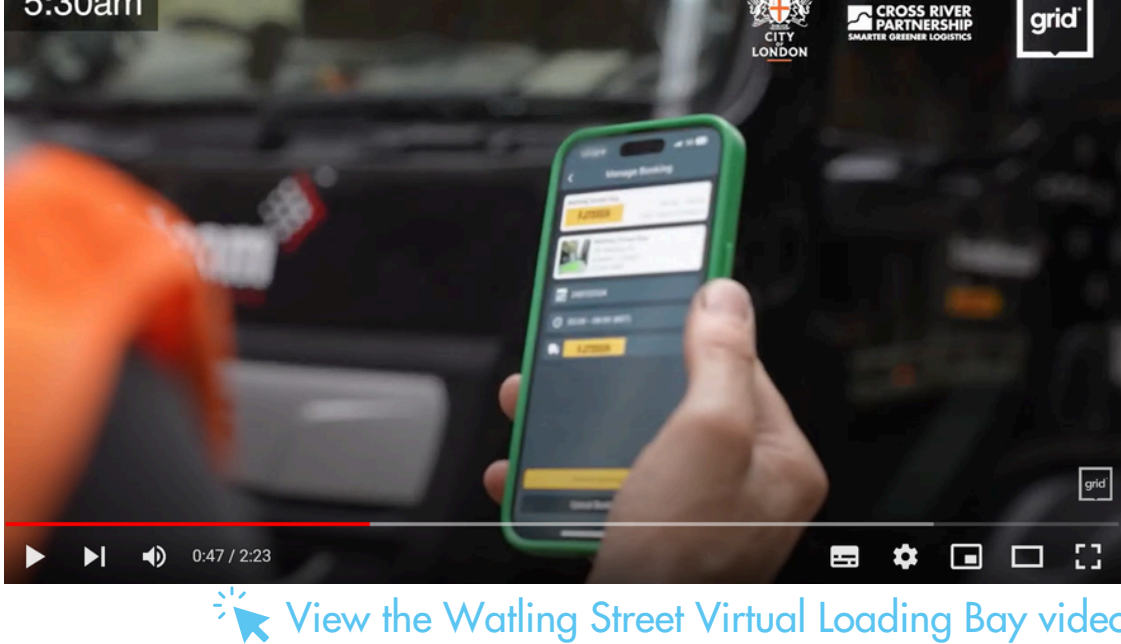


WS3: Kerbside Management Trial

Virtual Loading Bay in the City of London



[View the Watling Street Virtual Loading Bay video](#)



Watling Street Virtual Loading Bay

Cross River Partnership (CRP) have been working with [City of London Corporation](#) and [Grid Smarter Cities](#) to deliver a Virtual Loading Bay (VLB) trial in the City of London. The VLB is located outside of the Ye Olde Watling pub and is available to book, free of charge, until December 2024.

Virtual Loading Bays (VLBs) are dedicated spaces at the kerbside that can be pre-booked by participating operators to load and unload goods using the Grid [Kerb](#) booking platform. VLBs aim to make deliveries more efficient and sustainable and improve congestion and air quality in the local area.

Selecting a Location: Health & Safety Use Case

The trial focuses on the servicing of Ye Olde Watling and Williamson's Tavern pubs due to the specific health & safety requirements of brewery logistics.

Requirements include the need for deliveries to take place in close proximity to the delivery point to deliver palettes or kegs, as well as reverse logistics.

Tradeteam/DHL are booking the VLB on a weekly basis to service the two pubs.

The VLB has restricted hours of operation (05:00-08:00 & 18:00-21:00) as Watling Street is pedestrianised between 08:00-18:00.



"The Virtual Loading Bays are a game changer for the safety of our staff delivering into pubs in London, they allow us to park closer to the delivery point meaning the manual handling of products is reduced."

Jonathan Penfold, Tradeteam Salfords General Manager

"We hope that freight operators being able to book a slot for loading will minimise conflicts between vehicles, provide air quality benefits, and enable more efficient servicing for businesses in the vicinity of Watling Street, and look forward to the results of the trial."

Graham Packham, Chairman of the City of London Corporation Streets and Walkways Committee



Benefits of Virtual Loading Bays



Increased kerb space availability leads to improved efficiency and reduce risks of penalty charge notices for operators.



VLBs have the potential to be used as a revenue source for TfL and London local authorities.



Improvements in congestion levels from reduced circulating vehicles (saves over 3 million hours in wasted delivery driver times per annum).



Improvements in air quality from reduced emissions.

[Loads Easier \(2021\)](#)

Kerbside Management Trial

The Watling Street Virtual Loading Bay forms part of CRP's [Defra-funded Smarter Greener Logistics](#) Kerbside Management Trial. The trial aims to develop a network of VLBs to test the innovative kerbside solution and understand the potential freight management and air quality benefits.

