

# CROSS RIVER PARTNERSHIP

Delivering London's Future Together

Fortnightly newsletter

Tuesday 11th May 2021



## CRP's Next Lunchtime Launch Event!



Join us from **1:15pm – 2:00pm, Thursday 20th May**, for [Spatial Mapping and Analysis: Benefits for Air Quality, Logistics and Healthy Streets](#).

[Sign up here!](#)

For CRP's fifth Lunchtime Launch event, we are excited to launch our new Urban Logistics Hub Webpage – an interactive mapping tool, developed as a result of our recently published '[The Potential for Urban Logistics Hubs in Central London](#)' study. This new tool will increase the number of sustainable last-mile deliveries in Central London, in turn reducing air pollution, congestion and carbon emissions, by supporting freight logistics companies who are actively searching to occupy a location, and supporting owners of sites looking to advertise their spaces to prospective freight companies.

We will also be joined by **Dr Rachel Aldred**, [University of Westminster](#), to discuss how spatial mapping and analysis can help identify equity and distributional issues related to neighbourhood interventions. Her recent research involves analysis of Low Traffic Neighbourhoods in London in relation to neighbourhood and population characteristics, including age, disability, ethnicity, deprivation, and car ownership, based on Output Areas of several hundred residents. The research highlights how London-wide impacts may mask wide diversity by borough, and the need to monitor such distributions at borough as well as city-level.

If you missed our latest event, 'Earth Day: Successful Sustainable Development in London', please see [CRP's YouTube channel for the full recording!](#)

For further information about CRP's ongoing Lunchtime Launch programme, please contact CRP Project Officer [Rachael Aldridge](#).

[Register here for CRP's next Lunchtime Launch](#)

# New Healthy Streets Everyday Guidance Document



CRP's [Healthy Streets Everyday](#) programme is excited to launch '[Meaningful Monitoring: Providing the Path to Positive Change](#)'. The report is designed to support Local Authorities, Business Improvement Districts, Landowners and Policy Makers with the implementation of successful monitoring schemes by providing best practice guidance that builds on the knowledge and insights gained from CRP's own monitoring programme and data analysis expertise.

Many of the streetscape initiatives implemented over the past year have been done so to enable our streets to become 'healthier', encouraging walking and cycling, and supporting schemes such as outdoor dining to enable business recovery whilst reducing the likelihood of COVID-19 transmission.

Ensuring that these initiatives are being delivered successfully is essential. Monitoring helps to provide this evidence and can act as a proof of concept for existing or planned interventions, helping to enable wider roll out and even the transition to more permanent, positive change.

By providing case study examples from CRP's own [Vivacity](#) monitoring programme, the report highlights the importance of monitoring to make evidence-based decisions, whilst also showing how data can be used to provide accountability for a scheme's introduction. We hope that this will help to support the application of further successful monitoring programmes and ensure that the implementation of streetscape initiatives continue to deliver healthy streets.

CRP is extremely grateful to the [Mayor's Air Quality Fund](#) for making this Guidance Document possible. For further information about Healthy Streets Everyday, please contact CRP Project Manager [Fiona Coull](#).

[Read Meaningful Monitoring: Providing the Path to Positive Change](#)

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**Sadiq Khan re-elected as London Mayor**



[Labour](#) candidate Sadiq Khan has been re-elected as the Mayor of London for another term after winning 55.2% of the popular vote.

Sadiq Khan has promised "to strain every sinew to help build a better, brighter future for London". This continues to focus on a green recovery, creating an equal, fairer, and global London, and continuing to promote walking, cycling and public transport.

Congratulations to all candidates for weeks of excellent campaigning during extremely difficult times, and to Sadiq Khan for his re-election. CRP looks forward to continuing to deliver our innovative [Healthy Streets Everyday](#) and [Clean Air Thames](#) projects thanks to the [Mayor's Air Quality Fund](#).

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## London Borough of Southwark Joins CAV4



We are delighted to announce that CRP partner [London Borough of Southwark](#) will be joining the [Clean Air Villages 4](#) (CAV4) programme, starting immediately! They join 25 CAV4 partners, including Local Authorities, Business Improvement Districts, Strategic Agencies and Landowner, as part of the year and a half long project to deliver ambitious Freight Solutions for a Clean Air business recovery from COVID-19.

We look forward to working with the London Borough of Southwark on delivering key sustainable freight initiatives across their targeted area to improve air quality, efficiency and traffic congestion, in turn supporting the borough's upcoming [New Southwark Plan](#).

For more information about CAV4, please contact CRP Project Manager [Kate Fenton](#).

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Following the success of CRP's [Vivacity](#) Monitoring Programme, the [South Bank BID](#) have commissioned CRP to provide one year of in-depth monitoring and data analysis at 5 locations in the South Bank area. The monitoring will help to provide a detailed picture of active travel and vehicular movements in South Bank, as well as an insight to social distancing trends and local emissions in the area.

