

London Borough of Merton

London Road

Site Survey Analysis



Prepared by



on behalf of



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Prepared by



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“The Borough actively seeks to develop FQP, having overnight lorry bans through key residential areas [and tends to] encourage businesses with fleet vehicles to use clean technologies/engines, and an examination of freight logistics to possibly reduce link up journeys”.

**Merton Local Implementation Plan
(Period 2006/7 – 2010/11)**



1 METHODOLOGY

The research was carried out in the following way:

- *Initial site visit to gain awareness of issues and discussion with the Merton Transport planner (6th November 2006)*
- *Photographs taken on site visits.*
- *Business profile (7th December 2006)*
- *Morning delivery observations (7.30am - 10.30am on 19th December 2006)*
- *Afternoon delivery observations (4.00pm - 5.30pm on 12th December 2006.*
- *Retail Surveys (12th December 2006 and January 2007)*
- *Forum (16th February).*

The Legal Loading Initiative work is an offshoot of the South London Freight Quality Partnership (SLFQP) project.

Throughout the project, close links have been established with different Borough officers. Indeed, in order to try and tackle the problems and issues arising from loading and unloading, business and industry groups came together to try and address some of the problems relating to deliveries, loading/unloading and to promote best practice.

As a result, Borough officers were consulted as to their views and opinions concerning the provision of loading and unloading within the Borough. Representatives in Parking Services, Transport Planning, the Town Centre Manager and the local Chamber of Commerce were all invited to comment on hot-spots within the Borough that they deemed to have sufficient problems with loading and unloading that warranted funding to investigate possible solutions.

Following site identification, the study then sought to understand the nature of the problem specific to each site, in terms of the provision of loading and unloading facilities, inconsistent delivery practices, problems with parking enforcement and the excessive issuing of PCNs (Penalty Charge Notices). This was then followed up by an extensive phase of consultation and an on-street survey of loading and unloading facilities, delivery restrictions and their justification, delivery practices and parking operations to confirm the actual situation.

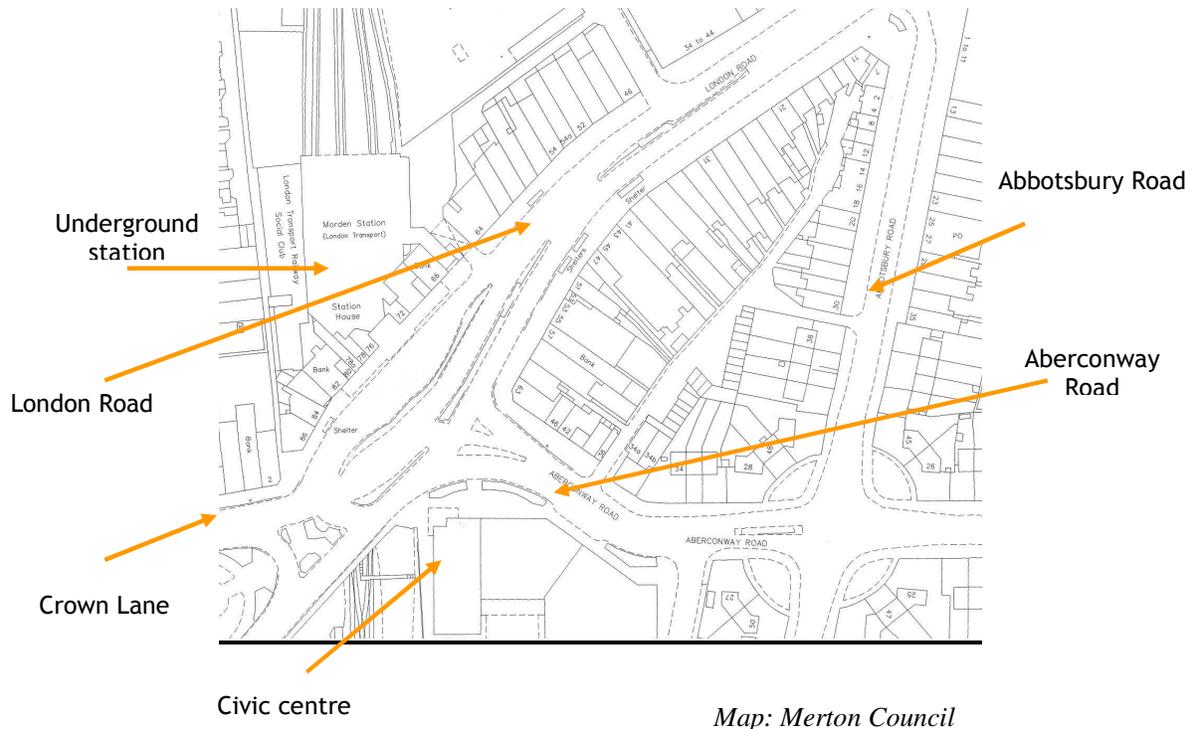
The main objective of the Legal Loading Initiative work is to find out how to reduce problems that are currently associated with loading and unloading in the sites identified.

