

6. SGL Kerbside Management Trial: Case Studies



6.3 London Borough of Lambeth

6.3.1. SGL Kerbside Management Trial

LB Lambeth 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 Lambeth 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.

6.3.2. Selecting a Location

The Cut, Waterloo was selected as a location to test VLBs due to the high number of deliveries taking place along the street to service local businesses. Lambeth also sought to address the issue of HGV & LGV delivery vehicles travelling down smaller residential streets after delivering to businesses along The Cut, due to the traffic filter at the junction of The Cut and Short Street (which was installed to prevent through traffic).

The 1st VLB location was identified outside of Rosa's Thai restaurant on double yellow lines to support multiple businesses in close proximity, including Rosa's Thai, Gails, and Balfes Bikes. The existing loading bay directly after the traffic filter at the junction of The Cut and Short Street was selected as a 2nd VLB location to encourage HGVs & LGVs

to exit The Cut and support the Young Vic Theatre and proximate businesses. Grid and LB Lambeth also agreed to a 3rd virtual dispensation bay in the existing loading bay outside Sainsburys to specifically support the health & safety requirements of brewery logistics to the Windmill Pub (Monday – Sunday from 10am to 4pm). This was not incorporated as part of the SGL trial, however, usage figures have been included for analysis due to the interlinkages between the various VLB's and dispensation process.

The Cut (Rosa's Thai) VLB



Figure 22. The Cut (Rosa's Thai) VLB.
77 The Cut, London SE1 8LL

VLB was located on The Cut, outside Rosa's Thai, to service businesses at the western end of The Cut. The VLB was live between March 2024 and the end of December 2024 and was available to book Monday – Sunday, 24 hours a day.

The Cut (Filter Loading Bay) VLB

VLB was located in an existing loading bay outside the Young Vic Theatre on The Cut and focused on the servicing of businesses to the eastern end of the street. The VLB was live between March 2024 and the end of December 2024 and was available to book Monday – Sunday, 24 hours a day.

