CRP's Connect 4 Series: Session 7 Urban Futures: Creating a City to be Proud Of

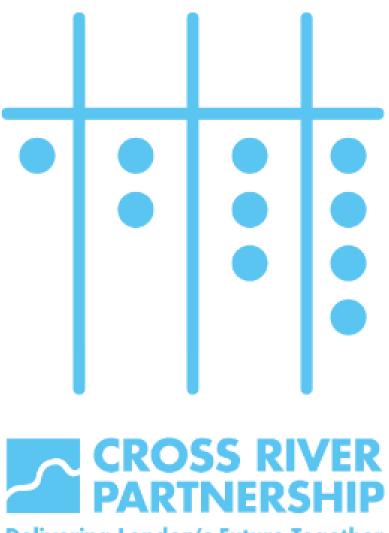


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CRP's Connect 4 Series



Delivering London's Future Together

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Today's Agenda



Chris Hogwood

Alexandra Herdman

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Department for Environment Food & Rural Affairs

Jack Alexander

Discussion and questions



Please post your questions and thoughts throughout this session in the chat box







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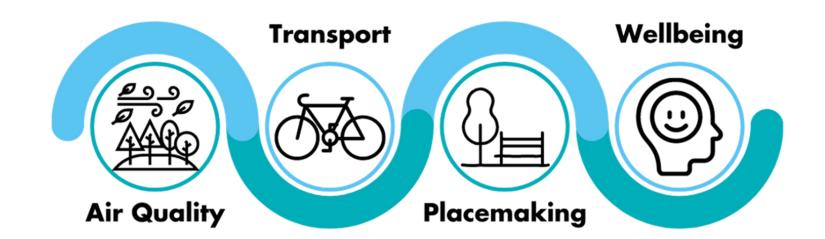
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Cross River Partnership (CRP) delivers environmental, economic and community-focused projects. We support public, private and voluntary organisations to address creatively challenges around Air Quality, Transport, Placemaking and Wellbeing.

We are experts in delivering positive change. CRP has a history of over 27 years of achievements, spanning public, private, voluntary and community sectors.



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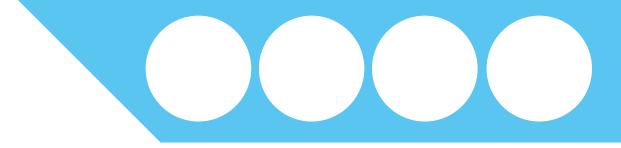


Chris Hogwood Managing Director Landsec

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Urban Patriotism

- 12 focus groups across four cities .
- Exploring what people love about the . cities where they live, the challenges they face and what might change their relationship with their home city.
- To help us understand how we can • play a role in contributing to more successful cities that place quality of life at their heart.





Introducing urban patriotism

The most important theme to emerge from this research is urban patriotism.

We use this term rather than civic identity because it denotes an emotional, visceral attachment to big cities which is core to its residents' identity. In small towns across the country, we have long picked up on the concept of "wounded civic pride" - a result of the decline of these towns' high streets. their major employers and, often, their shared spaces. In big cities, the relationship with their home is different for residents. It is tied up more with the city's size, influence, and general buzz.

If anything will keep people in big cities, it is this urban patriotism - and it's something that everyone with an interest in the future of cities needs to be keenly aware of. especially when considering how to shape the built environment. For many people.

This can sound vague or ambiguous. but it is not. In every city we held focus groups, participants said the city formed a fundamental part of their identity. When

In all our discussions, it was clear there were things that contributed to and reinforced this identity. Family and friends living nearby forges incredibly strong bond een people and their home city. Whe your family all hail from one city, it helps foster a shared identity with other people from the city who often share similar values and characteristics, such as the same accent similar outlook, valuing local culture and history, and so on. This is true regardless of people's family heritage; cities unite people of different backgrounds This challenges the perception of cities as transient places of individuals, who stop only

cities are much more than just places to live.