A forum was organized involving the main local stakeholders were invited (local authorities, Chamber of Commerce, Town Centre managers, retailers).

2 THE LOCATION

2.1 General presentation

Figure 2.1: Map of London Road



Morden Town Centre lies on the boundary of three wards - Merton Park, Ravensbury and St Helier. The boundary runs roughly along the centre of London Road. Morden London Road is on the A24 and the site that is being focused on in this survey is the area between Crown Lane and Aberconway Road.

London Road faces south-west towards Crown House and Morden Underground Station. The A24 is one of the major roads in England. It runs from Clapham in Southwest London through Morden before entering Surrey. So, historically this road has been used for transit and is used by a large number of goods vehicles.

This is dual carriageway separated by a central reservation. The road also links up to Martin Way and Aberconway Rd in the south – and Morden Road and Morden Hall Road in the North and carries a huge amount of transit traffic.

The infrastructure includes the underground, a bus station, the civic centre, a transit and commercial road transit. London Road is also a through route for larger freight. As a result, it creates a difference in the use of the road between the transit and the local business activities.

Figure 2.2: The business activities



Figure 2.3: The transit road



2.2 A Red Route

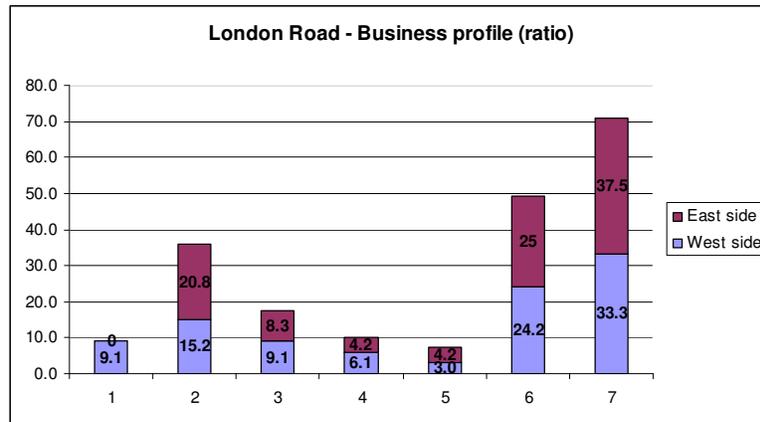
The area focused on is a red route, which means that it is managed by Transport for London and enforced by the Metropolitan Police.

On the whole, Greater London red routes carry a one-third of London's traffic every day. Red Routes have stopping restrictions in place to keep roads clear and improve traffic flow. Red routes¹ also ensure that parking arrangements for Blue Badge holders, businesses loading and unloading or short stay spaces are not abused by people who are not entitled to use them.

¹ In the UK, red routes are major roads in urban areas, on which stopping (even to load or unload a vehicle) is prohibited or only allowed during very restricted periods. The intention is to enhance the flow of commuter traffic. The routes are marked with red lines along the edges of the road.

2.3 Business profile

Figure 2.4: London Road business profile



1- Supermarkets / 2- General stores / 3- Food stores / 4- Clothes stores / 5- Home stores / 6- Restaurants / 7- Services
/ In this diagram vacant shops have not been counted.

On both sides of the street, there are services, restaurants (pubs and take-aways) and small shops (discount shops). Most goods are delivered with light commercial vehicles (essentially for hire trucking).

Figure 2.4 shows that on that part of London Road, “**food businesses**” (including pubs, restaurants and take-aways) represent nearly 25% of business activity. In most cases they receive fresh food everyday from several different suppliers which implies several different deliveries on a daily basis.

