

ROAD TO ZER ACTION PLAN

Our Plan has been developed in partnership with **West End** businesses and key partners and sits in line with **UK Government, The Climate Change Committee, Greater London Authority & Westminster City Council.**

FOREWORD

Globally, we face unparalleled challenges due to the **climate and ecological emergency**. The need to take action to limit **global warming to 1.5°C** has never been greater. It is critical that we all act now to **preserve and restore biodiverse habitats** and halt the irreparable damage to our natural world caused by the production, transportation, and disposal of the goods and services we consume.

Businesses in **London's West End** represent key sectors that all have a critical role to play in the transition to a sustainable future and as a **world-renowned international centre**, we have a responsibility to lead the way.

New West End Company is taking a key leadership role in our District's journey toward being a more sustainable district. Convening and campaigning through public-private sector partnerships to implement activities that have the greatest contribution to our overall goal of becoming a net zero carbon destination is a key priority and is embedded within all that we deliver for our member businesses.

Our **Road to Zero Sustainability Action Plan** has been developed in partnership with our members and partners across **London's West End** and encapsulates the work that we as a District need to deliver to ensure that we achieve our overall ambition for the **West End** to be the **leading global destination for sustainable retail, leisure, dining and the built environment**.

A handwritten signature in black ink, reading "Jace Tyrrell". The signature is stylized with a large, sweeping initial 'J' and a long, trailing flourish.

JACE TYRRELL
CHIEF EXECUTIVE, NEW WEST END COMPANY

OUR MANIFESTO TO OUR MEMBERS

Since Summer 2019, as we were preparing our business plan for our 2021-26 term, we spoke with over **300 retail, hotel, restaurant and property owner businesses** across our District to develop and set our shared priorities for the next five years. From these conversations, you told us that you wanted **New West End Company** to strive to create a truly sustainable district of international recognition across economic, social and environmental programmes, supporting **Westminster City Council** in its aim of achieving a net carbon neutral city by 2040.

Two years later, we are pleased to make this promise a reality. Our **Road to Zero Sustainability Action Plan** has been created with you and for you, with the aim to reduce the environmental impacts of our businesses and consumers with our overall goal of becoming one of the **world's most environmentally sustainable International Centres**. The plan focusses on three key areas, harnessed by the **One Planet Living® framework: path to net zero carbon, improved air quality and sustainable customer** experiences.

Our commitment to you, our members and partners is that we will deliver on our ambitions to:

Advocate and support our district and members to get to Net Zero Carbon by 2040

Seek a sustainable retail, leisure and dining experience for all residents, employees and visitors

Work with partners to deliver improved air quality that is better than legal standards

We will measure the success of these ambitions through our headline targets:

By 2026, 66% of our members (by rateable value) will be signed up to Westminster City Council and Westminster Property Association's Sustainable City Charter, which will be launched in 2022

By 2026, the West End will be clearly recognised by all key audiences as a sustainable district, reflected in visitor satisfaction survey responses

Working with our partners, we will support the delivery of a Zero Emission Transport Zone in the West End by 2026

Our strategy also aligns with and supports strategies of the UK Government through the **Climate Change Committee, The Greater London Authority & Westminster City Council's Climate Action plan** to ensure that as a city, we all work together to take action to address climate change.



DEE CORSI
CHIEF OPERATING OFFICER, NEW WEST END COMPANY

ONE PLANET LIVING® FRAMEWORK

New West End Company has adopted the One Planet Living® framework. The charity and social enterprise Bioregional created the One Planet Living® framework in 2003 comprising 10 simple principles and detailed goals and guidance.

Backed by science and many years of hands-on experience, One Planet Living® is a highly flexible framework that is helping people around the world to achieve their vision of a more sustainable future.

The framework provides guidance on how we can live within the planet's limits but also crucially on how we can live well. The principle of health and happiness is key to One Planet Living®.

One Planet Living® puts people first – it's grounded in the reality of how we all live our lives – the homes we live in and the food we eat, how we travel and the things we buy.

The 10 One Planet Living® principles:

	HEALTH & HAPPINESS
	EQUITY & THE LOCAL ECONOMY
	CULTURE & COMMUNITY
	LAND & NATURE
	SUSTAINABLE WATER
	LOCAL & SUSTAINABLE FOOD
	TRAVEL & TRANSPORT
	MATERIALS & PRODUCTS
	ZERO WASTE
	ZERO CARBON ENERGY

OUR VISION FOR OUR DISTRICT

How we as a district will adhere to the 10 principles of the One Planet Living® framework:

PRINCIPLE	STATEMENT OF INTENT
HEALTH & HAPPINESS	With our members and partners, we will lead the way for London by delivering demonstrable improvements in the air quality of our District. Visitors, workers, and residents will all benefit from cleaner air when they are in the West End.
EQUITY & THE LOCAL ECONOMY	We will vigorously use our position as the voice of West End business to ensure that our District becomes more inclusive by improving accessibility, maximising social value and creating opportunities for start-ups, SMEs and local businesses.
CULTURE & COMMUNITY	We will take a lead in building a culture of sustainability through our work and all our many channels of engagement. We will celebrate our District's culture, by expanding our offering of arts and heritage events to support local communities and the creative sectors post-Covid.
LAND & NATURE	Working with our members and partners, including Wild West End, we will help to connect people with nature, and champion projects that demonstrate the importance of green space and the protection and enhancement biodiversity within our District.
SUSTAINABLE WATER	Working with our members and partners, we will encourage and inspire people and businesses to use water responsibly. We will promote the use of drought-tolerant landscaping in the West End, and advocate for measures to mitigate the impact of flooding.
LOCAL & SUSTAINABLE FOOD	We will actively encourage and promote access to healthy, sustainable, and low waste food within the District, to support wellbeing and lifestyles that are healthy and have lower impacts on the environment. Pop-ups, markets, or events run across the District will have a preference to support local suppliers, plant-based food, and urban farms.
TRAVEL & TRANSPORT	We will also work with partners to address long term issues of carbon reduction from modes of transport that bring goods, services and people into and around the West End.
MATERIALS & PRODUCTS	We will work with our members to ensure that we move to materials and products that contribute to a net-zero carbon economy, including building materials, in-store products and customer services. Through our consumer channels we will instil confidence in visitors that their activities in the West End are sustainable and enhance both their lives and those of everyone on our planet.
ZERO WASTE	We will work with members and partners to reduce waste generated as a result of West End operations. We will identify hard-to-tackle waste streams and actively pursue opportunities for collaboration to minimise waste production in and by the West End.
ZERO CARBON ENERGY	We will work with our members and partners in the District to facilitate local action on driving down West End carbon emissions from energy consumption. This is part of our wider commitment to support the delivery of a net-zero carbon district by 2040 and facilitate the transition to renewable energy.

WEST END DISTRICT CORE TARGET PILLARS

Using the **One Planet Living**[®] framework, we have worked with our members and partners to agree three priority areas to make the **West End** more sustainable.

We will advocate and support our district and members to get to Net Zero Carbon by 2040

- ▶ By 2026, **66%** of **New West End Company** (NVEC) member businesses will be signed up to **Westminster City Council & Westminster Property Association's Sustainable City Charter**
- ▶ By 2026, **66%** of our member businesses will have a **Net Zero Strategy** in line with climate science
- ▶ By 2026, average recycling rate across the district will be at least **65%**, with zero waste to landfill and a reduction in overall waste volumes

Key action: During 2022, we will develop a hub for our members to access resources, leading case studies and identify opportunities for collaboration. Our hub will help our members reduce energy consumption, develop pathways to net zero and adapt to our changing climate.

We will seek a sustainable retail, leisure, and dining experience for all the residents, employees and visitors to our District

- ▶ From 2022, through both our **Pop-Up and Future Occupier Programmes**, we will bring local start-up businesses and SMEs to have a presence in the **West End**, providing inclusive opportunities for **Westminster** residents and disadvantaged groups, and focusing on sustainable products and business models.
- ▶ From 2022, our consumer marketing strategy will reflect all aspects of the **One Planet Living**[®] **sustainability framework**, highlighting the sustainable experience for residents, employees and visitors to the district
- ▶ By 2026, we will have worked with our members and partners to make the **West End** a more accessible and inclusive district, as well as improving greening and public space, to make our District a desirable place to spend time in for all

Key action: During 2022, we will develop a hub for our members to access resources, leading case studies and identify opportunities for collaboration. Our hub will help our members reduce energy consumption, develop pathways to net zero and adapt to our changing climate.

We will work with partners to deliver improved air quality in the West End that is better than legal standards

- ▶ From 2022, we will work to ensure greening projects in our District are high quality, contributing positively to improved air quality, biodiversity, water management and wellbeing
- ▶ By 2026, we will have partnered with **Westminster City Council, Greater London Authority and Transport for London** to support the implementation of a **Zero Emission Transport Zone** covering the **West End**

Key action: From 2022, we will begin actively promoting sustainable transport methods to our visitors and workers and building our insights on travel patterns to monitor how people are getting to the West End.

¹ By Rateable Value

² By Rateable Value

³ Recycling Data from New West End Company Contractors or partners

NEW WEST END COMPANY'S ROAD TO ZERO

The below outlines the ambitions for New West End Company's own operations:

NEW WEST END COMPANY WILL ACHIEVE NET ZERO CARBON BY 2040 ACROSS SCOPE 1, 2 AND 3 EMISSIONS (BY 2030 WE WILL HAVE REDUCED OUR SCOPE 1 AND 2 EMISSIONS BY 90% AND SCOPE 3 BY 50%)

- ▶ From 2022 we will have embedded a sustainable procurement policy to ensure all of the products and services we purchase are as low impact as possible
- ▶ From 2022 all New West End Company will operate a fully electric zero emission street operation vehicle fleet
- ▶ By 2026 we will endeavour to use 100% renewable energy to power all of our infrastructure including Christmas lights and footfall sensors
- ▶ By 2026 we will ensure that all of our own direct use of couriers, freight/waste and employee travel are zero emissions



DELIVERING OUR ROAD TO ZERO ACTION PLAN

We will deliver our Road to Zero Sustainability Action Plan through a series of tools, ambitions, charters and targets in partnership with our West End businesses, industry trade bodies and local, London and national authorities.

