

Focus on Urban Freight Transport and INTEGRATION

Freight TAILS is an URBACT project network of 10 European cities working together to address urban freight transport issues. The network is led by Cross River Partnership (CRP), a public-private regeneration delivery agency based in London, UK.



Cities in the Freight TAILS network.

'Freight TAILS Focus on ...' is a series of interim reports, sharing the experiences of these 10 European cities in urban freight transport (UFT) organised around six key themes. The six themes are:

1. Stakeholders
2. Data
3. Integration
4. Regulation & Enforcement
5. Voluntary Behaviour Change
6. Procurement

This third interim report is focused on urban freight transport and INTEGRATION. The report is structured around the following five questions:

- *What do we mean by ‘integration’ in the context of urban freight?*
- *Why is it important to integrate urban freight alongside wider transport, economic, social and environmental considerations?*
- *How can urban freight transport be included as an integral element of a wider approach to bridge transport, economic, social and environmental objectives?*
- *Who needs to be involved when seeking to integrate urban freight into wider transport, economic, social and environmental considerations?*
- *When is it best to integrate urban freight alongside wider transport, economic, social and environmental considerations?*

Finally, some recommendations and a step by step process are provided to assist in the consideration of urban freight transport and INTEGRATION.

This report relays the practical experiences of the Freight TAILS partner cities, who are seeking to develop ‘integrated’ action plans focused on reducing the impacts of freight transport in their cities.



Word cloud generated from discussion of urban freight transport and integration at Freight TAILS transnational network meeting in Parma, Italy, February 2017.

What do we mean by ‘integration’ in the context of urban freight transport?

City authorities are taking an increasingly integrated approach to improving the way urban areas function. This includes taking account of social, economic and environmental considerations when making decisions; developing more relevant, accountable and sustainable governance models which encourage the participation of multiple types of stakeholders; and having a better understanding of how local visions operate within the bigger picture, regionally, nationally and cross-border. Integration should underpin the design of wider urban strategy, with recognition that urban freight transport is a key component.

Work continues to explore the specific impacts of different urban freight transport measures on the economy, society and environment, from a range of academic and practical perspectives. See Appendix 1 for information on recent EU funded urban freight transport projects.

“Integration is good, but what is it?” Freight TAILS partner city.

Urban freight transport is an activity which has long been seen as operating within strictly defined boundaries as an offshoot of general transport activity. It has often been inadequately considered in policy formulation, even transportation policy. However, within the context of an increasingly joined-up approach, more focus is being given to integrating urban freight transport in a broader policy framework. This recognizes the impacts that urban freight transport has on the wider urban transport system, and the impacts on the economy, society and environment of the urban area.

At a practical level the integration of urban freight transport means ensuring that decision-making takes into account economic, environmental, social, and cultural concerns. This is especially important as the way we buy goods and services, and our expectations about how those goods and services get to us is rapidly changing. We are, for example, seeing a rise in

internet shopping, and changes in technology affecting the type of vehicles that deliver goods, as well as transformation in many other parts of the supply chain. Measures that impact urban freight activity patterns need to achieve positive outcomes for the wider local community, and not contribute to negative outcomes; for example, introducing measures that support clean vehicles, so improving air quality.

