

Air Quality Strategy

2020



NEW
WEST END
COMPANY

Bond Street | Oxford Street | Regent Street

Summary

New West End Company understands the importance of having a clean, safe environment to attract and keep visitors, and ensure everyone in the West End (workers, visitors, residents) have a great experience. Certainly they should suffer no adverse impacts upon their health.

We are fully committed to engaging and supporting our member businesses to deliver business-led action to improve the West End's air quality. If everyone takes steps to address the problem of air pollution, a significant, lasting change will be realised.

This Air Quality Strategy aims to deliver a significant reduction in air pollution between 2016 and 2020. This business-led action, facilitated by New West End Company, will help to deliver cleaner air for visitors, residents and workers. It complements the action that will simultaneously be undertaken by public authorities, including Westminster City Council and Transport for London.

New West End Company is in an advantageous position to bring together businesses and stimulate collaborative action to improve their local vicinity. Only when businesses take ownership of their share of the issue and play a key role in reducing emissions will this collective change enable significant improvements to air quality.



**“Great things are done
by a series of small things
brought together.”**

Vincent Van Gogh

Introduction

As an internationally renowned retail and leisure destination it is important that the West End and its businesses maintain a great environment for visitors, staff and residents alike.

However, the West End is currently one of the most polluted areas in London. Oxford Street surpassed the annual limit of NO₂ emissions for 2015 within the first four days of 2015. This affects the health of all of those who live, work and visit the West End in particular children and the elderly. Poor air quality also harms the West End's trading environment, and risks impacting visitor numbers.

The primary sources of air pollution in Westminster are road traffic (tailpipe emissions and particulates from vehicle braking and wear and tear) and gas combustion from local energy-generating boilers.



Along with Transport for London, Greater London Authority and Westminster City Council, businesses are taking action to improve the West End's air quality. Innovative air quality actions can already be seen in many business-led pilot projects. For example:

- A New West End Company-led waste consolidation project in Bond Street has reduced the number of waste collection vehicles in the street by 75% and reduced waste collection costs by 25%.
- Consolidation of deliveries to Crown Estate occupiers, combined with delivery by electric vehicles has reduced van trips and local emissions along Regent Street.
- The Wild West End project is increasing green space in the area, creating natural air filters while making the area a nicer place to be, and improving biodiversity and storm water management.

These great examples now need to be built upon across the West End, with everyone taking action to help improve local air quality. We are helping lead the way by demonstrating air quality action to businesses and, through this strategy, facilitating large scale business-led action.

Taking action on air quality delivers benefits not only for public health and the local environment, but also for businesses. It meets consumer demand for sustainable business practices and improves the public realm, attracting and retaining more visitors. Importantly, reducing emissions also helps businesses reduce operating costs.

Priorities for business-led action

In collaboration with key member businesses, we have chosen to prioritise initial efforts on the following scalable, implementable actions:

Business Actions

Deliveries

- Developing and implementing bespoke Delivery and Servicing Plans
- Consolidating suppliers (via the West End Buyers Club)
- Redirecting personal deliveries from the West End
- Shifting to low emission vehicles (suppliers or own fleet)
- Minimising waste and waste collections

Built Environment

- Installing green infrastructure to help filter air pollutants
- Reducing emissions from on-site energy generation
- Encouraging low-emission building design and construction practices
- Supporting the 'Close the Door' campaign

Travel

- Providing cycle-friendly workplaces
- Encouraging visitors to arrive in the West End using low-emission travel modes

Communications

- Celebrating and sharing best practice

These actions have been chosen to enable a shift from pilot projects and cutting-edge innovation, to easy-to-implement, widespread action.

We recognise that what works for landowners will be different to what is relevant for occupiers; retailers compared with hotels or restaurants; and large businesses compared to Small/Medium Enterprises (SMEs). As a result, we have developed a modular scheme to enable members to choose which areas to target first, most appropriate for their operations and size, to help all types of businesses to take action.

Detailed information encouraging and enabling businesses to take action on these priority areas, is available on the Air Quality Hub located on our website, www.newwestend.com/airquality

Supporting business-led action

Not every business is resourced to research and implement actions to improve air quality. Our Air Quality Action Hub makes it easy for businesses to find out what actions are available and possible, but we also want to provide services to our members to help them take action on air quality.

New West End Company Actions

We commit to deliver the following services and undertake the following actions:

Deliveries

- Establishing the West End Buyers Club, and negotiating with suppliers to reduce supply chain emissions while providing access to competitively-priced goods and services to our members
- Implementing a Delivery and Servicing Plan for our own operations to better manage deliveries to our office and events

Built environment

- Undertaking a green infrastructure audit to identify practical options for greening the West End in addition to the great work of the Wild West End project
- Delivering an Urban Hub in Bird Street with innovative air-lab equipment to clean local atmosphere

Travel

- Promoting low-emission travel options to our own guests and visitors, and providing a travel information template to enable our members to do the same
- Investigating the feasibility and demand for secure cycle parking

Communications

- Developing a business assessment tool to enable businesses to assess their current position; identify areas for improvement; and report back on their progress
- Hosting and promoting annual Air Quality Action Awards, celebrating air quality action by West End businesses
- Sustaining communication with businesses about air quality issues and action and reviewing and improving this strategy, and our services and information regularly
- Continue lobbying Westminster City Council, Transport for London and the Greater London Authority to act on air quality

In addition to supporting members to take action, we are committed to leading by example and providing services to our members beyond the Air Quality Action Hub.