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people spoke about how much they loved the city's culture and history, they were talking about their own culture, their own history. The city felt part of them, just as they felt part of the city. Identity anchors people to their city. This identity is part of who they are, part of how they see themselves. Something that contributes to their happiness and quality of

for a short time before moving on, never really gaining a deep attachment of any. kind. The truth is that, just like towns and villages, cities are places many people feel rooted to through family ties, and as a result care passionately about them.

An inclusive identity

This does not, however, make for an exclusive, protected identity that is closed to people not born in the city. In fact it is the complete opposite. During focus group discussions, it was striking how newcomers. to cities said they felt welcomed into this city identity immediately. This was equally true regardless of whether people had moved there from rural England, eastern Europe or the Caribbean. This openness was to attract investment in new homes, shops, a source of pride for long-term residents. something satisfying and rewarding; they loved the idea of more people sharing their love for their city.

The city's physical aesthetics play a role too: the fabric of historic buildings being a reminder of the city's industrial heritage. From the present day, sporting heroes from the city competing on the national stage generate enormous pride, and put famous faces to the city's name. As well as helping to shape and reinforce a city's identity

these cultural assets are also extremely inclusive; a shared appreciation of the city's architecture, or supporting a sports team together, is open to everyone.

contributes very positively to perceptions of a city, attracting new residents, commuters, students, visitors. And where people go opportunity often follows: in contributing t the 'brand' of a city, urban patriotism helps restaurants, bars, cafes and many of the things that draw people to cities.

Of course, this is not to say that urban patriotism is so strong that people will put up with anything, that they will tolerate declining living standards for themselver and their families. Clearly they will not and that's not our point. Rather, what we are saying is that it is urban patriotism that fundamentally anchors people to cities, and makes them more likely to want to stay.



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Our Community Charter

Connecting with people where they are and on what they care about



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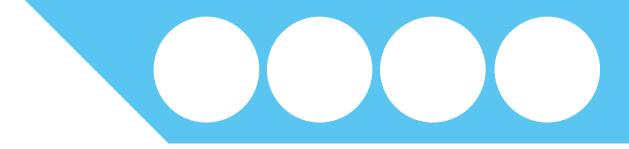




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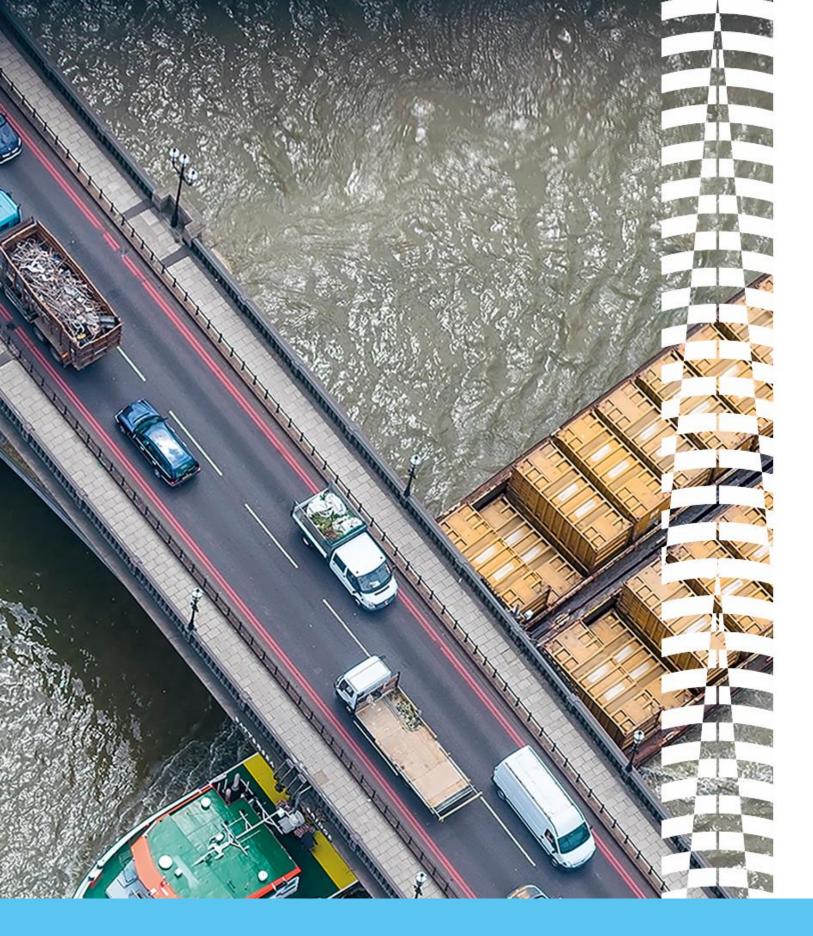
Alexandra Herdman **Public Policy Manager Logistics UK**

