

Cross River Partnership Announces Partnership with EMSOL for Wandle Way Sustainability Project

[Cross River Partnership \(CRP\)](#), a non-profit organisation addressing sustainability challenges collaboratively in London and beyond, is excited to announce a new partnership with [EMSOL](#), a leading provider of real-time emissions monitoring and analytics solutions, and the [London Borough of Merton](#). This joint initiative aims to address the pressing issue of pollution and dust emissions from an industrial estate in the Wandle Way area of Mitcham.

The six-month project will leverage EMSOL's advanced emissions monitoring technology to assess the severity of the air quality and noise pollution problem in Wandle Way. By deploying air quality and noise sensors and analytics, EMSOL, CRP and the London Borough of Merton will gain valuable insights into the levels of particulate matter and other pollutants in the area, enabling a data-driven approach to tackling this environmental challenge.

The project has been funded through Cross River Partnership's [Smarter Greener Logistics](#) (SGL) programme. SGL is a [Defra](#)-funded project led by [Westminster City Council](#) in collaboration with 25 project partners. The project aims to minimise the impact of freight on noise, air quality, traffic and pavement space in London by making improvements across 14 London boroughs and two London Business Improvement Districts (BIDs).

The collaboration between EMSOL and CRP reflects a shared commitment to promoting sustainable practices and improving air quality in urban areas. With visible dust pollution being a significant concern in Wandle Way, this project represents a crucial step towards understanding the extent of the problem and identifying potential solutions.

"We are thrilled to collaborate with Cross River Partnership on this important project," said **Freddie Talberg, CEO of EMSOL**. "By combining our expertise in emissions monitoring with CRP's deep understanding of local sustainability issues, we aim to shed light on the pollution challenges faced by the Wandle Way community and develop effective strategies for mitigation."

"Cross River Partnership is dedicated to delivering innovative projects that address environmental challenges in London," said **Ross Phillips, Sustainable Transport Manager at Cross River Partnership**. "Partnering with EMSOL on the Wandle Way project allows us to leverage advanced technology and data analytics to gain a comprehensive understanding of the air quality and noise challenges in the local area and the role of freight, and work towards a cleaner, healthier environment for the local community."

As the project progresses, EMSOL and CRP will engage with relevant stakeholders, including the London Borough of Merton, the local Business Improvement District, and companies working on the industrial estate to explore collaborative approaches to mitigating the pollution problem. The findings and insights from this initiative will be used to inform

future strategies and interventions aimed at improving air quality in Wandle Way and beyond.

Further details regarding the project's progress and outcomes will be shared in due course, in line with the agreed publication plan and any sensitivities surrounding the involvement of local waste companies.

Ends

July 2024

NOTES TO EDITORS

EMSOL:

[EMSOL](#) is a leading provider of real-time emissions monitoring and analytics solutions. With a focus on enabling organisations to minimise their environmental impact, EMSOL's technology combines advanced real-time sensors and pollution source detection to deliver actionable insights for sustainable operations.

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.

London Borough of Merton:

[London Borough of Merton](#) is a London borough formed under the London Government Act 1963 in 1965 by the merger of the Municipal Borough of Mitcham, the Municipal Borough of Wimbledon and the Merton and Morden Urban District, all formerly within Surrey.

Department for Environment, Food & Rural Affairs (Defra):

[Defra](#) is responsible for improving and protecting the environment. Defra aim to grow a green economy and sustain thriving rural communities. Defra also support the UK's worldleading food, farming and fishing industries.

Further Information

For inquiries, please contact: EMSOL sales@emsol.io

For more information on the project and CRP's Smarter Greener Logistics programme, please contact Ross Phillips, CRP Sustainable Transport Manager, rossphillips@crossriverpartnership.org