By providing quarterly reporting that details the monitoring analysis at each of the five locations, CRP will help [South Bank BID](#) to provide the proof of concept for existing or planned interventions and identify areas where additional measures may be required. This could then help to enable the wider roll out of initiatives and support the transition to permanent, positive change.

To find out more about the benefits of monitoring, take a look at CRP's '[Meaningful Monitoring: Providing the Path to Positive Change](#)'!

If you are interested in finding out more about CRP's data analysis services, please get in touch with CRP Project Manager [Fiona Coull](#).

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## Save The Date!



CRP is making tentative plans for an informal and real-life **CRP Partners' Drinks Event** in central London, on **Wednesday 29th September 2021, 6pm – 8pm**. Please save the date, and we will be in touch again in due course.

Do let us know if you have any ideas for venues that could benefit from an event for 100-200 people!

For further information please contact CRP Director [Susannah Wilks](#).

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## CRP's Spotlight On: London & Partners



*This week's focus is on CRP Strategic Agency partner [London & Partners](#). We heard from London's Business Growth and Destination Agency about the organisation's contribution to the capital city.*

[London & Partners](#) is celebrating ten years of being the business growth and destination agency for London. Since we were founded in 2011, we have created £1.5bn in economic growth and nearly 70,000 jobs in London by promoting the city as a place to invest, grow, study and visit.

The organisation has also made an important contribution to London's brand with high impact media and marketing campaigns for the city. The focus is about both telling London's story but, importantly, supporting everyone who wants to be an advocate for London to tell their story brilliantly. For 2021/22, we have published a [new strategy](#) with the aim of helping power London's reinvention during its recovery as well as maintaining and enhancing its position as a global city. The global pandemic has affected some sectors and communities disproportionately which is why our renewed mission focuses on delivering resilient, sustainable, inclusive growth.

In that context, London & Partners will focus on supporting businesses in high-growth sectors to scale, attracting visitors and events, growing London's reputation and creating partnerships and profit-making ventures. In the shorter-term, however, we have a job to do to breathe life back into the city as lockdown restrictions ease. Domestic tourism has never been more important, with 1 in 5 people in London working in culture, hospitality and retail and to help drive the wider economic recovery.

That's why London & Partners have helped launch the largest domestic tourism campaign London has ever seen. Business districts, the culture and hospitality sector, [Transport for London](#) and the [Mayor of London](#) have all come together for a major advertising push - '[Let's Do London](#)'. Its aim is simple – to bring as many people from across the UK to the city as possible to make the most of this unique period. Most importantly it will fun, affordable, accessible and will protect jobs.

[Take a look at the Let's Do London Digital Toolkit](#)

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**Local Business Week 2021**

# LOCAL BUSINESS WEEK



This week is [Local Business Week](#) – a time to celebrate the backbone of the UK economy and support the diversity of local businesses up and down the country.

With the relaxing of social distancing restrictions and re-opening of businesses, now more than ever our local communities need our support to build back better to survive and thrive in the months ahead. CRP has delivered innovative projects to support local businesses throughout the pandemic, offering sustainable delivery options and guidance.

Here are some of the schemes and online tools that local businesses can utilise to improve their operations for a sustainable recovery from COVID-19:

[Free cargo bike deliveries as part of the \[Clean Air Villages\]\(#\) project](#)

- Soho - [Westminster City Council](#): contact [Anusha Rajamani](#) for more information.
- Richmond - [London Borough of Richmond Upon Thames](#): contact [Laura Jacklin](#) for more information.
- Seven Sisters - [London Borough of Haringey](#): contact [Anusha Rajamani](#) for more information.

[Shared electric vehicles for your deliveries](#)

If you are a business operating in [Brixton](#) or [Hammersmith and Fulham](#), take advantage of using the shared electric vehicle schemes, saving you time, money, and emissions.

[CRP Clean Air Villages Directory](#)

Is your business already delivering goods and services using fully electric, ultra-low emission vehicles, cargo bikes or by foot? [Join our directory today](#) and advertise your business for free!

[DeliverBEST](#)

[Answer ten quick questions](#) to receive relevant suggestions that will help you reduce costs, make your operations more efficient and help improve air quality.

[Clean Air Route Finder](#)

Some streets have cleaner air than others. Advertise clean air routes to your business by using our recently updated [Clean Air Route Finder](#).

Wondering how to make a switch to faster, cheaper, less polluting modes of transport? See how others are making the change:

- Clean Air Villages 1 [case studies](#)
- Clean Air Villages 2 [case studies](#)



## Future City Report

The [City of London Corporation](#) has released '[The Square Mile: Future City](#)' report, produced by the City Corporation's Recovery Taskforce



## International Day of Light

*Photo Credit: The Illuminated River Foundation*

in partnership with [Oliver Wyman](#), which sets out a vision for the next five years with detailed actions to enhance the City's competitiveness and attractiveness.