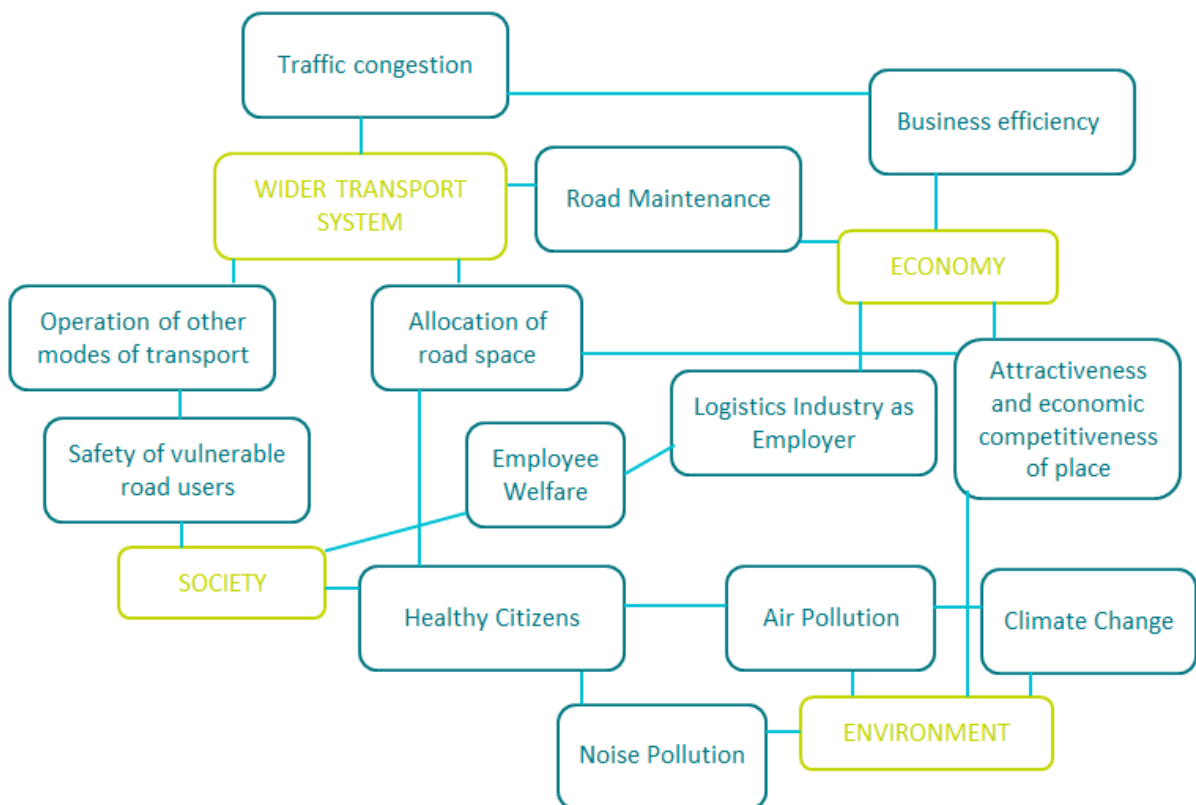
“Reality is integrated” Freight TAILS partner city.

City authorities should fully address urban freight transport within strategic documents like Sustainable Urban Mobility Plans (SUMP) and Sustainable Energy Action Plans (SEAPs). This will ensure UFT measures benefit from links to higher-level governance and planning, and co-ordination and collaboration with other sectors. Also, when planning an urban freight transport measure, cities should collect data to understand the complete picture of impacts resulting from urban freight transport activity. (See Focus on urban freight transport and DATA).

Finally, there are multiple stakeholders involved in urban freight transport (see Focus on urban freight transport and STAKEHOLDERS). Cities should seek to integrate the views and participation of as wider range of stakeholders as possible into the development of UFT measures, to ensure maximum success.

Why is it important to integrate urban freight alongside wider transport, economic, social and environmental considerations?

When considering why to take an integrated approach when introducing measures that affect urban freight, it is useful to consider the multiple impacts of urban freight transport. Urban freight transport has well documented impacts on mobility, the urban and wider economy, quality of life and public health, use of public space etc.



Word map showing impacts of urban freight transport on the wider transport system, the economy, society and the environment. Generated from discussion of urban freight transport and integration at Freight TAILS transnational network meeting in Parma, Italy, February 2017.

Some of these impacts are very well known and understood, for example the impact of urban freight transport on road safety. Others are less understood, but are starting to

receive more attention. Freight TAILS cities identified a number of UFT impacts that need to be considered:

- The link between transport, urban design and citizens' health: Transport for London (TfL) is currently exploring a 'Healthy Streets' initiative, and employees in Sweden have strong health and safety rights which are prioritized when considering the location of on street loading bays.
- The tensions arising from different stakeholder's experiences of urban freight. These include, the needs of local businesses to have their goods delivered at times and in ways that suit them, local residents who may not want noisy deliveries made during early morning or evening hours, and visitors who may want to enjoy eating outside in city centre spaces and not have trucks stopping nearby to make deliveries. In central London, a multi-stakeholder group has developed policies to successfully manage and balance these tensions in Oxford Street West, by taking a strategic view and considering local interests.
- The changing nature of the logistics industry, especially the response to societal and technical changes, is having an impact on the types of employment opportunities available in the sector: for example the rise in demand for suitably trained mechanics to maintain the growth in electric vehicles, and the rise in zero-hour contract jobs for companies such as Deliveroo and Uber.
- The impacts of urban freight transport on a place's attractiveness and economic competitiveness are becoming clearer, although more data on the scale of actual impacts is needed. This is clearly recognized by the business association of Wyck, in Maastricht, who have now become proactively involved in planning local urban freight initiatives, alongside the city authority and other stakeholders.
- The attractiveness of place can also help to convince economic actors they will make more money if the area is traffic free, by improving the economic vibrancy of the area. However it is difficult to convince all stakeholders, and it is necessary to take both a short term and long-term view. Removing traffic, especially cars, may not increase economic vibrancy in all areas, and in some areas additional regulations have encouraged businesses to leave. This is a current concern in some parts of Parma.
- Urban freight transport's contribution to air pollution is well documented, and is now driving policy development in many cities, such as Parma, Brussels, and Umeå. The EU funded FREVUE project (which Cross River Partnership also manages) has

demonstrated that there is a clear benefit in electric freight vehicles operating in urban Europe. The contribution of UFT to noise pollution is less high profile, but is still visible: for example in London, TfL work closely with the Noise Abatement Society on their freight initiative to retime deliveries.

