



Somers Town

Freight, Servicing and Delivery Plan



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01. Introduction

Purpose and Vision

Somers Town has received funding from the Greater London Authority's (GLA) Future Neighbourhoods 2030 programme, which aims to 'tackle some of London's defining environmental challenges, including the climate emergency and toxic air quality, whilst creating jobs, developing skills and supporting a just transition to a low carbon circular economy'¹.

This Freight, Servicing and Delivery Action Plan (FSDAP) is one of several projects which form the **Somers Town Future Neighbourhood 2030 programme**.

Momentum Transport Consultancy were commissioned to work with Camden Council and local businesses to develop the FSDP. The approach consisted of three phases: information gathering, engagement and trials, and developing and delivering the FSDP.

The project objectives were:

- To **engage with businesses** in Somers Town and facilitate their input into the development of the Somers Town FSDP, including collecting and analysing data about businesses' loading and servicing patterns
- To **explore opportunities** with businesses to reduce dependency on and the volume of motor vehicles carrying out their loading, servicing and waste collection and to enable businesses to trial and, ultimately, take up more sustainable loading practices
- To **deliver Camden Council's Transport Strategy objectives** through working with businesses and the Council to develop a practical and adoptable strategy for enabling more sustainable loading, servicing and waste collection in Somers Town
- To work with local business to enable them to **establish a governance structure** amongst themselves to ensure that the agreed FSDP is implemented by local businesses, following the completion of this piece of work

The FSDP is intended to offer a toolkit of solutions and resources to local businesses to effectively manage their operations and to choose more sustainable delivery and servicing methods.

The FSDP will support the Somers Town Future Neighbourhood 2030 **Area Based Strategy** and its community priorities and visions. It seeks to contribute towards the following Future Neighbourhoods 2030 mission objectives:

- Improve the natural environment and air quality, tackle climate and ecological emergencies
- Promote and incentivise activities that sustain and grow London's green economy
- Engage Londoners and businesses in their journey to become a zero pollution and greener city

By choosing more sustainable delivery and servicing methods, local businesses can help reduce traffic in Somers Town, improve the local environment, and potentially gain benefits such as cost-savings and demonstrate green credentials.

This FSDP will set out:

- The existing delivery and servicing context in Somers Town, and the challenges and opportunities that exist
- The objectives and targets that this FSDP will seek to achieve
- Short-, medium- and long-term actions that businesses could adopt that work towards the outlined objectives and targets
- How the FSDP will be delivered, monitored and reviewed

What do we mean by freight, deliveries and servicing?

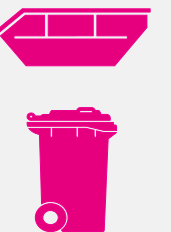
- **Freight** – Transporting bulk goods using large vehicles over long distances



- **Deliveries** – Transport smaller-sized packages over short distances to end users or consumers, often directly to their door



- **Servicing** – Provision of services, including waste, cleaning, building repair and maintenance



¹ <https://www.london.gov.uk/programmes-strategies/funding-and-innovation/future-neighbourhoods-2030>



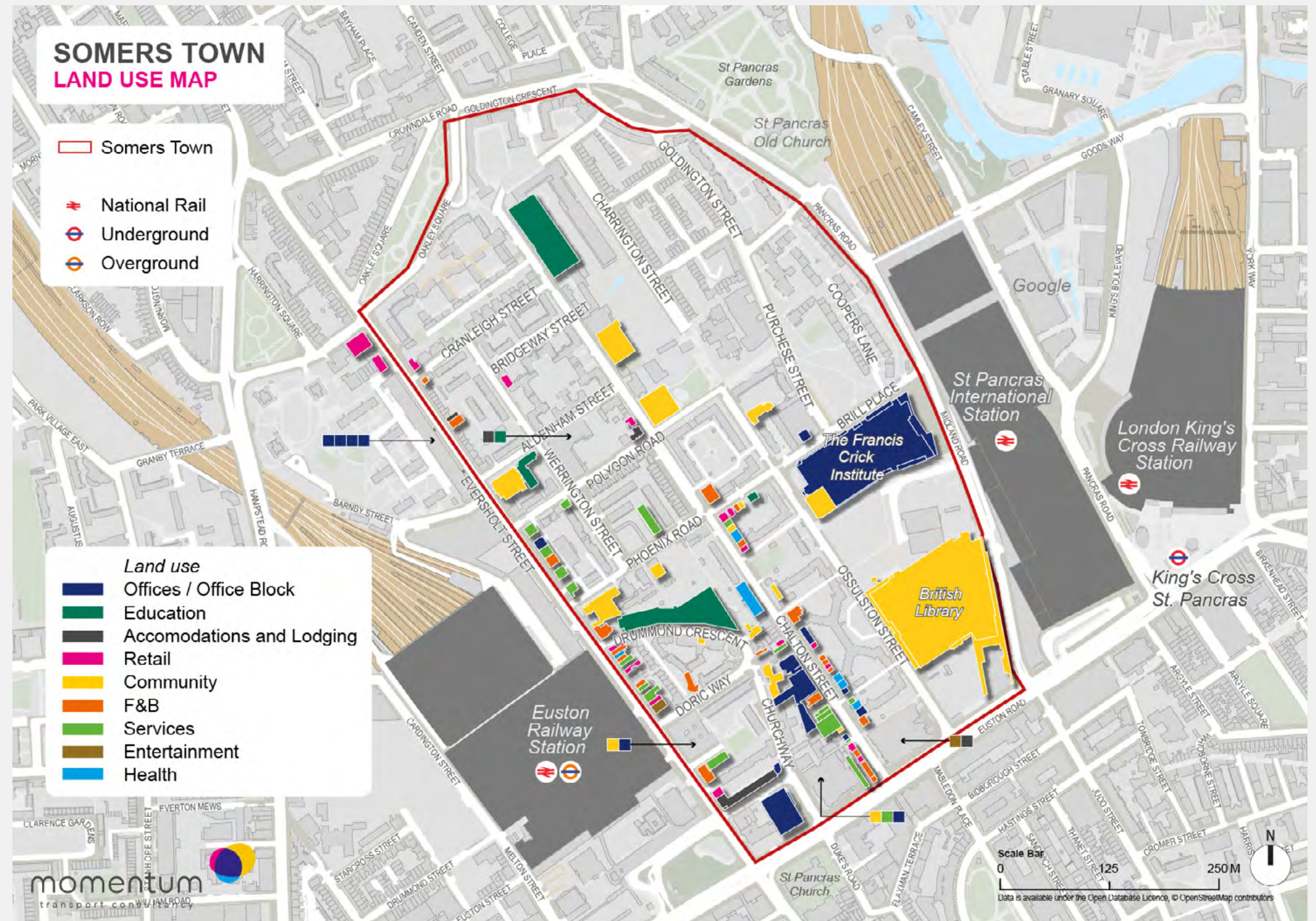
02. Deliveries and Servicing in Somers Town

Overview

Located between Euston Station and St Pancras Station, Somers Town is a predominantly residential area with a number of businesses predominantly located on the south side of Phoenix Road/Brill Place, the east side of Eversholt Road and along Chalton Street. Every Friday Chalton Street also hosts a market with over 40 traders.

The map on the right highlights the location and type of these businesses in Somers Town, as well as the project boundary this document covers.

A mix of businesses operate in Somers Town with no majority nor clustering of certain business types.