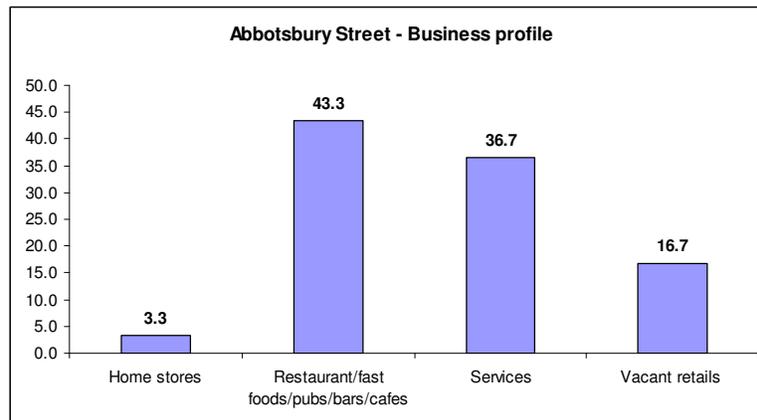
In addition, freight operators do not seem to use similar vehicles to deliver goods. Some restaurants are chains (Greggs, KFC, Wimpy etc) what means that their supply chain is organised by their company Head Office and the distribution of the goods is often made from a dedicated platform from which stock is delivered to their stores. As they have large volumes of goods, this is an economically efficient way of doing it. In contrast, other restaurants go out and buy food for themselves which means they are not affected by delivery problems.

- “**Services**²” make up a considerable part of businesses located on London Road. These businesses frequently receive deliveries of parcels or stationary etc and this poses one of the major problems on the road. During peak hours (morning and late afternoon) it is very difficult for couriers to find an area to park for a short period of time. Contrary to other goods deliveries, parcels deliveries take very little time (between 3 - 5 minutes per delivery) and couriers cannot waste time finding an area to park, far from the delivery point. The time spent finding a place should not be longer than the time taken to deliver the product. However, restrictions applied to the area cause significant problems for that kind of delivery.

In addition to the preliminary observations, London road forms a corner with Abercornway Street. This area is less attractive in comparison because there are a lot of vacant shops.

² Services include all businesses whose main activity is not dedicated to the selling of goods (such as solicitors, hairdressers, etc.).

Figure 2.5: Abbotsbury Street business profile



2.4 Freight movements

As written in the Merton LIP, *the Borough of Merton recognises the role of freight in the local and national economy*. In this way, the Borough would like to develop partnerships between main stakeholders working on urban freight.

The street is a busy transit road used by cars, buses and freight vehicles. As mentioned previously, the road generates a high number of vehicles due to its strategic location.

The busiest period to load and unload is apparently early in the morning and the busiest days of week are Mondays and Fridays. There are different types of deliveries: deliveries made a freight operator and those made by the shop owners.

Apparently, to date, no residents have complained about the noise due of the urban freight vehicles.

There is also storage for some shops in the form of “flat warehouses”; if the warehouses were used to their full potential, it could mean that deliveries would not need to be made as often.

Freight deliveries can only be carried out by large trucks or small vans and depend on the nature of the business receiving the goods. However, there have been disputes between loading vans and public vehicles, especially on the northern side of London Road. Indeed, as there is no specific loading bay, delivery vehicle sometimes park on the road close to parked vehicles.

Yellow lines are at the rear of the shops surrounding Woolworths that could in theory be used for deliveries; however, this is sometimes blocked with cars and there is not enough room for delivery vehicles to pass through.

Figure 2.6: A delivery vehicle parked on the back of the shops



One of the main problems is that it is sometimes difficult to deliver goods from the Red Route, so lots of delivery staff use the single yellow line on both sides yellow road behind the shops (on both sides).

As London Road is a Red Route controlled by TfL; however the rear access of the shops is under the control of the Borough and therefore greater communication between these two organisations is needed to make the system work.

Delivery staff comes into contact with cars which are parked along the side-road. As there is no area dedicated for loading, the bays are therefore shared by cars and commercial vehicles. Delivery staff has even been forced to stop in bus stop bays to carry out a delivery, including the bus station, which is illegal. The lack of a dedicated loading bay leads to delivery staff effectively in conflict as they compete for space.

However, no accidents due to urban freight have been recorded.

According to the retailers questioned, deliveries take place throughout the day and the average number of deliveries **2.1 deliveries** per day.

Taking into account all the shops visited within the framework of the Legal Loading Initiative project, the average delivery time is **18 minutes.**

The on-street observations in Merton reveal that the average time is nearly **14 minutes.** In addition, the road becomes congested during peak hours (early morning and late afternoon).

There is some conflict with public transport as there are no loading bays for the delivery staff and the proximity of the underground station to the bus station which means that the areas is a busy public transport interchange. However, there is a good partnership between the Borough of Merton and TfL Street Management who have monthly meetings with in order to work together to address any problems that arise.

