

## **CROSS RIVER PARTNERSHIP SECURES FUNDING TO KEEP IMPROVING LONDON'S AIR QUALITY**

[Cross River Partnership](#), a non-profit and impartial partnership organisation, is extremely excited to announce it has been successful in acquiring funding from Defra's Air Quality Grant Scheme to launch a new, innovative air quality project, Clean Air Villages 4 (CAV4).

The CAV4 project will be led by [Westminster City Council](#) and build on the success of the award-winning phases [1](#), [2](#) and [3](#) of the project, led by the [London Boroughs of Lambeth, Lewisham](#) and the [City of Westminster](#) respectively. These projects delivered air quality solutions ranging from; multiple shared electric van schemes for local businesses and charities; 9 zero-emission cargo bike schemes across air pollution hot-spots in the capital; 14 dedicated Clean Air Routes between high footfall destinations; and a unique online resource, the [CRP Clean Air Villages Directory](#) of businesses and manufacturers offering deliveries, services and products via ultra-low emission methods.

Building on the extensive work undertaken over the past three years, CAV4 aims to deliver ambitious sustainable freight solutions for a Clean Air business recovery from COVID-19. These solutions will be targeted across locations identified by the Greater London Authority as areas of high human exposure to poor air quality, and will cover all aspects of business operations, from the consolidation and distribution processes of goods, to the zero emission modes of transport, the technology to support them, and the policy elements to ensure they are robust and fit for the future.

The 23 partners involved in this cross-sector project are the London Boroughs of [Barnet](#), [Brent](#), [Hammersmith & Fulham](#), [Islington](#), [Lambeth](#), [Merton](#), [Richmond upon Thames](#), [Wandsworth](#), [Kent](#) and [Westminster City Council](#), as well as Business Improvement Districts (BIDs) [angel.london](#), [Better Bankside](#), [Euston Town](#), [The Fitzrovia Partnership](#), [Hammersmith](#), [Midtown](#), [Northbank](#), [South Bank](#), [Team London Bridge](#), [Victoria](#) and [Victoria Westminster](#), plus landowner [Cadogan](#) and strategic partner the [Port of London Authority](#).

Kate Fenton, Project Manager at Cross River Partnership, said:

"CRP is really pleased to successfully receive the Defra Air Quality fund, once again to deliver the Clean Air Villages project with 23 partners. At times, the pandemic has given us a glimpse of what quieter, cleaner roads can look like for our health and our communities. For those businesses and organisations out there that have been fortunate enough to survive, there is a genuine opportunity to build back better. This includes committing to and implementing solutions that will result in fewer polluting emissions. We are keen to work on both a local and cross-borough level in London on freight solutions that will result in better air quality."

For more information about the CAV4 project please contact Project Manager – Kate Fenton: [katefenton@crossriverpartnership.org](mailto:katefenton@crossriverpartnership.org)

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## NOTES TO EDITORS

### CAV4 project partners

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### Cross River Partnership

[Cross River Partnership](#) (CRP) is a sub-regional, public-private partnership that is engaging with People, delivering innovative Projects, and shaping great Places: Delivering London's Future Together. CRP was originally formed to implement cross river infrastructure projects such as the Millennium Bridge and has since diversified to deliver a wide range of environmental, economic and community regeneration projects.

CRP's programmes transect themes such as Place Making; Health and Wellbeing; Air Quality; Diversity and Inclusion; Freight, Transport and Active Travel; Energy; Environment; Culture; and Lighting. Visit their projects' page for more information on initiatives being delivered with their [partners and collaborators](#).

### Award winning programme

#### CRP Win at the 2019 Chartered Institute of Environmental Health Excellence Awards

CRP won Best Collaboration for its [DEFRA](#)-funded [Clean Air Villages](#) (CAV1) programme at the [CIEH Excellence Awards 2019](#). The best collaboration category was awarded the most innovative, engaged and successful partnership scheme that demonstrated successful influence and impact on public protection. The project was delivered in partnership with [London Boroughs of Lambeth](#) (lead authority), [Hammersmith and Fulham](#), [Islington](#), [Lewisham](#) and the [Royal Borough of Kensington and Chelsea](#), and DEFRA. Click [here](#) to read more about the award and the judges' comments on the project.