

# Re-Energise Your Business: Diversifying in Response to COVID-19

Chair:  
Tomos Joyce,  
Guidance Manager





# Today's Speakers



Ojay McDonald  
Chief Executive  
ATCM

**Speaker**



Louise Abbotts  
BID Manager  
InStreatham BID

**Speaker**



Susannah Wilks  
Director  
Cross River Partnership

**Speaker**



Kate Fenton  
Project Manager  
Cross River Partnership

**Speaker**



Tomos Joyce  
Guidance Manager  
Cross River Partnership

**Chair**



Anusha Rajamani  
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. ATCM:  
Understanding  
Change

3. IST:  
Diversifying a  
Business Cluster

4. CRP: Helping  
SMEs Diversify

**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.**

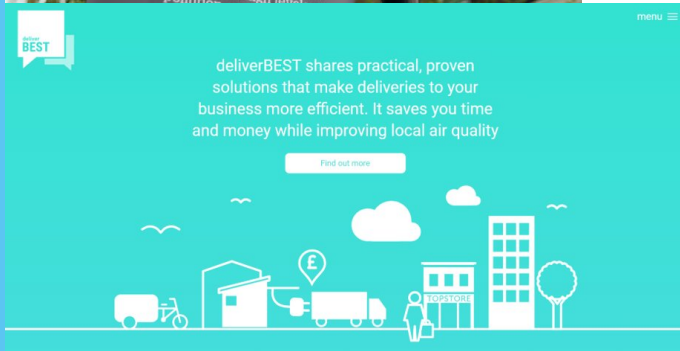


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# Clean Air Better Business



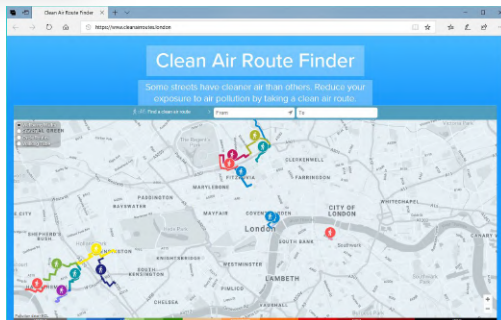