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Logistics in London

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About us

Our mission

Logistics UK supports, shapes and stands-up for safe and efficient logistics

Efficient logistics is vital to keep Britain trading. With Brexit, COVID-19, new technology and other disruptive forces driving change in the way goods move across borders and through the supply chain, logistics has never been more important to the UK.

A champion and challenger, Logistics UK speaks to Government with one voice on behalf of the whole sector, with over 19,000 members from the road, rail, sea and air industries, as well as the buyers of freight services.



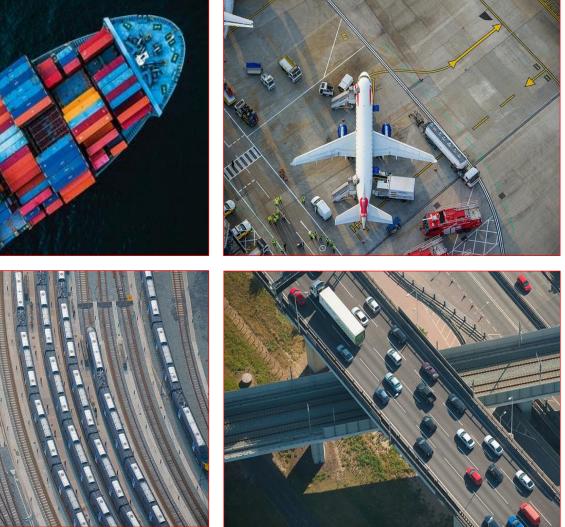


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Delivering in London - Challenges

- Congestion
- Reallocation of road space
- Low Traffic Neighbourhoods
- Kerbside access
- Night time delivery restrictions
- London Lorry Control Scheme
- LEZ/ULEZ
- Direct Vision Standard
- Smart Road User Charging



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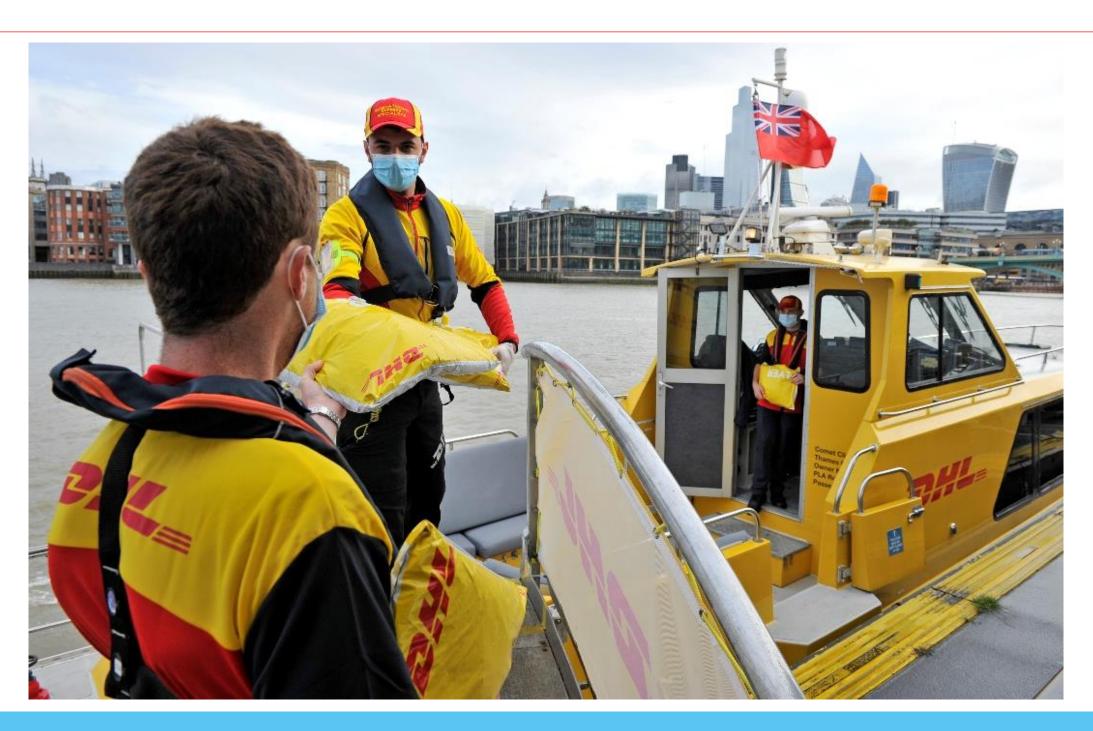
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Delivering in London - Solutions