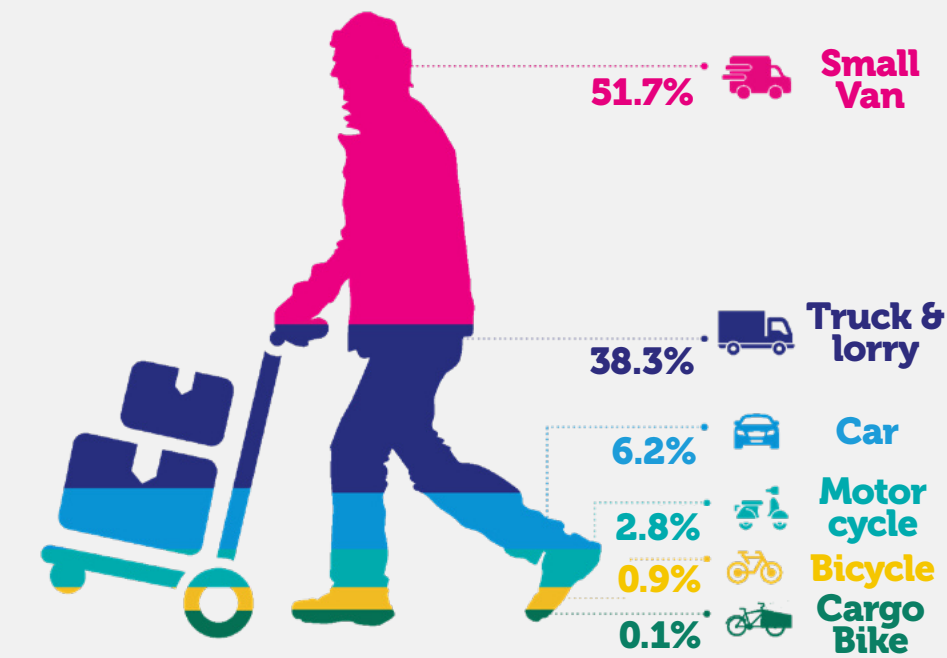




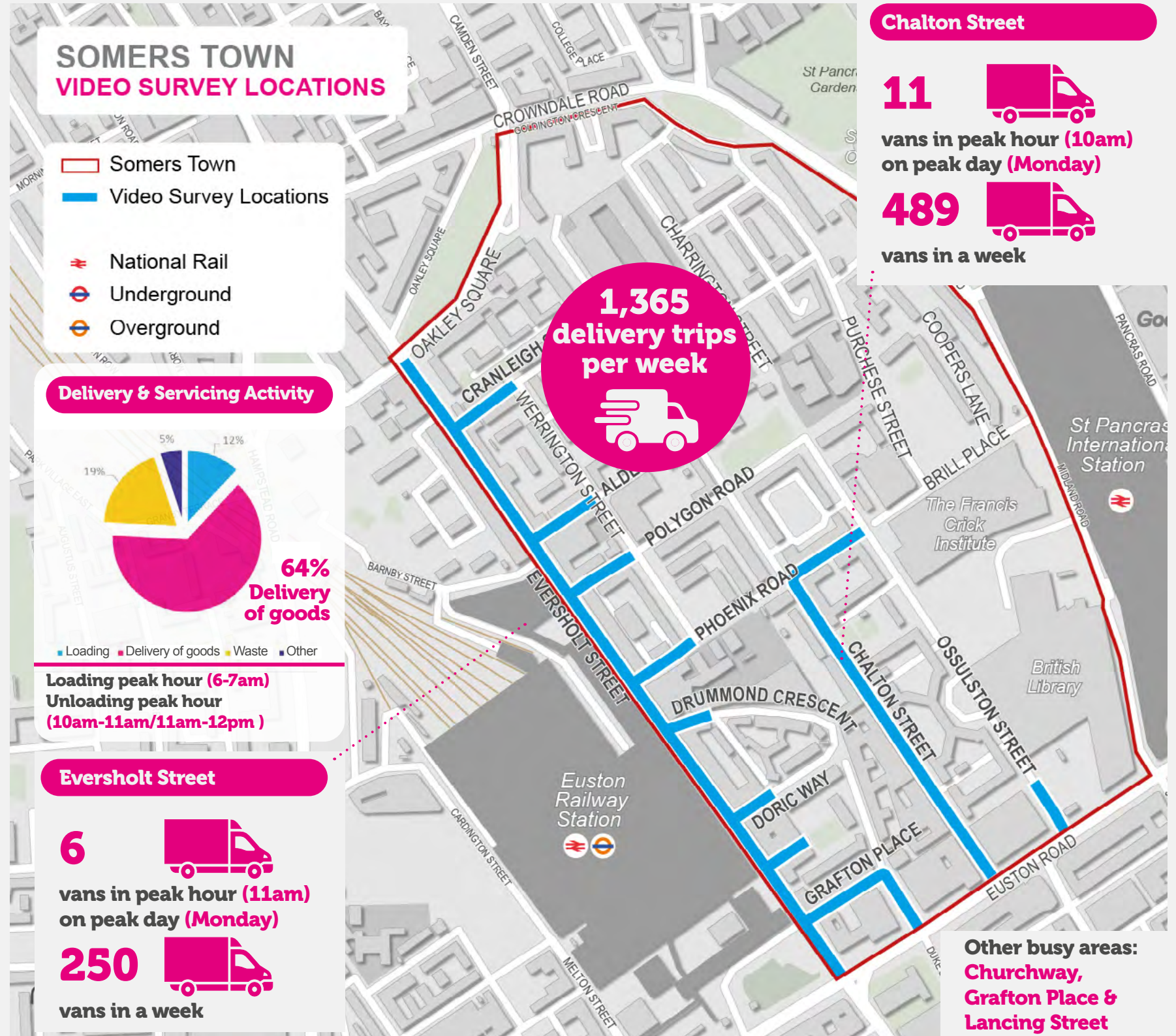
Loading Survey

A loading survey commissioned by Camden Council was conducted by video surveys and observations from **Thursday 12th May to Wednesday 18th May 2022**. The surveys highlighted that loading and unloading activities are primarily conducted by light goods vehicles (LGVs), ordinary goods vehicles such as box vans, and cars. Hotspots for this activity are on Chalton Street and the east side of Eversholt Street.

A minimal number of delivery trips are undertaken by cargo bike a week currently, which presents an opportunity for improvement.



Average loading/unloading time





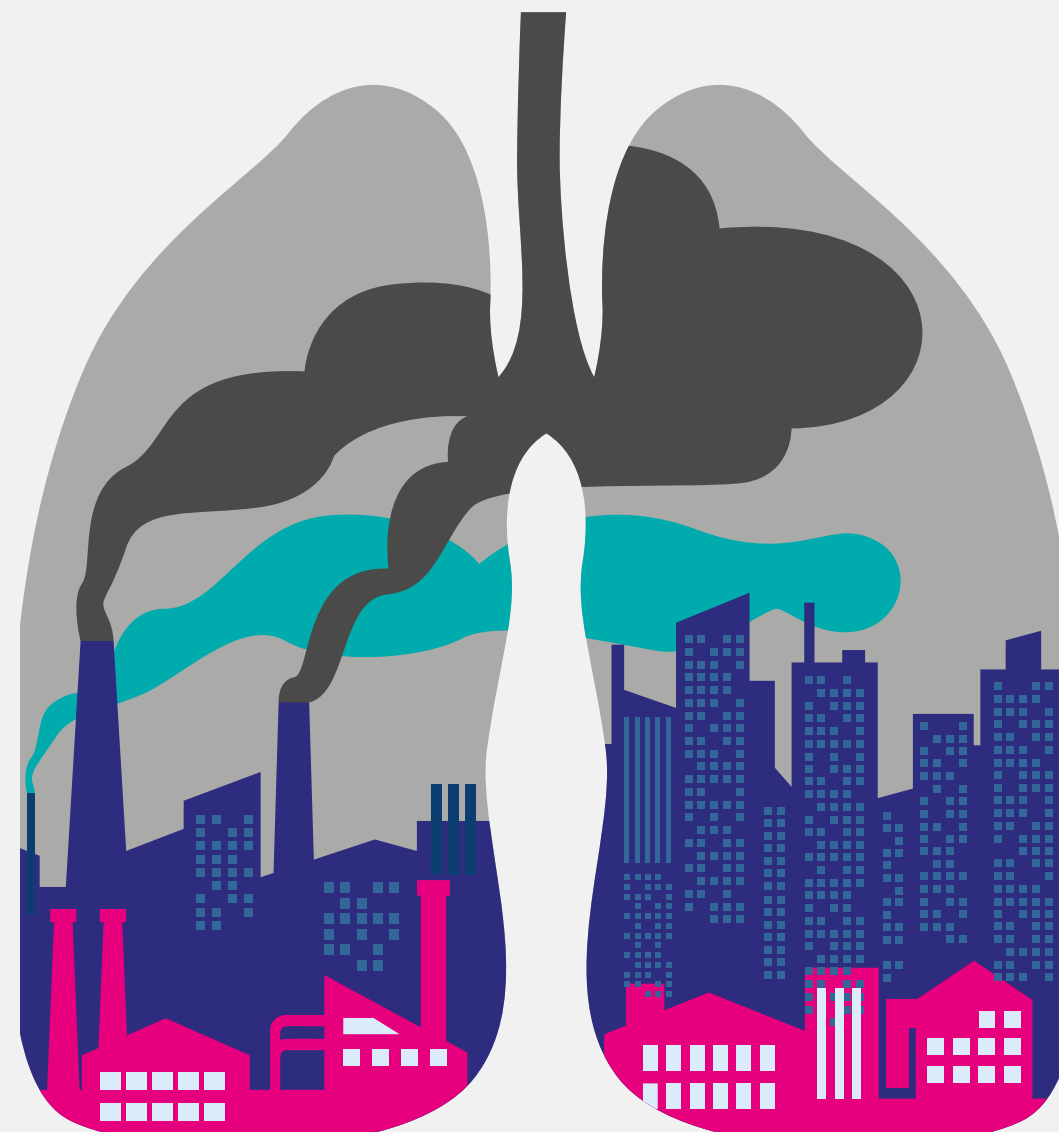
Existing Good Practice

Input from local businesses was sought to support the aims of this project. A door-knocking exercise was undertaken to raise awareness of the project, deliver information packs and offer assistance in completing a questionnaire on business delivery and servicing requirements. 76 businesses were visited in person and 27 businesses had the information pack and questionnaire posted or emailed to them. In total, four survey responses were received. Two rounds of targeted engagement were also conducted, directly engaging with 24 businesses. The full engagement methodology is provided in Appendix B.

During engagement, five businesses mentioned sustainable delivery and servicing methods that they were already undertaking. These included:

- When ordering food directly for the office, cargo bike delivery is requested
- Walking to local shops to get provisions for the office, instead of receiving deliveries
- A pharmacy and two food retail shops undertake their own deliveries locally on foot or by bike
- A food retail shop utilises cargo bike couriers for some customer deliveries

This highlights the environmental considerations of some businesses, as well as the benefits of convenience and cost-savings that some of these practices can bring.



5

Air pollution in Somers Town is a serious problem. The boundary roads: Euston, Eversholt and Midland all exceed legal NO₂ annual mean limits and particulate matter pollution surpasses the World Health Organisations recommendations². The effects on health are apparent with the borough's highest asthma rates amongst 0-18 year in Somers Town³.

Improving air quality in Somers Town is a strategic objective of the Somers Town Future Neighbourhoods 2030 Programme and the Somers Town Area Based Strategy 2023-2030.



