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Local Implementation Plan
Annual Progress Report 2009/10 to 2011/12

Chapter 10.0 – Freight

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10.0 FREIGHT

10.1 Light and heavy goods vehicles play an important part in the distribution of goods within Islington. An efficient delivery system is vital to Islington's economy and quality of life. However, freight movement in the borough has significant negative impacts including road danger, noise, pollution and traffic congestion. While the council would like to see fewer freight movements on Islington's roads, especially in residential areas, it is recognised that lorries will continue to play an indispensable role in local deliveries and that balanced management of freight movement will be required. In line with the London Freight Plan, Islington aims to improve understanding of freight issues, reduce freight impacts, and improve freight efficiency in the borough.

10.2 The schemes included in this submission build on recent achievements in freight management, including the implementation of Freight Priority Initiatives and the establishment of an Islington Freight Quality Partnership – 'Deliver'. Although the two projects are being submitted as two separate proposed schemes, they are intrinsically linked as Deliver generates new initiatives and in turn, new initiatives are presented to Deliver for comments and feedback before and after implementation.

Programme Summary 2009/10 - 2011/12

PROPOSAL	2009/10 £000s	2010/11 £000s	2011/12 £000s	Total £000s
Freight Priority Initiatives	140	140	140	420
Freight Quality Partnership (FQP) – Deliver	20	20	20	60
Total	**160**	**160**	**160**	**480**

Freight Priority Initiatives

10.3 During 2007/08, Islington received an allocation of £50,000 to develop Freight Priority Initiatives. The Freight Priority Initiatives were developed using the existing Freight Quality Partnership Network as a consultation tool. This partnership was used both for travel planning and freight issues, and was re-launched during 2007/08 as Deliver – Transport Advice for Businesses. The Deliver network is discussed in more detail under the Freight Quality Partnership bid below.

10.4 In the same year, as a result of a borough-wide penalty charge notice (PCN) hotspot study undertaken in 2006/07, a number of locations were identified where new loading bays would help to reduce PCNs for servicing and delivery vehicles. New loading bays at four of the locations identified are being implemented during 2008/09 with part of Islington's allocation of £50,000, and the number of PCNs issued to commercial vehicles is being monitored. The bid for 2009/10 - 2011/12 set out below covers the implementation of further bays at sites identified in the study.

10.5 Other initiatives being undertaken in 2008/09 include innovative pilot schemes to assist in reducing emissions caused by freight or reducing freight-related journeys:

- Promotion of the trialled use of a delivery bicycle with a local business. This is contributing to the aim of sustainable transport distribution, as set out in the London Freight Plan. It is being carried out in partnership with Groundwork, and although monitoring is ongoing, early feedback from the business has been positive. We anticipate that usage will increase and in the longer term will decrease use of Groundwork's diesel van as well as taxis. We will provide support to other businesses interested in trialling bicycles for delivery purposes.

- Freight mapping extended to cover all Islington roads in detail, including working in partnership with Camden Council to extend cover to both boroughs as a pilot for the Central London FQP.

10.6 For 2009/10 to 2011/12, the council is seeking £140,000 per year to introduce a number of Freight Priority Initiatives (FPI) as well as to continue expanding measures being introduced during 2008/09. Below are measures we anticipate taking forward, subject to feedback and priorities established by Deliver and the Central London FQP.

10.7
- We are currently piloting a vehicle emission reduction grant scheme for small businesses and community groups in the borough with the support of Islington Council's Climate Change Fund. The first phase of applications has led to a number of successful £5-10K grants to reduce businesses' freight emissions. The current project is a one-off scheme so there will be no council funding available after this year. As the scheme is leading to clear freight emission reduction through adoption of cleaner vehicles and technologies, we would like to continue this scheme over future years as part of our Freight Priority Initiatives. The council will allocate £60,000 to a business fleet emission and carbon reduction grant scheme. The scheme would allow the council to offer £5-10K grants to businesses who are members of the Deliver business travel partnership who can show strong commitment to emission reduction within their fleet. This grant could be used for purchasing delivery bikes, retrofitting engines to reduce carbon emissions, providing driver training to reduce emissions or other means of reducing freight-related emissions. The council would ask businesses to match-fund the schemes and therefore improve partnerships with the business community.

10.8
- £20,000 of the allocation will be used to continue with the roll-out of the freight journey planner and mapping to cover all roads in Islington to the same level of detail as those completed during 2007/08 and 2008/09 (further information provided in the FQP bid below). We would also link the journey planner and mapping to the council's interactive highways mapping and other boroughs' maps.

10.9
- £30,000 of the allocation will be used each year to continue a number of successful initiatives including Streetvan – a delivery vehicle that can be booked for use by businesses, and provision of site-specific advice to help businesses find their own solutions to reduce the carbon emissions of their fleet and to assist them with the development of travel plans that incorporate freight.

10.10
- £30,000 of the allocation will be used to continue the PCN hotspot analysis across the borough following on from the new technology being trialled during 2008/09. The funding will be used to change bay types near business premises, investigate shared loading areas and review on-street restrictions across the borough.

Freight Quality Partnership (FQP) – Deliver

10.11 As mentioned above, the council re-launched its Freight Quality Partnership, the 'Deliver' business travel network, in 2007/08. Members of the partnership highlighted the need for site-specific advice for businesses addressing freight issues such as servicing and delivery during the development of their workplace travel plans. Ten businesses benefited from expert site-specific advice during 2007/08 and developed travel plans with targets to reduce both staff travel and freight movements. These targets will be monitored during 2008/09 using part of the council's allocation of £20,000. The council also engaged members in joint initiatives to encourage and promote sustainable movement of freight in the borough.

10.12 Another issue identified by the Deliver partnership is the need for improved interactive freight mapping. Of the 23 roads identified from the PCN hotspot report discussed in the Freight Priority Initiatives bid above, four roads have been mapped in detail on an interactive website showing exact waiting and loading restrictions. Waiting and loading restrictions are available for viewing on all borough roads on this website, but to a lower level of detail. This project is continuing in 2008/09, and funding is being sought via the Central London FQP to expand the remit to cover both Camden and Islington boroughs.

10.13 During 2008/09, the council will continue to work with local businesses and third parties through Deliver to provide site-specific advice. This will complement and refine the council's understanding of freight issues within Islington, and help develop further schemes and pilots for implementation in collaboration with local businesses.

10.14 For 2009/10 to 2011/12, the council is seeking £20,000 per year to continue working and consulting with existing FQP members, and to expand the membership of Deliver to encompass the whole borough. Funds will also be used to support events that bring together members of the FQP and representatives of other local businesses to provide incentives to new participants as well as opportunities for networking.

Baseline Submission Form

10.15 The supporting information set out in this document has been compiled to provide more comprehensive descriptions of the proposed schemes outlined briefly in the 2009/10 to 2011/12 Baseline Submission Forms submitted separately to TfL and available for download from the council's website.

Sustainable Transport Strategy (STS) References

10.16 Islington's Local Implementation Plan, the Sustainable Transport Strategy (STS), was approved by the Mayor of London in October 2006 and adopted by the council in December 2006. It is available for download from the council's website. The proposals set out in this bid document will contribute towards the following objectives and policies of the STS:

- Chapter 3, STS policy E13
- Chapter 4, STS proposal F1-3
- Chapter 7, Target LIP23
- Appendix A, table A.10
- Appendix B, Form 25-Freight