

## 6. SGL Kerbside Management Trial: Case Studies



### 6.1 City of London

#### 6.1.1. SGL Kerbside Management Trial

The City of London Corporation took part in the Defra-funded SGL Kerbside Management Trial, delivered in partnership with Cross River Partnership (CRP) and Grid Smarter Cities (Grid). The trial provided the City of London with the opportunity to test Virtual Loading Bays (VLBs), a digitally-created dedicated space at the kerbside that can be pre-booked by participating operators to load and unload goods using the Grid Kerb booking platform.



Figure 40. Tradeteam utilising Watling St VLB to complete a pub delivery.

#### 6.1.2. Selecting a Location: Health & Safety Use Case

The City of London sought to address challenges and specific sector requirements of brewery logistics deliveries including the need for deliveries to take place in close proximity to the delivery point to deliver pallets or kegs, as well as reverse logistics.

Engagement with the Brewery Logistics Group (BLG) identified delivery challenge locations for its members and site visits assessed existing traffic flow, pedestrian movements and restrictions in place.

The Watling Street location was selected due to weekly deliveries to two pubs, the cluster of surrounding businesses, low traffic flows and no loading restrictions beyond the pedestrianised hours, minimising the expected disruption. Further research was conducted to identify a 2<sup>nd</sup> location, however this proved challenging and was not possible within the time constraints of the trial.

#### Watling Street VLB

The VLB was located on Watling Street outside of the Ye Olde Watling pub and focused on the servicing of Ye Olde Watling and Williamson's Tavern pubs due to the specific health & safety requirements of brewery logistics.



Figure 19. Watling Street VLB. 29 Watling Street, London EC4M 9BR

The VLB was live between May 2024 and the end of December 2024 and had restricted hours of operation (05:00-08:00 & 18:00-21:00) as Watling Street is pedestrianised between 08:00-18:00.

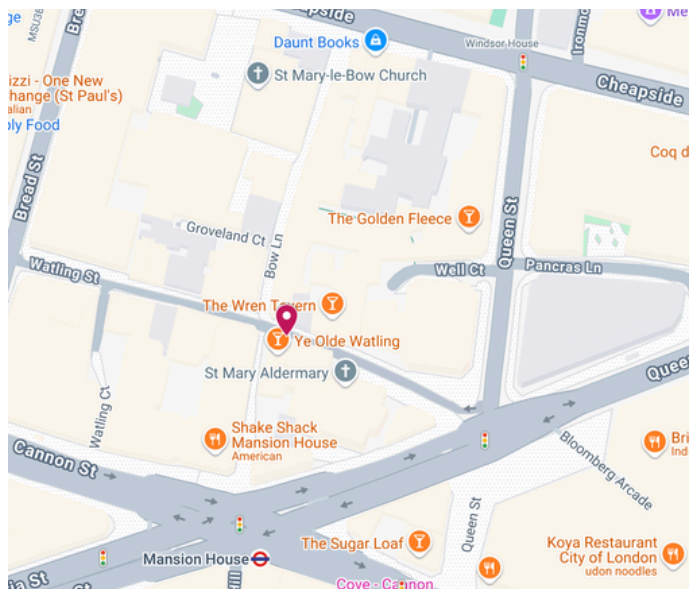


Figure 41. Watling St VLB location (red marker) in the City of London.



Figure 42. Tradeteam accessing Watling Street VLB to complete delivery.

