

New West End Company Air Quality Strategy

www.urbact.eu/freight-tails

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Cross River Partnership is working with New West End Company to help businesses improve air quality in the West End, creating a more welcoming and inviting West End for all.

The West End is currently one of the most polluted areas in London. Oxford Street surpassed the annual limit of NO₂ emissions for 2017 within the first 5 days of 2017 (Clean Air in London, 2017). This affects the health of all those who live, work and visit the West End and also harms the West End's trading environment which risks impacting visitor numbers.



NO₂

5th January –
when London
surpassed the
annual NO₂ limit



Social media
presence
#WestEndAir

Scope of works

Cross River Partnership (CRP) has successfully led the following in the early stage of project:

- The first business-led Air Quality Strategy that calls for collaborative action from all businesses to improve the local area
- Air Quality strategy launch to 70 key businesses, media, local authorities, and key organisational representatives in June 2016
- A Business Assessment Tool which allows businesses to assess how 'green' they are and recommends actions that businesses can take to improve air quality in the area
- 12 initiatives have been identified that will enable all businesses to get involved in tackling air pollution
- Redirection of personal deliveries through business assessment tools <https://newwestend.clickcollect.london/>
- Successful West End Air Summit in June 2017 with 100 businesses.

100

2017 West End Air Summit had 100 business attendees

500

Business to be engaged by 2020

Outcomes

The project has delivered the West End Buyers Club, a website promoting a shared supplier scheme. There are now 4 BID partners to the WEBC (New West End Company, Baker Street Quarter Partnership, Heart of London Business Alliance and Marble Arch London).

<https://www.westendbuyersclub.london/>

The success of the website has contributed to the uptake of preferred suppliers for waste and recycling, office supplies and parcel collections.

Consolidation of the key services is expected to lead to improved air quality and reduced freight congestion within the West End.

Lessons learnt

It is only when businesses work collaboratively that we are able to bring about actions to reduce emissions and improve air quality. The project has demonstrated the efficiency of businesses in delivery of freight related to stock, but further improvements exist through redirection of personal deliveries.

- A West End wide approach is required for all to benefit and this will not be limited to an approach that is only focused on the New West End Company

Future of the project

CRP will continue to work with New West End Company BID to engage and encourage businesses to tackle the issue of air pollution. By 2020 we hope to achieve:

- A 40% reduction in commercial vehicle trips in the BID area
- A 10% reduction in air pollution in the BID area
- 500 businesses engaged



<http://crossriverpartnership.org/projects/west-end-air-quality-strategy>
newwestend.com/airquality/