Challenges and Opportunities

It is recognised that there are a number of challenges for the adoption of more sustainable delivery and servicing methods in Somers Town and in the uptake of this Freight, Servicing and

Delivery Plan. However, a number of opportunities also exist to bring forward positive change. The challenges and opportunities have been outlined below.

Challenges

No BID - A Business Improvement District (BID) does not operate in Somers Town and there is not an organised local business group. This means there is a lack of coordination amongst businesses to organise and jointly benefit from some sustainable practices, as well as to adopt the Freight, Servicing and Delivery Plan.

External deliveries - There are not many local businesses with outgoing deliveries within Somers Town (i.e. sending out their own deliveries to customers), which are easiest to switch to more sustainable methods as it is within the local business' direct control. Instead, most businesses in Somers Town receive deliveries from external suppliers/companies who control their own delivery methods.

Company-wide/national supply chains - Some businesses in Somers Town are limited to company-wide/national supply chain contracts so they cannot easily change providers or alter how their deliveries are made. For example, government service providers and pubs that are part of a national chain.

Engagement - Limited input from local businesses into the Freight, Servicing and Delivery Plan following an engagement exercise, preventing more tailored measures from being proposed.

Financial and time constraints to local businesses pursuing more sustainable delivery and servicing practices.

Opportunities

Business forum - Local businesses could self-organise into a local business forum for discussion and promotion of schemes and ideas that would mutually benefit their business and local area.

Collaborations - Large partnerships operate in proximity to Somers Town, such as the Knowledge Quarter and Camden Town Unlimited BID. This presents a potential opportunity for collaboration.

FSDP toolkit - Included in this Freight, Servicing and Delivery Plan is a toolkit of information and resources that cater to both businesses receiving incoming deliveries but also those sending out deliveries. This is to ensure positive change is an option for all.

Small scale deliveries - Highlight how smaller-scale deliveries not tied to contracts can be reduced or switched to more sustainable methods so businesses can still make a positive impact locally, e.g. personal deliveries for staff.

Tailored solutions - A number of measures and case studies have been outlined to cater to different types of businesses and organisations to ensure the Freight, Servicing and Delivery Plan is a relevant and useful resource.

Cost saving - This Freight, Servicing and Delivery Plan presents actions that can be taken over the short-, medium- and long-term as well as highlighting broad cost considerations and next steps to make change as convenient and as clear as possible for businesses. In the longer term, cost savings and efficiencies may be gained from switching to more sustainable delivery and servicing practices.

Local projects - Positive momentum for sustainable change in the Somers Town area due to the Future Neighbourhoods 2030 programme.

This includes the **Green Mobility Hubs project**, which will introduce hubs at 7 locations in Somers Town, which may include shared bikes, car clubs, cargo bikes and e-scooters. The hubs will be available to local businesses and residents.

Charlton Street is also undergoing development to make it more welcoming to people, strengthen its market and increase its climate resilience.



03. Freight, Delivery and Servicing Plan

Objectives

This Freight, Servicing and Delivery Plan (FSDP) has been developed alongside **Camden Council’s borough-wide Freight and Servicing Action Plan (2024)** and in line with the wider policy context within Camden, London and the UK (see Appendix A).

A Freight, Servicing and Delivery Plan outlines steps that can be taken to manage delivery and servicing activities efficiently and in ways that minimise traffic, congestion, pollution (noise and air) and negative impacts on other road users, whilst increasing overall road safety.

This FSDP seeks to help support Camden’s Freight and Servicing Action Plan and Transport Strategy objectives.

In addition, the Somers Town FSDP has the following objectives:

1. To reduce the number of freight and servicing trips in the area
2. To remode loading, servicing and waste collection practices to more sustainable methods such as cargo-bikes
3. To re-time freight, deliveries and servicing in the area to avoid the busiest times
4. Ensure the plan is able to be implemented independently by local businesses into the future

Targets

- Overall reduction in LGVs and OGV1s by 10% from 89.9% of trips to below 80% in the next 3 years



- Increase in cargo bike deliveries from 0.1% to 5% of total within the next 3 years as trips previously undertaken by LGVs and OGV1s are switched to cargo bike.



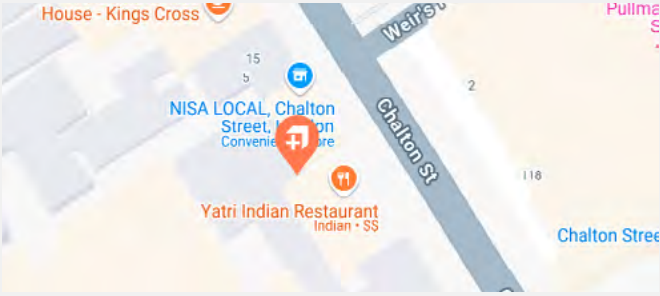
- Delivery trips by all modes combined do not exceed 1,000 per week, achieved within the next 3 years. Currently, based on the May 2022 loading survey, 1,365 delivery and servicing trips occur in a week.





Action Plan

**Short Term
(Within 1 Year)**

Action	Outcomes	Case Study	Next Steps & Consideratons	Cost
<p>Utilise delivery collection points</p> <p>Collection points are designated locations, such as lockers or shops, where customers can pick up parcels at their convenience</p>	<ul style="list-style-type: none"> To reduce delivery vehicles in the area Convenience No missed deliveries 	<p>Local collection points are:</p> <ul style="list-style-type: none"> Nisa Supermarket on Chalton Street 	<ul style="list-style-type: none"> Nearby collection points to be found here: https://clickcollect.london/ Circulate this information to staff encouraging them to help reduce delivery vehicles in the area by using local collection points by work or their home. TfL's toolkit for businesses on Personal deliveries and the workplace includes an example employee poster among other resources 	<p>The following actions have been categorised according to their implementation time and financial cost</p> <p>£ <£1,000</p> <p>££ £1,000- £3,000</p> <p>£££ £3,000+</p>
<p>Reducing the number of deliveries to your business</p>	<ul style="list-style-type: none"> Reduce carbon footprint Improve vehicle congestion locally Improve air quality Time saved handling deliveries Cost efficiencies 	<p>Point A Hotel Westminster⁴ is located in a congested neighbourhood. The hotel reviewed their incoming and outgoing goods and services, identifying opportunities to reduce deliveries by consolidating orders. They had a:</p> <ul style="list-style-type: none"> 75% reduction in food and beverage deliveries, from four times a month to once a month 66% reduction in stationary deliveries, from three times a month to once a month 50% reduction in housekeeping deliveries 15% reduction in linen deliveries. 	<ul style="list-style-type: none"> Review your incoming and outgoing deliveries over an average week and seek opportunities to reduce the frequency of any deliveries. 	<p>£</p>
<p>Re-time deliveries outside of peak hours</p> <p>The peak hour is when roads have the highest number of vehicles</p>	<ul style="list-style-type: none"> Reduce vehicular traffic during peak business hours, creating a more pleasant environment for customers Reduction in staff resource handling deliveries during peak hours Consolidated delivery period creating efficiency Potential cost saving 	<p>Planet Organic Tottenham Court Road retimed 60% of their deliveries to overnight in order to avoid peak congestion hours. They cited benefits including*:</p> <ul style="list-style-type: none"> Staff spending less time receiving deliveries Progress towards sustainability targets. 	<ul style="list-style-type: none"> Read TfL's guidance for businesses on Retiming deliveries Identify opportunities and goods that would be suitable to re-time delivery Discuss with suppliers' options for re-timing deliveries Where staff are not available outside of peak hours to receive deliveries, identify if 24hr delivery lockers could be utilised. 	<p>£</p>

⁴ <https://content.tfl.gov.uk/deliveries-toolkit-case-studies-point-a-hotels.pdf>
 * Appendix G: TfL Efficient deliveries Case Study: Planet Organic



Action Plan continued

Short Term
(Within 1 Year)

Action	Outcomes	Case Study	Next Steps & Considerations	Cost
<p>Buy locally and/or with businesses who use sustainable delivery methods</p> <p>Buying suppliers locally rather than online. Sustainable delivery methods may be bike or electric vehicle. Joint orders with other businesses reduces the number of delivery trips being made.</p>	<ul style="list-style-type: none"> Reduced emissions Potential delivery cost saving Can be marketed to eco-conscious customers Supports local economy 	<p>During engagement, a local business within Somers Town shared that they walked to a local shop to buy stationery provisions, rather than ordering online.</p>	<ul style="list-style-type: none"> Find local suppliers for frequently ordered and locally available goods, such as office supplies and catering. Use the cargo bike service directory to find goods/trades delivered by cargo bike or electric vehicles 	£
<p>Use a cargo-bike for business delivery and servicing needs</p> <p>A cargo bike is an alternative to a van or car and is designed to carry large or heavy loads such as parcels. It often has electric assistance.</p>	<ul style="list-style-type: none"> Reliable delivery times Zero emission deliveries, helping to reduce pollution Enhanced business reputation for sustainability and attractive to eco-conscious customers Potential cost saving Less stressful deliveries/fewer parking fines 	<p>The Toy Project – a north London charity spent a lot of staff time collecting and delivering toys across London. Their diesel van had high running costs, including parking, congestion charges, fuel and servicing⁵.</p> <p>By using a local cargo bike courier service, they compared the costs against using their van.</p> <p>Cargo bike courier achievements:</p> <ul style="list-style-type: none"> 30 hours of staff time per month saved £140 per month approximately saved by switching 3,000 miles of diesel van deliveries eliminated per year Reduced air pollutants Life After Hummus - see page 11 for a Somers Town based case study on cargo bike ownership. 	<p>Use a cargo bike courier company</p> <ul style="list-style-type: none"> Read TfL's guide for businesses on Making and receiving cargo bike deliveries Use the cargo bike service directory to find cargo bike couriers Contact cargo bike couriers to understand costs and how the service would work <p>Use a shared cargo bike</p> <ul style="list-style-type: none"> Upcoming Somers Town Green Mobility Hubs which will include shared e-cargo bikes for rent to local businesses and residents Rent a shared cargo bike via OurBike, if you become a host you get 20 free hours per month Potential to use/share cargo bike owned by a local business/organisation <p>Owning your own cargo bike</p> <ul style="list-style-type: none"> Review the Business Cargo Bike Guide, which supports businesses with essential information for procuring and using cargo bikes Read TfL's guide for businesses on Making and receiving cargo bike deliveries Visit a retailer to discuss your needs and book a test ride 	£
				£££

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⁵ <https://content.tfl.gov.uk/making-and-receiving-cargo-bike-deliveries.pdf>

Local Case Studies



Cargo Bike Trial

As part of the Freight, Servicing and Delivery Plan, a free cargo bike courier trial was offered in partnership with **Mango Logistics** over 12-weeks to interested local businesses. This was to promote the use and benefits of cargo bikes for deliveries.

