

CRP CONSULTANCY CASE STUDY

Planning, Co-ordination and Delivery of an Urban Freight Solutions Workshop

Client: University College London



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The Project

Integrating express rail freight with last mile logistics has the potential to significantly transform freight operations in London, helping to reduce congestion and improve air quality. However, achieving seamless rail-to-road integration presents several challenges. UCL was keen to explore these challenges, taking perspectives from a wide range of stakeholders. Consequently, CRP led the preparation and delivery of an interactive workshop, providing access to a wide range of target stakeholders. This allowed UCL to explore collaborative solutions to integrate express rail freight and last-mile delivery operations effectively, and identify key challenges that need to be addressed. The project was funded by [UCL Public Policy](#) and [Research England's](#) QR-Policy Support Fund.

What We Delivered



Applied our creative expertise to design and deliver an engaging, interactive workshop experience, consisting of focussed sessions, industry expert presentations, as well as networking opportunities.



Leveraged our extensive network within the transport sector to engage over 25 key stakeholders from across the rail industry, as well as representatives from local and national government and leading delivery organisations.



Produced a final report, which analysed outputs from the workshop, identified key themes, as well as recommended next steps and actions.



Our Approach

- 1 Defining Proposal:** CRP worked with UCL to identify their project objectives and refine the workshop agenda and format. We utilised our expert knowledge on express rail freight and last mile logistics, plus experience in delivering micro-logistics hubs, to create and deliver an effective workshop.
- 2 Project Management:** We developed a project action plan, which identified tasks, set deadlines and responsibilities, and included key milestones to support with tracking progress. With just a 7-week turn around from receiving confirmation of successful funding, this was crucial to ensure the project remained on track.
- 3 Regular Communication:** CRP Initiated and facilitated weekly project meetings to track progress, review deliverables, and address any outstanding queries.
- 4 Stakeholder Identification:** We tapped in to our strong network of contacts to issue targeted, strategic invitations, as well as identify expert presenters.
- 5 Diligent Pre-Event Coordination:** We utilised our strong planning and creative skills to develop engaging workshop materials, establish room layout and co-ordinate presentations.

“Collaborating with CRP has been a truly rewarding experience. The team’s enthusiasm, reliability, and genuine commitment stood out and made the process smooth and enjoyable. Thanks to their effort, the workshop not only brought together the right stakeholders but also created meaningful connections and clear next steps for real impact. I would wholeheartedly recommend collaborating with CRP.”

Dr Manu Sasidharan, Assistant Professor in Infrastructure Asset Management
Department of Civil, Environmental and Geomatic Engineering, University College London



The Result

- **Provided UCL with a critical opportunity to kickstart in-person, cross-sector discussion** on the topic of integrating express rail freight with last mile logistics solutions. Evidenced a clear appetite for continued in-person discussion and collaborative problem solving, as well as further academic research for UCL to pursue.
- **Identified key recommendations** to progress this topic forward including the need for further trials, research and funding incentives that UCL could explore.
- **Identified primary barriers** to increasing, and integrating, express rail freight with last mile logistics solutions. These reflect systemic issues requiring national-level policy change, strategic investment, and fundamental shifts in how rail freight is understood and prioritised. This was a key objective for UCL.
- **Established a new working relationship between CRP and UCL's Department of Civil, Environmental & Geomatic Engineering**. CRP and the UCL Team are continuing to work together to apply for additional funding bids.
- **Fostered new connections** among attendees through opportunities for networking as part of the workshop.

CRP Skills Evidenced



- Project Management
- Stakeholder Engagement
- Event Planning
- Workshop Coordination & Delivery
- Communication
- Analysis & Reporting



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