CLEAN AIR  
BETTER  
BUSINESS





# CRP new services, delivered differently

## Digitisation of services



**Increased attention on climate crisis and health links**

# Pandemic Response

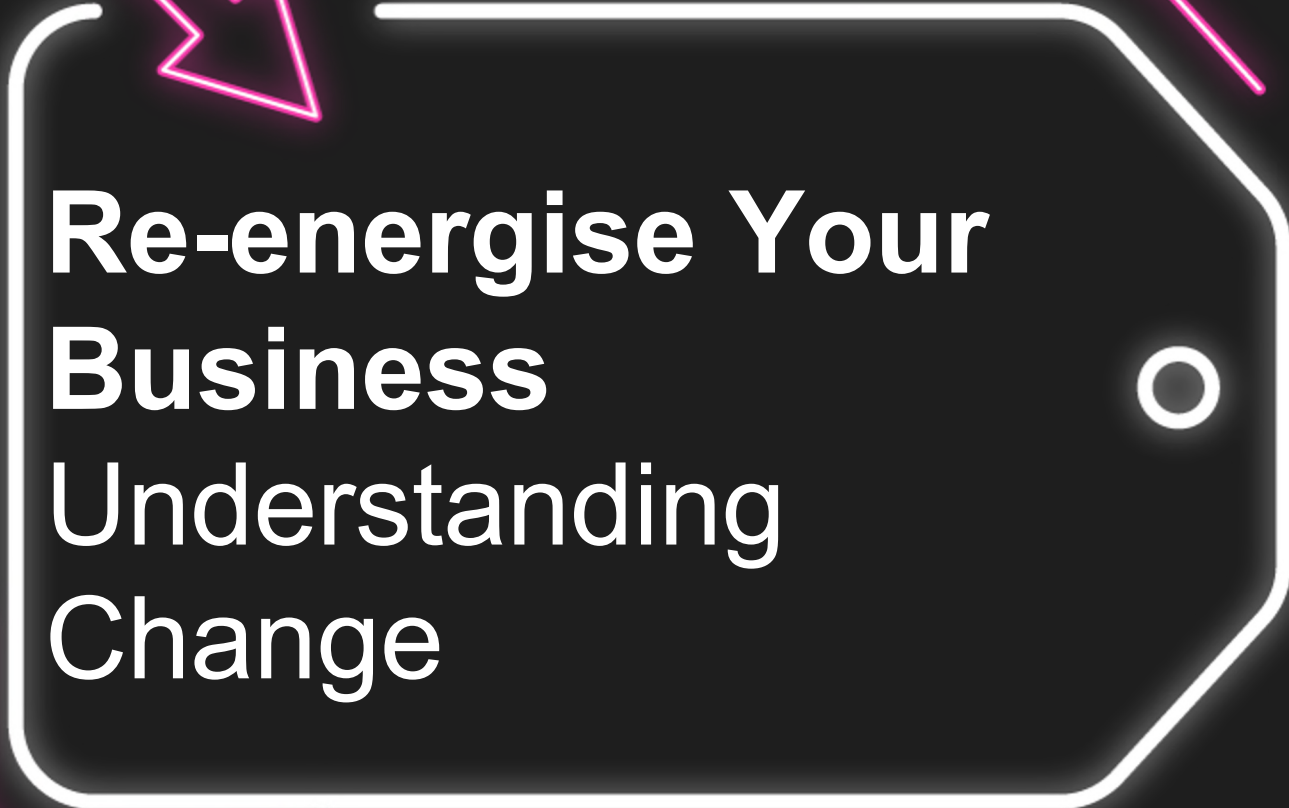


# Re-energise Your Business: Understanding Change

Ojay McDonald, ATCM







# Re-energise Your Business Understanding Change



**Rant by:**  
Ojay McDonald  
Chief Executive

**ATCM**  
association of town & city management



## His Master's Voice



In 2003,  
iTunes  
transformed  
the music  
industry

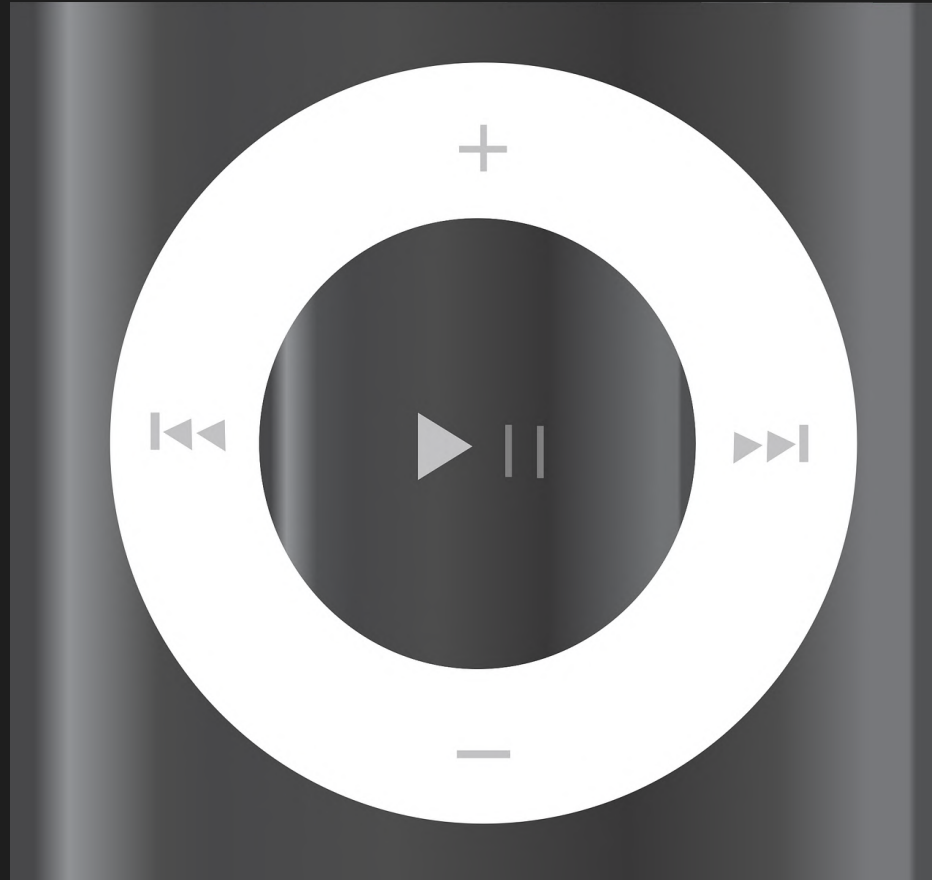




iTunes  
downloads  
peaked in  
2012 with  
sales of \$3.9  
billion.

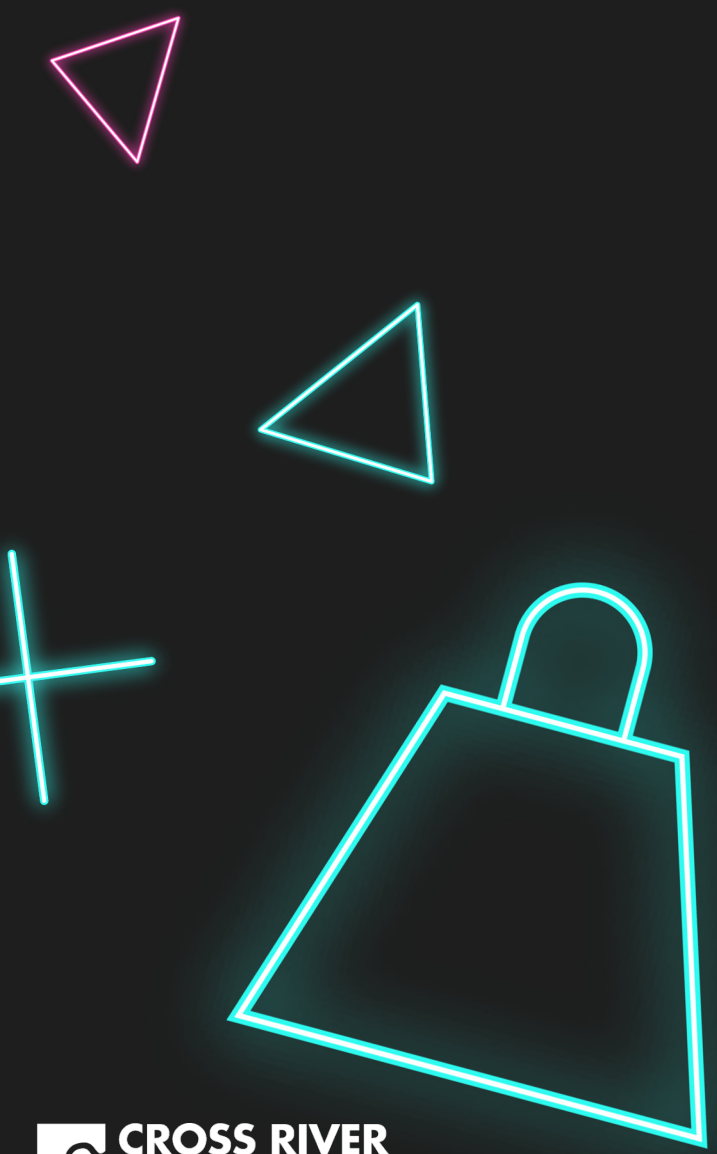


The iTunes brand is being 'retired' in favour of streaming.



Launch, to  
global  
domination, to  
obsolescence in  
less than a  
generation.