Communications

Engaging, timely, two-way communication on air quality action will be essential to the success of this strategy. Early engagement with businesses has helped motivate action and we will continue to communicate regularly, to reach the key individuals within West End businesses. Communications and events will initially be targeted at senior management, in particular in the fields of environment and sustainability where they exist. The following key events and communication routes will be used:

Development of the Air Quality Strategy

An Air Quality Round Table in April 2016 and meetings with member businesses ensured businesses helped shape this strategy – ensuring relevance and achievability. Businesses will take ownership from this early involvement stage.

Air Quality Summit

We will lead communications around this strategy, its launch and progress updates, beginning with the 'Call to Action' and Air Quality Action Hub launch at the Air Quality Summit. This event will engage key decision makers and sustainability managers from member businesses to pledge to make significant changes.



Online Air Quality Action Hub

As outlined above, we will host an Air Quality Action Hub on our public website. The Hub will include:

- Information on the key actions businesses can take to improve air quality, including: benefits for air quality and business operations, case studies and suggested suppliers.
- A Business Assessment Survey Tool to enable businesses to assess their current position; identify areas for improvement; and report back on their progress. Data collected through this tool will help to form a baseline for the area, and be the application route for the Air Quality Awards.
- Live air quality data, to allow businesses, staff and visitors to understand local air quality.
- Information about the NWECAir Quality Awards, including how to enter and, eventually, case studies from successful businesses.

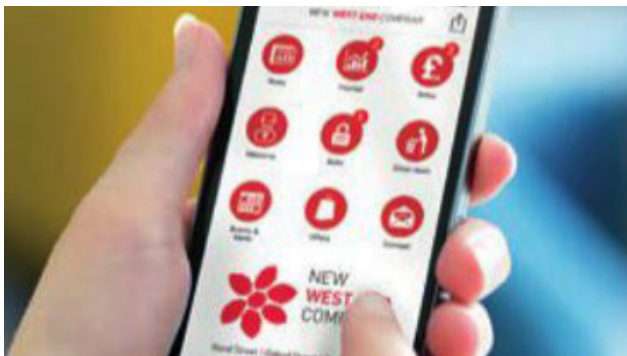
Infographic Video

An infographic video, unveiled as part of the strategy launch, helps engage member businesses, raising awareness of the air quality issue, and providing brief details of the potential actions that businesses can take to tackle the problem.

Communications

New West End Company App

The New West End Company App, a members' only tool used to deliver clear information to businesses in an easy to digest format, will be used to encourage business-led action to improve air quality. Members will be able to see best practice and news stories, events and live air quality data.



#WestEndAir

New West End Company's social media channels, including twitter and LinkedIn, will be used to raise the profile of business-led action to improve #WestEndAir. Member businesses will also be encouraged to promote their air quality actions on social media using #WestEndAir.

Annual Award Ceremony, Supported by the Mayor of London



The West End Air Quality Awards will recognise best practice and achievement in the West End by businesses in tackling air pollution. The awards will be supported by the Mayor of London. We will promote the awards to raise awareness amongst member businesses and to encourage participation. The awards will be subdivided into the following categories:

- Emission Reduction (Nitrogen Oxides 'NOx' and Particulate Matter 'PM')
- Best Collaborator
- Green Buildings

The awards will all have 2 sub-categories, one for large organisations, and one for small/medium enterprises (SMEs) or micro organisations.

Setting targets

This strategy aims to deliver:

A 40% reduction in commercial vehicle trips in the BID area

A 10% reduction in air pollution in the BID area

The strategy launched to 50 businesses on 28th June 2016

Mayor supported Air Quality Awards in June 2017

100 businesses engaged in 2018

250 businesses engaged in 2019

500 businesses engaged in 2020

Targets for this strategy are aligned to the New West End Company 2020 Vision and 5 year plan available on the New West End Company website www.newwestend.com

Review, funding and further information

We will review member action on air quality on an annual basis, to understand how the service information and support we provide is supporting businesses. We will review the on-going relevance of the priority actions and our services, information and support to ensure that efforts are well-targeted and that best practice is being delivered.

The New West End Company has finance available to support business-led air quality action throughout the five-year period of this strategy.

This will be utilised alongside other funding sources and grants for businesses, to achieve the best possible action on air quality.

For further information, please contact:

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About New West End Company

New West End Company is a leading business voice for London's West End, representing the people and organisations behind the world's largest retail destination. We deliver management and marketing services to 25 streets within London's retail heartland including Bond Street, Oxford Street and Regent Street.

Our aim is to drive change to create a truly unique West End experience, unlock barriers to economic growth and further strengthen the commercial

success of the area with its 65,000 employees and £8.8bn annual contribution to UK GDP.