Figure 2.7: A shop employee helping a delivery staff



Moreover, it is often the case that shop employees will help the delivery staff in order to decrease the delivery time.

And some delivery staff delivers goods to different clients (in the photo above, 3 different clients) from the same points

Figure 2.8: A multi-drop delivery



2.5 The Sainsbury's loading bay

A Sainsbury's supermarket is located on London Road (Western side) close to a multi-storey car-park. Sainsbury's has its own private loading bay behind the shop which was been designed and created specifically for them. Sainsbury's chose to create its own loading bay, in accordance with the FTA Guidelines.

Figure 2.9: The entrance of the Sainsbury's loading bay**In summary:**

This is a central part of the Borough and it is a North / South transit road which is used by all kinds of vehicles (cars, lorries, buses, etc.) As a result, this site has some special characteristics:

- It is a transit road that has a number of relatively important businesses with lots of “food business” and services
- It is a red route, restricted by TfL and enforced by the Metropolitan Police
- There are on average **2.1 deliveries** per shop per week and the average delivery time is **14 minutes**.
- There is a balance between the East side and the West side of the road.
- It is easier for deliverymen to deliver goods via the back of the shops, on the yellow roads. However, generally speaking, those spaces are not clean and there have been some conflicts there.

3 LOADING / UNLOADING RESTRICTIONS

3.1 Restrictions

“Loading and unloading is when heavy or bulky goods are taken to or from a vehicle stopped temporarily on a road. Loading also includes delivering or collecting commercial goods, pre-ordered goods and dropping off tools for builders”. Buying a morning newspaper or picking up a roll at the bakery is not considered a delivery.

London Road is a **Red Route**, and is therefore managed by Transport for London and enforced by the Metropolitan Police. Deliveries are permitted on the northern side of the London Road at anytime, while on the southern side of the road, stopping is prohibited from 7am-7pm. Some streets perpendicular to the High Street are prohibited for vehicles >7.5 tons in residential areas.

The street is divided in two parts:

A- From the underground station to Northeast (western side):

Loading and unloading is permitted by parking along the pavement as there is little opportunity to deliver to these shops from the rear. Sainsbury’s is located on this side of the road; there is no parking and there are bollards, bars and markings that restrict any kind of stopping.

A loading bay behind the Civic Centre to the west of this road could be used as an example of good practice, however it is currently too far away from the main shops to be useful.

There are few night deliveries due to the fact that most of the shops along this part of London Road are small and are not operational 24 hours/day.

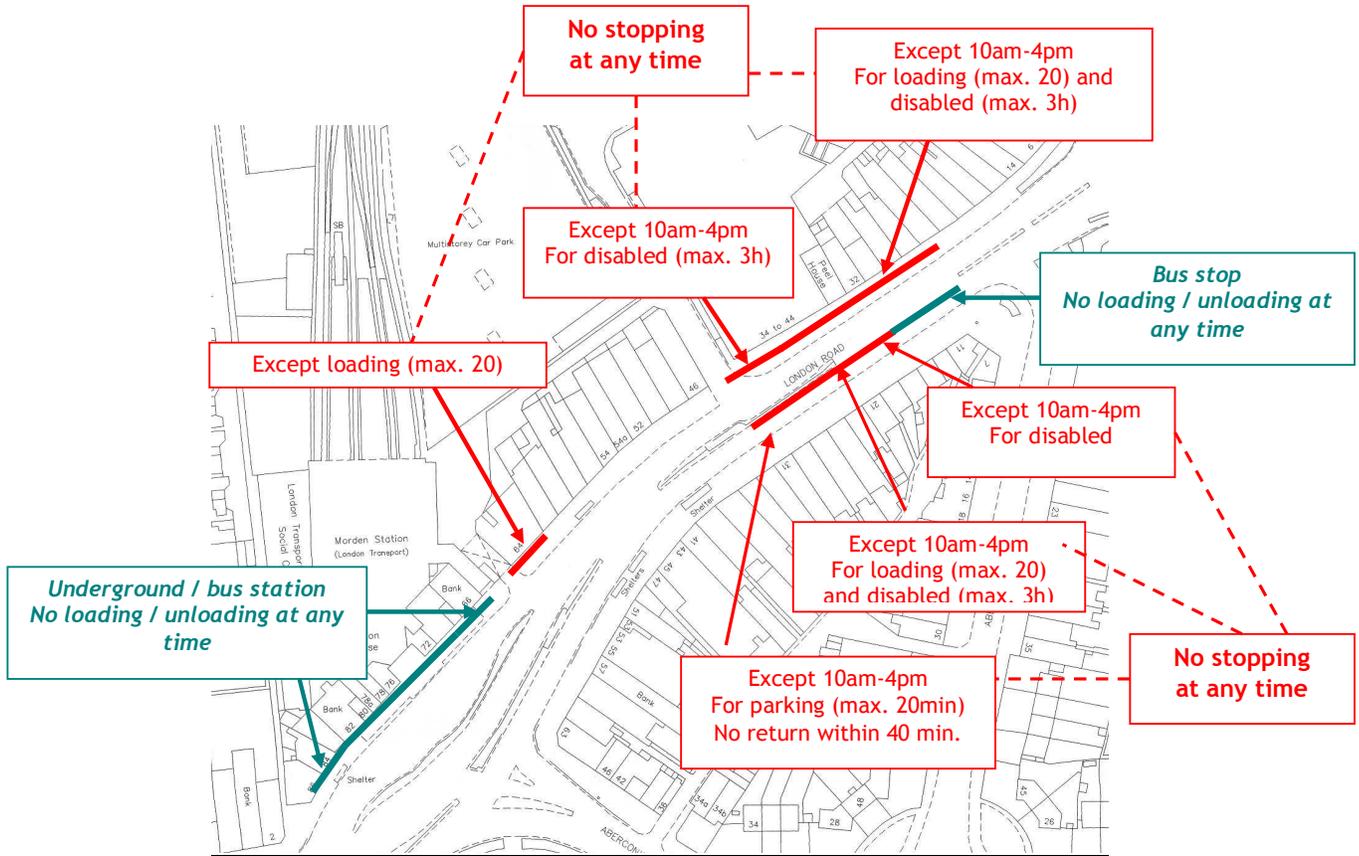
B- From Northeast to the underground station (eastern side):

