

## **Cross River Partnership appoints delivery partners to create more Just Streets across London**

[Cross River Partnership](#) (CRP) is delighted to appoint three delivery partners to create more [Just Streets](#) across London.

By 2040, London's population is forecast to be 9.9 million\*. It is essential that London's highways and footways adapt to these changes to facilitate safe, inclusive and accessible travel.

The aim of Just Streets is to make streets fairer, greener and safer, with access possible for everyone at all times of day and night. There is also an emphasis on encouraging more walking, cycling and wheeling via supportive design measures.

The Just Streets delivery partners appointed by CRP are:

- [Camden Town Unlimited BID](#): Their street intervention will create a connected and strategically located walking route, taking into account local cultural influences, green space and current and future projects, such as the Green Loop and the [Camden Highline](#).
- [Harley Street BID](#): They will be promoting the use of streets for all with specific attention to vulnerable users. Seating and planting will be introduced to allow for improved wayfinding and access to the local medical facilities and other businesses.
- [London Borough of Lambeth](#): They will be creating safer and more pleasant environments outside of schools by prioritising children, while reducing road danger and improving air quality. This exciting programme will see greening, seating and play introduced to reimagining what the space outside a school can look like when reducing car dominance.

Huge congratulations to all of the Just Streets London delivery partners!

The Just Streets London project interventions have been designed to be delivered over the period up to June 2025, with ongoing benefits continuing for Londoners beyond then.

JUST STREETS is a [HORIZON Europe](#) project coordinated by [Fondazione LINKS](#) in Turin, Italy. It encompasses a team of 30 partners from 17 European countries, including 12 cities

representing more than 4.5m citizens. Cross River Partnership is leading Pilot Activity in London and sharing the results with our European partners.

[Westminster City Council](#) is the lead body for Cross River Partnership on this exciting new programme. The Council supported CRP with a vigorous selection process to appoint the three Just Streets delivery partners.

The Just Streets programme is closely aligned with CRP's [Healthy Streets Everyday II](#) programme, which is supported by the [Mayor's Air Quality Fund \(MAQF\)](#) Round 4.

**Sefinat Otaru, Project Manager at Cross River Partnership, said:** *"It has been inspiring to see recently how Just Streets partners in the Netherlands are working to make roads places where people want to linger. We look forward to working with our London partners to see how we can achieve similar outcomes as part of the project."*

CRP is delivering street solutions that make London fairer, greener and safer. This new project supports CRP's vision to make London a better place to live, work and visit. Watch this space for regular updates on Cross River Partnership's projects.

\*Highways and Footways Accessibility Guidelines, DSDHA David Bonnett Associates, 2021

**ENDS**

**September 2024**

## NOTES TO EDITORS

### **Just Streets Programme**

[JUST STREETS](#) is a [HORIZON Europe](#) project coordinated by [Fondazione LINKS](#). It encompasses a team of 30 partners from 17 countries, including 12 cities representing more than 4.5m citizens. It has the aim to transform cities' car-centred mobility narratives that take for granted that streets are for motorized traffic only, promoting walking, cycling and other active/sustainable modes of mobility.

### **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.

### **Horizon Europe Funding**

[Horizon Europe](#) is a 7-year European Union scientific research initiative with an overall budget of €95.5 billion. It tackles climate change, helps to achieve the UN's Sustainable Development Goals and boosts the EU's competitiveness and growth. Legal entities from the EU and associated countries can participate.

### **Further Information**

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### **CRP have expertise and services that include:**

- Urban Logistics Hubs
- Rail Freight
- River Freight
- Walking Freight
- Placemaking and Greening
- Sustainability Strategies
- Monitoring and Data Analysis
- Air Quality Mapping
- Freight & Servicing Strategies
- Communications Campaigns
- Social Media Assets
- Engagement & Behaviour Change

If you are interested in finding out about CRP's consultancy services, please get in touch with CRP's Director, Susannah Wilks [susannahwilks@crossriverpartnership.org](mailto:susannahwilks@crossriverpartnership.org) / 07812 461568

**Image to accompany Press Release**