- The impact of climate change on future urban freight transport movements is something that is not well understood, or even acknowledged. This is particularly difficult given the rapidly changing ‘shape’ of the sector. The contribution of freight movements to climate change is better understood, and there is a clear focus at the European level on reducing the amount of CO2 produced by freight transport.

“If we liken the “vital” city to a human body, then the distribution of goods and services is the bloodstream. It feeds all the functioning organs, it uses the infrastructure channels provided, it supports quality of life and well-being – but it also brings elements which disturb optimal functioning, which hinder its own supply mission and even which ultimately, literally cause sickness.” Freight TAILS expert.

Society has a vested interest in an efficiently operating urban freight transport system which is well-managed and high performing: delivering goods and services to the right people, at the right time and the right monetary cost, while simultaneously minimising its contribution to economic, social and environmental costs. The significant challenge is to establish operational models which are good for the sector and good for society – to achieve sustainable outcomes for the freight and logistics industry, for users and customers and for local communities.

It is clear that single solutions will not do the job and, as a minimum, the establishment of links between transport, economic, social and environmental issues should be encouraged. Considering all needs leads to better solutions.

How can urban freight transport be included as an integral element of a wider approach to bridge transport, economic, social and environmental objectives?

In order to be fully integrated, urban freight transport clearly needs to be addressed in a wide range of strategies and policies including: transport, spatial and land-use planning, and economic and environmental policy development. And, due to the international nature of supply chains, consideration is also needed across all geographical levels: neighbourhood, city, regional and national.



London's draft Mayor's Transport Strategy, June 2017, has 73 mentions of 'freight', including: recognizing the importance of ensuring cars do not hinder the efficiency of freight and commercial vehicles; the need to improve the efficiency of freight movements particularly in the morning peak; developing a good national strategic road network enabling freight to keep moving, to help keep London and the UK's economy operating; focus on how better planning and operation of freight and servicing trips will reduce their impact on people; exploring the opportunities to increasing two-wheeled vehicles making low-impact freight and servicing trips (especially where these vehicles replace trips by lorry or van); reducing traffic congestion by encouraging the re-timing of freight trips; the possibilities of developing a network of consolidation and micro distribution centres; and the importance of businesses working together to use their purchasing power to influence urban freight movements.

Thinking sustainably around urban freight transport frequently demands a fundamental change in mindset. Communication, cooperation and transparency are the essential factors required to generate a new understanding and raise awareness among diverse stakeholders, using objective, verifiable data. Where there are advantages associated with a change of behaviour, these also need to be made explicit.

Who needs to be involved when seeking to integrate urban freight into wider transport, economic, social and environmental considerations?

With the complexity of considerations involved, careful identification and mapping of stakeholders is necessary. Understanding stakeholders' roles and interests, and their capacity to influence, will help determine how and when to engage, and where to target resources. Stakeholders also have to be responsive and open to the often unexpected and rapid change that is being seen in the sector, in society's demands, and in our lifestyles.

Teams, partnerships, committees or task forces of key actors need to be assembled to build shared roadmaps and action plans. And to be effective, these will often need to include people from outside the strictly imagined boundaries of the sector.

Engaging directly with those who are likely to be interested in, or affected by, freight and logistic activity, means that common goals can be identified. These will help to: focus and accelerate decision making; enable compromise where necessary; address shared agendas (cross department, cross sector, transport operators, business and retail, research...); and increase the feasibility and acceptance of solutions.

See Freight TAILS Focus on Urban Freight Transport and STAKEHOLDERS for more information on stakeholder engagement.

When is it best to integrate urban freight alongside wider transport, economic, social and environmental considerations?

The consideration of wider issues is best incorporated at the earliest opportunity. Urban freight transport should be one of these issues. And integration of UFT should be part of a continuous process.