**Speed of change  
might be  
unprecedented in  
human history.**





8,000 kids  
turned up



# A SOCIAL REVOLUTION

01



## Ryan's Toy Reviews....





Over 40  
billion views  
on YouTube

The average cost of a  
sponsored video on YouTube

2014: \$420

2019: \$6,700



YouTube

*Source: Izea*

Ryan is worth \$22 million. Compare that to Toys R Us.



*Source: BBC*





**A social  
revolution driven  
by technology?**



**Ronan Harris**  
**MD**  
**Google UK**



## Democratising Technology



# 02

## AN INDUSTRIAL REVOLUTION

Only the Beginning

**1 in 4 kids  
know how to  
code**

*Source: Kids Insights*

Only the Beginning

*Source: Kids Insights*



**73% of 4  
yr olds  
own their  
own  
tablet  
device**

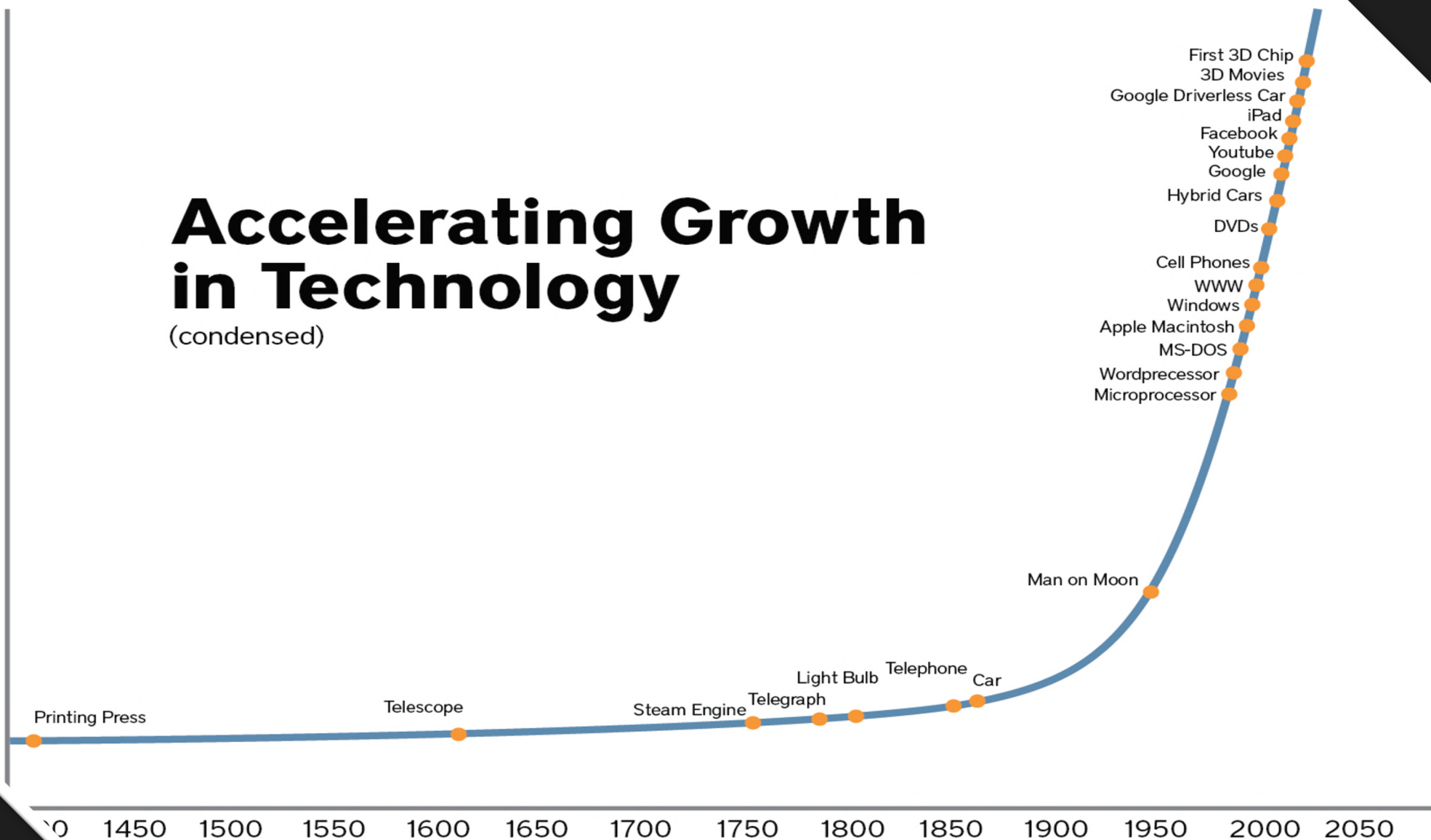


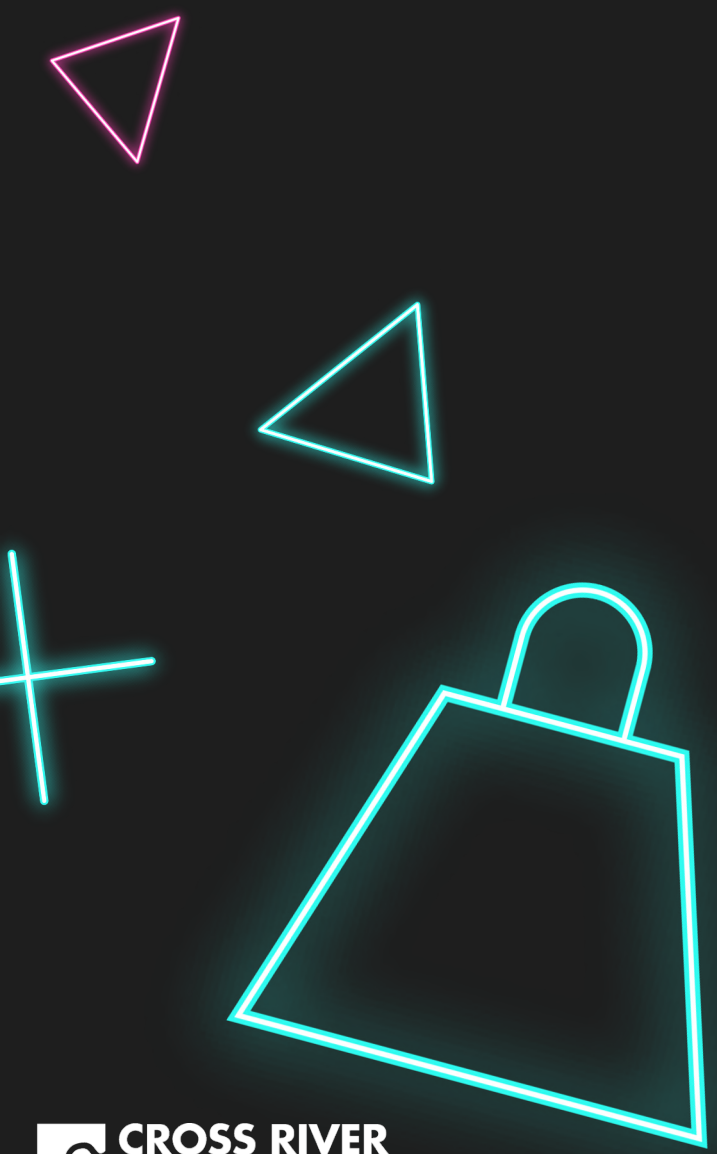


**Pace of change  
will accelerate**

# Accelerating Growth in Technology

(condensed)