In total, 102 businesses were contacted in-person or via email or post regarding the project. From this, three businesses expressed an interest in participating in the trial. One business took up the trial offer and had deliveries cycled 6.9 miles in total. Their advice on using cargo bike couriers was:

- Check the capacity of the bikes available or speak with the courier company to ensure your goods will fit
- Do a cost comparison with non-cargo bike couriers
- Cargo bike couriers often have to be pre-booked so may not be suitable for urgent on-demand deliveries

The limited uptake in the free trial was felt to be related to the following factors:

- Small sized local businesses with relatively few outgoing deliveries per month.
- A number of businesses had their own drivers/supply chain or conducted their outgoing deliveries on foot or by bike. Utilising a cargo bike courier would therefore add a cost based on their existing practices. It is suggested businesses should undertake a price comparison between their existing method (including all costs such as maintenance, parking and congestion charges, insurance) and that of owning a cargo bike or utilising a cargo bike courier to see if cost savings are available.
- A pharmacy felt that given the importance and liability around medicines that they would rather keep delivery inhouse. Cargo bikes have been utilised for delivering prescriptions as demonstrated by Cross River Partnership's Clean Air Villages Project [here](#). A consistent schedule and rider was used to ensure reliability.

A 2021 study found that "services provided by cargo bikes in London are 1.61 times faster than that performed by van, which in a year saves over 14,500kg of CO2 and over 20kg of NOx. In central London, cargo bikes also had a higher average speed than vans, delivering nearly seven parcels an hour compared to four for vans. These bikes also cut carbon emissions by 90% compared with diesel vans, and 33% compared with electric vans. As a result, cargo bikes can serve customers more effectively than vans without generating many of the negative effects on climate produced by urban freight."



Local Case Studies



Cargo Bike Ownership -

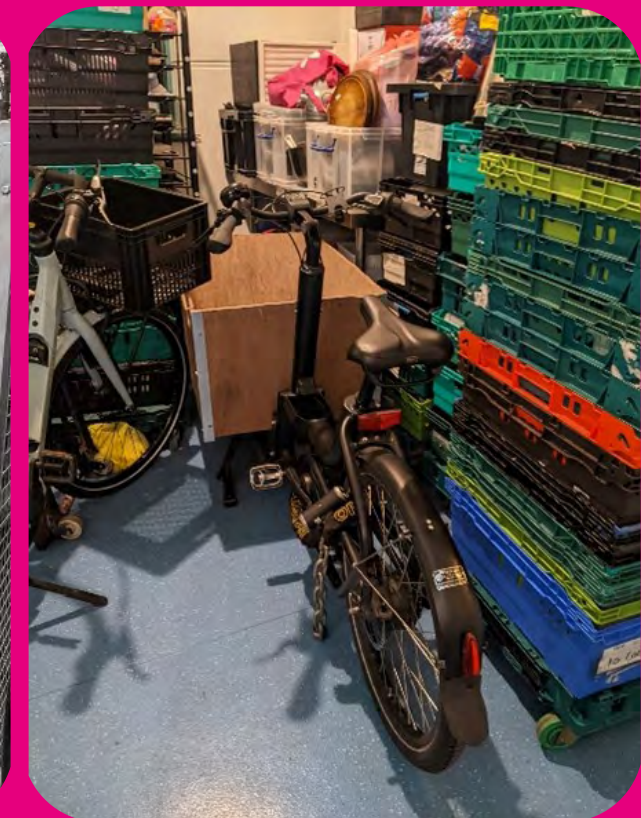
Life After Hummus

Life After Hummus is a Community Benefit Society located on Phoenix Road in Somers Town. As part of their work, Life After Hummus collect surplus food from 45 stores a week and redistribute it locally. This is undertaken by volunteers using hand carts, bicycle trailers, an e-cargo bike and cars. Life After Hummus invested in their own e-bike and e-cargo bike to support this. They shared some insights into Life After Hummus's cargo bike experience:

- The e-cargo bike can carry a maximum of 8 crates for a well experienced rider.
- **35% of collections (total by weight) are undertaken by bike and foot.** The remaining is undertaken by car as the volume is too heavy for a cargo bike.
- **65% of redistribution (total by weight) is undertaken by foot and bike** as there is great control on the weight and what is being delivered onward.
- The cargo bike is serviced locally at the Flying Dutchman on Eversholt Street.

Ownership considerations:

- **Costs** – including initial investment cost and insurance.
- **Bike storage space** – internally or externally and ensuring bike can be easily manoeuvred into and out of the space. Life After Hummus paid £8,000 for a bicycle cage to store their bikes and equipment outside in their courtyard given limited internal space.
- **Security** – before storing bikes outside in the cage, Life After Hummus is planning to install CCTV to help deter theft (an additional cost).
- **Cycle confidence** – cycling with a larger bike and load requires experience and confidence. Life After Hummus required volunteers to undertake a Cargo bike training course to ensure they are road safe, for example, **bikeworks' cargo cycle training courses**.





Action Plan continued

Medium Term
(1-2 Years)

Action	Outcomes	Case Study	Next Steps & Consideratons	Cost
<p>Buy together with other local businesses (joint procurement / preferred supplier scheme)</p> <p>Local businesses may group together to purchase common goods such as paper and receive this as a single delivery to then distribute amongst themselves.</p>	<ul style="list-style-type: none"> Reduced delivery trips Potential cost efficiency from larger orders Reduced kerbside use Leverage buying power of group to gain discounts 	<p>Fitzrovia Business Improvement District has a collaborative procurement initiative with a single stationary supplier selected for local businesses. They experienced cost savings and a 75% reduction in vehicles delivering office suppliers⁶.</p>	<ul style="list-style-type: none"> Talk to other tenants and neighbouring businesses to see if they are interested in sharing suppliers or orders. A neighbourhood supplier scheme could then be set up for those interested. Ask suppliers what discounts could be made if your group used the same supplier Read TfL's guide for businesses on Waste consolidation, related to setting up a preferred supplier scheme and associated resources Ask your landlord / managing agent if there is an existing arrangement to share suppliers 	£
<p>Lobby Camden Council for on-street business-owned cargo bike parking facilities</p> <p>Cargo bikes are larger than traditional cycles so require more parking space. Having secure external cargo bike parking reduces pressure on a business to find internal space.</p>	<ul style="list-style-type: none"> External and secure space for a business-owned cargo bike to be stored Removes barrier for on-site internal or external space for storage 		<ul style="list-style-type: none"> Make a bike hangar application via Camden Council Email Camden Council explaining why you need a bike hangar/cargo bike storage, your suggested suitable location and how important cargo bike use is to your business. Consider the costs required for renting a space. Currently the cost for a standard bicycle space is £36 per year and a refundable key deposit of £25. A cargo bike is likely to be more given the space required – contact Camden's supplier cyclehoop for estimates for a cargo bike. 	£ - ££
<p>Use a micro-distribution centre</p> <p>A micro-distribution centre is a logistics facility where goods from multiple suppliers are collected, combined and prepared for efficient onward delivery via sustainable last mile vehicles, such as electric vans and cargo bikes. This reduce the number of delivery vehicles you receive directly to your business.</p>	<ul style="list-style-type: none"> Reduced staff time spent on receiving deliveries Reduced air pollution Improved pedestrian and cycle experience 	<p>Camden Freight Consolidation Centre (CFCC) is a last-mile consolidation centre on Eversholt Street, managed by Camden Council . Following deliveries from multiple suppliers, items are sorted on-site and prepared for onward final last-mile delivery⁷.</p>	<p>Contact micro-distribution centre providers and logistics companies:</p> <ul style="list-style-type: none"> Currently offer this for different sectors and customers Mango Logistics Group - David Saunders - 0207 7132000 Pedal Me offer bespoke logistics services. Contact support@pedalme.co.uk for more information' 	££

⁶ <https://fitzroviapartnership.com/>

⁷ Camden Draft Freight and Servicing Action Plan (FSAP)



Action Plan continued

**Medium Term
(1-2 Years)**

Action

Commit to the Camden Climate Pledge working toward net-zero carbon emissions by 2030

The Pledge is a framework to support businesses prioritise key areas in their business where they can deliver significant impacts and tackle the climate crisis. Businesses commit to actions such as requiring contractors to meet certain environmental standards