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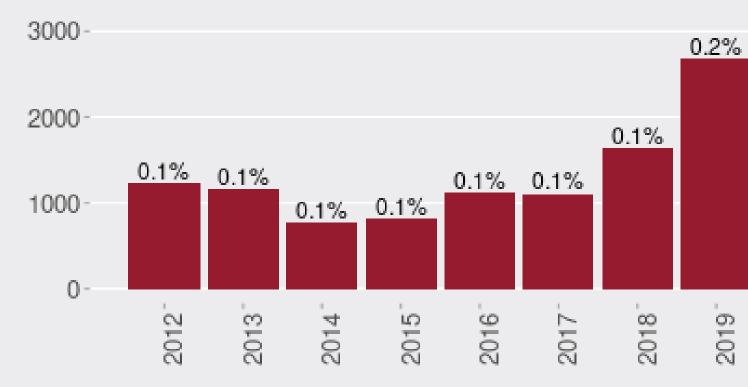
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Logistics Jobs – Cities of London and Westminster

Cities of London and Westminster

Estimated number of logistics jobs over time: (% total jobs)



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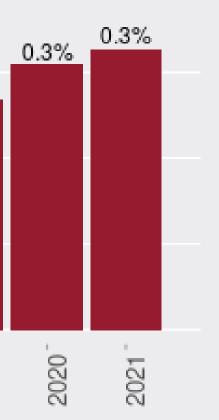
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Logistics Jobs – Cities of London and Westminster

Statistics for 2021:

Average logistics jobs in an area this size:

Logistics jobs in this area:

Gross value added generated by these jobs:

Logistics workers receiving training:

Managerial-level logistics jobs:

... out of managerial jobs, number previously in entry-level jobs;

... out of managerial jobs, number with no university education:

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	52,528
	3,281
	£126m
	2,854
	623
5	312
	418



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Logistics Jobs – Thurrock

Thurrock

Estimated number of logistics jobs over time: (% total jobs)



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Logistics Jobs – Thurrock

Statistics for 2021:

Average logistics jobs in an area this size:

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... out of managerial jobs, number previously in entry-level jobs

... out of managerial jobs, number with no university education:

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	2,789	
	18,872	
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	16,418	
	3,586	
S:	1,793	
i:	2,402	



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Jack Alexander

Cross River Partnership

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Project Officer

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Why Cargo Bikes

- Green, clean last mile solutions
- Low emission
 - Traffic
 - -Idling
 - Failed delivery

- Healthier streets
- Local solutions
- Place-making
 - -Community benefits
 - -Visibility
 - Connectedness