Loading and unloading are partially allowed. However, the signage is quite confusing. Delivery staff park their vehicles behind the shops and deliver from the rear; however, the roads are very narrow and only allow one delivery vehicle to go down at a time. In addition, there is only a 20 minute delivery time is permitted.

At the same time, in the different areas where it is possible to park, loading and unloading are only allowed from 10am. This restriction means that it not possible to deliver goods between 7am and 10 am; making it very difficult for deliverymen to deliver goods at all. As a result, many retailers use the back of the shops to deliver. Indeed, the single yellow line and lack of yellow curb markings combine to allow them to load and unload for 20 minutes.

3.2 Where is it allowed to load and unload?

Figure 3.1: The delivery restrictions on London Road



Map: Borough of Merton

This map reveals the complexity to deliver on London Road (plenty of different parking rules).

3.3 The yellow lines from the back of the shops

Figure 3.2: Back of the shops – from Aberconway Road



On the yellow lines which is at the rear of the shops, parking restrictions on the right hand side of the road are “Monday to Saturday: forbidden from 8am to 6.30pm” and on the left hand side of the road “Monday to Saturday: forbidden from 8am to 10am / Monday to Friday: forbidden from 10am to 4pm”.

However, it is sometimes difficult for the delivery staff to see any loading/unloading information (especially during summer when the tree obscures the sign):

Figure 3.3: A bad signage



3.4 Enforcement

If a parking attendant thinks that someone may be loading or unloading he/she will observe the vehicle for a short period of 20 minutes. If the parking attendant believes that the driver is not loading/unloading, a Penalty Charge Notice will be issued immediately. Delivery drivers frequently park illegally to go to a shop (for example). By doing this, they cause the other traffic to slow down and increase delivery times and costs for other business.

However, enforcement is not straightforward: 30 Borough traffic assistants enforce the whole Borough which is not enough. Council parking assistants pass through the back roads to the Red Route a couple of times per day. It is uncertain how many TfL officers operate in

the area. On London Road, there is a maximum parking stay of 1 hour; however, if this is not well enforced, people will abuse this and stay for longer.