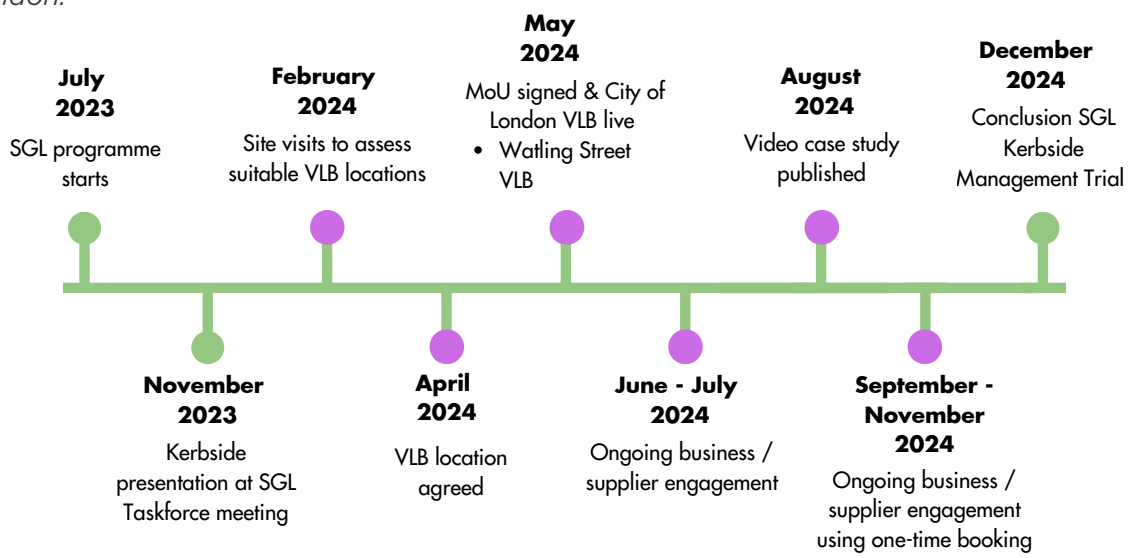


Figure 43. City of London SGL Kerbside Management Trial Timeline

### 6.1.3. Traffic Orders & Permissions

There are no loading restrictions on Watling Street beyond the pedestrianised hours (08:00-18:00) which is enforced by a physical barrier. The Traffic Order associated with the proposed location was assessed and confirmed to allow the VLB as a dispensation/waiver outside of the pedestrianised hours.

A potential 2nd site was identified in the City on Telegraph Street which is pedestrianised Mon-Fri 07:00-19:00 & Saturday 07:00-23:00. However, further investigation of the site found both a Static and Moving Traffic Order was in place and therefore was unsuitable for a VLB.

#### 6.1.4. Engagement & Communications

In-person engagement with businesses on Watling Street was carried out multiple times before and after VLB implementation. Engagement prior to VLB implementation aimed to develop a picture of delivery and servicing patterns and identify suppliers, whilst engagement once the VLB was live, aimed to promote participation in the trial. Informational flyers supported this engagement as well as targeted emails to businesses & suppliers. Grid's existing relationships with the Brewery Logistics Group enabled a direct contact to Tradeteam/DHL, who service the two pubs, and facilitated an introduction and onboarding meeting. Grid used one-time bookings to demonstrate use of the platform to Operators live on site, which resulted in Fresh Kit London being converted to a regular user of the platform. Cheapside BID (the local Business Improvement District) also promoted the trial within their business network.

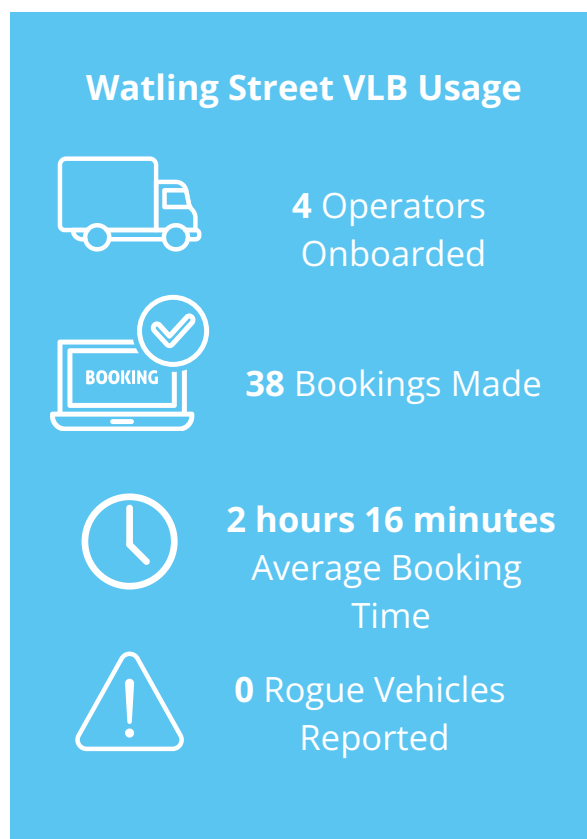


Figure 45. Overall Usage Figure - Watling Street VLB

#### 6.1.5. VLB Usage

Tradeteam/DHL were the primary users of the VLB and made a regular weekly booking to service Ye Olde Watling and Williamsons's Tavern from June 2024 onwards. Fresh Kit London also became a regular user of the platform following successful in-person engagement and Onboarding in October 2024. 2 other Operators used the VLB for on-the-day bookings, however, were not converted to become regular users of the platform. The average booking time of 2 hours 16 minutes reflects the delivery requirement for brewery logistics to be at the kerbside for a longer time period.



Figure 44. Communications material used to promote the Watling Street VLB.



