



# **How to transfer best practice initiatives between cities**

**Stephen Steele & Jaz Chani  
Transport for London**

**Michael Browne & Jacques Leonardi  
University of Westminster**

# Why freight matters in London

- Freight: 17% of London road transport kms
- Anticipated 25% increase freight kms by 2030
- Freight accounts for 23% of ground-based CO<sub>2</sub> emissions – target is 20% cut by 2015!
- Demand for logistics land in London is growing (+16% by 2026) but high land values force this activity outward – results in longer trip lengths and possibly more vehicles, extra CO<sub>2</sub> and congestion

# What is London's definition of freight

Goods  
Movement



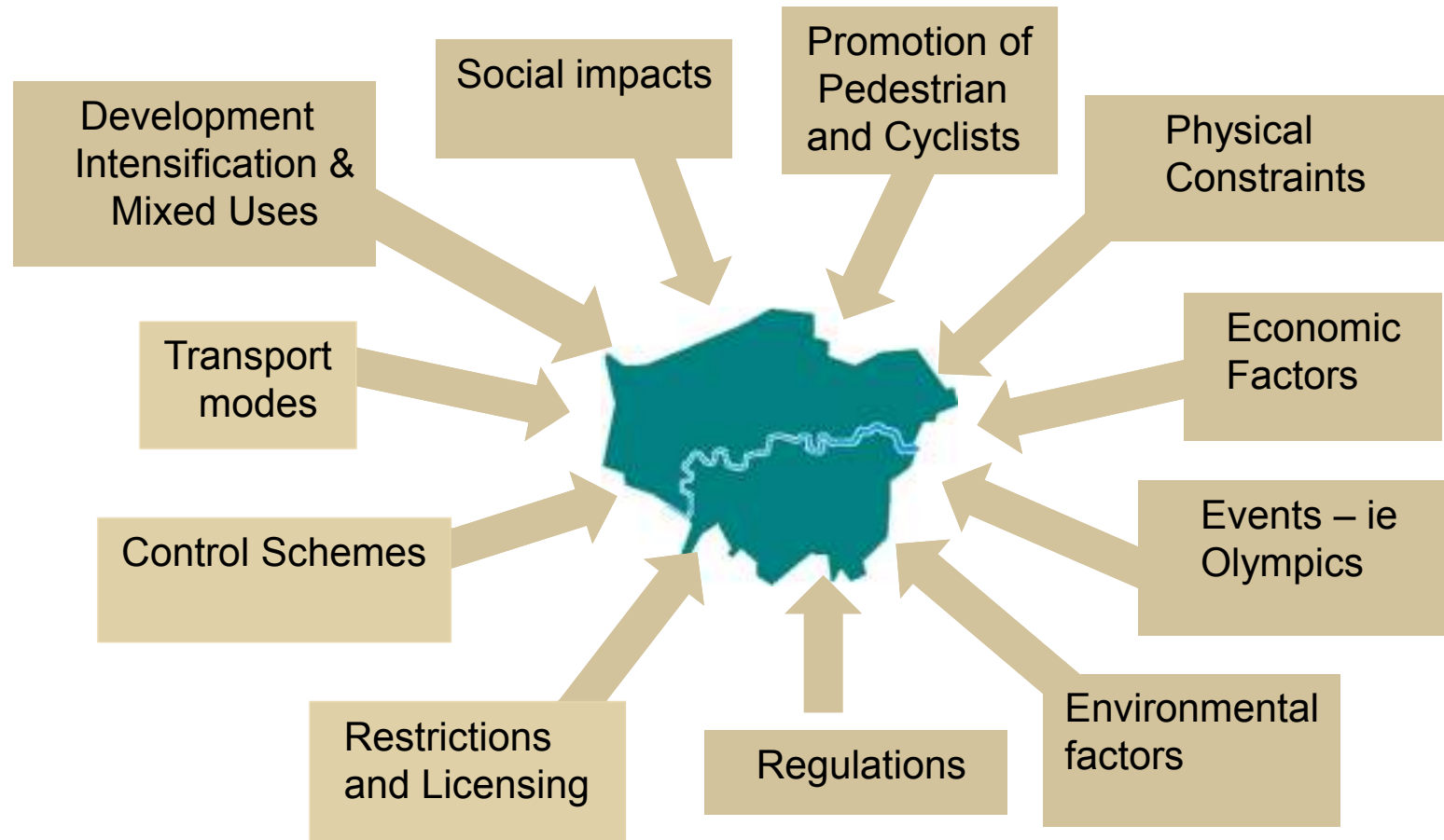
Servicing +  
Utilities



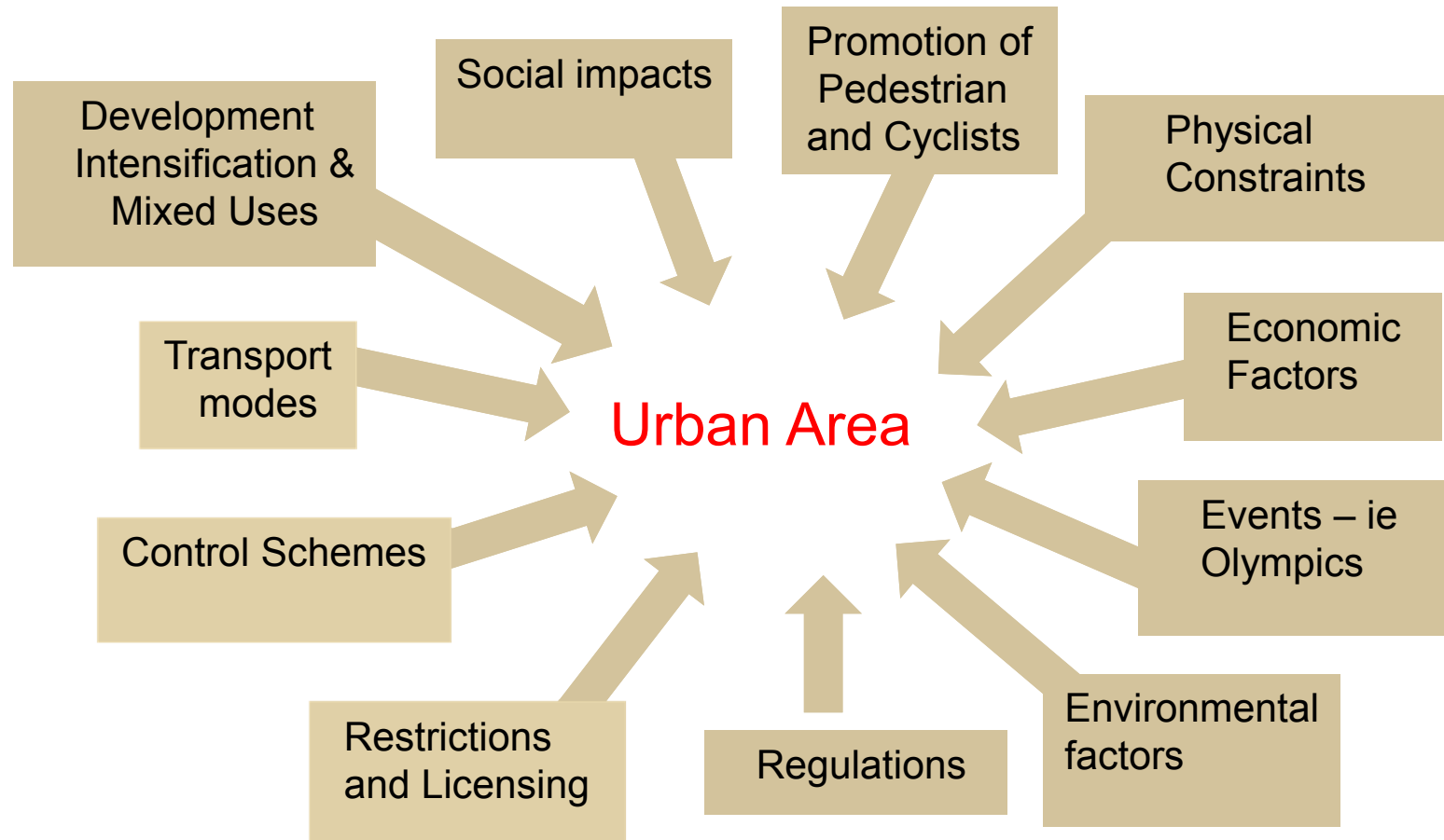
Waste



# Is Sustainable Urban Freight really possible?



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# London Freight Plan

**Economy**

**Social & Safety**

**Environment**

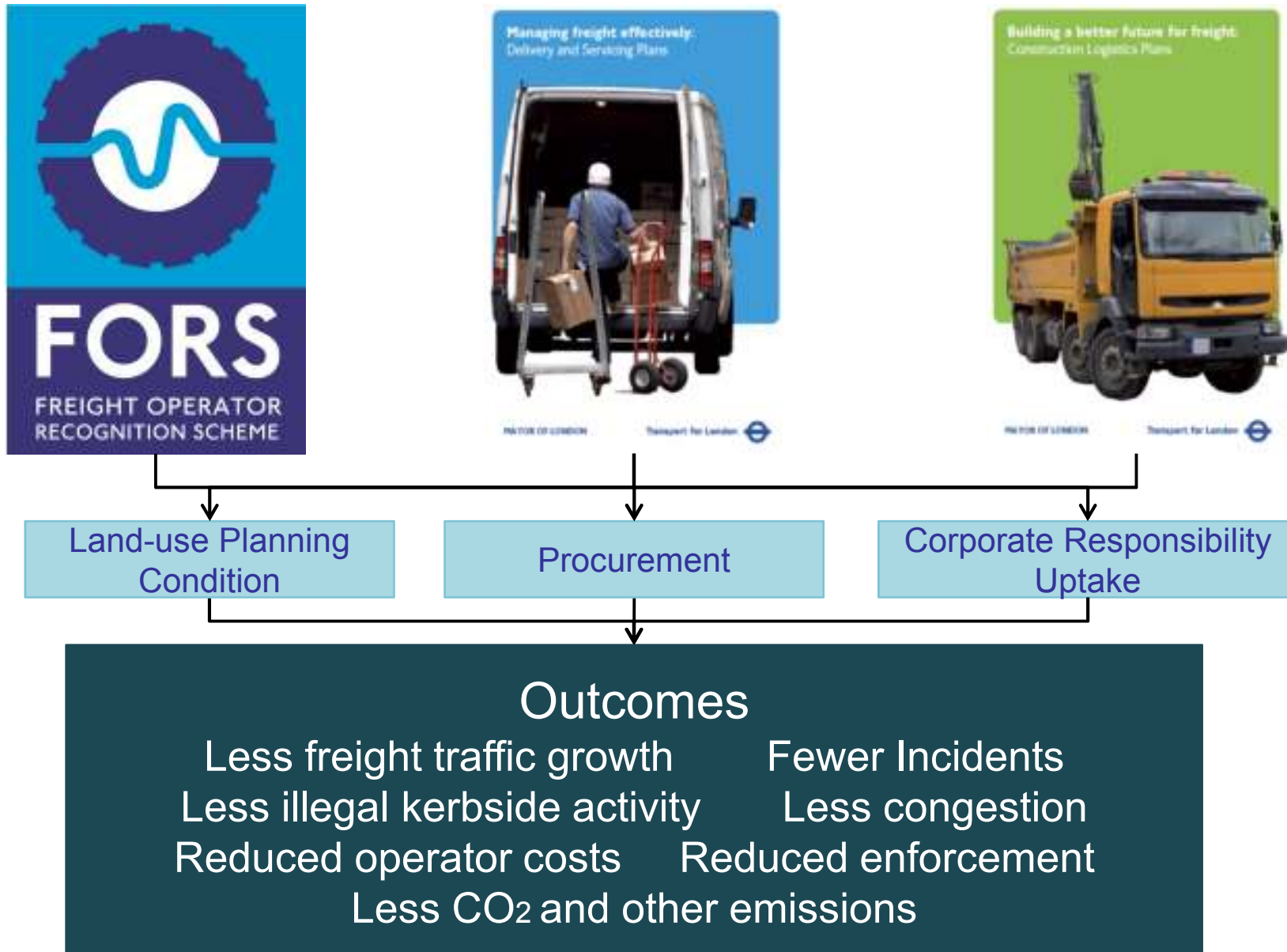