Outcomes

- Reduced carbon emissions
- Demonstrate your business's environmental commitment
- Join a network and learn from other likeminded organisations

Case Study

Next Steps & Consideratons

- Read more and sign up at **Camden Climate Pledge - Camden Climate Alliance**
- Commit to a supply chain and deliveries action in your pledge

Cost

£- ££



Action Plan continued

Long Term
(2+ Years)

Action	Outcomes	Case Study	Next Steps & Consideratons	Cost
<p>Joining or creating a Business Improvement District</p> <p>A BID is a defined area in which a levy is charged on all eligible business rate payers in addition to the business rates bill. This levy is used to develop projects which will benefit businesses in the local area.</p>	<ul style="list-style-type: none"> • Business cost reduction from joint procurement • Networking opportunities with nearby businesses • Better leverage for funding towards projects in Somers Town • Attract more business and customers to the area 	<p>Euston Town has an active BID and has successfully leveraged funding for a number of projects in Euston, including £650,000 to transform one of its central high streets with public realm projects and transformation of shop fronts in the area⁸.</p>	<ul style="list-style-type: none"> • Initiate discussion with neighbouring 'Euston Town' BID regarding inclusion of Somers Town area or to understand local challenges/benefits of establishing a BID for Somers Town. • Guidance on BID's can be found here: Business Improvement Districts 	<p>££</p>

⁸ Euston Town BID <https://www.eustontown.com/>



04. Delivery and Monitoring

Partnership Working

The Somers Town Future Neighbourhood 2030 programme is being delivered in partnership with local community groups and organisations including the Somers Town Community Association, the Somers Town Neighbourhood Forum, Camden Council and local residents.

New partnerships amongst local businesses could be valuable to promote change and provide mutual benefits. Businesses can collaborate in a variety of ways from buying together and reducing delivering costs and vehicles trips to pooling resources in a business association or Business Improvement District (BID).

The benefits of working together can include cost efficiencies, innovation, improved competitiveness and growth potential. Extensive collaboration via a business association or BID can lead to additional benefits such as increased customer reach, enhanced brand visibility and stronger community ties.

Other stakeholders to work in partnership with are:

- **Public sector**, such as Camden Council
- **Private sector**, such as other local businesses, cargo bike courier companies, delivery and servicing operators, and BIDs
- **Third sector**, such as charities and environmental organisations, Cross River Partnership

Funding Sources

Funding is often available to businesses seeking to become more sustainable and implement greener freight practices.

The following sites and organisations may have funding available to your business:

- GOV.UK: <https://www.find-government-grants.service.gov.uk/grants>
- Camden Council: **Finance, loans and grants for businesses - Camden Council**
- London Assembly: **Community grants and funding | London City HallAdd**
- Camden Climate Fund: <https://www.camdenclimatealliance.org.uk/get-involved/camden-climate-fund/>

Opportunities open at various points throughout the year, so it is worth checking back frequently and enquiring directly with the organisations above to find out more information on upcoming funding.

Monitoring and Review

Monitoring and reviewing the measures within this plan are key to achieving its objectives and reporting back to businesses and local stakeholders on progress made.

This Freight, Servicing and Delivery Plan will be monitored and reviewed as part of the proposed annual reporting for Camden Council's Freight and Servicing Action Plan (2024).

To monitor the Plan, it is proposed that an annual engagement survey be conducted with local businesses on their delivery and servicing methods, supported by bi-annual loading surveys to track progress against the outlined targets.



05. Summary and Next Steps

Summary

This Freight, Servicing and Delivery Plan (FSDP) is intended to offer a toolkit of solutions and resources to local businesses to effectively manage their operations and to choose more sustainable delivery and servicing methods.

The project is part of the GLA's Future Neighbourhoods 2030 programme, supporting the Somers Town Future Neighbourhood 2030 Area Based Strategy and helping to deliver Camden Council's Transport Strategy objectives.

The key findings include that the majority of delivery and servicing trips in Somers Town are undertaken by small vans and trucks / lorries, while cargo bike use is minimal. From engagement with local businesses, there are examples of existing good practice from walking and cycling local deliveries to buying provisions locally on foot. However, challenges to adopting more sustainable methods do exist such as there being no Business Improvement District operating in the area, few businesses conducting their own outgoing deliveries and some businesses being limited to company-wide/ national supply chain contracts. Despite this, several opportunities exist ([see page 6](#)) with much scope for positive change.

This FSDP outlines targets related to reducing delivery and servicing trips by vehicle overall, and specifically by vans and trucks/lorries, while increasing the share of cargo bike use.

A range of short-, medium- and long-term actions that businesses can consider for more sustainable delivery and servicing methods are provided, as well as case study examples.

The next step is for local businesses to review the FSDP and consider what actions may be appropriate for their business and investigate the resources provided. This may include trialling some suggested measures before fully committing or contacting similar businesses who have already taken such steps to learn more.

Lessons Learnt

Engagement with local businesses did not have as high response rate as was hoped despite the varied consultation methodology. The full engagement summary can be found in Appendix B.

The below are a set of recommendations for future engagement based on the lessons learnt during this project:

- **Identify key local stakeholders** – to support business introductions and encourage engagement. Obtaining access to relevant people within businesses with an active interest can be challenging.
- **Timing** – the project ran through several pre-election periods which constrains engagement and restricts communication with local businesses, as well as the use of council communication channels. Where possible, projects should avoid these periods, particularly during engagement and trial phases.
- **Communicating relevance and benefits** – it is important to explain to businesses why this is an area they should care about, what solutions and key benefits could be provided, particularly where no restrictions or changes are imposed on their current behaviour or local environment. This is key to addressing preconceptions, encouraging engagement and motivating change.



0.6

Appendices



Appendix A: Policy Context



Somers Town Freight, Servicing and Delivery Plan sits within a number of national, regional and local policies which are summarised below. Somers Town FSDP will sit alongside the Camden Freight Action Plan due to be

1 National Policies

Future of Freight: a long-term plan (2022)

Produced by the UK government, this document outlines a vision for a 'cost-efficient, reliable, resilient, sustainable and valued' freight industry. The plan also details an approach to achieve this, with five key priority areas: National Freight Network, transition to net-zero, planning, people and skills and data and technology.

Decarbonising Transport: A better, greener Britain (2021)

This document sets out an approach to develop a more sustainable transport sector, with an emphasis on delivering this through advancements in technology. Included is an aim to deliver a zero-emissions freight and logistics sector.

Gear Change Strategy: A bold vision for cycling and walking (2020)

The Gear Change Strategy sets out how cycling and walking will be encouraged within cities and towns, with a goal of making half of all trips cycled or walked by 2030.

2 Regional Policies

The London Plan (2021)

The London Plan is a guide to development in the city. Freight-wise, the plan encourages sustainable networks with low emissions vehicles, off-peak deliveries and urban logistics hubs.

The Mayor's Transport Strategy (2018)

The Mayor's Transport Strategy aims for a more sustainable transport system within London. A commitment for 80% of all trips to be cycled, walked or taken on public transport by 2031 is central, with promotion of efficient and sustainable freight movement is a key action to achieve this.

The Mayor's Healthy Streets for London (2017)

Healthy Streets for London outlines how walking, cycling and public transport will be prioritised in London. Collaboration with businesses to promote clean and efficient deliveries is a key target.

Freight Servicing and Action Plan (2019)

This plan sets out the steps that need to be taken to address the increase in demand for freight and servicing across London.

Specific targets include reducing lorry and van traffic in the morning peak by 10% by 2026.

Vision Zero Action Plan (2018)

The Vision Zero Action Plan commits to eliminating deaths and serious injuries from road collisions in London by 2041. There is emphasis on the importance of reducing road mileage of particularly large vehicles via consolidation as a way of reducing potential conflicts.

3 Local Policies

Somers Town Area Based Strategy (2023-2030)

The Somers Town Area Based Strategy outlines the work needed within Somers Town to make the community more resilient to climate change. Project ideas to address health and sustainable development goals include encouraging bike rides, increasing support for low emissions vehicles and bikes and creating more attractive streets.

The Camden Transport Strategy (2019)

This strategy document sets out how Camden will transform transport and mobility in the borough to become healthier and more sustainable. Priorities include improving air quality, making roads safer and increasing walking.

Camden Freight and Servicing Action Plan (2024)

A borough wide Freight Action Plan has been developed which sets out the measures that Camden will implement to support the freight and servicing network become safer and more sustainable. 30 actions are detailed with outcomes, next steps, delivery partners and cost which will support reaching this goal.

Camden Local Plan (2017)

The Camden Local Plan sets out the Council's planning policies up until 2031, one of which is to promote sustainable transport. This includes creating safe, attractive neighbourhoods which promote walking and reduce the dominance of motor vehicles.

We Make Camden (2022)

This document contains and shared vision for Camden, setting out ambitions including how Camden should be an 'accessible and sustainable place'.

Camden's Climate Action Plan (2019)

This plan aims to ensure Camden's public spaces will encourage healthy and sustainable travel choices by implementing the 17 recommendations of the Citizen's Assembly, which includes trialling car free zones, and creating more green space on residential streets.

Clean Air Action Plan 2022-2026

This plan describes what Camden Council, and its partners will do to improve air quality up until 2026.

The Camden Future High Streets Programme (2021)

In response to the pandemic Camden Council commenced this programme to support the recovery of its high streets. In doing so it is targeting improvements that can be made to their sustainability and accessibility, citing the prioritisation of cargo bikes and improvements to public realm spaces which prioritise pedestrian and reduce space for motor vehicles.