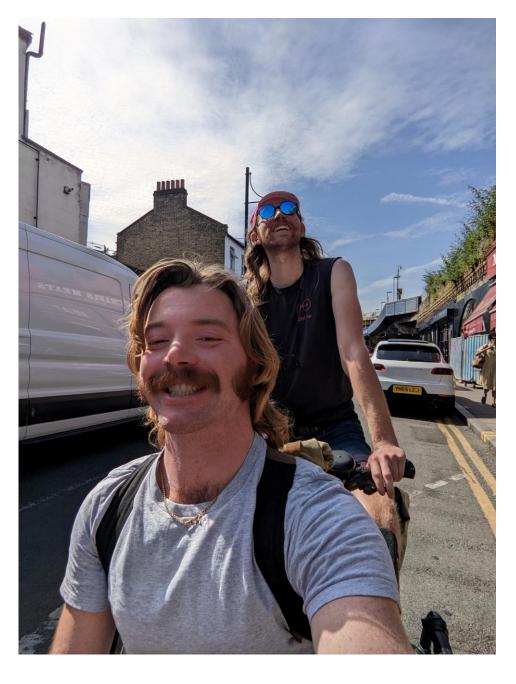
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CRP's Work with Cargo Bikes

- Brixton logistics hub
 - Funded by CAV4 & Impact on Urban Health
 - Rerouting B2B deliveries through cargo bike hub
- Pier adaptation study
 - Becket Rankine
- Camden shared bike
- Wimbledon
- LB Lewisham cargo bike
 - With training provided by Bikeworks





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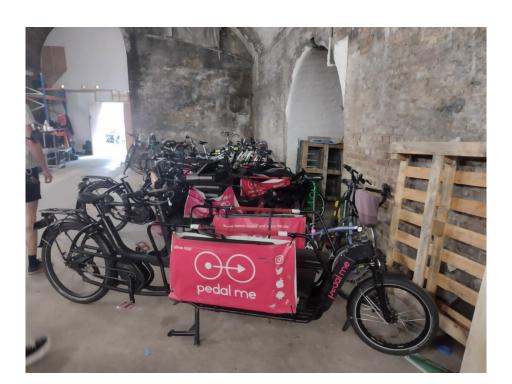


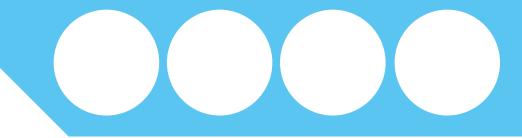
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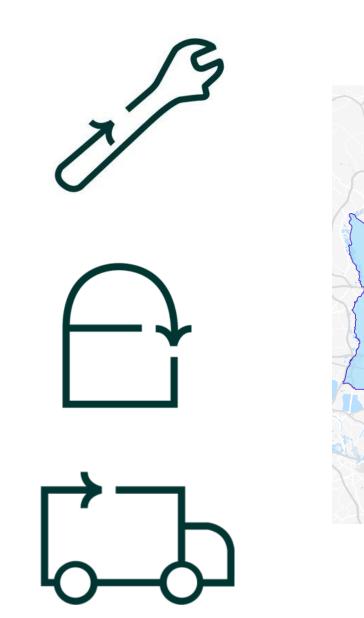






Cycle Logistics Challenges

- Infrastructure
- Accessibility
- Finding premises
- Training
- Maintenance
- Knowledge and awareness



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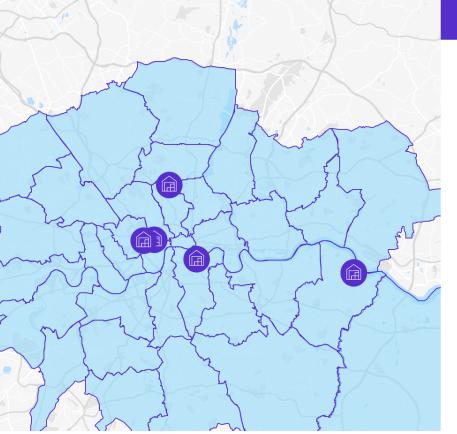


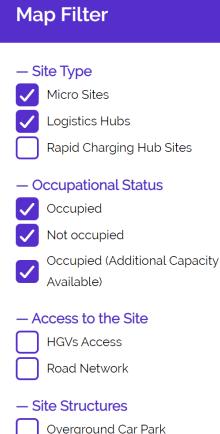
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Small and Medium Business Perspective

