

**CRP Lunchtime Launch 4 'Earth Day: Successful Sustainable Development in London'**  
**Thursday 22<sup>nd</sup> April 2021**



**Question and Answer Sheet**

**Q: Zoe Griffiths, Renewal & Deputy BID Manager, Your Bromley BID:** Could we share more info about single use plastics reduction please? We're currently working on an initiative to do something this summer.

**A:** Please see [here](#) for [Midtown BID's](#) guidance for individuals on how to reduce their waste footprints. One of Midtown BID's current priorities is to help businesses reduce their waste footprint, with a particular focus on plastic, as part of their contribution to meeting the UN's Sustainable Development Goal 12: Responsible Consumption.

**Q: Craig Nicol, Healthy Streets Manager, Enfield Council:** What is the strategy for walking as part of the commute? Mapping to direct people away from traffic or routing via signage or lastly make high traffic pedestrian areas more attractive?

**A:** CRP have developed Clean Air Walking Routes as part of the [Clean Air Villages 3](#) programme. Quieter routes were identified as an alternative to more well-known and busier 'standard' routes between stations and popular destinations. These decisions were informed by Environmental and Healthy Streets Index data maps, provided by [Tranquil City](#), as well as site visits to identify any accessibility or other concerns. Please see the full report [here](#) and access the routes online [here](#). Examples of making high traffic pedestrian areas more attractive includes [Westminster City Council's](#) developments in the Oxford Street District – more detail can be found [here](#).

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**Q: Cyril Bekoe, BID Manager, Ilford BID:** Please could you provide some more information on the Northbank BID cycle to work schemes?

**A:** Please see [here](#) for information from [The Northbank BID](#) on cycling to work, cycle safety, maintenance and more.

**Q: Helen Burridge, Senior Operations Manager, Baker Street Quarter Partnership:** How have businesses responded to the wider SDGs (ie ESG model) over and above legislative support on e.g. carbon reduction?

**A:** Many businesses have responded through clean transport, clean energy, waste reduction and energy efficiency, all commitments of the [London Business Climate Leaders](#). Businesses within the network have a collective annual turnover of around £192 billion and represent over 165,000 employees in London. Their workplaces also occupy over 28 million square feet of London's commercial buildings.

**Q: Rob Edwards, Lead Sponsor, Transport for London:** Do you think that business is genuinely and personally committed to this agenda, or is it more about image and reputation? At the end of the day, does it matter what the motivation really is?

**A:** From a central London perspective it certainly feels as if the tide is truly turning in terms of Business commitment to all forms of sustainability. Post-pandemic pressure from more-aware consumers is driving some of this, and is actually making Business of the possibilities of opening up new markets via their commitments to sustainability. So being 'green' and being profitable can genuinely go hand-in-hand, and mutually re-enforce one another.

**Q: Joe Smith, Senior Consultant, Momentum Transport:** To what extent have BID members backed initiatives focused on sustainable transport e.g. active travel, freight retiming and consolidation, temporary Traffic Management Orders etc?

**A:** In central London BID businesses have in many cases been persuaded of the benefits of these types of initiatives. Once people understand why these things are important, then they are happy to come on board. BIDs have learnt to put a huge amount of effort into engaging with their members, repeatedly, especially to take account of recent increases in commercial tenant changeovers, business staff turnover etc. There is a need to engage on an ongoing basis to continually get messages out there.

**Q: Nicola Grant, Executive Director, Positively Putney BID:** We have had a real issue with anti-social behaviour on one of our parklets or so the residents claim - I am under pressure to remove it. What can I do?

**A:** There are quite a few things that can be done to reduce antisocial behaviour associated with parklets. In terms of the design and placement of the parklet, measures can include incorporating appropriate signage and messaging (e.g. no smoking signs), placing parklets on streets with high footfall, ensuring plenty of street lighting and enabling the parklet to be in view of public or private CCTV. It is also important to try and facilitate a level of community ownership for the parklet (or encourage 'parklet activation' as Helen mentioned in the chat). For example, getting businesses or community groups to use the parklet for their own activities, display community news, or even get involved in maintaining the planting or design features etc. This tends to get the community to become more invested in the parklet and therefore helps to prevent antisocial behaviour. [CRP's Parklet Guidance](#) provides additional information on ways to facilitate

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community ownership with regards to parklets, and I would recommend looking at this if you would like more detail.

**Q: Flora McFarlane, Business Development Manager, Vivacity Labs:** Are BIDs able to quantify the impact of schemes like parklets on modal shift or impact on traffic coming to/through the area? Is this important?

A: Yes, it is possible for BIDs to quantify the impact of schemes such as parklets, and understanding their impact is important to demonstrate economic, social and environmental viability and benefits. Collecting baseline data at the start of the project (pre-installation) as well as data following installation will allow you to demonstrate the impact of the parklet, and there are several quantitative and qualitative methods that can be used:

- Surveys and interviews with parklet users on wellness, wellbeing and mental health
- Local air quality data to understand if there are a reduction in vehicles to the area
- Observational data such as head count and bicycle count to understand the increase/decrease
- Economic data of local businesses in terms of sales or job creation, and interviews to understand the impact on their business
- Longitudinal data such as repeated surveys, new businesses on the road and local requests for parklets.

[CRP's Parklet Guidance](#) provides additional information on what to consider when monitoring parklets, and we will also be publishing a guidance document on how to create a successful monitoring programme in due course.

**Q: Bridget Fox, External Affairs, Woodland Trust:** Increasing London's tree canopy cover, and protecting existing mature trees, are vital for climate resilience, nature and wellbeing. How can we work better together to safeguard the capital's trees, and increase their number?

A: There are several ways we can work together to safeguard and add to London's tree canopy. For example, Councils can work with developers to include tree planting and greening as part of new developments as well as with charity organisations to identify areas for more tree planting. For example, as part of [National Tree Week](#), [Trees for Cities](#) planted nearly 15,000 trees in Goodmayes Park in London with the help of hundreds of volunteers and local community groups. There are also several funding opportunities and schemes that you can apply for to help with the planting of trees across London. The [Woodland Trust Free Trees](#) scheme gives away thousands of free trees every year to school and community projects, whilst programmes like Trees for Cities help fund greening projects of up to £1,000.

**Q: Josh Newton, Activation, Ellen MacArthur Foundation:** How important is the transition to the circular economy for communities and businesses to build back greener and cleaner?

A: The circular economy is a crucial part of the solution to build back greener and cleaner as it will help to combat climate change and other global challenges, while offering significant opportunities for new and better growth. Communities and businesses have an important role to play in the transition to the circular economy, for example by transforming how we design and make products but also how we use and re-use them and reduce our waste in terms of both products and food. I think the drive to build back greener and cleaner will



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certainly be linked with the transition to the circular economy, enabling us to meet challenges associated with issues such as climate change and a growing global population, whilst also creating a prosperous and resilient economy that can run successfully and sustainably in the long term.

**For more information, please contact CRP Director Susannah Wilks:**  
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