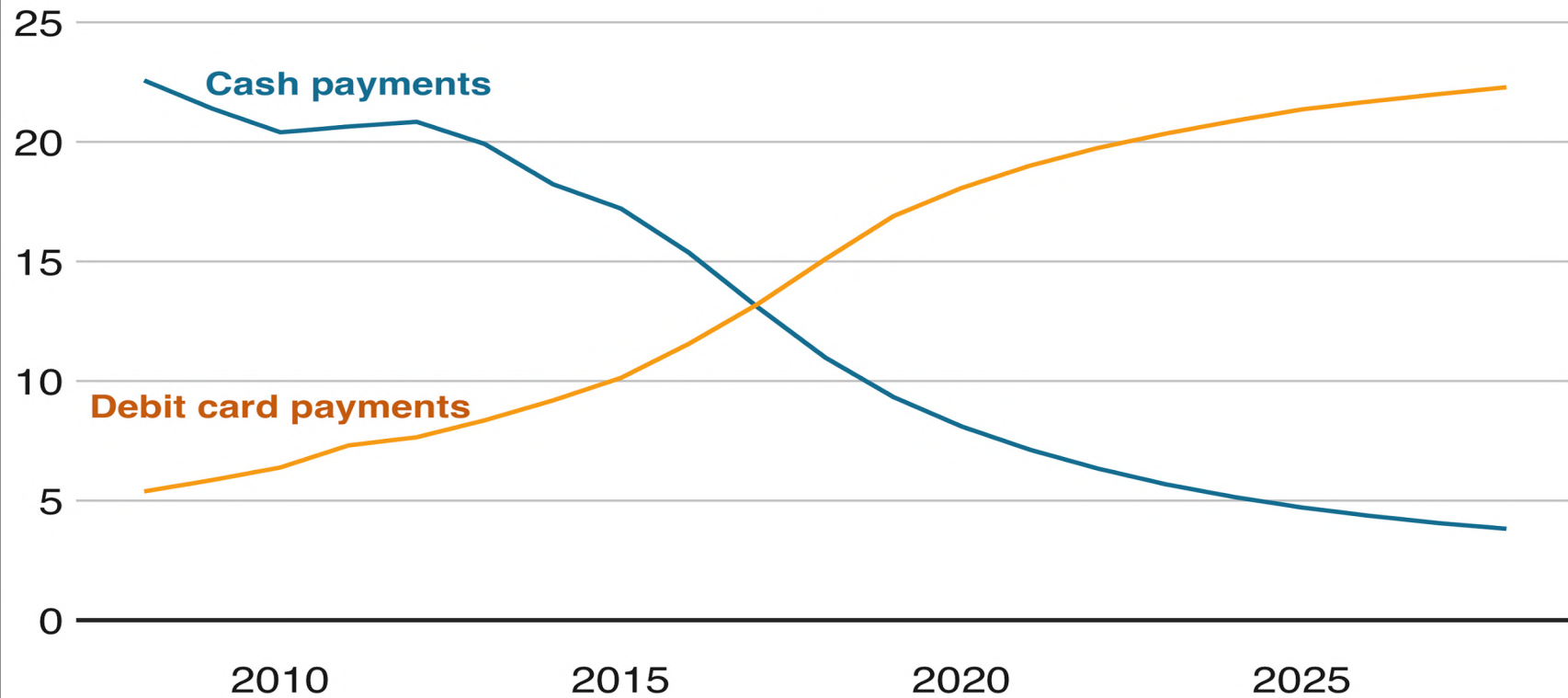
A collection of glowing geometric shapes in the top-left corner: a small magenta triangle, a cyan triangle, a cyan plus sign, and a large cyan shopping bag.

**Follow the  
money....**



## Cash versus debit cards

UK payments 2008-2018 and forecast to 2028 (billions)



Source: UK Finance

BBC

## The bar where your cash is worthless

By Chris Baraniuk  
Technology of Business reporter

11 December 2018



Share



Visitors to this pub can't pay for their drinks or food with cash

Cashless establishments may be safer and more convenient, but are they more popular with the public at large?

Mr Rozhaja, operations director at the pub's parent firm, London Village Inns, calculated the volume of cash transactions and was bowled over.

"Somewhere in the region of 10-13% of the total revenue would be cash and the rest was card," he says.

So in October, the Crown and Anchor went fully cashless.