The Recovery Taskforce's mission is to ensure the Square Mile is the world's most innovative, inclusive and sustainable business ecosystem as well as an attractive place to work, live, learn and visit.

The report focuses on three key dimensions of the City's offer:

- Fostering an innovative ecosystem for businesses and talent.
- Ensuring a vibrant offer that engages workers, visitors, learners and residents.
- Delivering outstanding environments that support people and businesses with sustainable buildings, high quality streets and public spaces.

Policy Chair at the City of London Corporation, [Catherine McGuinness](#), said: "We have been listening to businesses of all sizes in the City to understand how the pandemic has affected their ways of working and their needs going forward. Firms have told us that they remain committed to retaining a central London hub but how they operate will inevitably change to reflect post-pandemic trends, such as hybrid and flexible working.

"The Square Mile must evolve in order to provide an ecosystem that remains attractive to workers, visitors, learners and residents. This will involve encouraging growth, fostering talent from all backgrounds, providing a vibrant leisure offer and offering outstanding environments.

"Inclusion, innovation and sustainability should be at the core of the future City. We remain confident that the Square Mile will return to its usual buzz and vibrancy by building on these pillars."

[Read more](#)



## Walking to School Week

[Walking to School Week](#) is taking place 17th - 21st May!

Living Streets' five-day walking challenge

This year's [International Day of Light](#) is on 16th May 2021. This global initiative focuses on the continued appreciation of light and the role it plays in science, culture and art, education, and sustainable development, as well as in fields as diverse as medicine, communications and energy.

CRP has long-advocated the role that light can play in London, stretching back to its [Light at the End of the Tunnel](#) project that used artistic lighting interventions to make the railway viaduct and its arches and tunnels much less of an economic, community and physical barrier across the London South Central area.

More recently, CRP was one of the funding partners supporting [Centre for London's Seeing Clearly: A Lighting Vision for London](#) report, which aims to inspire collaborative action by Local Authorities, communities, landowners, Business Improvement Districts and others to maximise the positive benefits to be accrued from sensitively-delivered lighting schemes.

The most recent and impressive light art scheme to land in London is [The Illuminated River](#). This free and permanent installation has now been completed for 9 of the central London bridges over the River Thames. This includes the Golden Jubilee footbridges that CRP originally delivered using Single Regeneration Budget money with its partners [City of Westminster](#), [London Borough of Lambeth](#) and others.

Huge congratulations to [Sarah Gaventa and her team](#) on The Illuminated River project!

Please see [The Illuminated River website](#) for information on guided walks and more!



## Mental Health Awareness Week

This week is [Mental Health Awareness Week](#), with this year's theme being Nature.

There are times in all our lives when things can feel too much. Nature is something so simple that can support good mental health. More than half of UK adults say that being close to nature improved their mental health and almost

is an annual celebration of the walk to school. This year's theme is 'Walking Superpowers', focusing on benefits of walking for individuals, communities and the planet. Walking increases concentration and creativity, in addition to creating safer, less polluted and more welcoming streets. Each pupil is challenged to **travel sustainably (walk, scoot, cycle or Park and Stride) to school every day for one week.**

The week supports pupils with special educational needs and disabilities to enjoy walking, including travel by wheelchair or mobility scooter. Encouraging parents to park even a little way from the school reduces congestion and air pollution at the school gates and improves road safety.

CRP's [Clean Air Route Finder](#) is the perfect tool to plot a cleaner, greener route to and from school, helping you to avoid polluted main roads and discover quieter back streets free from congested traffic.

School Streets are a beneficial temporary intervention to support cleaner air around school premises and encourage more active travel. As part of CRP's [Healthy Streets Everyday](#) project, we delivered the [Hackney School Streets Hotline](#), a free telephone service aimed at helping partners and London boroughs to design and implement more successful School Streets.

Putting pedestrians first is a key focus of delivering Healthy Streets for all to enjoy. [Watch our webinar](#), 'Pedestrian Priority Streets: Benefits for Schools, Businesses and Your Health', in collaboration with [Westminster City Council](#) and [Global Action Plan](#). Our handy [Pedestrian Priority Toolkit](#) accompanying the event has lots of useful resources, guidance and links to external support.



## Open Innovation Challenge

An Open Call for [Designing London's Recovery](#) - the Mayor's latest open innovation challenge, was recently launched on 16th March 2021 and will remain open until **midday (12:00 GMT) 30th June 2021**. You can find out further information by contacting the [GLA's](#) lead on technology and innovation [Sandy Tung](#).