**Profit**

**Safety**

**CSR**

# TfL's New Approach to Freight



# FORS vision and development






# Key Aims of a DSP / CLP

- Deliveries reduced, rescheduled or consolidated
- Minimise transport costs
- Cut congestion / environmental impact
- Identify legal loading / unloading plans
- Encourage 'green' procurement
- Promote load consolidation
- Influence building design to minimise construction related trips
- Improve compliance with safety policies

# DSP Output examples

	<p>Ferrari Regent St</p>	<p>Consolidation of every 3 loads into 1</p>
	<p>Anthropologie Regent Street</p>	<p>Consolidation of 80-100 small supplier consignments / week into 4 loads</p>
	<p>TfL (Palestra)</p>	<p>Deliveries reduced by 20% (from 250/week)</p>
	<p>Emirates Stadium</p>	<p>Deliveries reduced by 20%, consolidated food &amp; milk deliveries</p>
	<p>Fire Brigade</p>	<p>Consolidation Centre -£90,000 supply chain saving</p>
	<p>University</p>	<p>Stationery deliveries reduced by 80% - average invoice value £28, cost to</p>

# How London's Approaches Work Together



# What are the barriers to transferability?

- It wouldn't work here
- It's too expensive
- Industry won't support it
- Trucks don't vote
- How do we know what to do first?
- .....

***and these barriers can exist within a city  
not just between cities***

# **Strategies to encourage transfer**

- Build the evidence base
- Partnership
- Leverage – use existing projects
- Leadership

# Use research and evidence

- Build the business and policy case
- Provide evidence to each party that:
  - something is wrong
  - something can be done
  - a reason for doing that ‘something’
  - that the benefits can be measured
- ... and that it will won't cost anything (well, not too much) – or will even save money!
- Provide input to help inform supportive policy
- Provide details and guidance to help make the change
- Base research on pilots
- Where ever possible build in data capture into projects

# Partnership and leverage

- Find partners and partnerships:
  - Public-Private
  - Public-Public
  - Private-Private
- In London 4 Freight Quality Partnerships work together.
- Use existing projects – get involved – example:
  - SUGAR Project started with a group of cities (including London, Paris, Barcelona)
  - Now extended – with help from POLIS
- Find champions: Within and between cities (and in the private sector)
- Industry is willing to change: 1 in 5 London freight vehicles estimated to be in FORS

## Partnership and leverage

- Find partners and partnerships:
  - Public-Private
  - Public-Public
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- In London 4 Freight Quality Partnerships work together – next step is to encourage national initiatives.
- Use existing projects – get involved – example:
  - SUGAR Project started with a group of cities (including London, Paris, Barcelona)
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# Leadership and persistence

- Find champions: Within and between cities (and in the private sector)
- Short term steps essential but based on longer term strategy
- Industry is willing to change: 1 in 5 London freight vehicles estimated to be in FORS