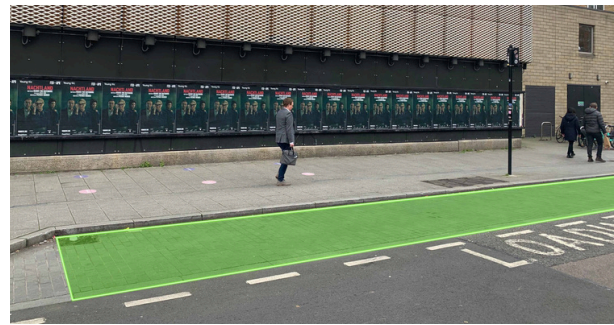


Figure 23. The Cut (Filter Loading Bay) VLB.
47A The Cut, SE1 8LF

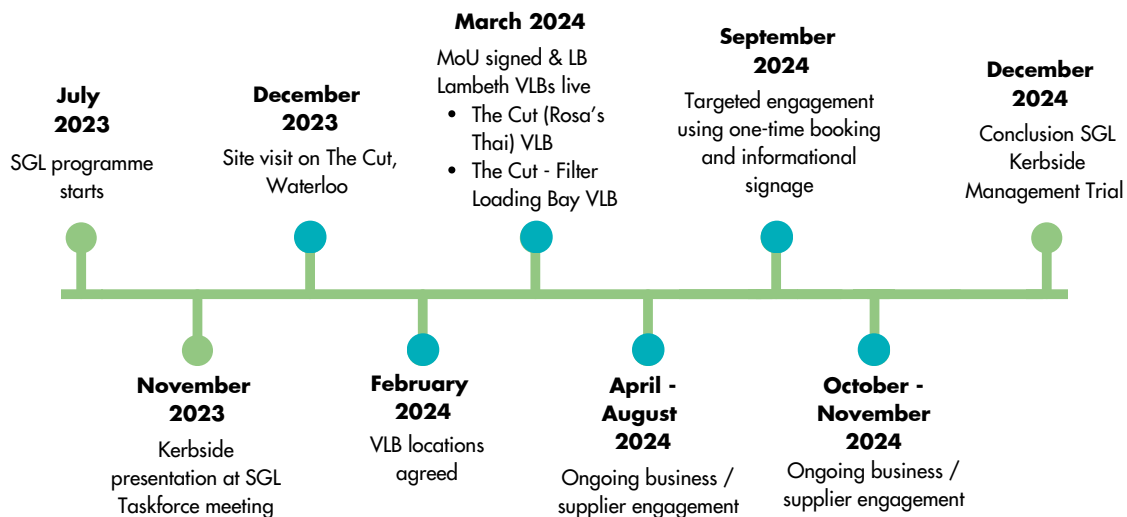


Figure 51. LB Lambeth SGL Kerbside Management Trial Timeline

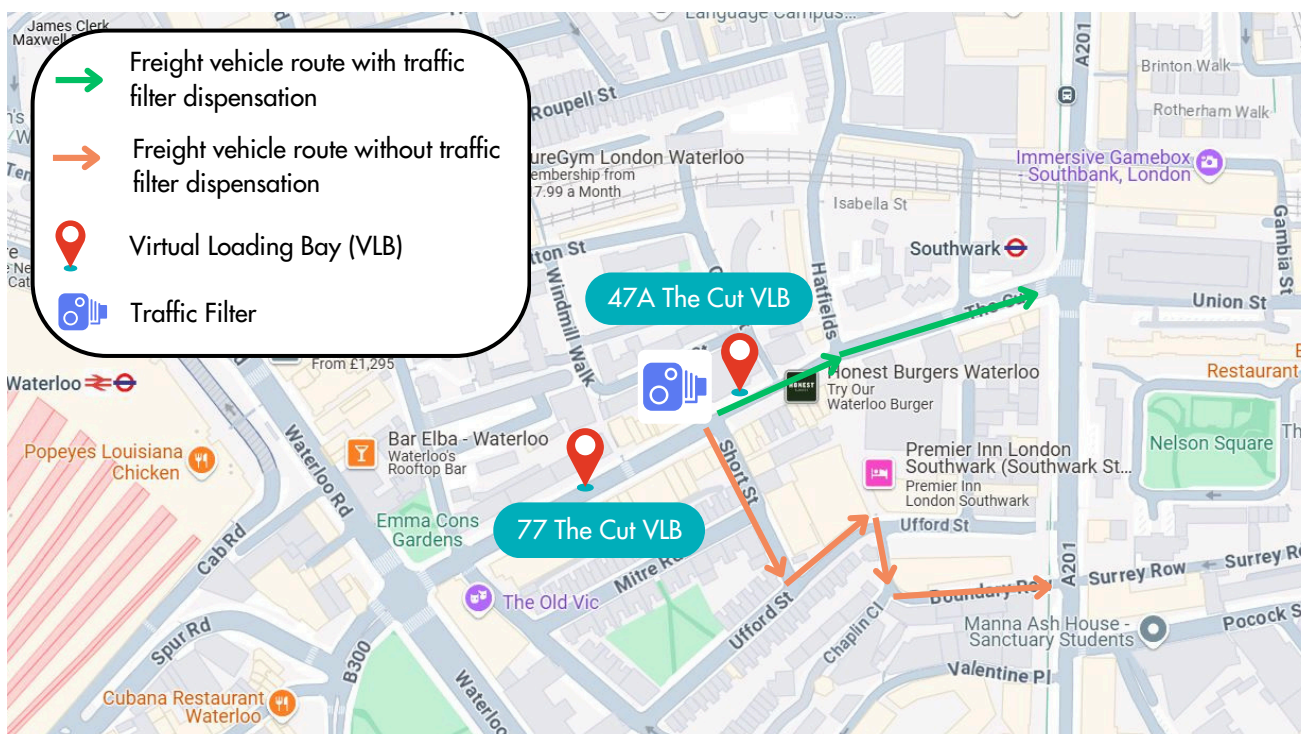


Figure 52. Freight vehicle routes along The Cut, Waterloo with and without the traffic filter dispensation via the Kerb platform (LB Lambeth).

6.3.3. Traffic Orders & Permissions

No TMO amendments were required as the VLB locations selected did not involve formally changing any loading restrictions in the area. The VLBs were operationalised through exemptions/dispensations to conduct loading activity during the defined operational hours.

6.3.4. Trial Addition: Integrating a Traffic Filter with Kerbside Management

LB Lambeth integrated the kerbside management technology with an existing traffic filter to reduce the number of HGVs & LGVs travelling down smaller residential streets (e.g. Boundary Row), reduce emissions in the area, and improve delivery driver efficiency.

Booking via the Kerb platform provided delivery vehicles with an automatic dispensation to travel through the traffic filter at the junction of The Cut and Short Street and exit directly on to Blackfriars Road. The platform provided the local authority enforcement team with an accurate list of freight vehicle VRMs exempt from the traffic filter as well as data on delivery and servicing activity along The Cut. LB Lambeth also utilised the Kerb booking system to support the Parking Suspension process for the existing loading bay outside the Young Vic Theatre. This was used by the Young Vic Theatre when using the loading bay for longer periods to move large set pieces.

