

6. SGL Kerbside Management Trial: Case Studies



6.2 London Borough of Camden

6.2.1. SGL Kerbside Management Trial

LB Camden 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 LB Camden 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.

6.2.2. Selecting a Location

LB Camden focused on addressing congestion and delivery challenges around key high street locations in Kentish Town and Tottenham Court Road.

Kentish Town Road was identified as a suitable VLB location due to the issue of congestion and high traffic flows, double yellow lines, and presence of large chains including McDonalds, Iceland and Greggs who receive multiple deliveries throughout the week.

Morwell Street was identified as a 2nd VLB location to support the servicing of large chains along Tottenham Court Road who receive deliveries via the back of their premises on Morwell Street. The VLB was located on double yellow lines next to a marked disabled bay.

Kentish Town Road VLB



Figure 18. Kentish Town Road VLB. 295 Kentish Town Rd, London NW5 2TJ

The VLB was located on Kentish Town Road, outside of the McDonalds store, and focused on the servicing of businesses along the stretch of high street. The VLB was live between August 2024 and the end of December 2024 and was operational Monday - Sunday with restrictions between 07:00 - 10:00; 16:00 - 19:00, in line with existing delivery restrictions.

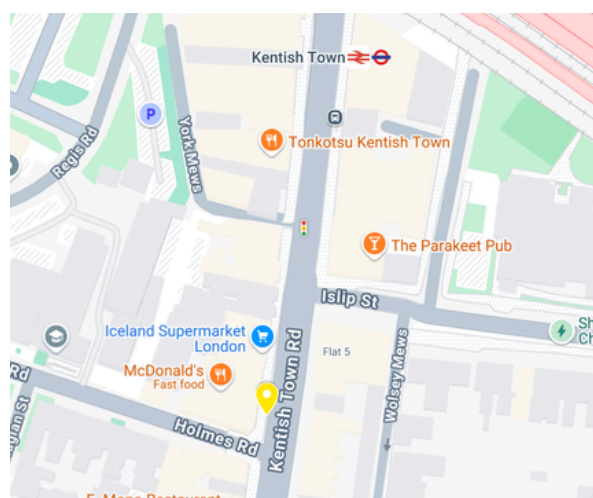


Figure 46. Kentish Town Road VLB Location (yellow marker) in LB Camden.

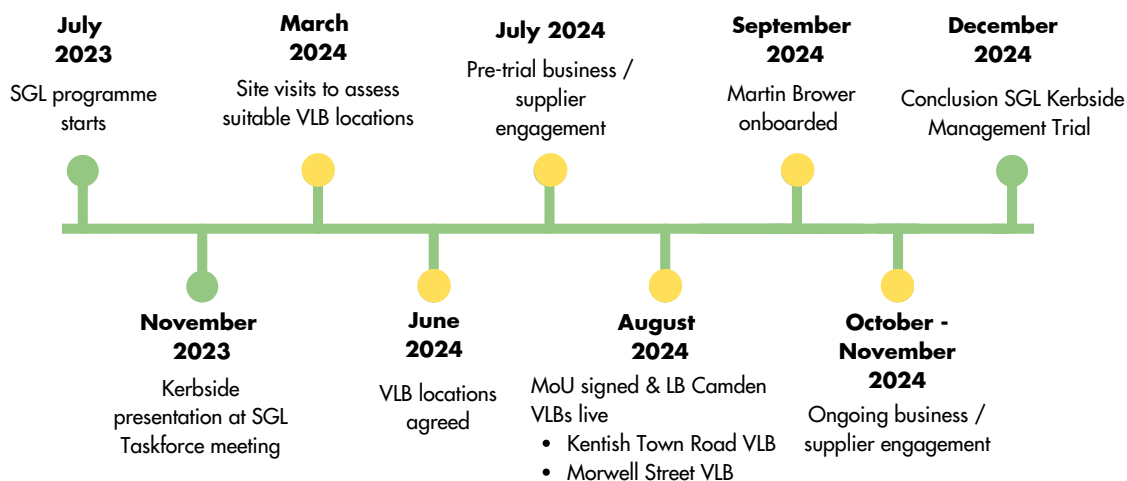


Figure 47. LB Camden SGL Kerbside Management Trial Timeline

Morwell Street VLB



Figure 19. Morwell Street VLB. Morwell St, London W1T 7RB

The VLB was located on Morwell Street and focused on the servicing of businesses along Tottenham Court Road. The VLB was live between August 2024 and the end of December 2024 and was available to book Monday – Sunday, 24 hours a day.

