



NEW
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Businesses in London's West End represent key sectors of London's economy that have a critical role to play in the UK's transition to a sustainable future. As a world-renowned international centre, attracting up to 200 million visitors each year, we have a responsibility to lead the way.

New West End Company is taking a key leadership role in this space, and in April, we celebrated a significant milestone –the launch of our Road to Zero Sustainability Action Plan, setting out how, as a district, London's West End will work with key partners including Westminster City Council, The Mayor's Office and Government, to create a more sustainable district.

Developed over two years with our West End businesses, partners, and sustainability consultancy Bioregional, our action plan encapsulates the work that we as a district need to deliver to achieve our ambition for the West End to be the leading global destination for sustainable retail, leisure, dining, and the built environment.

Our Road to Zero action plan aligns with and supports the net-zero carbon strategies of the UK Government, The Greater London Authority, and Westminster City Council's Climate Action plan to ensure that as a city, we all work together to take action to address climate change.

The plan focusses on three key areas, harnessed by Bioregional's One Planet Living framework: the path to net zero carbon, improved air quality, and sustainable customer experiences. Working with our 600 members we pledge to:

- Advocate for 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.

Central to achieving these ambitions is the delivery, with our members and partners, of a Zero Emission Transport Zone in the West End by 2026. From our initial conversations with our key partners, we know there is strong support for the principle of a Zero Emission Transport Zone. London's focus so far has been on a broader approach, the central London Zero Emission Zone (in line with the Mayor of London' target). However, a study carried out by Norman Rourke Pryme for New West End Company in late 2021 makes a clear case for realising the benefits of a Zero Emission Transport Zone specific to the West End.

Our study concluded that:

- The West End has a different profile of activity due to high proportion of hospitality, leisure, cultural and retail activity – just 25% private vehicles in the West End compared to 69% for the whole of the congestion charge zone. Therefore, a Zero Emission Transport Zone for the West End could be designed to target polluting modes while minimising impact to businesses and residents.
- The preferred option suggests a West End focused zone designed for the unique characteristics of the West End and gives the greatest opportunity to maximise air quality improvements while



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maintaining essential access for visitors, residents and businesses. The option suggests a phased approach to restrictions covering the 'West End' area, including gradual progression from exemption, then charge and then banning for different vehicle types.

- Aligns with Stakeholder Policies, has the potential to become self-financing in the long term and would be compatible with a future Central London Zone or alongside other ZEZs such as The City of London.

This study acknowledges the West End's unique mix of vehicle types; relatively low percentage of private vehicles and high proportion of taxis and commercial vehicles. Support from our property owner and business members for embracing these benefits is clear, and was endorsed by our Board in February 2022.

As a key partner, we are keen to discuss these findings, and our broader strategy to create a sustainable West End, with you.

We know you have a vested interest in London's future and we look forward to working with you to ensure that we continue our progress toward a more sustainable city and that together we respond to the scale of the climate and ecological emergency that we all face.

You can download a full copy of our Road to Zero Action Plan via our website [here](#).