Customers can use debit cards, credit cards and contactless payments including Android Pay and Apple Pay. But a fiver will get you nowhere.



Pub customers were given notice about the switch - a few have complained

Signs dotted around the pub announced the move to customers: "Apologies, but it is the digital age."

Four of the firm's pubs now refuse cash, with the remaining two set to turn their backs on notes and coins in the New Year.

What began as a move to deter thieves has turned out to be a timely business decision, according to Mr Rozhaja.

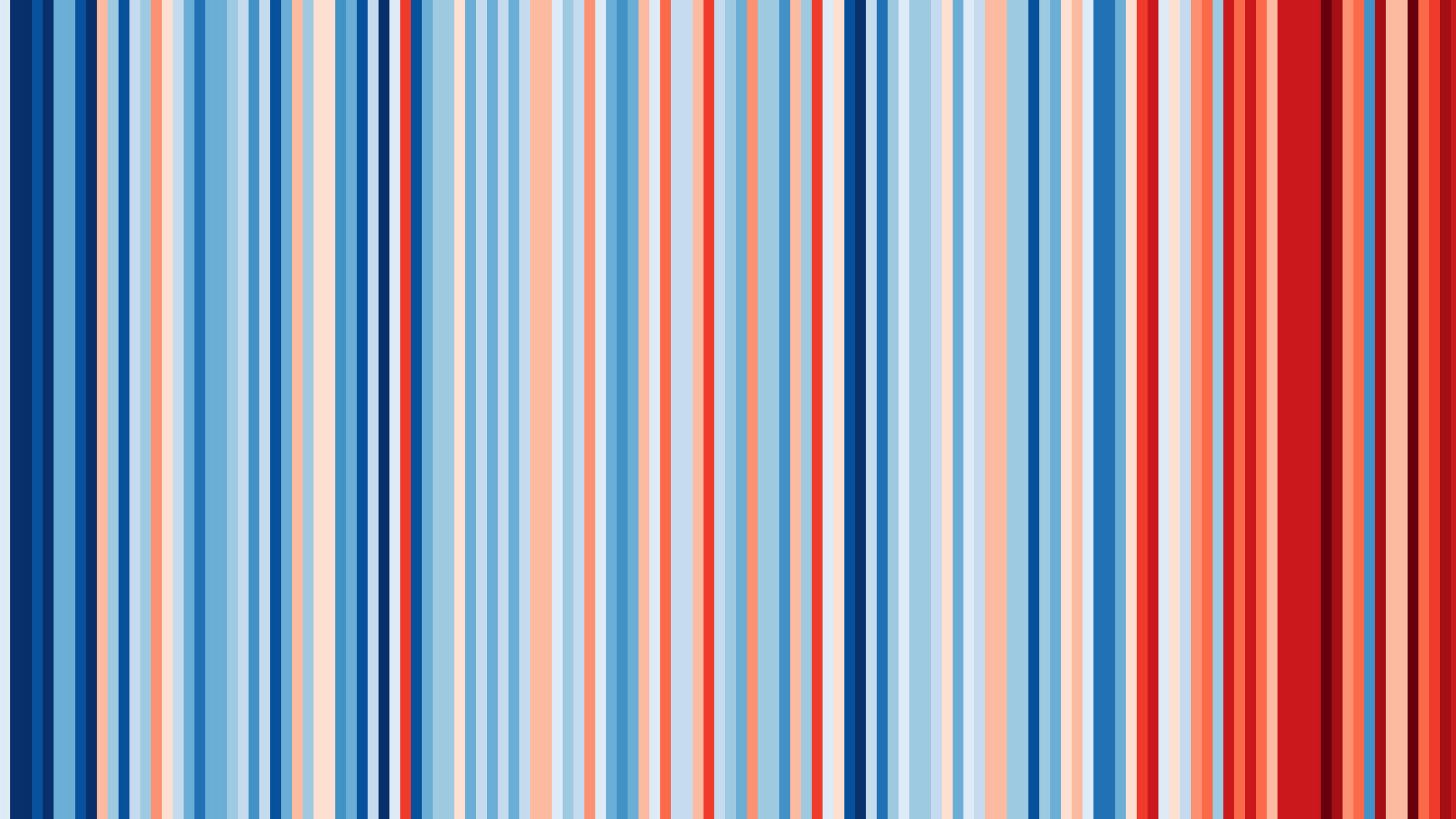


1 in 4 under  
18s believe  
digital  
currencies are  
the future



The image features a central text box with a glowing cyan border, containing the text "Industrial Revolution Ever-Lasting?". The box is surrounded by various neon elements: a pink star at the top, a pink mouse cursor at the bottom left, and several pink plus signs and triangles scattered around. The background is black, and the overall aesthetic is futuristic and digital.

# **Industrial Revolution Ever- Lasting?**



# 03

## A CLIMATE EMERGENCY





**UK must be  
carbon  
neutral by  
2050**

A collection of glowing geometric shapes in the top-left corner: a small magenta triangle, a cyan triangle, a cyan cross, and a large cyan trapezoid with a handle.

**Adaptation and  
mitigation measures  
will transform the  
economy.**

A collection of glowing geometric shapes in the top-left corner: a small magenta triangle, a cyan triangle, a cyan plus sign, and a large cyan trapezoid with a handle.