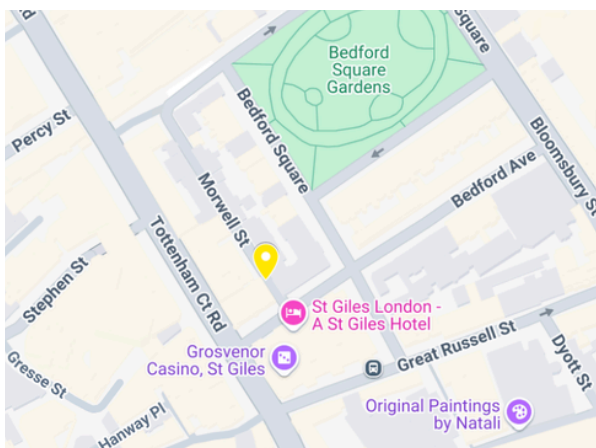


Figure 48. Morwell St VLB Location (yellow marker) in the LB Camden.

6.2.3. Traffic Orders & Permissions

No TMO amendments were required as the locations selected did not require formally changing any loading restrictions in the area. The VLBs were operationalised through exemptions/ dispensations to select businesses to conduct loading activity during specific hours. LB Camden completed a Data Protection Impact Assessment (DPIA) to enable the testing of the VLBs.

6.2.4. Engagement & Communications

In-person engagement with the businesses on Kentish Town Road and near Morwell Street, including Tottenham Court Road, was carried out multiple times, both prior to VLB implementation and once the VLBs were live. Informational flyers supported this engagement as well as targeted emails to businesses & suppliers throughout the VLB live period. Previous engagement and onboarding of Martin Brower to use the VLB that was already live on The Quadrant (LB Richmond – see section 6.4) meant that using a 2nd VLB on Kentish Town Road to supply the Camden McDonalds store was a simple process for the Operator. Whilst engagement with the in-store teams at both locations provided information on current freight & servicing patterns, reaching the correct contacts responsible for fleet management proved challenging, especially for the Morwell Street VLB (as reflected in the usage figures).

6.2.5. VLB Usage

Martin Brower were the primary users of the Kentish Town Road VLB and made multiple bookings a week to service the Kentish Town Road McDonalds store. Antalis were onboarded to use the Morwell Street VLB, however, they did not make any regular bookings. Overall use of the Morwell Street VLB was low, due to challenges of reaching fleet management contacts, and is reflected on in the Learnings section.

