

## CROSS RIVER PARTNERSHIP LAUNCHES ITS LATEST CLEAN AIR PROJECT

[Cross River Partnership](#) (CRP), a non-profit and impartial partnership organisation, is excited to launch its **Clean Air Logistics for London (CALL)** project. The project will move 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 and Walking Freight.

Cross River Partnership has secured £1,000,000 of Air Quality grant funding from **central government department Defra** to deliver its CALL project. This is the largest single funding allocation received by any of the grant applicants nationally. The Defra funding is leveraging in an additional £190,000 extra funding from public and private sector partners.

The CALL project is being launched at **Woods Quay**, in **Westminster**, on 27<sup>th</sup> June 2022. CRP is very grateful to sponsors **Defra**, the **Port of London Authority** and **The Northbank BID** for sponsoring the event.

A lack of light freight (parcels, food, beverages, retail goods) being moved by river has been highlighted and investment in infrastructure is required to increase the viability of this. With an ongoing predicted increase in parcels and pressure to decarbonise road freight, the opportunity to use the river needs promoting. The CALL project will expand river freight in London, reducing both congestion and pollution at the same time.

CALL project activities will deliver 84,407 kg of improvements to carbon emissions (CO<sub>2</sub>), as well as improvements to Air Quality. This is the equivalent of emissions from 1,731\* football pitch-sized forest fires.

*\*Equivalent calculated by CRP's [Clean Air Tool](#).*

More specifically, the CALL project will:

1. Modify existing river piers for freight
2. Provide Logistics micro hub spaces
3. Implement Electric Vehicles for ongoing trips away from the River Thames
4. Implement Cargo Bikes for ongoing trips
5. Implement Walking Freight for ongoing trips
6. Adjust the infrastructure linking piers with nearby roads (land-side integration)
7. Deliver more river trials (e.g. parcels, bulky goods (non-refrigerated food & drink))

The CALL project will be delivered over the period 1<sup>st</sup> July 2022 – 30<sup>th</sup> June 2023, with ongoing Air Quality improvements continuing beyond the life of the project.

The CALL project is being launched within the context of a new **Riverfront Strategy**. Work is already underway on this, led by The Northbank BID.

For more information about the Clean Air Logistics for London (CALL) project, please contact CRP Programme Manager Fiona Coull – [fionacoull@crossriverpartnership.org](mailto:fionacoull@crossriverpartnership.org)

**Councillor Paul Dimoldenberg, Westminster City Council Cabinet Member for City Management and Air Quality** said:

*“Tackling air quality is a key focus of the new Labour administration in Westminster, and we really want to focus on delivering real improvements to the air everyone who lives, works in and visits the city breathes. We’re delighted to be the lead partner for Clean Air Logistics for London (CALL), and to have the expertise of Cross River Partnership delivering this exciting project. The CALL project will move more freight into London via river rather than road, supported by a network of highly visible zero emission delivery methods including Electric Vehicles, Cargo Bikes and Walking Freight, and I’m excited to see what this project can achieve over the coming months.”*

**James Trimmer, Director of Planning and Development at the Port of London Authority,** said:

*“London businesses’ office supplies, such as stationery, are far better transported by river than ending up stationary on the capital’s congested roads. This pilot is set to further unlock the tidal Thames’s huge potential to improve air quality, by reducing road traffic in London, and help on the river’s journey towards Net Zero. It’s another win-win for the Thames, London and the environment.”*

**CRP Board Co-Chair Simon Pitkeathley** said:

*“I’m constantly delighted and surprised when I see a new CRP initiative. As a tiny organisation that started life dreaming about links across the river, we’ve come a long way. That constant drive to innovate and learn is what makes it so special and such a pleasure to be involved with.”*

**CRP Project Manager Fiona Coull** said:

*“CRP is absolutely delighted to receive this funding award from central government department Defra. We look forward to working with our 11 public-private partners in London to make a real difference to Air Quality, moving more freight off the road and onto the river.”*

**ENDS**

**June 2022**

## NOTES TO EDITORS

### **Clean Air Logistics for London (CALL) project partnership**

A specific project partnership brought together by CRP, including:

[City of Westminster \(lead\)](#)

[London Borough of Hammersmith and Fulham](#)

[London Borough of Islington](#)

[London Borough of Lambeth](#)

[London Borough of Lewisham](#)

[London Borough of Southwark](#)

[London Borough of Wandsworth](#)

[Port of London Authority](#)

[The Fitzrovia Partnership](#)

[The Northbank BID](#)

[Cadogan](#)

### **Cross River Partnership**

[Cross River Partnership](#) (CRP) is a partnership delivering environmental, economic and community-focused projects. We support public, private and voluntary organisations to address creatively challenges around Air Quality, Transport, Placemaking and Wellbeing.

### **Further Information**

For more information about CRP and its work, please contact CRP Director Susannah Wilks - [susannahwilks@crossriverpartnership.org](mailto:susannahwilks@crossriverpartnership.org) M: 07812 461568

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Image to accompany Press Release

## Clean Air Logistics for London: Logistics Elements

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 and Walking Freight.