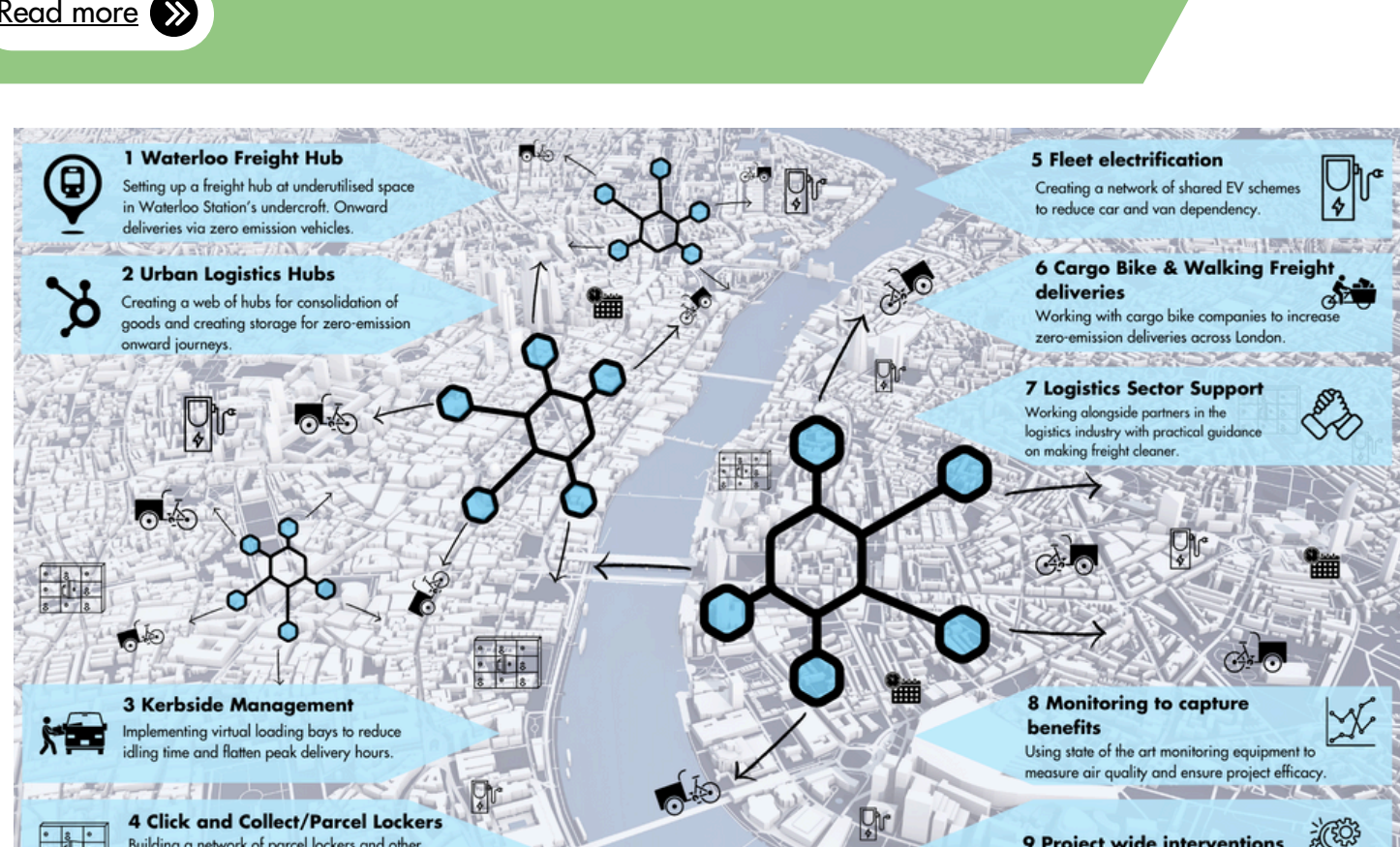
Find out more about the growing network of VLBs being trialled across London.

What is Smarter Greener Logistics?

Smarter Greener Logistics (SGL) is a [Defra-funded](#) project led by [Westminster City Council](#) in collaboration with 26 project partners. The project aims to minimise the impact of freight on noise, air quality, traffic and pavement space in London by making improvements across 15 London boroughs and four London Business Improvement Districts (BIDs). SGL will build on the success of CRP's [Clean Air Logistics for London](#) (CALL).

SGL forms part of CRP's wider activities to encourage sustainable logistics across London. This includes the development of rail freight and walking freight initiatives, helping to improve London's air quality and supporting CRP's vision to make London a better place to live, work and visit.

[Read more](#)



Project Partners

Cross River Partnership is proud to be working with the following Local Authorities and other partners.



crossriverpartnership.org

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