CRP has already been briefed about the opportunity. If any organisations or individuals would like to collaborate on any potential submission/s, please don't hesitate to get in touch with CRP Project Manager [Sefinat Oturu](#) or CRP Director [Susannah Wilks](#).

two thirds of people said that being close to nature meant they experience positive emotions. Nature can help to put things in perspective and bring calm to our lives.

Get off the beaten track and discover nature in London with [CRP's Clean Air Route Finder](#) for quiet, clean air routes which reduce your exposure to air pollution!



## Happy Two Year Anniversary to the CRP Clean Air Villages Directory!

The [CRP Clean Air Villages Directory](#) launched on 20th May 2019, encouraging customers to consider the vehicle type used when ordering goods for delivery. When given a choice, it would be better for items to be delivered by, for example, bike or electric vehicle, compared with a diesel vehicle. CRP also wanted to promote businesses and suppliers who used such modes of transport.

[Check it out for yourself](#), there's everything from bread, champagne and cheese to stationery and cargo bike providers!

The website lists businesses providing their services using fully-electric, ultra-low emission vehicles, cargo bikes or by foot. The directory also lists suppliers who manufacture or lease ultra-low and zero emission vehicles. The distance from vehicle dispatch point to village centre is highlighted to support local businesses and reduce congestion. Partners of the recently launched [Clean Air Villages 4](#) programme will all receive a tailored, local site of their own.

For further information, please contact CRP Project Manager [Kate Fenton](#).



## Westminster Unit Business Survey

Find out more

[Westminster City Council](#) (WCC) have launched the third wave of their business survey.

In wave 2 of the pandemic, WCC asked respondents what the Council could lobby for. One in three identified the need for initiatives to help bring customers back to the City safely. In response, the Council launched the successful [Sightsee Crowd Free campaign](#) to encourage visitors to experience Westminster like never before, which increased footfall by 38%.

Please do take part in [the survey](#), which takes less than 10 minutes to complete!

Take the survey

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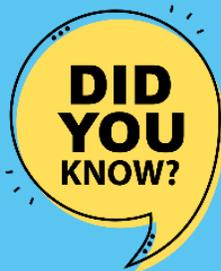
## CRP's Staff Spotlight On: Sefinat Otaru



*This week we are featuring CRP Project Manager [Sefinat Otaru](#).*

My role at CRP as a Project Manager is dynamic. I've worked on projects ranging from researching socioeconomic issues for local authorities to developing a 10-year stewardship strategy for a prominent London landowner. Currently, I'm developing technical solutions for the [Clean Air Villages 4](#) project, coordinating operators on the Thames to [clean up their vessels' exhaust](#), and leading on communications for a [smart-charging project](#) with [UPS](#).

I appreciate the challenges each day brings as I'm pushed to find creative solutions with the CRP Team and our partners. It's also gratifying to be able to walk around the city see those solutions in action!



CRP published the Market Based Delivery and Servicing Plan for London Markets in 2017?

[Click here to read the executive summary.](#)

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# Dates for your Diary



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12th May, 10am. [Healthy Buildings: A Focus on Light and Indoor Air Quality](#). New London Architecture.

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13th May, 4pm. [Citizens Science Workshop - Addressing Air Pollution in Barnet](#). Barnet Citizens.

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20th May, 10am. [Air Pollution Information System New Mapping Interface Launch](#). JNCC.

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20th May, 1:15pm. [Spatial Mapping: Benefits for Air Quality, Logistics and Healthy Streets](#). CRP Lunchtime Launch.

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21st May, 1pm. [Network-H2 Webinar: Multi-modal transport, logistics and autonomy](#). Network-H2.

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26th May, 12pm. [London Rising: online event series, unlocking London's potential post-Covid](#). Evening Standard.

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27th May, 1pm. [Plugged In: Opportunities in the Electric Vehicle Infrastructure Market](#). Business Growth Hub.

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28th May, 10:30am. [Designing London's Recovery Launch Event: Brief One & Two](#). Design Council.

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Cross River Partnership is an alliance of Angel London, Better Bankside BID, Brixton BID, Cadogan, Camden Town Unlimited BID, Cheapside Business Alliance, City of London Corporation, Euston Town BID, Greater London Authority, Groundwork London, Hammersmith BID, Hatton Garden BID, London and Partners, London Borough of Camden, London Borough of Hammersmith and Fulham, London Borough of Islington, London Borough of Lambeth, London Borough of Lewisham, London Borough of Southwark, Midtown BID, Network Rail, Port of London Authority, Royal Borough of Kensington and Chelsea, South Bank BID, Team London Bridge BID, The Fitzrovia Partnership BID, The Northbank BID, Transport for London, Vauxhall One BID, Victoria BID, Westminster City Council.

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