**Not just about zero  
carbon. Air pollution will  
be fundamental in  
environmental action,  
especially with COVID-19.**



# WZA

Social  
Revolution



Social  
Revolution

Industrial  
Revolution



Social  
Revolution

Industrial  
Revolution

A Climate  
Emergency



**And don't  
forget  
COVID-19**

Social  
Revolution

Industrial  
Revolution

A Climate  
Emergency



association of town & city management

# GOOD LUCK!

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[@Ojay](#)



CREDITS: This presentation template was created by [Slidesgo](#),  
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[Freepik](#)

# Questions?



# Diversifying the Offer:

One solution supporting small businesses surviving Covid-19

Louise Abbotts, InStreatham BID







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# InStreatham Shared Cargo Bike

- Streatham Hill was identified as being an air quality hotspot in 2018
- Lambeth Council secured funding from Defra to explore what impact local businesses and communities could have on making deliveries and servicing more efficient in the area.
- Delivered by Cross River Partnership workshops and seminars were conducted to understand what businesses were already doing to minimise the impact that their operations in the area and how we could work together to improve things.
- Following this research project we identified a need for a scheme which could encourage local businesses to use alternative transportation modes for local deliveries





# INSTREATHAM

FOR A SMARTER, CLEANER, GREENER STREATHAM

[f](#) [t](#) [i](#) [s](#) : @InStreatham



Free cargo bike delivery

# GET IT DELIVERED!

Instreatham is funded by over 500 businesses to improve Streatham, making it a better place to live and shop.

## ASK YOUR FAVOURITE LOCAL STORES ABOUT FREE CARGO BIKE DELIVERY!

### SHARED ELECTRIC CARGO BIKE FOR STREATHAM BUSINESSES

Instreatham BID and Balfe's Bikes Collaborate to Run a Shared E-cargo Bike Service

BUSINESS CASE STUDY



"This pilot will encourage a range of local businesses to use a shared electric vehicle to transport goods, which we hope will encourage long term behaviour changes that will improve local air quality and also be good for roads."

Lucy Adams, Project Manager, Instreatham BID

ISSUE	OUTCOMES
<ul style="list-style-type: none"> <li>Heavily congested main road</li> <li>Lack of parking for customers</li> <li>Heavyweight High Volume</li> </ul>	<ul style="list-style-type: none"> <li>Free delivery service for local businesses</li> <li>Reduce emissions</li> <li>Encourage businesses to use bikes</li> </ul>
ACTION	ESTIMATED SAVINGS
<ul style="list-style-type: none"> <li>Instreatham BID and Balfe's Bikes agreed to jointly share a bike for a shared e-cargo bike</li> <li>Local businesses to be trained and maintain the bike</li> </ul>	<p>For every mile travelled via e-cargo bike versus a delivery van</p> <p><b>1.25p</b> of fuel saved</p> <p><b>300g</b> of CO<sub>2</sub> emissions saved</p> <p>Enough to power a lightbulb for 16 hours</p>

CROSS RIVER PARTNERSHIP

Lambeth

BID

INSTREATHAM

If you're a business interested in registering to use the bike, please get in touch at [info@instreatham.com](mailto:info@instreatham.com) or 02088357067. All businesses will be given free cycle training after which the bike can be booked free of charge using the booking app on a first come, first serve basis.



# InStreatham Shared Cargo Bike

- Established a local partnership with a Bike Shop
- Created a bespoke Electric Cargo Bike Scheme for Streatham businesses to hire for local deliveries *Free of Charge*
- Shared scheme uses an online booking app to hire the bike
- Businesses were keen to get involved but not sure there was demand and not keen to ride the bike themselves
- We found a local rider and tried trialling the scheme as a pilot free of charge to businesses



# InStreatham Shared Cargo Bike

- Then lockdown happened...
- Many businesses diversified their offer and home delivery from local businesses' suddenly became a big thing!
- Our rider has done over 600 miles of deliveries every month since March compared to 155 in February
- Deliveries include prescriptions for the elderly, groceries, pet foods, DIY, plants and much more! Some businesses continued to use it as a B2B service between their stores.
- *On top of all of the environmental benefits a locally managed scheme where technology supports the human interactions and doesn't replace it*

# London Smoke & Cure

Increased delivery capacity and introduced 'cook at home' meal kits



LONDON SMOKE & CURE USE

# STREATHAM BID'S FREE SHARED CARGO BIKE FOR DELIVERIES

Local smokehouse increases delivery efficiency and customer satisfaction

*"The shared cargo bike system has been a great success for our business! It's allowed us to transport larger deliveries and meet our customers face-to-face."*

Ross Mitchell –  
Founder,  
London Smoke & Cure







# Hood

From Restaurant to Pop-up shop and restaurant quality  
home cooked meals



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**INSTREATHAM**  
a voice for business, a vision for the community

# Decorators Mate

From B2B to B2C with super fast delivery



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Cheers @DecoratorsMate !

Purchased at 10am, free delivery to  
my home at 11. Great work from the

#Streatham cargo bike guy

@instreatham #shoplocal

#cargobike



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# Green Cactus

Eco café to fruit and veg boxes



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# Questions?



**INSTREATHAM**

a voice for business, a vision for the community

# Clean Air Villages: Helping SMEs Diversify During Covid-19

Kate Fenton, 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.





# CRP Clean Air Villages Directory

- Lists businesses providing their services using low or zero emission methods:



- Suppliers must guarantee they will use these methods **at least 80%** of the time when operating within the Clean Air Village concerned
- Distance from the user's postcode is shown to promote local services
- Dedicated 'village' pages
- Available online at: [www.crossriverpartnership.org/directory](http://www.crossriverpartnership.org/directory)



*"We're committed to doing everything we can to improve the air quality in London, so we're delighted to be part of the Cross River Partnership Directory"*

Kate Walker-Collins, Fed by Able and Cole (listed on the CRP Clean Air Villages Directory).

**CRP Clean Air Villages Directory**

Improve air quality in your area by using our directory of businesses offering deliveries and services without harmful emissions.