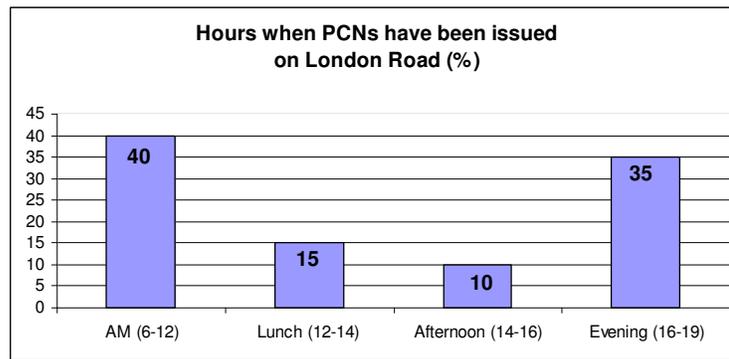
During non-restricted hours, potential loading areas are taken up by public cars and during restricted hours these areas are taken up by cars displaying the Blue Badge.

It is very common to see members of the public illegally parking outside banks to withdraw money.

3.5 PCNs issued on London Road

20 PCNs were issued from 10th October to 1st December 2006. The split between PCNs issued is balanced with 30% issued to large trucks, large vans and small vans respectively. Most of the time, illegal parking mainly takes place in the morning (40% between 7am and 12am) and in the evening (35% between 4pm and 7pm).

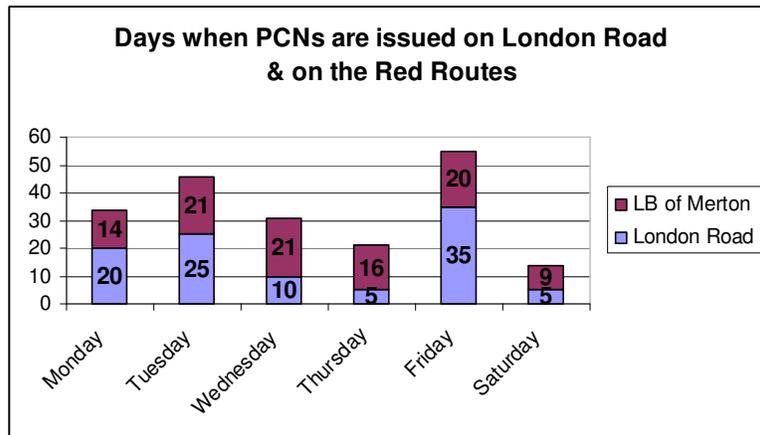
Figure 3.4: PCNs issued by slots of hours



Figures from Transport for London, (10/10/2006 to 1/12/2006)

If a comparison is made between the days when PCNs are issued on London Road and on the other Red Routes in Merton (including the London Road), it is interesting to observe that on Fridays the biggest number of PCNs are issued. Indeed, this is supported by the on-street survey where retailers reported that the busiest days of the week Monday and Friday.

Figure 3.5: PCNs issued – day by day split



Figures from Transport for London, (10/10/2006 to 1/12/2006)

4 OBSERVATIONS / HOTSPOTS

4.1 Deliveries via the back of the shops

Figure 4.1: Journey made by delivery staff from the retailers' rear access to the retail establishment



Retailers mainly received deliveries from trucks or commercial vehicles which park on the side-road or at the rear of the shops. There is no specific loading bay on this site.

It seems to be easier for delivery staff to bring goods through to the back of the shops than delivering to the front. This can be easily explained by the fact that it is easier to stop on the western side of the road than on the eastern side. Moreover, after discussing with them this is also because there is greater enforcement on London Road than on the street that is behind the shops.

There are several problems with this:

- Using the side road, creates a longer way for delivery drivers to access the shops
- The area is not safe or tidy,
- There are some disputes regarding the use of the spaces because some retailers park their vehicle without respecting the rules.

However, the main problem with this set-up is that it is very difficult and dangerous for lorry drivers to get out of this area.

Indeed, as illustrated below on the photo, a 7.5T lorry is creating congestion as it tried to get out from the back of the shops. As a consequence, it causes other traffic to stop (the truck on the left, and the bus on the right). It is therefore necessary to carry out improvements and regulate traffic on this road.

Figure 4.2: A dangerous hotspot



4.2 A busy road

As Figure 4.3 shows, when the truck arrives, it cannot park in the bay which is being legally used by car drivers. The closest bay for delivery goods is located on the western side of the road and delivery vehicles are able to stop to load/unload for a maximum of 20 minutes.

In the case below, the delivery took **17 minutes** during which the cars had to leave the area. As a result, at the end of its operation, the delivery vehicle is doubled-parked and it cannot want to do things. This highlights the fundamental problem: the link between the private cars and the delivery vehicles. The fact that this is area is used at the same time by freight vehicles and cars for different activities, creates problems.

