

CROSS RIVER PARTNERSHIP LAUNCHES TWO VIRTUAL LOADING BAYS IN LONDON BOROUGH OF CAMDEN TO ADD TO GROWING NETWORK

[Cross River Partnership](#) (CRP) is excited to announce the launch of two Virtual Loading Bays being trialled in the [London Borough of Camden](#), in collaboration with [Grid Smarter Cities](#). The 2 Virtual Loading Bays (VLBs) are located on Morwell Street and Kentish Town Road and are available to book, free of charge, till the end of 2024.

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, sustainable and improve congestion and air quality in the local area.

Benefits of Virtual Loading Bays include:

- Dedicated and guaranteed space for freight activities to take place for a safe amount of time
- The ability to book time at the kerbside in line with freight operations
- Being able to beat congested hours and provide safe working environments for drivers
- Enabling local authorities to manage their kerbside and prioritise time and space for freight movements

The 2 new Virtual Loading Bays form part of a growing network Virtual Loading Bays being trialled across London. CRP are delighted to be working with [City of London Corporation](#), [London Borough of Camden](#), [London Borough of Lambeth](#) and [London Borough of Richmond](#) as part of the [Defra-funded Smarter Greener Logistics](#) Kerbside Management Trial. The trial aims to test the innovative kerbside solution to understand the potential freight management and air quality benefits.

CRP are looking for logistics operators to get involved in the trial. Full details on the growing network of Virtual Loading Bays and how to get involved can be found on the trial webpage: <https://gridsmartercities.com/smarter-greener-logistics-crp/>

The Kerbside Management Trial is part of Smarter Greener Logistics (SGL), a Defra-funded project led by [Westminster City Council](#) in collaboration with 25 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 14 London boroughs and two London Business Improvement Districts (BIDs).

Katherine Fairfax, Project Manager at Cross River Partnership said:

“Cross River Partnership (CRP) are delighted to launch 2 Virtual Loading Bays (VLBs) in the London Borough of Camden, adding to the growing network of VLBs being trialled across London. CRP’s Defra-funded Kerbside Management Trial provides an exciting opportunity to

test Grid Smarter Cities' innovative kerbside technology and monitor the impacts to local congestion and air quality."

Laura Jacklin, Director – UK Sales at Grid Smarter Cities said:

"At Grid we are pleased to see this project expanding to service store fronts on busy high streets that benefit from better kerbside management facilitating efficient deliveries increasing visibility and safety for all. It is important that businesses get deliveries in harmony with active travel users, making the most efficient use of the congested urban space."

Councillor Adam Harrison, Cabinet Member for Planning and a Sustainable Camden at London Borough of Camden, said:

"I'm pleased to see Virtual Loading Bays being trialled in Camden. Not only will this improve efficiency for businesses, it will crucially help to free up kerbside space in congested areas and improve air quality – helping us move towards a greener and healthier borough."

For more information about the Smarter Greener Logistics Kerbside Management Trial, please contact CRP Project Manager Katherine Fairfax (katherinefairfax@crossriverpartnership.org) or CRP Communications and Business Development Officer Katie Smith katiesmith@crossriverpartnership.org .

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NOTES TO EDITORS

Kerbside Management Trial website - <https://gridsmartercities.com/smarter-greener-logistics-crp/>

City of London Watling Street Virtual Loading Bay Case Study Video - <https://www.youtube.com/watch?v=FdunJjZPn08>

Bay locations and hours of operation:

City of London Corporation

- [Watling Street Bay](#)
 - Monday – Sunday
 - Available between 05:00-08:00 & 18:00-21:00

London Borough of Camden

- [Morwell Street](#)
 - Monday – Sunday
 - Available 24 hours
- [Kentish Town Road](#)
 - Monday – Sunday
 - Unavailable between 07:00 – 10:00 & 16:00-19:00

London Borough of Lambeth

- The Cut – [Outside of Rosas Thai](#)
 - Monday - Sunday
 - Available 24 hours
- The Cut – [Filter Loading Bay](#)
 - Monday - Sunday
 - Available 24 hours

London Borough of Richmond

- [The Quadrant Bay](#)
 - Monday – Sunday
 - Available 07:00 – 23:00 (Unavailable between 08:00-10:00 & 16:30-18:30)
- [Sheen Lane Bay](#)
 - Monday – Sunday
 - Available 07:00 – 22:00

Cross River Partnership

[Cross River Partnership](#) (CRP) is a partnership delivering environmental, economic and community-focused projects. We support public, private and voluntary organisations to address creatively challenges around Air Quality, Transport, Placemaking and Wellbeing.

Department for Environment, Food and Rural Affairs

[Department for Environment, Food and Rural Affairs](#) (Defra) is responsible for improving and protecting the environment. We aim to grow a green economy and sustain thriving rural communities. We also support our world-leading food, farming and fishing industries.

Grid Smarter Cities

[Grid Smarter Cities](#) is a software solutions company with sector specific expertise in kerbside management and last-mile logistics. Grid has developed [Kerb](#), a kerbside management platform to deliver a 'win-win' scenario for cities and commercial operators, helping to address key logistical challenges and global environmental issues at both the macro and micro level.

London Borough of Camden

[London Borough of Camden](#) is a borough in Inner London, established in 1965 from the former metropolitan boroughs of Holborn, St Pancras and Hampstead.

Smarter Greener Logistics

[Smarter Greener Logistics](#) (SGL) is a [Defra](#)-funded project led by [Westminster City Council](#) in collaboration with 25 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 14 London boroughs and four London Business Improvement Districts (BIDs). SGL will build on the success of CRP's [Clean Air Logistics for London](#) (CALL).

Image to accompany Press Release (if desired by publications)

