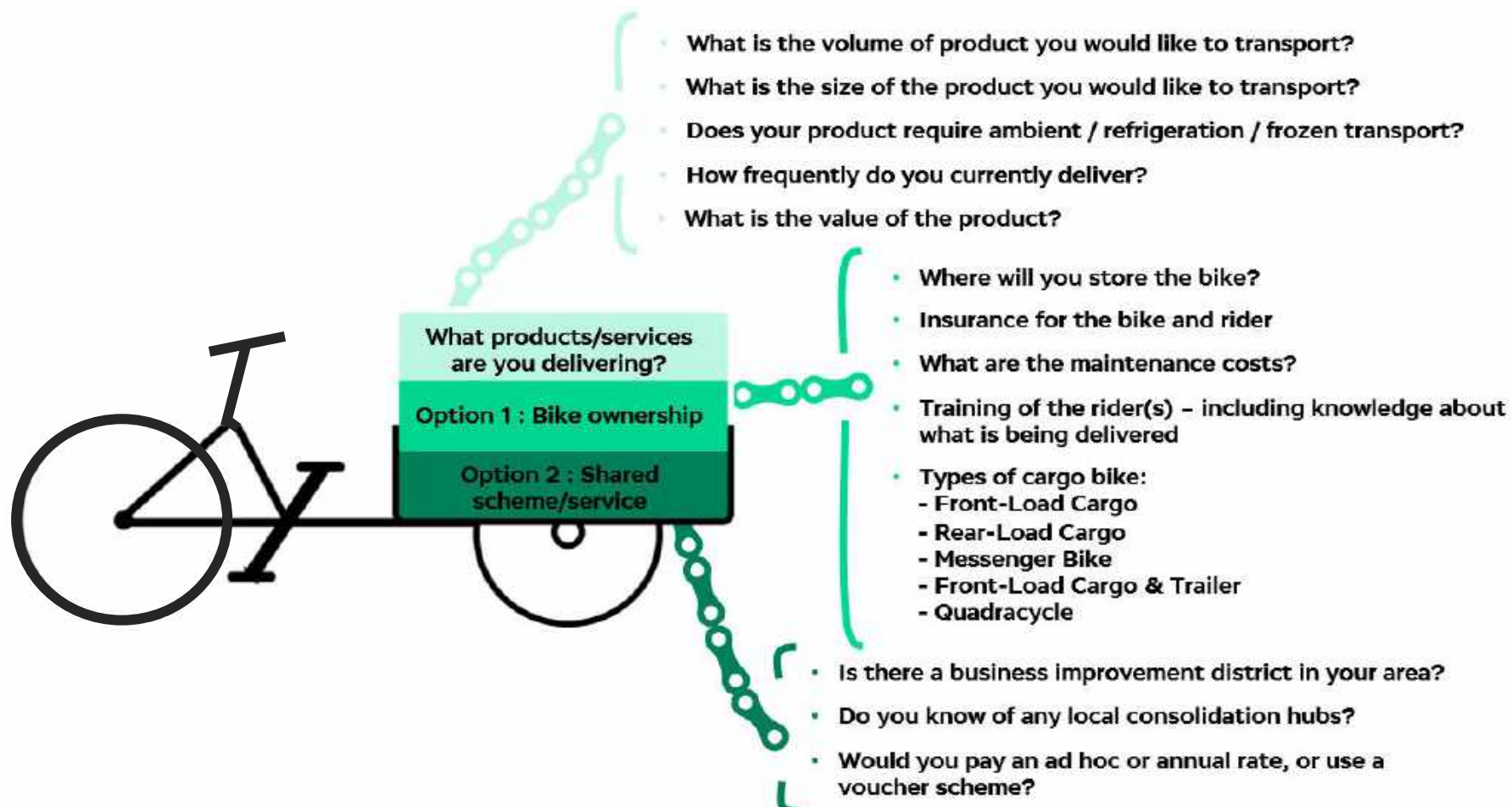


Resources

- Office of Low Emission Vehicles
- LoCity



Cargo bikes - behaviour change



Cargo bikes - behaviour change



Cargo bikes - behaviour change



“For Cooper’s Bakehouse, the decision to deliver by bicycle was inherent to the ethos of the organisation; to be truly local, to deliver fast and to put the environment first.”