Recommendations

- Consider wider issues and integrate as early as possible and on a regular, continuous basis. This should be from the start to the end: from beginning to analyse the challenges and goals of an urban freight transport initiative to defining the precise plans and actions.
Making decisions with long term consequences means it is very hard to change momentum or mechanisms at a later stage, e.g. legislation, land use planning, transport infrastructure, fleet selection etc.
- Work in collaboration with relevant stakeholders to increase mutually beneficial cooperation and make more efficient use of resources. From the outset, exchange learning on challenges, constraints and opportunities, and share best practices. This will help ensure solutions are sustainable and future-proof, get the best out of any investment, and facilitate the implementation of successful initiatives.
- Be responsive to justified stakeholder needs and demands in a rapidly changing urban freight transport landscape where solutions often need to be flexible and adapted over time.
- Be mindful of the wider transport, economic, environmental and social impacts of the urban freight initiatives you are introducing. For example, if encouraging take up of electric vehicles, is the electricity infrastructure suitable to meet potential future demand, and are there sufficient trained electric vehicle mechanics?

The Freight TAILS Process: Urban Freight Transport and INTEGRATION



Appendix 1

Recent EU Funded Urban Freight Transport Projects

Project Name / EU Funding Programme / Dates / Website	Description
<p>CIVITAS ECCENTRIC - Innovative solutions for sustainable mobility of people in suburban city districts and emission free freight logistics in urban centres. Horizon 2020. Sept 2016 – Aug 2020. www.civitas.eu/eccentric</p>	<p>CIVITAS ECCENTRIC focuses on sustainable mobility in suburban districts and innovative urban freight logistics, two important areas that have previously received less attention in urban mobility policies. In five living labs, the project seeks to demonstrate the potential and replicability of integrated and inclusive urban planning approaches, innovative policies and emerging technologies. Clean vehicles and fuels are being tested, new regulations and services formulated and consolidation solutions developed in close partnerships with the private sector</p>
<p>PROSFET - Promoting Sustainable Freight Transport in Urban Contexts: Policy and Decision-Making Approaches Horizon 2020. Jan 2017 – Dec 2019 www.prosfet.eu</p>	<p>PROSFET aims to identify local authority planning needs with regards to urban/city logistics activities and to understand the necessary pre-requisites for inclusion of stakeholders in the process. The project will also promote the knowledge transfer of methods and models through the conceptual development of a novel decision support tool (thanks to involved software houses).</p>
<p>NOVELOG – New cooperative business models and guidance for sustainable city logistics Horizon 2020 Jun 2015 – May 2018 www.novelog.eu</p>	<p>NOVELOG focuses on the enabling of knowledge and understanding of freight distribution and service trips by providing guidance for implementing effective and sustainable policies and measures. This guidance will support the choice of the most optimal and applicable solutions for urban freight and service transport and will facilitate stakeholder collaboration and the development, field testing and transfer of best governance and business models.</p>

Project Name / EU Funding Programme / Dates / Website	Description
U-TURN – New Model for Urban Food Transportation Horizon 2020 Jun 2015 – May 2018 www.u-turn-project.eu	U-TURN will investigate and identify new models for urban food transportation to bring about environmental and societal benefits. Involving nine European partners the project focuses on research and solutions to urban logistics in Athens, Milan and London.
CITYLAB - City Logistics in Living Laboratories Horizon 2020 May 2015 – Apr 2018 www.citylab-project.eu	CITYLAB aims to improve basic knowledge and understanding on areas of freight distribution and service trips in urban areas that have received too little attention to date. It will test and implement seven innovative solutions that seem promising in terms of the impact on traffic, externalities and business profitability, and have a high potential for future growth. CITYLAB will also provide a platform for replication and uptake of the supported solutions.
SUCCESS Sustainable Urban Consolidation Centres for construction Horizon 2020 May 2015 – Apr 2018 www.success-urbanlogistics.eu	SUCCESS aims to improve the efficiency and reduce the negative impacts of the construction supply chain by exploring and testing reliable and innovative solutions.
FREVUE – Freight Electric Vehicles in Urban Europe EU Seventh Framework Programme Mar 2015 – Sep 2017 www.frevue.eu	Eight of Europe’s largest cities, will demonstrate that electric vehicles operating “last mile” freight movements in urban centres can offer significant and achievable de-carbonisation of the European transport system. Demonstrators in Amsterdam, Lisbon, London, Madrid, Milan, Oslo, Rotterdam and Stockholm, will prove that the current generation of large electric vans and trucks can offer a viable alternative to diesel vehicles - particularly when combined with state-of-the-art urban logistics applications, innovative logistics management software, and well-designed local policy.
GALENA - Galileo-based solutions for urban freight transport Horizon 2020 Jan 2015 – Jan 2017 www.galenaproject.eu	GALENA sought to generate a new standard for urban freight transport through the application of a combination of two innovative approaches: 1. A Galileo-based solution applied to urban freight logistics and 2. An innovative approach for more managed urban distribution.

Source: overview information from www.cordis.europa.eu/projects/home. Project information from specified project websites.

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