- Cargo bikes pose unique challenge
- Time-poor
- Limited space and resources
- Staff turn-over
- Difficulty developing and maintaining technical knowledge and experience
- Funding shift away from training to infrastructure \rightarrow Fewer funded resources



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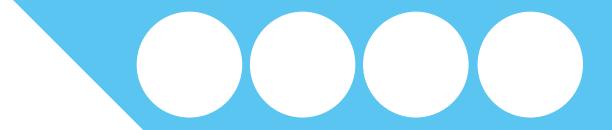
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The Making of Business Cargo Bike Guide

- <u>www.bizcargobikeguide.london</u>
- Funding from Clean Air Villages 4
- Worked with developers at Templo
- Input from cargo bike businesses
- Priorities:
 - Compelling, dynamic content
 - -Accessible
 - Suitable for users with varying levels of existing knowledge





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BUSINESS CARGO BIKE GUIDE



Department for Environment Food & Rural Affairs



Business Cargo Bike Guide - Features

- Providing key information for business users
- Approachable, non-technical resources
- Sharing opportunities & projects with cargo bike businesses
- Connecting CRP and partner projects
- Sharing challenges, celebrating successes

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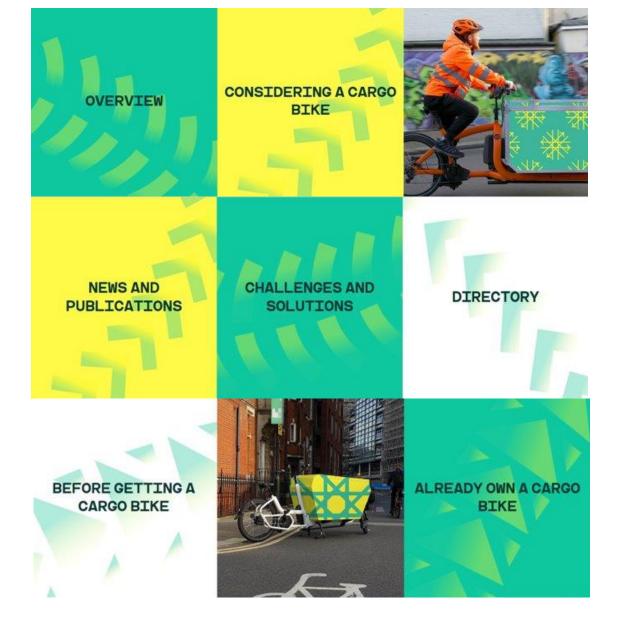


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Business Cargo Bike Guide - Directory

•	Range	of	ser	vices
---	-------	----	-----	-------

- Geo-filter
- Ultimate goal: Connecting users with professionals
- Providing expertise where it's needed most
- Still growing Get in touch to get listed

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London, E5 0PU

https://www.carryme.org.uk/

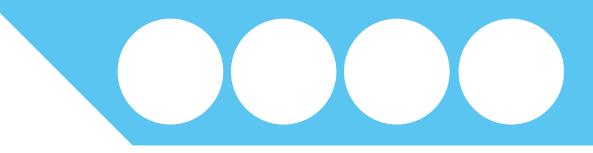
0772 5466 842

info@carryme.org.uk

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WEST LONDON

DRY



NORTH LONDON

SOUTHEAST

ENGLAND



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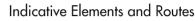
Upcoming CRP Cargo Bike Projects

• CALL

- Establishing last-mile logistics hubs to connect with river freight
- On-going Brixton logistics hub
 - Offering free B2B services
 - Promoting to business users in Brixton area



Moving more freight into London via river rather than road, supported by a network of highly visible zero emission delivery methods across the central London area, including Electric vehicles, Cargo Bikes, Walking Freight.





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Questions

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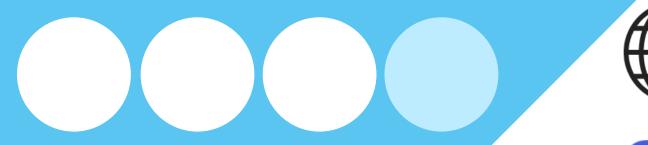
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