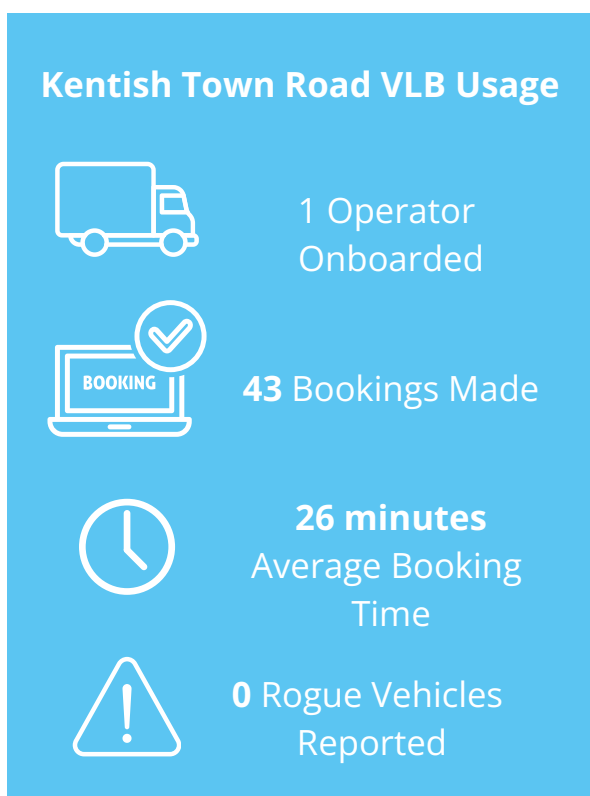


Figure 49 Overall Usage Figure - Kentish Town Road VLB

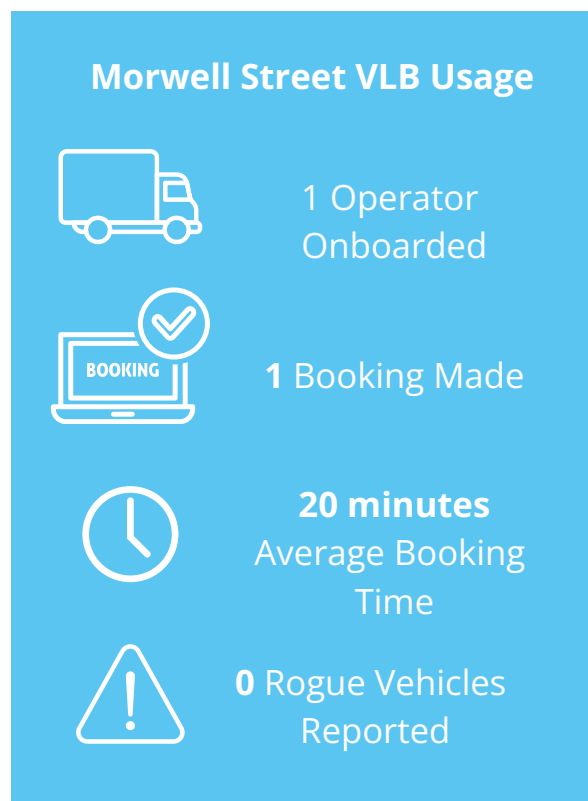


Figure 50. Overall Usage Figure - Morwell Street VLB

6.2.6. Emissions Savings

Emissions savings were calculated using CRP's in-house Transport Emissions Calculator (TEC) which uses Defra's Emissions Factors Toolkit (EFT) 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.

"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."

Councillor Adam Harrison, Cabinet Member for Planning and A Sustainable Camden

		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
London Borough of Camden	Kentish Town Road VLB	1km	0.8g Nox 0.12g PM10 0.06g PM2.5 0.84kg CO2	32.5km	26.06g Nox 3.81g PM10 2.03g PM2.5 27.16kg CO2
	Morwell Street VLB	0	0	30.14km	46.9g Nox 6.85g PM10 3.66g PM2.5 48.89kg CO2
Total		1km	0.8g Nox 0.12g PM10 0.06g PM2.5 0.84kg CO2	62.64km	72.96g Nox 10.66g PM10 5.69g PM2.5 76.05kg CO2

Table 15. LB Camden VLB Emissions Savings Estimates.

Kentish Town Road VLB

Modest emissions savings have been estimated for the Kentish Town Road VLB due to the VLB only being used by a single operator. However, annual projections estimate that the Kentish Town Road VLB has the potential to save 32.5km vehicle circulation km per year, which could lead to estimated emissions savings of:

- 26.06g Nox
- 3.81g PM10
- 2.03g PM2.5
- 27.16kg CO2

These figures are based on the assumption of the trial continuing for a whole year and increased usage of the VLB based on the trial business/supplier engagement which identified suitable users and vehicle circulation km saved by providing a dedicated space for logistics activities. Similarly to the Morwell Street VLB, challenges with reaching the correct individuals responsible for fleet management of the large chain stores would need to be overcome to increase usage and achieve the projected emissions savings.

Morwell Street VLB

Due to very low booking figures, no direct emissions savings were calculated for the Morwell Street VLB during the trial period. However, engagement with businesses and suppliers highlighted a captive audience who could use the VLB to manage deliveries to large chain stores on Tottenham Court Road in future. Annual projections estimate that the Morwell Street VLB has the potential to save 30.14km vehicle circulation km per year, which could lead to estimated emissions savings of:

- 46.9g Nox
- 6.85g PM10
- 3.66g PM2.5
- 48.89kg CO2

These figures are based on the assumption of the trial continuing for a whole year and increased usage of the VLB based on the trial business/supplier engagement which identified suitable users and vehicle circulation km saved by providing a dedicated space for logistics activities. Challenges with reaching the correct individuals responsible for fleet management of the large chain stores would need to be overcome to increase usage and associated emissions savings.

6.2.8. Trial Legacy

The trial provided LB Camden with an opportunity to test Virtual Loading Bays as a Kerbside Management technology and understand the implementation process. Permit Loading Bays, another Kerbside Management Technology, is of interest to the LA, however, would require a compelling internal business case weighing up use and benefit vs. cost and procurement.

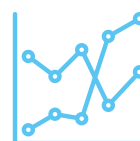
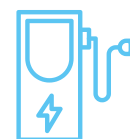
6.2.7. Learnings

- In-person engagement with the businesses on Kentish Town Road and near Morwell Street provided a valuable picture of freight and servicing patterns and highlighted delivery experiences and challenges for local businesses.
- Previous engagement and onboarding of Martin Brower to use The Quadrant VLB in the LB Richmond (see section 6.4) highlighted the value of developing a network of VLBs and Operators, particularly for large chains present along typical high streets.
- Relatively low usage of the VLBs presented a challenge for the LA to assess the full value of VLBs to manage congestion and support deliveries. Having a longer duration to test the VLBs would have provided more time for the VLBs to embed and engage with local businesses and suppliers to identify fleet managers, test the VLBs, and provide further usage data.
- Low use of the Morwell Street VLB evidences the challenge of reaching the correct contacts within larger retail chains that the VLB could have serviced.
- Construction taking place in close proximity to the Morwell Street VLB impacted VLB availability for a short period of time whilst the road was closed.
- LA view that VLB technology works best when changes to Traffic Management Orders are being made, rather than retrofitting into existing restrictions.



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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