Figure 4.3: The conflict between cars and freight vehicles in operation



4.3 Complex rules and signage

Figure 4.4: A complex signage



The Red Routes should be positively signed; some of the bays, particularly on the southern side of London Road where signs are unclear and confusing. On London Road, signage needs to be improved. Indeed, on the same side of the Red Route, 3 areas close to each other have different access restrictions:

- 1- Red Route, -no stopping (7am-7pm) except between 10am to 4pm for parking (20minutes) with no returns within 40 minutes.
- 2- Red Route- no stopping (7am-7pm) except between 10am to 4pm (parking is allowed for 20 minutes, with no returns within 40 minutes)
- 3- Red Route-no stopping (7am-7pm) except between 10am to 4pm for loading (max. 20minutes) and for disabled people (max. 3 hours).

It is of course possible to load in the three areas but there are three different restrictions in place in three different sizes of areas. The fact that there are three different restrictions in place creates a lack of clarity.

In addition to unclear signage, disabled people are allowed to park in a bay reserved for disabled people loading bay in front of Sainsbury's. The road sign (shown below) does not indicate if loading/unloading is authorized in that area. According to the Highway Code, it is not possible to load or unload from a bay reserved for a disabled person and is only allowed if the deliveryman has a valid blue badge on display.

4.4 Loading during the morning

Generally, it is not possible to use the dedicated parking areas on London Road before 10am (except the first bay on the south-western side) and loading and unloading are forbidden between 7am-7pm outside those parking bays. As a result, loading operations are difficult before 7am and 10am.

The time restrictions cause significant problems: it is difficult to deliver during peak hours. Nevertheless, some delivery staff still use parking bays outside the time restriction, because

they cannot spare the extra time necessary to deliver from the loading bay in Crown Lane or to wait for the only area permitted on London Road to become free. Indeed, in Crown Lane, it is possible to load and unload all day (for a maximum time of 20 minutes).

Figure 4.5: A parking bay in Crown Lane



5 LOCAL STAKEHOLDERS' FEELINGS

In order to have a better knowledge and understanding of the site, retailers and deliverymen were asked a series of questions. In total 15 retailers were interviewed on different days and at different times of the day (*see their responses on the dedicated document included in the appendix*).

On the whole, the retailers maintain that it is not easy to deliver goods on London Road, except for those retailers who can receive goods via the back of their shops.

What was most surprising was the lack of interest by some retailers regarding the problems that their deliverymen could experience when trying to load/unload.

As regards the deliverymen (3 were questioned), they do not think there is really a problem when loading or unloading. They are aware that sometimes they stop illegally but state that they have no other choice. One of them reported: *“Traffic wardens are not always on the road.”*

Figure 5.1: A policeman and a delivery driver



A funny situation at 9.30am: In the photograph above, the white van driver asks to the police officer if he can stop along the pavement – while it is prohibited...Some delivery staff and retailers (see the appendix C) also mentioned how sometimes the cooperation with parking enforcers and them was difficult.

In addition, shop owners are adamant about having short-term parking outside their shops as it essential that their customers have easy access to the shop.

Residents and shop owners are very keen to see the area regenerated.

6 RECOMMENDATIONS

- **Deliver via rear entrances**

The potential to deliver more goods via the back entrance of shops should be investigated. One of the main problems on London Road is that it is difficult to deliver goods via the Red Route.

Lots of delivery staff operates via the rear of the shops because there are no other possibilities on London Road. In this way, it could be appropriate to reorganize access.

For example, instead of allowing vehicles to enter and exit from Aberconway Rd, (which is quite dangerous), it would be better to forbid vehicles from leaving through Aberconway Rd. Indeed, trucks reversing do not have a good view of Aberconway Rd. So it could be beneficial to make this street one-way.

In addition, a loading bay could be created either on the street behind the shops or on the part of the pavement along Aberconway Rd.

It is also necessary to carry out extensive environmental improvements in the area, e.g. problems with fly-tipping of waste in the area around the back of the shops.

- **Producing a map**

A map, indicating all the restrictions and parking access should be produced (it could be based on the best practice example from Camden Borough Council). This map would be like a leaflet and would be disseminated to different transport operators, via the retailers. This map would make it easier for deliverymen to know where they can park and bring about greater understanding of the different restriction rules in place on London Road. While retailers did not seem to really take note of how the goods get to them, according to the questionnaire in face-to-face, they seem to agree to disseminate such a map to freight operators.

- **Ease the restriction accesses and improving signage**

There a lot of access parking restrictions (sometimes 3 different in areas close-by). One task could be to assess the level of use of the existing loading bays and look at matching the supply of bays to the time of day in which they are used i.e. to look at potentially altering the current time restrictions to better suit existing demand.

