

In this number:

- Status of the project activities
- Project meeting in London
- Spotlight on SUGAR cities
- Urban Logistics expert's opinion: Ian Wainwright, Transport for London - TfL

Introduction

Status of the project activities

By Regione Emilia-Romagna and ITL

The SUGAR project has just entered its last year. After the finalization of the SWOT analysis of each local context, each site is now working at the definition of the City Logistics Action Plans which aim at improving the efficiency and effectiveness of the local city logistics policies and at the planning of future public efforts in each SUGAR site.

The transfer of experiences and the cooperation between Good Practice and Transfer sites is strengthening. In particular Poznan (PL), Palma de Mallorca (ES), Athens, Region of Crete, Prague and Usti nad Labem (CZ) presented their local contexts SWOT analyses to the SUGAR Good Practice sites during the Joint Planning Exercises (JPE). The JPEs allowed the Transfer sites to benefit from joint problem solving exercises carried out with Good Practice sites aimed at projecting the future city logistics solutions. The upcoming and last JPE meeting is planned in Vratca (BG) in July 2011, devoted to the cities of Vratca and Celje (SI).

In December 2010 the fourth SUGAR Good Practice Round Table (GPRT) and the third Train the Trainer (TtT) sessions took place in London. During the sessions several interesting topics were discussed such as the role of regulations, market mechanisms, land-use and transport policy in changing logistics behaviours; the success and costs of enforcement. The experiences brought by participants showed the importance of continuous dialogue with citizens and freight operators to avoid wasting time and prevent compensation requests.

The report on Consolidated Good Practice Experiences, which includes a transversal analysis of all good practices and innovation areas is almost finished by IFFSTAR (already know as INRETS)

and will soon be available. This report is an important input for training to public authorities and it will be publicly distributed during the Final Conference in Bologna in December 2011. Differently from other best practices surveys the SUGAR report represents a manual which details from a public authority perspective the constraints, steps and actions needed to transfer best practices in city logistics as basis for policies improvement.

The SUGAR EU and local and regional level are strictly merged as partners are organising city logistics workshops in the next September during which all the main public and private city logistics stakeholders will meet and discuss the future city logistics actions. In particular the EU training sessions and the EU experiences in city logistics will be brought and discussed in the SUGAR local contexts. These events will be supported by awareness campaigns involving all the main stakeholders as to maximize the profitability of the workshops to plan comprehensive, agreed and effective public actions.



Fig. 1 - The Good Practice Round Table in London

News in brief

- During the last consortium meeting in Brussels the Final Conference has been fixed, it will be held in Bologna on 13th December 2011.
- On the 3rd May 2011 SUGAR has been presented and disseminated in Brussels during the Intermediate dissemination workshop organised by POLIS. At the workshop participated the European Commission with Mr. Antonio Scala, all the partners and invited stakeholders. More information in the next newsletter.

Project meeting in London

Description of the event

By Carles Petit and Raül Medina, Cinesi Transport Consultancy

London was the place where the last SUGAR consortium meeting took place, between the 30th of November and the 3rd of December.

As in previous public events, another Good Practice Round Table, Train the Trainer session and Site Visit were organized, and partners were able to learn more about the situation of logistics and freight management. Moreover, a new Enlarged Transfer Programme session was celebrated, organized by POLIS and moderated in cooperation with RER and ITL.



Fig. 2 - ETP session in London

In this case, the Good Practice Round table had as a main topic the integration of freight transport into the urban transport environment. Introductory speeches were focused on the existing policies being applied in London and Gothenburg respectively. The session covered different important topics: land use planning, changing of behaviour and the role of Public Authorities. As a result, the audience heard the opinion of different experts and professionals in order to understand the role that each city stakeholder should develop when planning freight and logistics.

On the other hand, the Train the Trainer Session has been split in three sessions, the first session focused in particular on the relationship between freight and the street, paying special attention on the different existing planning tools implemented in London. Experts from this city explained the characteristics of London's streets, as well as the Freight Environment Review System (FERS). Besides, the audience was informed about the concept of Low Emission Zone and

Congestion Charging area, explaining as well how they work in practice.