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Appendix B:
Engagement Summary



Introduction

Engagement with local businesses was undertaken to support the aims of the Somers Town Freight, Servicing and Delivery Plan project, which included:

- Facilitate local business input into the development of the Somers Town Freight, Servicing and Delivery Plan, including collecting and analysing data about business deliveries, loading and servicing.
- Explore opportunities with businesses to reduce dependency on and the volume of motor vehicles that carry out their loading, servicing and waste collection and to enable businesses to trial and take up more sustainable loading practices.
- Deliver Camden's Transport policy objectives through working with businesses and the Council to develop a practical and adoptable strategy for enabling more sustainable loading, servicing and waste collection in the area.
- Work with local business to enable them to establish a governance structure amongst themselves to ensure that the agreed Freight, Servicing and Delivery Plan is implemented by local businesses.

Consultation Methodology

Business Stakeholders

It was sought to consult with all businesses within the Somers Town boundary. 110 businesses were identified following a desktop exercise and cross-checking and validation during a site visit. This list of businesses were reviewed and approved by Camden Council.

A range of consultation methods were employed to diversify the ways in which the businesses were communicated to and ensure that multiple avenues for feedback were provided.

The table on the right outlines the consultation methods used.

Activity	Description
Street Notices	40 street notices (Appendix C) advertising the consultation and project website were affixed to lampposts across Somers Town in primarily business areas including Eversholt Street, Chalton Street, Euston Road and Phoenix Road.
Information Pack	Information packs were distributed in person to identified businesses in Somers Town on 4th August 2022 (the first door-knocking session). The pack contained a flyer describing the project and how to get involved (Appendix D), a questionnaire seeking to understand the delivery and servicing requirements of each business (Appendix E), a leaflet on possible strategies for businesses to adopt (Appendix F), a leaflet on case studies (Appendix G) and a freepost return envelope.
Consultation Website	A Freight Action Plan page was set up within the Somers Town – Future Neighbourhoods 2030 online engagement platform on Commonplace. A project description and the digital versions of the letter pack were provided on the website. A link to the Commonplace website was provided on the letter pack and on the street notices (via a QR code).
Online Questionnaire	The questionnaire provided in the letter pack was also provided digitally as an online form.
Social Media	Consultation information was shared on social media via the Somers Town Community Association.
Door Knocking	Face-to-face interactions were considered to be the most effective method of engagement based on previous project experience. Door-knocking was undertaken to raise awareness of the project, deliver the information packs and offer assistance in completing the questionnaire in-person. Door-knocking to the identified businesses was undertaken on 4th and 11th August 2022. In total, 76 businesses were visited in person and 27 had the information pack and questionnaire posted or emailed to them.
Drop-in Style Workshop	A workshop was advertised in the information packs for 15th August at 14:30 at The Living Centre for local businesses to join the discussion and see what opportunities are available. No businesses attended.
Targeted Engagement	Due to the limited response from the information pack, door-knocking and workshop, a more targeted approach was taken via: <ul style="list-style-type: none"> • Seeking introductions from established local organisations • Targeting select businesses that were likely to be suitable for a cargo bike trial, joint procurement or consolidated deliveries. These were considered to be food & beverage businesses, schools, hotels, offices and pharmacies/health centres. These select businesses were contacted directly via email and/or telephone in September 2022. Following a project pause, a select number of businesses were contacted again in February and March 2024 about participating in a cargo bike trial. These businesses had expressed interest in the previous round of engagement or a cargo bike trial would be relevant to their business.



Non-Business Stakeholders

Engagement was also undertaken with local non-business stakeholders to help information gathering and to support promotion of the project. Meetings were held between April and July 2022 with:

- Somers Town Community Association (SCTA)
- The Knowledge Quarter
- Camden Climate Change Alliance (CCCA)
- Somers Town Neighbourhood Forum
- Camden Consolidation Centre

The STCA, the Knowledge Quarter, CCA and Euston Town Business Improvement District were also contacted to support with local business introductions as part of the targeted engagement (as mentioned in the table above). Responses were limited and those that did could not support with introductions due to limited capacity or as they largely operated outside of the Somers Town area.

Engagement Responses

Door-Knocking Responses

Over two visits in August 2022 (Thursday 4th AM and PM, Thursday 11th AM), Momentum directly engaged with 68% of businesses identified in the study area through the door-knocking exercise. This does not include individual office tenants as it was not feasible to gain access to the office buildings. Communication was made with building security/management staff where possible. The remaining businesses were either closed or busy attending to customers. Information packs were posted if the businesses were closed or an email sent where possible.

A key limitation was that managers were often not present so the information packs and initial explanations had to be left with staff to be passed on. This limited the effectiveness of the door-knocking and engagement as managers often have the most knowledge on the business's deliveries and servicing.

Themes identified through door-knocking conversations were:

- Businesses part of wider/national organisations were often tied to company-wide suppliers, limiting their ability to change their local delivery and servicing behaviours
- Retailers and food & beverage units tend to receive deliveries from specialist suppliers who would not supply to other businesses in the immediate area and therefore consolidating deliveries through collaborative procurement was reported as too challenging
- A number of businesses were already seeking to improve or minimise their deliveries, requesting cargo bike deliveries for catering or walking to buy supplies locally.

Questionnaire Responses

By the end of the consultation period, a total of four questionnaires were received (three via post and one via the online form). This provided information on individual businesses' deliveries and servicing behaviours and interest in the project.

Two of the responses indicated interest in participating in trials.

Due to the low response rate and the mix of businesses who responded, it has not been possible to extract any broader themes on deliveries and servicing in Somers Town.

The low response rate is likely attributed to business owners being busy and not finding the time to fill out the questionnaire, or information not being passed to the relevant person. Additionally, deliveries and servicing changes may not be perceived as a priority area for many businesses as they are often essential and are not subject to servicing restrictions, unlike for example parking. Therefore, there may have not been motivation to complete the questionnaire.



Targeted Engagement Responses

The first round of targeted engagement was conducted in September 2022 (Friday 23rd, Monday 26th and Tuesday 27th) via telephone and email. This was to businesses that were likely to be suited to cargo bike use, joint procurement or consolidated deliveries. 41 businesses related to food and beverage, hotels, office, health/pharmacies and education were contacted. 44% of these select businesses were directly engaged with. For the remaining businesses, as with door-knocking, often managers or relevant persons were not available when calling businesses or there was no response.

The following was learnt during conversations with businesses during targeted engagement:

- A pharmacy noted they often walk local deliveries.
- Businesses part of wider organisations were often tied to company-wide preferred suppliers and/or contracts, limiting their ability to change their local delivery and servicing behaviours.
- Similarly, pubs were tied to brewery contracts and delivery schedules.
- Many deliveries to businesses are based on supplier choices and schedules (supplier led). As a result, several businesses felt the project was not relevant to them.
- There were limited outgoing deliveries for many businesses in Somers Town.
- Some deliveries are urgent and time specific so could not be consolidated.
- One business mentioned that they do not have the storage space to make waste collections less frequent.
- For some larger organisations/businesses, such as schools, there is not a centralised ordering process which leads to unconsolidated orders/deliveries.

- Retailers and food & beverage units tend to receive deliveries from specialist suppliers who would not supply to other businesses in the immediate area and therefore consolidating deliveries through collaborative procurement would not be possible.
- Food and beverage retailers with outgoing deliveries mentioned using a courier bike/scooter or undertaking deliveries themselves by car or bike depending on the price.
- A few of the larger companies mentioned being conscious of their carbon footprint and seeking green solutions. This is likely due to Environmental, Social and Governance (ESG) initiatives and a larger number of employees seeking positive actions from their employers. This is less likely in small independent businesses.

A second round of targeted engagement was undertaken following a project pause to seek participants for a cargo bike trial. Seven businesses were contacted via telephone and email in February and March 2024 who had either previously indicated an interest in participating in trials or who had not previously been included in targeted engagement but may have been suitable for a cargo bike trial. Six of the businesses were directly engaged with, while the manager for one business remained unavailable with no response.

From these conversations, three businesses expressed an interest in participating in the cargo bike trial.

Lessons Learnt

Recommendations

Based on the lessons learnt from the FSDP engagement process, this section provides a set of recommendations for future engagement.

- **Identify key local stakeholders** – to support business introductions and encourage engagement. Obtaining access to relevant people within businesses can be challenging.
- **Timing** – the project ran through several pre-election periods which constrains engagement and restricts communication with local businesses, as well as the use of council communication channels. Where possible, projects should avoid these periods, particularly during engagement and trial phases.
- **Communicating relevance and benefits** – it is important to explain to businesses why this is an area they should care about, what solutions and key benefits could be provided, particularly where no restrictions or changes are imposed on their current behaviour or local environment. This is key to addressing preconceptions, encouraging engagement and motivating change.



Appendix C: Street Notice

Have your say on the Somers Town Freight Action Plan



To support Somers Town Future Neighbourhoods 2030, we want to help local businesses manage how they send and receive deliveries by developing a Freight Action Plan for Somers Town. For further information about what this means, please go to our website:

<https://somerstowfn2030.commonplace.is/en-GB/proposals/freight-action-plan/step1>

How to get involved:

1. Complete our online questionnaire at the link above or using the QR code below.
2. Visit the website or contact us if you'd like to be involved in workshops / further meetings about developing this plan for Somers Town.
3. Attend a workshop on Monday 15th August at 2:30pm at The Living Centre to join the discussion and see what opportunities are available to your business.