Francis Cooper -
Founder, Cooper’s Bakehouse

COOPER’S
BAKEHOUSE

CROSS RIVER
PARTNERSHIP
CLEAN AIR VILLAGES

Success Stories

SHARED ELECTRIC VAN GALVANISES BUSINESS COMMUNITY ON BRIXTON'S ELECTRIC AVENUE

Freshly Caters and Apple's Fruit & Veg go electric and share their successful pathways

"This van is the way forward for small businesses. I will be the first to buy an electric vehicle (EV)."
Abdul Karimullah - Business Owner, Apple's Fruit & Veg

"Going green saves humanity and the planet."
Shaheed Gaskiger, Managing Director, Freshly Caters

ISSUE	ACTION
High demand for fresh produce in the local area	Shared electric van to deliver fresh produce to local businesses
High cost of petrol/diesel	Switched to electric van to reduce costs

RESULTS
<ul style="list-style-type: none"> 2,450kg of CO₂ emissions saved per year 8,500g of NO_x emissions saved per year 35.3g of PM_{2.5} emissions saved per year

Logos: Lambeth, zipcar, CROSS RIVER PARTNERSHIP CLEAN AIR VILLAGES

PLANET MINIMAL UK'S FIRST ZERO EMISSIONS, ZERO WASTE DELIVERY SERVICE

Cadogan uses 100% local produce and compostable packaging to provide zero-waste, zero-emission delivery service

"I was involved in the electric vehicle industry before I started Planet Minimal, and it's obvious to me that any new urban business should choose electric."
Harriet Atkinson - Founder and Director, Planet Minimal

ISSUE	ACTION
High cost of petrol/diesel	Switched to electric van to reduce costs
High cost of petrol/diesel	Switched to electric van to reduce costs

RESULTS
<ul style="list-style-type: none"> 5,400kg of CO₂ emissions saved per year 16.5kg of NO_x emissions saved per year 100g of PM_{2.5} emissions saved per year

Logos: Lambeth, zipcar, CROSS RIVER PARTNERSHIP CLEAN AIR VILLAGES

ELYSIA CATERING USES CARGO BIKE TO SAVE TIME AND EMISSIONS

Caterer reduces impact on air pollution whilst improving reliability and staff wellbeing

"We've been committed to running a sustainable business from the start, so it only felt natural to extend this to our deliveries."
Sophie Andre - Founder and Director, Elysia Catering

ISSUE	ACTION
High cost of petrol/diesel	Switched to electric van to reduce costs
High cost of petrol/diesel	Switched to electric van to reduce costs

RESULTS
<ul style="list-style-type: none"> 60.5kg of CO₂ emissions saved per year 1.07kg of NO_x emissions saved per year 58.8g of PM_{2.5} emissions saved per year

Logos: Lambeth, zipcar, CROSS RIVER PARTNERSHIP CLEAN AIR VILLAGES

PAVILION ROAD POWERED BY BIKE: ZERO-EMISSION DELIVERIES

Cadogan's journey to strive for a more sustainable future

"Across the estate we are looking at more sustainable ways that we can support our tenants, and this trial on Pavilion Road is a great example of this."
Steven Madway - Place Manager, Cadogan (Landowner)

ISSUE	ACTION
High cost of petrol/diesel	Switched to electric van to reduce costs
High cost of petrol/diesel	Switched to electric van to reduce costs

RESULTS
<ul style="list-style-type: none"> 225.8kg of CO₂ emissions saved per year 1.85kg of NO_x emissions saved per year 53g of PM_{2.5} emissions saved per year

Logos: Lambeth, zipcar, CROSS RIVER PARTNERSHIP CLEAN AIR VILLAGES

Clean Air Villages Directory

Deliveries with a difference

From bakers and printers to cleaners and couriers - search using our CRP Clean Air Villages Directory.



How our directory businesses deliver their goods and services:



Foot



Bike or cargo bike



Electric vehicles



Hybrid (petrol) vehicles



Alternative fuel vehicles

Find your local directory here: www.crossriverpartnership.org/directory



This directory forms part of the DEFRA-funded Clean Air Villages programme.



Questions?



Final observations



Vehicle idling action



Spot a company using an electric or hybrid vehicle whilst out and about?

Snap a picture and send it to tomosjoyce@crossriverpartnership.org



Re-Energise your Business: Finding the Correct Time to Diversify



**Join us for our next
LiveShare session!**

Thursday 10th September 2pm

Thank You!



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www.crossriverpartnership.org



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www.crossriverpartnership.org/newsletter