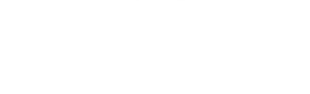
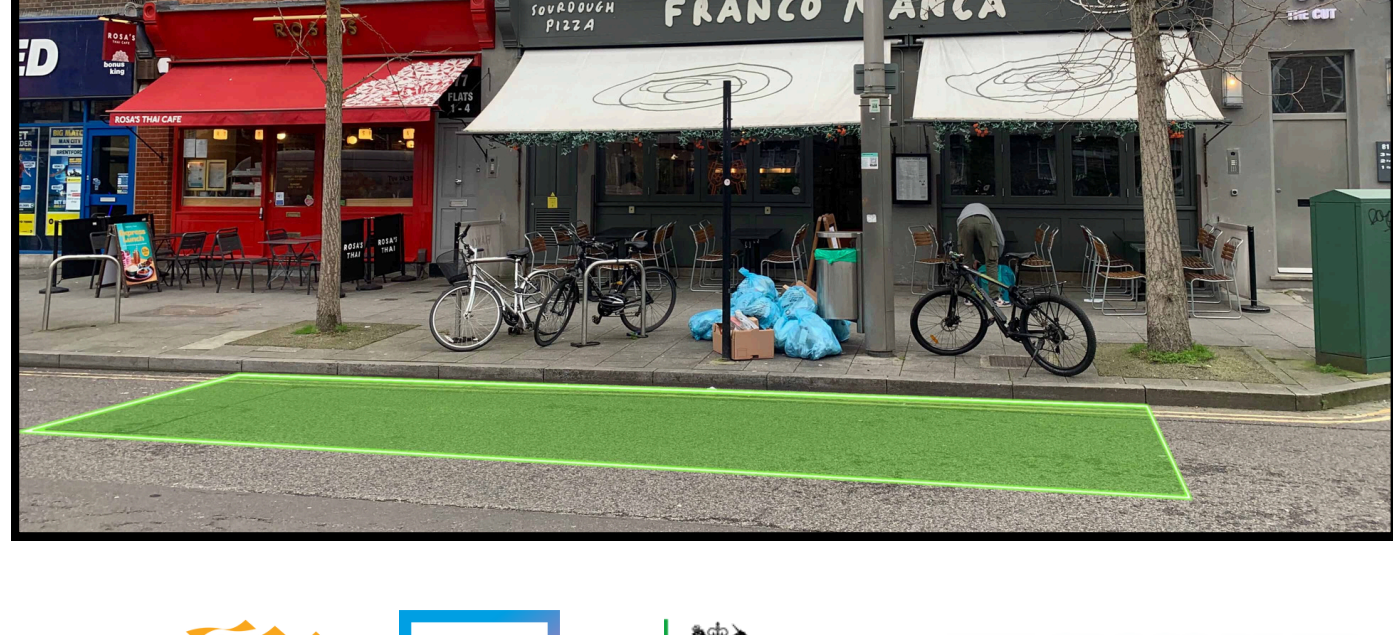




WS3: Kerbside Management Trial

Traffic Filter Integration with Kerbside Management Technology in Lambeth



Virtual Loading Bays along The Cut, Waterloo

Cross River Partnership (CRP) worked with [London Borough of Lambeth](#) and [Grid Smarter Cities](#) to trial 2 Virtual Loading Bays (VLB) along The Cut, Waterloo, located either side of an existing traffic filter.

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.

The Cut was identified as a suitable location to trial VLBs due to the high number of deliveries taking place along the street to service local businesses.

The Borough also sought to address the issue of large HGV delivery vehicles travelling down smaller residential streets after delivering to businesses along The Cut as a result of the traffic filter at the junction of The Cut and Short Street.

Integrating a Traffic Filter with Kerbside Management Technology

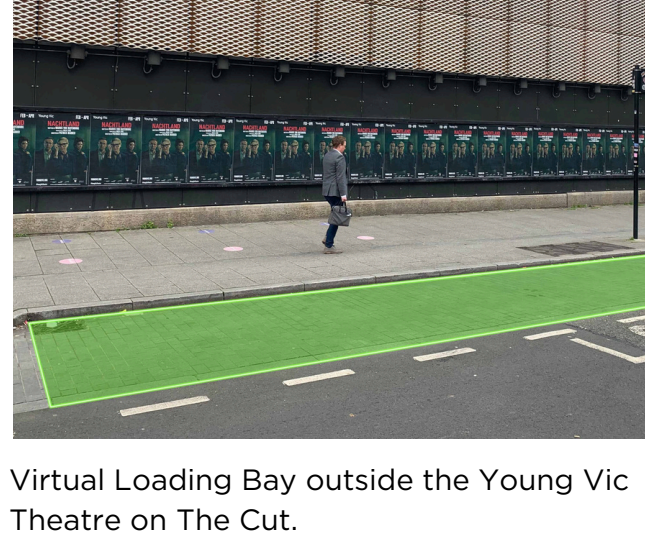
The trial incorporated the ability for freight and servicing vehicles to pass through the existing traffic filter at the junction of The Cut and Short Street when they booked the VLBs via the Kerb platform.

