

Kentish Town Road (KTR) Freight Survey summary

Overview:

- 200m stretch, 51 business premises, 32 cameras. Pedestrian, cyclists and businesses surveyed
- Survey work carried out during March and April 2014 by PBA (Peter Brett Associates)
- TfL sponsored project through CLFQP (Central London Freight Quality Partnership)
- Businesses surveyed: 11x Café / Restaurants, 11x Shops, 5 x Services and 4 x Supermarket / Food shops

Scope:

Complete a detailed observational survey that assesses interactions between all modes of transport sharing a "London Road".

Data insights:

- Approx 60% of deliveries between 7am – 7pm and remaining 40% between 7pm – 7am
- Of all the vehicles parked at the kerbside, only 51% parked for loading/unloading.
- 65% of the businesses received on average 7 deliveries per week, whilst 35% had between 1 and 4 deliveries per **month**.
- 35% of pedestrians/ cyclists thought the best delivery time would be before 7am and after 9pm (however it is worth noting only 14% (27 people) of those surveyed live on the Kentish Town Road
- Out of the 31 businesses who responded, 61% confirmed delivery/ collection times are arranged by the delivery company and 39% by themselves. Only 42% of the businesses believe they are able to influence delivery times
- Most servicing visits taking place is for cash registers, computer equipment and security/fire alarms. The visits vary in frequency from bi-yearly to weekly for coffee machine servicing. The most common servicing time is 2-3 hours, with some lasting a full day for fridge/freezer checks or just 1 hour for coffee machine checks
- The majority of goods delivered across those surveyed were food and drink

Conclusions:

- There is enough capacity to cope with existing freight demand around the existing restrictions: No loading between 7am to 10am and 4pm to 7pm
- The majority of deliveries are less than 5 minutes in duration and have minimal effect on traffic flow
- Deliveries by OGV2 mainly last over 20 minutes and as a result these have the highest number of interactions
- Cyclists and pedestrians are mostly unaffected by stopped delivery vehicles
- The majority of dangerous interactions took place where Iceland and the Co-operative are located. They involved mainly cyclists or pedestrians.
- Around half the businesses surveyed disliked the current loading restrictions. However, it was also noted that most are satisfied with the delivery times at which their deliveries arrive.
- Cyclists tend to be mostly unaffected by the stopped delivery vehicles with 61% continuing around the vehicles without being impeded. Pedestrians are similarly unaffected with 62% moving around the vehicles or delivery staff.
- Street space needs to be considered holistically to prevent it becoming cluttered with too many physical objects and creating conflicting stopping areas for different road users. For example, the placement of a control box or cycle securing point on the pavement might result in delivery vehicles having to make extra manoeuvres when stopping or parking at a more unsuitable location which can increase the impact they have on other road users.

Overall the study has shown that while a substantial level of kerbside freight activity takes place on Kentish Town Road, dangerous interactions with other street users are relatively few

Recommendations:

- Review of road space where significant conflict exists (not the case along KTR)
- High streets of this type should be better planned so that freight and public transport stopping facilities are not located opposite one another
- Deliveries that arrive in smaller vehicles should be encouraged to use adjoining side streets for unloading/loading.
- Examine how local consolidated deliveries might be introduced
- Future surveys to increase engagement with drivers and delivery/ servicing companies
- More analysis of the data captured along KTR

A full 90-page report is also available on the CLFQP website.