If you have any questions or would like to speak to a member of the team, get in touch at: deliveriesandservicing@camden.gov.uk



**Consultation period closes:
4th September 2022**

Somers Town
Future
Neighbourhoods
2030

**SOMERS TOWN
NEIGHBOURHOOD
FORUM**


Somers Town
Community Association

SUPPORTED BY
MAYOR OF LONDON


 **Camden**



Appendix D:
FDSP Consultation Flyer

Have your say on the Somers Town Freight Action Plan

To support Somers Town Future Neighbourhoods 2030, we want to help local businesses manage how they send and receive deliveries by developing a Freight Action Plan for Somers Town. For further information about what this means, please see the reverse of this leaflet or go to our website:
<https://somerstowfn2030.commonplace.is/en-GB/proposals/freight-action-plan/step1>



01 Complete our online questionnaire using the website link above or the QR code below.

02 Visit the website or contact us if you'd like to be involved in workshops / further meetings about developing this plan for Somers Town.

How to get involved:

03 Attend a workshop on 15th August at 14:30 at The Living Centre to join the discussion and see what opportunities are available to your business.



If you have any questions or would like to speak to a member of the team, get in touch at:
deliveriesandservicing@camden.gov.uk
Consultation period closes: 4th September 2022

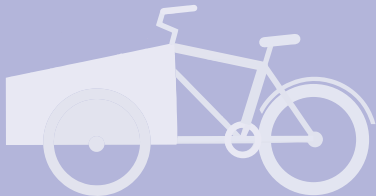


Somers Town Freight Action Plan

Did you know that reducing the number of delivery vehicles to and from your business can save your business costs?

Aim:

To work with Somers Town businesses to develop a business-led plan for reducing the amount of motor vehicles undertaking loading, servicing and waste collection, and establish more sustainable loading and servicing practices.



Somers Town

Future

Neighbourhoods

2030

Why?:

To help address emissions, traffic issues, parking pressures and road safety issues linked to loading, servicing and waste collection, across the neighbourhood.

See what opportunities and trials are available to your business!

Somers Town Future Neighbourhoods 2030

Somers Town has received funding from the Mayor of London to become a more sustainable neighbourhood. Future Neighbourhoods 2030 aims to help residents, local businesses and organisations understand how climate change is affecting us, so we can work together on activities that are good for the environment, our pockets and our quality of life.



SUPPORTED BY
MAYOR OF LONDON

**SOMERS TOWN
NEIGHBOURHOOD
FORUM**

Somers Town
Community Association



Appendix E:
Business Questionnaire

Questionnaire – please complete

Business Name:		Contact name/role within business:
Address:		Business Sector:
1. What type of goods are delivered to your business?		
Perishable/ time sensitive food items (fresh produce dairy, meat etc) <input type="checkbox"/> Non-perishable food items <input type="checkbox"/> Stationary supplies <input type="checkbox"/> Medical/ pharmaceutical supplies <input type="checkbox"/> Vehicles, bicycles, parts, and accessories <input type="checkbox"/> Alcohol/drinks <input type="checkbox"/> Janitorial/ cleaning items <input type="checkbox"/> Frozen produce <input type="checkbox"/> Dry goods (textiles, clothing, toiletries) <input type="checkbox"/>		
1.a) If other, please state:		
1.b) How many suppliers do you get deliveries from?		
1.c) Are you aware of any of your suppliers offering delivery consolidation?		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Not Sure <input type="checkbox"/>
2. Do you have a preferred supplier for certain goods? If so, please list the type of goods and name the supplier.		
2. a) Why are they your preferred supplier? (e.g., reliable, cost effective, long standing arrangement etc)		
3. Do staff order personal deliveries to the workplace? If so, how many personal deliveries are received for staff each week on average?		
1-10 deliveries <input type="checkbox"/>	10-30 deliveries <input type="checkbox"/>	30+ deliveries <input type="checkbox"/>
4. Does your business undertake deliveries itself? E.g., to customers/other businesses		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	
4. a) If yes, how does your business make these deliveries?		

Questionnaire – please complete

Business-owned vehicle <input type="checkbox"/>	Courier vehicle <input type="checkbox"/>	Bike Courier <input type="checkbox"/>	Other (please state):
4. b) How many outward deliveries per week on average does your business deliver?			
1-10 deliveries <input type="checkbox"/>	10-30 deliveries <input type="checkbox"/>	30+ deliveries <input type="checkbox"/>	
4.c) What is the size/weight of your outward deliveries?			
4. d) Where are these deliveries made?			
Within the borough of Camden <input type="checkbox"/>	Within Central London <input type="checkbox"/>	Outside of Central London <input type="checkbox"/>	

5. Who is your waste collector?			
Camden Council <input type="checkbox"/>	Private Company <input type="checkbox"/>	If 'Private Company' please state who:	
6. Where is your waste collected from?			
Pavement/Road Outside <input type="checkbox"/>	Off-street servicing yard <input type="checkbox"/>	Other (please state):	
7. How frequently is your waste collected?			
More than once a week <input type="checkbox"/>	Once a week <input type="checkbox"/>	Once every 2 weeks <input type="checkbox"/>	Once a month <input type="checkbox"/>

8. What incentives or measures would help your business reduce its number of deliveries and servicing? (see accompanying Strategies Flyer)			
1. Buying Together <input type="checkbox"/>	2. Contracts Consolidation <input type="checkbox"/>	3. Last Mile Logistics <input type="checkbox"/>	None of these <input type="checkbox"/>
4. Retiming Deliveries <input type="checkbox"/>	5. Reducing Personal Deliveries <input type="checkbox"/>	6. Waste Vehicle Reduction <input type="checkbox"/>	
Comments:			
Are there any specific requirements or limitations that would prevent your business from being able to use any of the proposed methods of servicing?			

Questionnaire – please complete

--

<p>9. Would you be interested in taking part in a workshop with other businesses in Somers Town to discuss what opportunities there are for reducing deliveries? This would help develop a long-term plan for delivery and servicing which businesses in Somers Town can adopt and take ownership of. The workshop is set for Monday 15th August at 2:30pm at The Living Centre.</p>		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes, but can't attend the set date <input type="checkbox"/>
<p>10. Would your business be interested in taking part in trials, such as cargo bikes?</p>		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	More information needed <input type="checkbox"/>
<p>11. Would you prefer to receive communications about this project digitally or non-digitally?</p>		
Digitally <input type="checkbox"/>		Non-digitally <input type="checkbox"/>
Please provide an email address:		Please provide a mailing address:

Thank you for completing this questionnaire.

Please complete and return this questionnaire by **4th September 2022** to:

**Freepost LBC TRANSPORT STRATEGY
 London Borough of Camden
 The Crowndale Centre
 218-220 Eversholt Street
 London
 NW1 1BD**

As part of the processing of the data your responses will be confidentially shared with Momentum who are undertaking data analysis on our behalf. <https://momentum-transport.com/privacy-policy/>. A summary of this analysis will be provided in the Freight Action Plan. Further information on data protection can be found at: www.camden.gov.uk/privacy

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Appendix F: Strategies

Somers Town

Future

Neighbourhoods

2030

Somers Town Freight Action Plan



STRATEGY OPTIONS

1. Buying Together

Multiple organisations come together to source commonly purchased goods (e.g. office supplies, cleaning services) from fewer suppliers. If there is sufficient demand for a specific supplier, this can mean cost savings for the businesses.

To arrange this businesses would register their interest, and prepare an invitation to tender for suppliers to respond to.

Recommendation: Start a 'Neighbourhood supplier scheme':

- Ask your landlord / managing agent if there is an existing arrangement to share suppliers for common goods and services
- Talk to other tenants and neighbouring businesses to see if they are interested in sharing suppliers or ordering
- Ask suppliers what discounts could be made if your group used the same supplier.

2. Contracts Consolidation

One or more organisations can reduce and combine the purchase of goods from fewer suppliers.

Recommendation: Bulk-buying non-perishable goods or grouping deliveries from one supplier to only once a week instead of next-day delivery.

3. Last Mile Logistics



Diverting deliveries using fewer and larger vehicles to a logistics hub, where they are then transferred to site by cleaner, more environmentally friendly vehicles.

Recommendation: Incoming deliveries can be consolidated at a local hub with goods then transferred to your site via cargo bike, on foot or using ultra-low emission vehicles. Outgoing deliveries can also be consolidated using last-mile delivery services where you send goods to one destination, and they take over the last trip to the consumer.

Local last-mile delivery providers can be found in the CRP [Clean Air Villages Directory](#).

Somers Town Freight Action Plan



4. Retiming Deliveries

Since 2015, more than 500 sites across London have already retimed their deliveries as part of a TfL programme, removing 166,000 deliveries annually from the roads during peak hours. Changing delivery times to avoid congestion can cut journey times by up to 18.5% and make timings more reliable.

Recommendation: Changing delivery times to outside the peak hour(s) or overnight deliveries where applicable.

5. Reducing Personal Deliveries



Personal items are estimated to make up 30-40% of all post delivered to workplaces. By reducing or stopping personal deliveries to your business, you can keep overheads down and increase your post room or reception efficiency.

Recommendation: Sign up to local click and collect providers (<https://clickcollect.london/>)

6. Waste Vehicle Reduction

Reducing the number of waste vehicle trips by joining with neighbouring businesses to use the same waste collection providers (if not provided by the Council).

Recommendation: If you share a building with other tenants, speak to your building manager to arrange a fixed waste collector for the building. If not, speak to neighbouring businesses to identify whether waste collection could be shared.