The second Train the trainer session dealt with the role of the business community. Attendees participated in a practical workshop, aimed at creating Delivery and Servicing Plans, a tool that helps businesses to better "understand" their supply chain in order to manage it in an active way, reducing its environmental and social impact, promoting also cost **reduction and other inefficiencies**.

The last session faced the issue of the freight industry. The session aimed to identify the most important issues to take into account when managing freight depending on the operator's, transport's authority or business' point of view.

The Site Visit helped to better understand the concepts previously explained during the GPRT and first TtT session. Participants could observe the signage elements, loading and unloading rules and areas. Moreover, a presentation was given at the office of ARUP (engineering consulting), focused on retail consolidation and cycle freight transport.



Fig. 3 - A pedestrian street, with car circulation restriction, except for loading (allowed from 7am to 12noon).

The training event was followed by the Enlarged Transfer Programme. This has as a main objective the exchange of knowledge and tools with administration outside the SUGAR partnership. In this session, the city of Glasgow (UK), Hasselt (BE) and Brussels (BE) presented their SWOT situation. The objective of the event was to encourage an active debate on such situations and draw some practical recommendations and conclusions.

Spotlight on SUGAR cities

Good Practice Sites

Barcelona, Spain

Barcelona is a Mediterranean city with 1,600,000 inhabitants, immersed in an urban continuum of 3,200,000 souls. A strategic commercial port, a railway corridor of major European interest and an important architectural and urban heritage, all contribute to making Barcelona a metropolis of world-wide renown and one of the great cities of Europe. Freight transport of merchandises represents 33.6% of private vehicle journeys in the centre of Barcelona and 26.6% of journeys into the city, constituting one of the major challenges faced by the traffic authorities. It is not a question of problems, but of strategic necessities. This phenomenon is not one to be neutralised by prohibitions only, but rather by unlocking blockages to ease flow and promoting greater harmony between the agents involved. With regards to freight transport, Barcelona has a Mobility Pact in place that includes it and results in working groups with representation from a variety of sectors. This guarantees regular communication, which is of great value when having to continually update resources.

In areas where priority is given to pedestrians, the city has deployed access controls with time windows for the transit of merchandise. A total of 68 entrances have been installed, controlled by a computerised system that incorporates digital-video surveillance. Where space is in short supply, the space/time units have been broken up according to consecutive uses. A card on the windscreen listing schedules may not appear to be a very technologically sophisticated system, but it has proved to be an easily implemented and effective mechanism. Its use is based on studies showing that 96% of loading/unloading operations take place in under 30 minutes and that, if the regulations are respected, an appropriate scheduling can triple the availability of existing space. Multi-use lanes constitute another mechanism that has proved to be effective, assigning different uses to the same traffic lane during distinct time windows. Currently, Barcelona has 7 multi-use lanes making up a total of 5.5 km and expanding.

With the aim of getting the most out of the available time and taking into account that 92% of distribution takes place during business hours, the city has promoted night time loading/unloading, coordinating these authorisations with the correct accreditation regarding the reduction of noise to levels admissible in a residential environment. Barcelona City Council, in its desire to improve mobility in the city to the best of its efforts, has joined various European freight logistics programmes, such as FIDEUS, MIRACLES, FREDERIC further than SUGAR.



Transfer sites

Poznan, Poland

Poznań is one of the biggest cities in Poland. It is located in the Central-West part of Poland, in the middle between Warsaw and Berlin. It has 560.000 inhabitants, and with surrounding municipalities over 860.000. Poznań is an important centre for trade, services, industry, culture, higher education (over 153.000 students) and science. It is also among the leading Polish cities in terms of economy.

Transport has always been very important for Poznań. The biggest investments are now made in the public transport system, including building new tram routs and purchasing new vehicles. Many of these investments are made especially for the UEFA EURO 2012 Football Championship.

Poznan is already struggling with freight and delivery vehicles, which have negative impacts on other car traffic and on pedestrian flows. At many streets it is forbidden to make deliveries between specified hours. Also the historical Old Market Square with surrounding streets are closed for any cars traffic. The deliveries are made only in the early morning and in the late evening. The biggest part of the city is closed for vehicles heavier than 16th tons. The city authority has also set lower rates of transport modes tax for vehicles with EURO 4 and higher emission standards.