The aim was to reduce the number of freight and servicing vehicles travelling down smaller residential streets (e.g. Boundary Row), reducing vehicle circulation and emissions, and improving delivery driver efficiency.

Booking provided delivery vehicles with an automatic dispensation to travel through the traffic filter and directly on to Blackfriars Road. The platform also provided the local authority with an accurate list of freight vehicles exempt from the traffic filter and data on delivery and servicing activity along The Cut.



Traffic filter at the junction of The Cut and Short Street.



Virtual Loading Bay outside the Young Vic Theatre on The Cut.



Freight vehicle routes along The Cut, Waterloo with and without the traffic filter dispensation via the Kerb platform.

Kerbside Management Trial

The LB Lambeth Virtual Loadings Bays formed part of CRP's [Defra-funded Smarter Greener Logistics](#) Kerbside Management Trial. The trial aimed to develop a network of VLBs to test the innovative kerbside solution and understand the potential freight management and air quality benefits.



Watch this space for a SGL Unpacked which will provide an in-depth evaluation of the VLB trials in the City of London Corporation, LB Camden, LB Lambeth and LB Richmond.

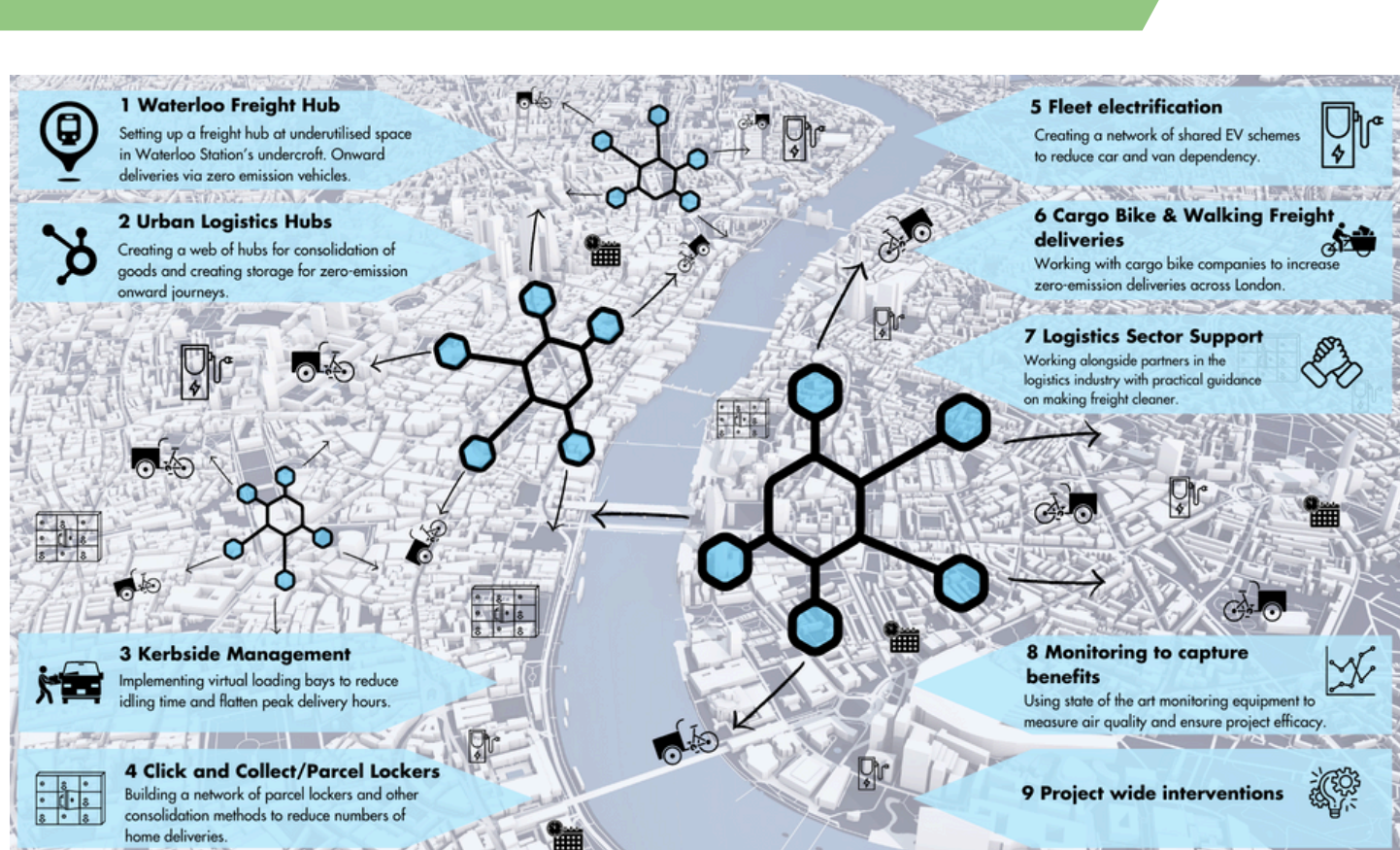


What is Smarter Greener Logistics?

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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