Looking for more suggestions? Try the **CRP deliverBEST** tool, deliverbest.london, where you can answer a few simple questions to generate a set of practical steps to increase the efficiency of your deliveries.

TFL TOOLKITS

Find guidance for businesses on retiming deliveries, reducing personal deliveries and consolidating waste at tfl.gov.uk/efficientdeliveries



Appendix G: Case Studies



WHAT HAS BEEN DONE ELSEWHERE?

Best Practice Examples

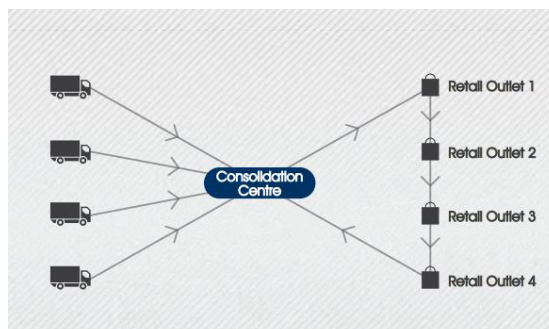
All around central London, many businesses, managed estates and buildings and facilities management companies are finding ways to reduce their need for delivery and servicing vehicles which in turn reduces the level of traffic on our roads. Reducing vehicle trips can result in:

- operational efficiencies
- cost savings
- environmental benefits

Reducing vehicle use supports Transport for London's London-wide freight and servicing action plan, which aims to create a safer, cleaner and more liveable environment for Londoners. Some best practice examples of where this is being rolled out across the city area are provided below:

1. Regent Street Delivery Consolidation Scheme

Strategy used: Last mile logistics



In 2008 Clipper, a logistics specialist was appointed by the Crown Estate to operate a delivery consolidation scheme on Regent Street. Clipper worked with retailers on Regent Street and in the West End to bring together deliveries using a single consolidation centre (a hub where all deliveries are brought to). The centre consolidates consumables from the various suppliers to an easily accessible point outside the congestion charging zone, deliveries to store are then made at a pre-arranged time via an electric truck.

What were the benefits?

21 retailers signed up to the scheme and resulted in an 85% reduction in vehicle movements associated with retailers on Regent Street. In addition, the following benefits were gained for retailers:

- Increase in footfall
- Increase in sales
- Addressing environmental targets
- Boost in green credentials
- Motivating in-store teams

[Source: Evaluation of Freight Consolidation Demonstrator Projects \(Oct 2019\)](#)

2. Somerset House

Strategy used: Collaborative Procurement, Reducing personal deliveries



Somerset House hosts over 200 small businesses. An 18-month pilot project was set up to reduce delivery and servicing vehicle movements for staff personal deliveries, food and beverage ('F&B') outlets, couriers and office supplies throughout the site. The Somerset House Trust (landlord) spearheaded the scheme and, played a crucial role in encouraging businesses to participate and adapt their delivery and servicing behaviour.

What were the benefits?

A year later it was found that the project achieved a 16% reduction in the number of vehicles associated with F&B outlets and an overall reduction of 12% in the number of delivery and servicing vehicles. Uptake was most successful for F&B outlets who were motivated to consolidate deliveries as part of their broader interest in improving the environmental impact of their business and communicating this to customers.

Source: Evaluation of Freight Consolidation Demonstrator Projects (Oct 2019)

3. Camden Council Freight Consolidation Service

Strategy used: Last mile logistics, Collaborative procurement



The London Borough of Camden led the development of the London Boroughs Consolidation Centre, which opened in 2014 and served Camden, Enfield, Islington and Waltham Forest.

The consolidation centre received goods at pre-agreed time slots between 6:30- 08:00 on behalf of the councils. Goods were then collated and consolidated for onward delivery to the councils via low and



zero emission trucks. Deliveries to the councils were made between 9:30-16:00. Vehicle capacity was maximised at 70% by collecting returns.

What were the benefits?

After a year of operation, 87 suppliers and 19 delivery companies were using the facility.

Benefits included procurement savings from reduced supply distances and a reduction in suppliers. There was a 46% reduction in the number of vehicle trips delivering to council sites and a 45% reduction in the total distance travelled by delivery vehicles, which also led to reductions in associated harmful emissions contributing to improvements in local air quality. Scheduled deliveries eased pressure on receptions and post rooms, and freed up staff time for other tasks.

Source: The London Boroughs Consolidation Centre – a freight consolidation success story

4. Planet Organic, Tottenham Court Road

Strategy used: Retiming deliveries, Waste vehicle reduction



Located on a congested central London road, Planet Organic reduced their delivery and servicing in three ways

- 1. Re-timing deliveries:** Working with suppliers to ensure at least 60% of their weekly deliveries were received overnight to avoid peak congestion hours
- 2. Waste vehicle reduction:** Joining an area-wide waste consolidation scheme (led by the Fitzrovia Partnership) to reduce waste vehicles in the area
- 3. Consolidation:** Consolidating deliveries across the entire Planet Organic family with internal mail and stationery orders being delivered to one London store where they are consolidated and distributed to other stores

What were the benefits?

- Staff spend less time handling deliveries
- Less vehicles on Tottenham Court Road
- Business progress towards sustainability targets

Source: TfL Efficient Deliveries Case Study: Planet Organic

5. Pinsent Masons LLP

Strategy used: Contracts consolidation, Collaborative procurement

This is an example of a corporate office that wanted to maintain a high quality of service for employees and clients whilst improving their delivery efficiency. Pinsent Masons reviewed incoming and outgoing deliveries to identify opportunities to consolidate and minimise their impact on the environment. One key area they targeted was cleaning supplies by working in partnership with Mitie cleaning to reduce cleaning consumable deliveries from fortnightly to monthly. The firm also engaged with other tenants to establish a single preferred supplier for milk and newspapers.

What were the benefits?

The changes lead to a 50% reduction in delivery vehicles. This resulted in a 55% reduction in emissions and improved local air quality. Time was saved on handling deliveries.

[Source: TfL Efficient Deliveries Case Study: Pinsent Masons](#)

6. Fitzrovia Business Improvement District (BID)

Strategy used: Collaborative procurement, Last mile logistics

The Fitzrovia Partnership BID, consisting of over 300 businesses, have developed a membership package which claims to offer member businesses an 8:1 return on investment. A number of membership benefits are available to businesses who join, including free recycling allocation and reduced rates for waste, IT services, pest control and stationery. For the latter, a single stationery company was chosen through joint procurement to provide this supply to businesses across the BID. This company has invested in ULEVs to deliver stationery to the businesses in the area.

What were the benefits?

The BID claim that this has the potential to reduce the number of vehicles delivering office supplies in Fitzrovia by up to 75% by 2020 while also offering cost savings to the businesses who take part.

7. Ecofleet

Strategy used: Last mile logistics

Created in 2019, Ecofleet is a company offering business-to-consumer last-mile consolidated delivery services. Businesses' goods are delivered to Ecofleet's warehouse during the night, then delivered in the morning via electric cargo bikes or vans following an optimised delivery route defined by the company's algorithms.

What were the benefits?

This arrangement enables businesses to maintain same-day or next-day delivery expectations whilst reducing their number of trips and promoting zero-carbon delivery modes.

10. E-cargobike

Strategy used: Last mile logistics

E-cargo bikes is a company launched in 2017. It offers zero-emission (electric bike) last-mile delivery services with a focus on grocery delivery in urban areas. It received an Innovation Award from the Department for Transport in 2017. In 2018, Sainsbury partnered with e-cargo bikes to trial the use of five electric cargo bikes to perform grocery deliveries from Streatham common store across South London.

What were the benefits?



The trials exceeded expectations with each cargo-bike delivering up to 100 online orders a day and 96.7% of orders being able to be fulfilled in a single bike drop. The service ensured increased margins by removing costs linked to parking tickets and congestion or ULEZ charges.

12. Brixton Partnership Business Improvement District (BID)

Strategy used: Last mile logistics

Brixton BID partnered with Lambeth Council, Zipcar for Businesses and Cross River Partnership's Clean Air Villages Programme (Defra funded) to trial a shared electric van for Brixton businesses. The vehicle is stationed on Pulrose Road and available for free to all the local businesses.

What were the benefits?

The twelve-month trial started in December 2019 and is currently ongoing. It is expected to encourage businesses to switch from highly polluting private vans currently used, reduce the number of delivery vans in the area and help find new ways for businesses to operate in the current and future ULEZ.

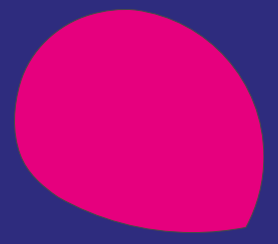
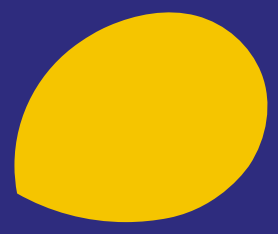
13. InStreatham Business Improvement District (BID) and Balfe's Bikes

Strategy used: Last mile logistics

Since February 2020, Streatham local businesses can access a free electric cargo bike seven days a week. This is thanks to the partnership between InStreatham BID and the local bike shop Balfe's Bikes, supported by TfL's Healthy Streets Fund for businesses. The bike is available in the shop and bookable on a first come first served basis using an online app. The scheme is free of charge and full training is provided beforehand.

What were the benefits?

After a month, the bike was used by seven different businesses. It is estimated each mile travelled via the cargo bike will enable to save 300g of CO2 emissions compared to the use of a diesel car.



November 2024

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