DELIVERY TOOLS:

Our overarching delivery tools run through each of the ten One Planet Living® principles and frame how we, with key partners, will deliver our Road to Zero Sustainability Action Plan.

- ▶ **Westminster City Council & Westminster Property Association's Sustainable City Charter:** We will ensure that all ten One Planet Living® principles are embedded in the Charter to help lead our built environment towards a greener future.
- ▶ **New West End Company Digital Member Hub:** We will ensure that we share industry knowledge, best practise and key resources with our member businesses to facilitate learning and inspire change.
- ▶ **Marketing campaigns and events:** We will embed all marketing strategies, events and campaigns with at least one principle of One Planet Living® to achieve our sustainability ambitions.
- ▶ **Policy Statements:** We will ensure that we have clear policy statements that encapsulate our intent and ambitions across all ten One Planet Living® principles.

The following pages show how, through each of the ten principles of the One Planet Living® framework, we will address each of our ambitions:

HEALTH & HAPPINESS

Investigate location and coverage of existing air quality monitors in the district to be able to monitor impacts of initiatives such as the Zero Emissions Transport Zone.

Publish a clear roadmap for achieving a Zero Emissions Transport Zone by 2026 and identify the steps and actions necessary to achieve the target and how to measure success, working with an experienced transport consultant. Identify clear actions for key partners.

Encourage monitoring of indoor air quality with members through showcasing of best practice. Promote health and wellbeing benefits to employees in the district.

EQUITY & THE LOCAL ECONOMY

Ensure the Future Occupiers Programme will encourage and attract businesses with strong ethical and sustainable practices and create inclusive opportunities for Westminster residents and disadvantaged groups.

Advocate for improved accessibility and enhanced facilities for people with disabilities or impaired mobility, and for parents with young children, so that everyone feels welcome in the West End.

Support opportunities for start-ups, SMEs, and local businesses, prioritising those with strong ethical and sustainable practices

Maximise social value we bring to our local community and work with members and partners to provide opportunities to incubate and support the new workforce and businesses who will help us deliver a sustainable future.

CULTURE & COMMUNITY

Work with partners to explore city benchmarking tools to highlight the District as high ranking in terms of sustainability metrics.

LAND & NATURE

Actively participate in the Wild West End network and identify New West End Company's role in delivering its vision as work progresses.

SUSTAINABLE WATER

Raise awareness of the importance of responsible water stewardship.

DELIVERING OUR ROAD TO ZERO ACTION PLAN

LOCAL & SUSTAINABLE FOOD

Support a sustainable food requirement in the Sustainable City Charter for new and existing food and beverage operators within the district

Pop-ups, markets or events run across the District, will have a preference to support local suppliers, plant-based food and urban farms

TRAVEL & TRANSPORT

Use the Zero Emissions Traffic Zone roadmap/ feasibility study to capture the key actions and work with partners as part of the Zero Emissions Group to support the delivery of the actions and targets identified in Westminster City Council's Freight, Servicing and Deliveries Strategy. This could include:

- ▶ Exploring coordinated and area-wide consolidation of vehicles, including delivery and waste services
- ▶ Promoting preferred zero emission suppliers to members
- ▶ Off-street unloading/ loading
- ▶ Timing of vehicle movements
- ▶ Urban depots/ distribution hubs
- ▶ Reducing on street waste collections

Support a full programme of change in travel and transport to and within the West End, including walking, cycling, and low carbon modes of travel.

MATERIALS & PRODUCTS

Collect data insights on consumer purchasing, motivation and desire to consume more sustainably, to inform marketing campaigns, communications and the customer offer in the West End.

Use pop-ups and meanwhile space to attract and showcase sustainable brands, products and innovations, particularly focused on circular business models and appealing to more local customers; reuse, repair, refill and rental.

Through the Future Occupiers Programme, ensure sustainable brands and products are brought to our District, which address key sustainability issues identified by consumer engagement surveys and facilitate One Planet Living®.

Work with consumers to discover what products and services they would like to see to help them lower their impact, and ensure sustainable brands are brought to the District to provide these.

ZERO WASTE

Investigate how to collect data on waste from members and identify waste hotspots or hard to tackle waste streams.

Set annual improvement targets for recycling and/or waste generation once data has been collected and report progress.

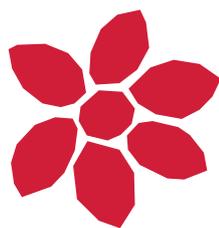
ZERO CARBON ENERGY

Lobby for reporting and data on energy use through the Sustainable City Charter and the commitment to switch to renewable energy.

Understand and communicate % of members who are publicly committing to a Net Zero Target by 2040 or sooner

Investigate the potential of getting tariff/ supplier information for the Christmas lights and footfall sensors and explore the possibility of using certified renewable energy.

Annual carbon footprint analysis of New West End Company's operations, including all scope 1,2 and 3 emissions.



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COMPANY

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#WestEndRoad2Zero