SUGAR showed many interesting measures. The first that should be implemented is data collection, to have better knowledge on freight operations in the city. It will help to choose the best solution for local problems and relevant public actions. The range of good practices identified in SUGAR is very wide, including measures focused on information (portal, maps) and on cooperation with freight operators. Joint discussions with all organisations related to urban deliveries can be a good way to make positive changes in the city freight transport.

SUGAR is a very good opportunity for the city to make an overview of existing measures in Poznan and best practices successfully implemented in other European cities. The aim of local authorities now is to choose the best solutions to prepare an innovative approach to freight and logistics in the city, to make it friendlier for citizens and the environment.

Upcoming events

SUGAR agenda for the next months

- Joint Planning Exercise in Vratca [BG] 5th to 6th July 2011 addressing the Cities of Vratca and Celje
- September 2011: Workshop at Local level in each SUGAR site.
- Consortium Meeting 6 in September 2011, Palma de Mallorca [ES]: Good Practice Round Table with the participation of external experts
- Final Conference: Bologna [IT], 13th December 2011

Urban Logistics expert's opinion

Ian Wainwright, Senior Policy Officer, Transport for London.

By Raúl Medina, Cinesi Transport Consultancy

Dear Ian, it is a pleasure to enjoy this interview with you. First of all, we would like to know a bit more about you: background, experience, etc.

I have a degree in Town Planning and worked for 18 years in the logistics industry. I've now spent 5 years working for TfL as the Freight Policy Officer. Recently my work has included the development of the Mayor's Transport Strategy, consolidation opportunities, out-of-hours deliveries and London deliveries during the Olympics.



A key field of action of Transport for London is freight and logistics. What are the main objectives and role of your company when managing freight?

The role of TfL is to deliver the Mayor's Transport Strategy. For freight this means understanding the freight activity in London, developing long-term strategy to influence behaviour change, and promoting the uptake of projects outlined in the London Freight Plan, implementing Delivery and Servicing Plans, Construction Logistics Plans and the Freight Operator Recognition Scheme (FORS).

We know you are working hard trying to change the behaviour of agents involved in London's logistics. Could you please mention the key problems that London is facing today?

London, like any big city, suffers from congestion, poor air quality and road safety issues, which are made worse by freight

activity. Similarly freight operators suffer from poor journey time reliability and lack of access to kerb space to make deliveries.

Our statistics show that freight traffic makes up 17% of all the distance travelled on London's roads, contributes 23% of CO₂ emissions, 38% of PM₁₀ and 42% of NO_x. The population is predicted to increase and the pressure to develop new housing and workplaces is reducing the land available for logistics premises close to the city centre. To improve the situation we need to recognise that behaviours will only change if all parties involved can see a positive outcome for themselves; this is especially true as there is less public money to address these issues.

During the last SUGAR event held in London, you explained a very interesting tool called "Delivery and Servicing Plans". Could you describe a bit the aim of these plans?

To change behaviour we need to work with both the freight operators and their customers. Customers will often dictate the timing of a delivery and the nature of the goods ordered may dictate the location of the delivery (e.g. cash deliveries and collections). A Delivery and Servicing Plan (DSP) provides a framework for businesses and premises to identify their supply chain and to actively manage it to reduce the impacts of the freight traffic it generates. By developing a DSP a business will quantify their freight activity, identify the main areas they can actively manage, produce an action plan, and take steps to change behaviours.

What would you like to recommend to SUGAR transfer sites when trying to better manage logistics?

First don't try to change everything and don't get disheartened when change does not occur overnight!

I think there are 4 key areas to consider:

- Build the evidence base, so that priorities can be determined,
- Engage with industry and business, as partnership is essential to delivering change,
- Ensure freight is addressed in spatial and transport policy e.g. land use planning, so the whole transport authority is working on your behalf,
- Provide leadership; make sure the local transport authority is doing it right themselves – this give you the first case study of success!

SUGAR

Sustainable Urban Goods logistics Achieved by Regional and local policies

Visit us at www.sugarlogistics.eu