### 6.1.6. Emissions Savings

Emissions savings were calculated using CRP's in-house Transport Emissions Calculator (TEC) which uses Defra's emissions factor toolkit to compare the emissions impact of different delivery methods and distances and the associated values for carbon dioxide, nitrous oxides and particulate matter. Data included delivery information provided at onboarding stage, total VLB bookings and estimates for the number of vehicle km saved as a result of the VLB providing a dedicated space for logistics activities. Further detail on emissions savings methodology and the assumptions applied are outlined in section 12.

These figures are based on the assumption of the trial continuing for a whole year and the trial business/supplier engagement which identified suitable users and vehicle circulation km saved by providing a dedicated space for logistics activities. Engagement during the trial identified a cluster of businesses on Watling Street who could benefit from the VLB, however, many delivered to the businesses during the pedestrianised hours and therefore would not be suitable.

		During the SGL Kerbside Management Trial		Estimated Annual Projections	
Local Authority	VLB Location	Estimated Vehicle Circulation km Savings	Estimated Emissions Savings	Estimated Vehicle Circulation km Savings	Estimated Emissions Savings
City of London Corporation	Watling Street VLB	0.8	1.08g Nox 0.1g PM10 0.95g PM2.5 0.67kg CO2	30.14km	40.71g Nox 3.64g PM10 1.99g PM2.5 25.2kg CO2

Table 14. City of London VLB Emissions Savings Estimates.

The estimated emissions savings for the trial are low due to the VLB only being used by a single operator on a weekly basis and the pedestrianised hours between 08:00-18:00 which limits VLB usage. However, annual projections estimate that the Watling Street VLB has the potential to save 30.14km vehicle circulation km per year, which could lead to estimated emissions savings of:

- 40.71g Nox
- 3.64g PM10
- 1.99g PM2.5
- 25.2kg CO2

"The City of London Corporation valued the opportunity to trial Grid's VLB technology to investigate its compatibility with our systems and processes and explore it as an opportunity for improving deliveries in the City. Although we do not have immediate plans to roll out the technology across the City, we are grateful to now have a good understanding of its benefits as a tool for kerbside management."

**City of London Corporation**



### 6.1.7. Learnings

- The VLB supported brewery logistics by providing a dedicated space for unloading as well as reverse logistics. The VLB allowed Tradeteam/DHL to park in the middle of the road removing the need for drivers to move their vehicle from different sides of the street.
- Length of booking time and feedback from Operators highlights the amount of time required for brewery logistics, due to the volume of tonnage moved, compared to existing loading restrictions. Also evidenced by Tradeteam/DHL continuing to receive PCNs related to delivering past 08:00 (start of pedestrianised hours).
- Extending the time of the VLB into the pedestrian hours to support length of the delivery was raised by the Operator, however, the manual gate closure during the pedestrianised hours means it would not be possible to integrate it as an exemption set up.
- Trial showed the value of working with a membership organisation (BLG) to reach suitable suppliers that would benefit from the VLB.
- City of London reflected on the trade-off required to find a location where a VLB would support deliveries whilst not impacting other users of the street and present enforcement challenges from Members/general public.
- Finding a second location in the City of London proved challenging with the time constraints of the trial as most locations investigated had numerous uses of kerbside space and/or existing Traffic Management Orders which would need to be consulted on before changing.

- Investigation of implementing a VLB on Telegraph Street highlighted that both Moving & Static Traffic Orders would need to be reviewed. The City of London Corporation also reflected on the trade-off between a location with a high degree of delivery activity where a VLB would make a significant positive impact on delivery behaviour but would require a high level of parking enforcement resources and could restrict access to buildings, versus a location like Watling Street which would not negatively impact other users of the street and would not require a high degree of parking enforcement resources, but would have less of a worthwhile impact on delivery behaviour.

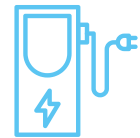
### 6.1.8. Trial Legacy

The trial provided the City of London Corporation with a valuable opportunity to test Virtual Loading Bay as a Kerbside Management technology, explore it as an opportunity for improving deliveries in the City and gain valuable insights into loading patterns and behaviours on Watling Street. Further work is required to identify locations in the City where a VLB would be useful, would not conflict with other highway usage and would not need a high level of enforcement. There is still a challenge on how the City might operate these on a wider area without compromising access rights and our traffic management orders.



Read the full **SGL Unpacked: Kerbside Management Trial** report for an in-depth evaluation of the trial including:

- Kerbside Management Technology
- Trial Set Up
- Engagement & Communications
- Case Studies
- Trial Insights & Data Analysis
- Trial Learnings
- Recommendations & Future Opportunities
- Next Steps



If you would like further information about anything that has been included in this case study, please get in touch:



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