**Business Types:**

- Catering
- Cleaning services
- Couriers
- Gifts
- Groceries
- IT services/Printing
- Maintenance
- Marketing/PR
- Office supplies
- Recycling/Waste services
- Vehicle hire/Taxi services
- Other

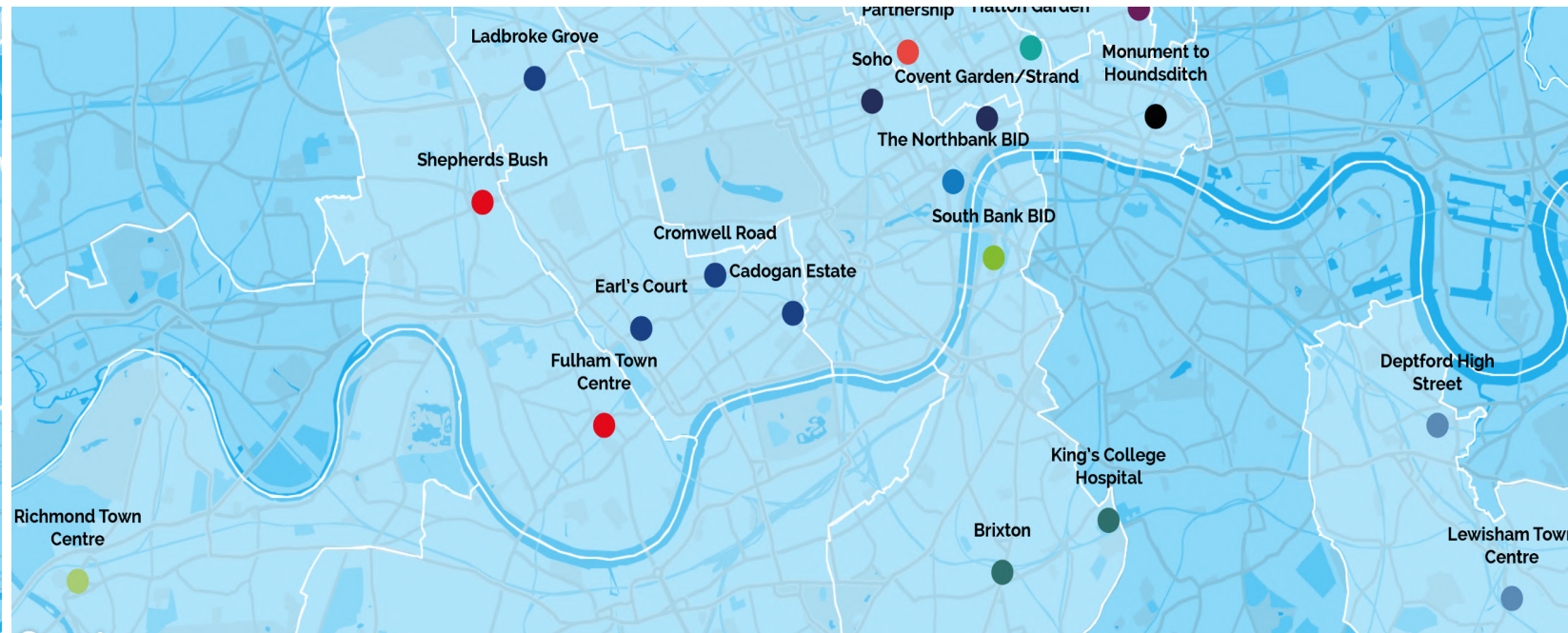
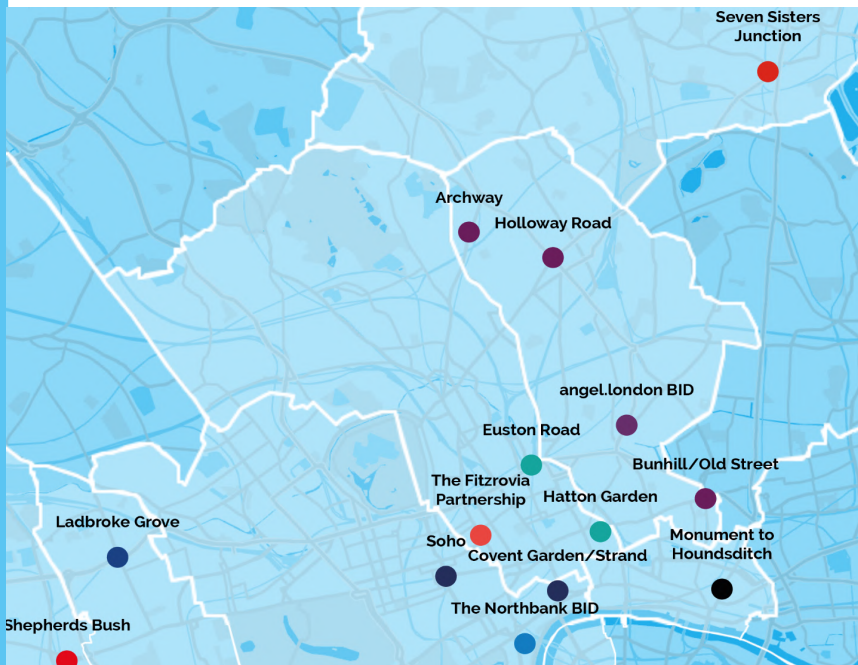
Find your local directory here: [www.crossriverpartnership.org/directory](http://www.crossriverpartnership.org/directory)

Improve local air quality

Support businesses actively tackling air pollution

# CRP Clean Air Villages Directory

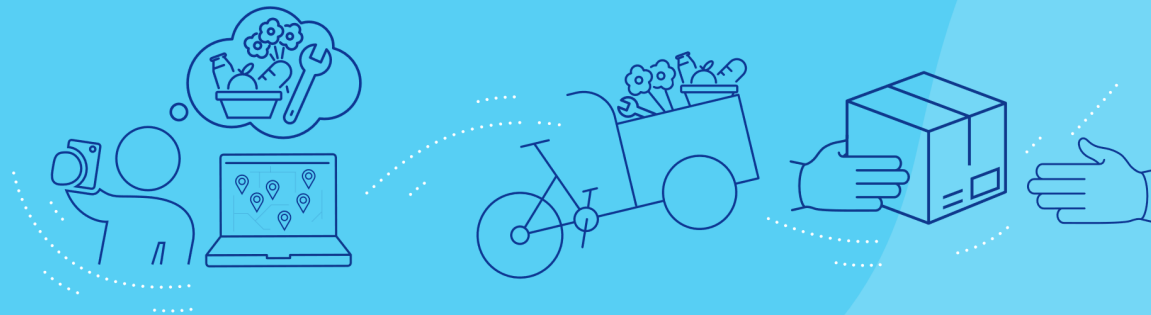
New directories launched  
10<sup>th</sup> July 2020



