

Delivery and Servicing Research: Waterloo

A unique opportunity to be involved in research which will guide the development of the Council's ambitious strategies to drive change in the Waterloo area.

Lambeth are conducting a Delivery and Servicing Study to better engage with and understand local businesses, support changes in the Waterloo area and guide the development of new strategies and proposals. **Steer** is the appointed transport consultant involved in the study. They are seeking participation from businesses currently in operation on Lower Marsh, The Cut, Westminster Bridge Road, Baylis Road, Waterloo Road, and Cornwall Road.

Why is this research being done?

Lambeth Council's Climate Action Plan identifies freight as having a fundamental role in the decarbonisation of transport and sets out the goal of achieving "zero direct emissions from freight, delivery and trade by 2030". Future proposals need to reflect the ever-changing nature of the Waterloo area and support existing businesses as well as new developments coming forward, whilst balancing green space for pedestrians and cyclists.

What's involved?

- A study representative will visit your premises to complete a short electronic questionnaire survey with you.
- Following this, we would appreciate your participation in a further study (if possible), which involves selected businesses logging inbound and outbound freight activity on a simple online tool for one week (mid-October). Steer will visit to provide assistance with the tool, if needed.
- The data collected across participating businesses will be used to develop a deeper, robust understanding of what freight trip generation is actually occurring 'on the ground' and determine area-wide trends. It will also highlight opportunities to better support businesses become more sustainable.

What kind of data will I be asked to record?

Businesses will be asked to record information about:

- The frequency and nature of deliveries: day and time, length of time frequency, location of drop-off as well as ad hoc or emergency deliveries.
- Your delivery vehicles and routing behaviour: vehicle type, typical arrival and departure routes.
- Your interest in/barriers to switching to sustainable freight vehicles (electric or hydrogen vehicles, or cargo bikes) and reducing emissions from delivery/servicing activity.

How do I sign up or find out more?

Email Steer: waterloo@steergroup.com

What are the benefits?



Improved security of deliveries & servicing



Improved public realm for local employees



Efficient use of loading bays



Reduced traffic congestion



Safer pedestrian and cyclist environment



Improved air quality



Fewer HGVs on local roads



Free up time staff spent receiving goods and procurement activities