6.3.5. Engagement & Communications

In-person engagement with the businesses along The Cut was carried out throughout the duration of the trial, both prior to VLB implementation and once the VLBs were live. Businesses included chains such as Rosa's Thai, Gails, and Honest Burger, as well as independent businesses and cultural venues. Informational flyers supported this engagement as well as targeted emails to businesses & suppliers throughout the VLB live period. We Are Waterloo (the local Business Improvement District) supported the trial by gaining delivery insights from The Cut businesses via their newsletter and promoted the trial within their business network. Grid's existing relationships with the Brewery Logistics Group enabled a direct contact to suppliers to the Windmill Pub and facilitated introductory and onboarding meetings.



Figure 53. CRP Team carrying out business engagement along The Cut, Waterloo (LB Lambeth).

Temporary signs with a QR code and information on the trial were put up at the VLB locations along The Cut to encourage trial participation and promote the ability to pass through the traffic filter when using the platform. A period of intensive face to face engagement with suppliers in September 2024 was supported by Grid using their one-time booking account to demonstrate the platform to Operators and showcase the ability to pass through the traffic filter with an onsite sign-up. Increased engagement and the one-time booking account resulted in 2 Operators being converted to regular users of the platform.

6.3.6. VLB Usage

Usage of the VLBs along The Cut steadily increased across the trial period in line with the number of Operators onboarded. Regular users of the platform included BLG members, Carnevale and The Young Vic. Balfe's Bikes and Easipac were successfully converted from one-time bookings to regular users of the Rosa's Thai VLB. 6 other Operators used the one-time booking account, however, were not converted to become regular users of the platform. The Young Vic Theatre used the Filter Loading Bay VLB for both deliveries and collections, and booked the space in conjunction with applying for parking suspensions when using the loading bay for longer periods (longest booking of 15 hours).

*Usage figures from the 3rd virtual dispensation bay on The Cut (agreed by LB Lambeth and Grid) have been included within The Cut (Rosa's Thai) VLB figures due to the interlinkages between the other LB Lambeth VLBs and traffic filter dispensation process.