# CRP 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



Electric vehicles



Alternative fuel vehicles



Bike or cargo bike



Hybrid (petrol) vehicles

Find your local directory here: [www.crossriverpartnership.org/directory](http://www.crossriverpartnership.org/directory)



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





# Business Engagement

## Data Collection Methods

Surveys ↔ AQ Workshops ↔ 1-2-1s



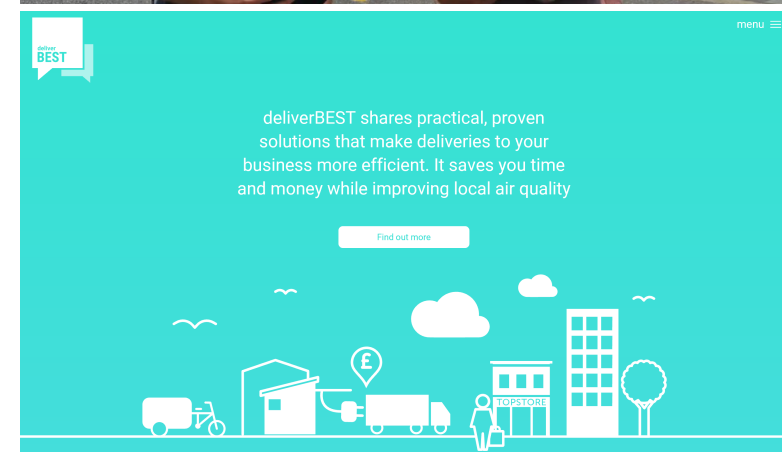
Start dialogue about local air quality issues



Informing a **local solution**

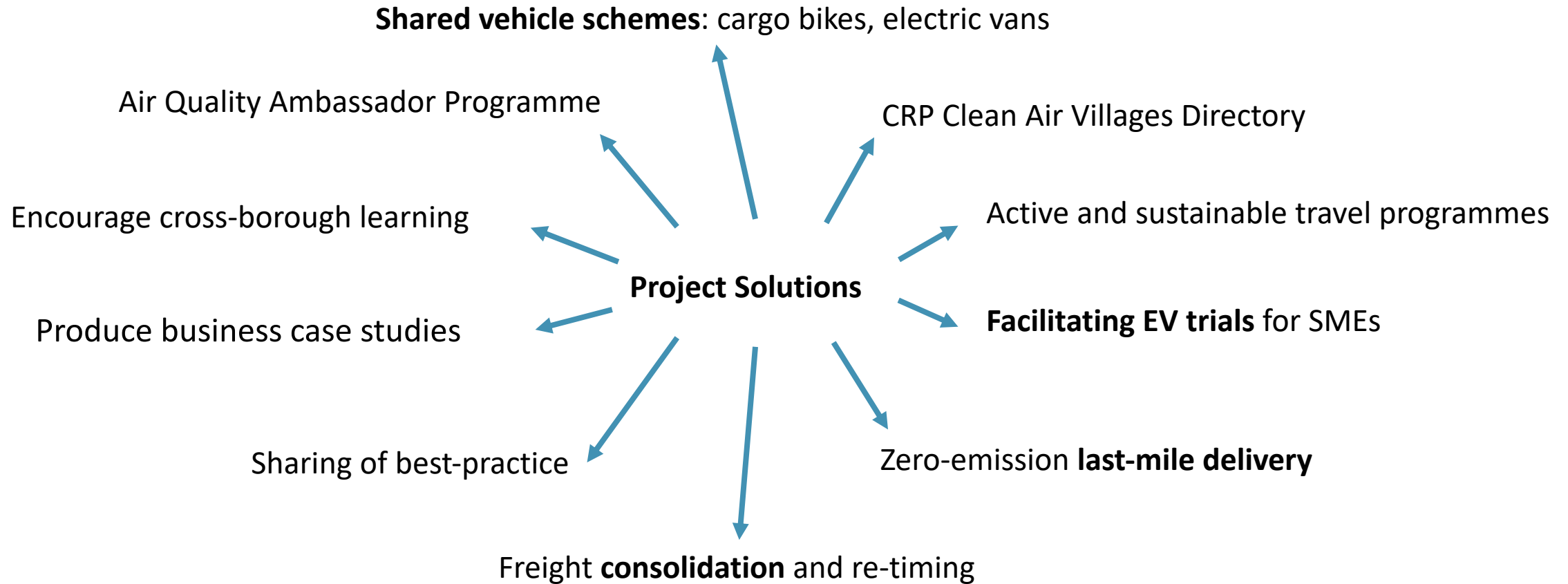
### Challenges faced:

- Small businesses time poor
- AQ not a priority





# Clean Air Villages – Project Solutions




# Questions?



# Final observations




# Call To Action

menu ☰

deliverBEST shares practical, proven solutions that make deliveries to your business more efficient. It saves you time and money while improving local air quality

Find out more



The illustration at the bottom of the banner depicts a city street scene. On the left, a delivery van and a bicycle are shown. In the center, a house is connected to a delivery truck by a cable, with a pound sterling symbol (£) inside a speech bubble above the truck. To the right, a person is walking towards a building labeled 'TOPSTORE'. Further right is a tall office building and a tree. The sky contains clouds and birds.



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# Better Prepared: Lessons Learnt from the Covid-19 Crisis



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

**Thursday 24<sup>th</sup> September 2pm**

# Thank You!



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[www.crossriverpartnership.org/newsletter](http://www.crossriverpartnership.org/newsletter)