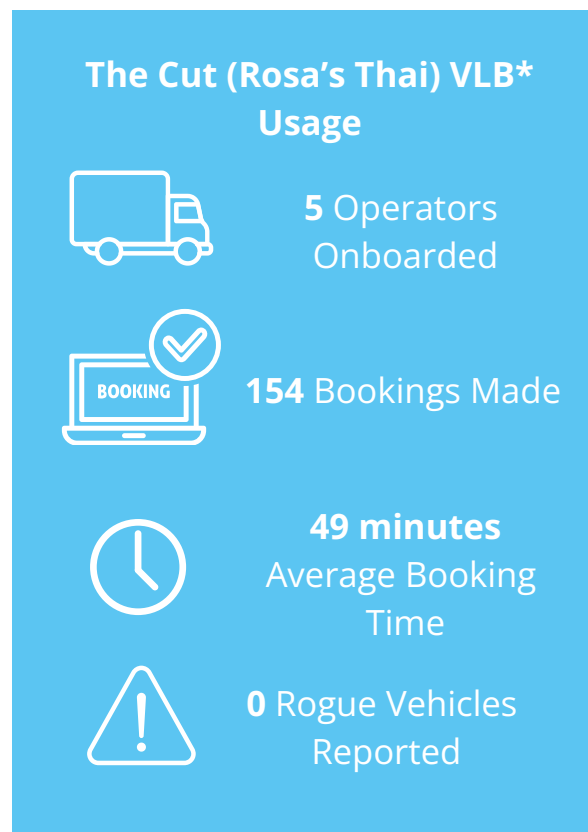


Figure 54. Overall Usage Figures - The Cut (Rosa's Thai) VLB

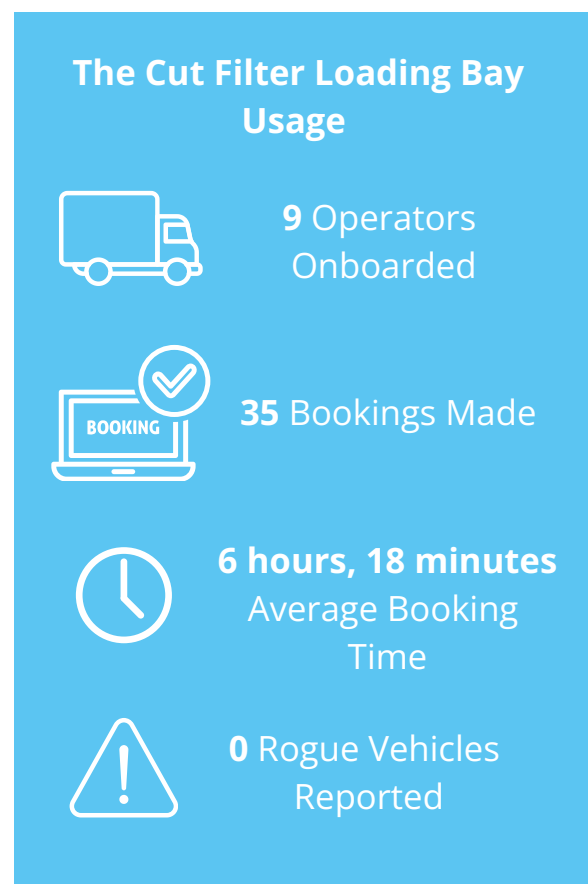


Figure 55. Overall Usage Figures - The Cut Filter Loading Bay VLB

6.3.7. 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 traffic filter exemption. A different methodology was used for the LB Lambeth VLBs due to the integration with the traffic filter which provided a known figure for vehicle km saved. Further detail on emissions savings methodology and the assumptions applied are outlined in section 12.

In Lambeth, by allowing HGVs & LGVs booking the VLBs on the Kerb platform to pass through the traffic filter on The Cut, approximately 52 vehicle km were saved over the trial period. This resulted in the following emissions savings*:

- 42g Nox (58% saving)
- 8g PM10 (67% saving)
- 3.8g PM2.5 (67% saving)
- 43.46kg CO2 (58% saving)

*Based on total bookings and vehicle km saved as a result of the traffic filter exemption.

		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 Lambeth <i>Combined total due to different emissions savings methodology.</i>	The Cut (Rosa's Thai)*	52km	42g Nox (58% saving) 8g PM10 (67% saving) 3.8g PM2.5 (67% saving) 43.46kg CO2 (58% saving)	287.65km	230.63g Nox (58% saving) 33.69g PM10 (67% saving) 17.89g PM2.5 (67% saving) 240.40kg CO2 (58% saving)
	The Cut-Filter Loading Bay VLB				

Table 16. LB Lambeth VLB Emissions Savings Estimates.

*Includes usage figures from the 3rd virtual dispensation bay agreed by LB Lambeth and Grid.

6.3.8. Projected Emissions Savings

In Lambeth, by allowing HGVs & LGVs booking the VLBs on the Kerb platform to pass through the traffic filter on The Cut, it is estimated that approximately 287.65 vehicle km could be saved over an annual period. This is based on trial business/supplier engagement and estimated average percentage increase of Operators and monthly bookings. Includes usage figures from the 3rd virtual dispensation bay agreed by LB Lambeth and Grid.

The emissions savings for both the trial period and annual projections are markedly higher in comparison to the other VLBs in the SGL Kerbside Management Trial. This is likely due to the integration with the traffic filter along The Cut and vehicle km being saved for each booking rather than just in the case of a missed delivery (assumption applied to City of London, LB Camden and LB Richmond VLBs).

6.3.9. Learnings

- Taking part in the trial allowed LB Lambeth to understand behaviour of freight vehicles along The Cut, test kerbside management technology and test dynamic exemptions policy through use of the traffic filter.
- Incorporating the ability to pass through the traffic filter was a valuable incentive when engaging with operators and encouraging them to participate in the trial. Integration with the traffic filter also led to a saving in vehicle kilometres and quantifiable air quality and congestion benefits.

- A steady increase in bookings and onboarded Operators over the course of the 9 months demonstrated the time required to engage with businesses and Operators and for VLB technology to become embedded in logistics activities.
- Use of one-time bookings on the ground helped to build rapport with Operators and provide an immediate incentive to providing information for the trial and led to 2 Operators being converted to regular users.
- Businesses along The Cut had received positive feedback from suppliers using the platform and there had been no negative impacts to delivery timings.
- The Young Vic were requested by Lambeth to use the Filter Loading Bay VLB in conjunction with the parking suspension process. The VLB was used the same amount for collections as deliveries, however, the dual system presented an admin burden due to the 30-minute booking slots.
- Some operators that were engaged raised concerns around drivers using mobile phones and did not take part in the trial.

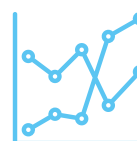
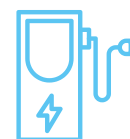
6.3.10. Trial Legacy

LB Lambeth have extended the operations of their VLBs beyond the SGL programme and are working with Grid and local businesses / suppliers to increase existing VLB usage as well as identify other suitable VLB locations across the borough.



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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