- **Possibility of relaxing Red Route restrictions to allow more time for loading / unloading**

London Road is an important traffic corridor so congestion needs to be reduced on that site. Following on from this idea, loading and unloading must be carried out in respect of the rules which are there for safety reasons. However, it could be relevant to reduce the number of vehicles that are double-parked and to allow more time for delivery vehicles that do not cause trouble.

- **Better communication with parking enforcers**

Some retailers complained that there was not enough parking enforcement on London Road and sometimes when parking attendants patrolled, they did not take into account the difficulties that some deliverymen may encounter when delivering goods.

Indeed, when the street is busy, there are not many places to park. Moreover, during peak hours, as there is no loading bays, areas where loading/unloading is allowed are often used by cars. This is further confirmed by a letter received by a retailer after the forum: Some retailers have businesses on street and the relation with the parking attendant is sometimes very difficult. Some claim that they park on a clear way on rare occasions, in an emergency or only to load/unload for a couple of minutes.

The guide produced by FTA and RHA “Loading / unloading code of practice” may be very useful source of information for parking attendants and should be widely disseminated to them and retailers.

Annex A – Forum write up

Questions asked to stakeholders

General store	We have no problems receiving goods because Iceland has a dedicated loading bay. However, we receive food 3 or 4 times a day because the transporter sometimes cannot transport the goods together in the same truck (milk, drinks, etc.)
General store	We have no problems receiving goods because we have a dedicated loading bay at the back of the shop. One of the main problems we encounter is on the road, mainly on the M25
Take away	Deliverymen can sometimes encounter difficulties delivering and this is mainly because it is not easy finding a place to park. However, it is not a real problem; because they can park close to the civic centre or on the opposite side of the road. Their trip can take 15 minutes but I do not think that that is the main problem here. The biggest issue is that there is no place for drivers to park on the eastern side of London Road.
Newspaper convenience /	The bay in front of our shop is used by deliverymen to load and unload. However it is also often used by drivers so it can be very difficult to deliver goods during peak hours. We also receive goods at night (early morning - for newspapers), but deliverymen have a key to access.
Take-away	It is busy all the time and it is sometimes very difficult to park in a dedicated area because drivers park in the bay for a long time and enforcement is not very good.
Estate agents	We receive mail or stationery goods everyday but we have no specific problems.
Dry cleaner	We do not have any delivery problems
Take-away	We have just opened so cannot comment at the moment.
General store	We receive goods via the back of the shop so do not have any problems.
Bakery	We have no problems. Sometimes we buy goods ourselves and sometimes we receive goods through a freight operator. However I really do not know if the deliverymen have problems, it is their job, not mine. They never complain, but even if they did, it would not change anything-I don't think that such issues concern me.
Convenience store	The dedicated bay is very useful for deliverymen. However, the main problem is that it is often used by car drivers etc. As a result, deliverymen waste their time trying to find a place to park. Some things should be improved.

Merton Legal Loading Initiative Forum

February 16th 2007 – Merton Baptist Church

Present:

Sue Tanton, Town Centre Manager, *Merton council*

Chris Chowns, Transport planner, *Merton council*

Joseph Deck, Couriers – Servicing expert, *Transport for London – Freight Unit*

Philip Jones, *Councillor (and former chair of the Council's Planning Committee)*

Arnaud Lagrange, Senior Consultant, *TTR*

Russell Tricker, Consultant, *TTR*

The forum

The forum took place February 16th in Baptist Church. All retailers located on London Road were invited, but none of them came. After the forum, TTR received a letter from a pub which apologized for not having come.

The aim of the forum was to provide an opportunity for us to provide a background to the Legal Loading Initiative project within the South London FQP www.southlondonfqp.com and what has been observed from delivery vehicle observation work on London Road, assistance with PCN data and the consultation that has been done with retailers and the messages that have been communicated to TTR as a result of this consultation. Problems and issues have been discussed, and a range of solutions and recommendations has been considered towards the end of the forum.

After a presentation of the SLFQP made by TTR and a presentation of the observations / questionnaires to different stakeholders, recommendations have been proposed by TTR and discussed by all the attendees of the forum.

This note is a summary of the different ideas discussed and validated by the attendees.

Overview of the observations made during the on-street survey

i. General presentation

London Road is a central part of the Borough and the road is a North / South transit axis used by all kinds of vehicles (cars, lorries, buses, etc.).

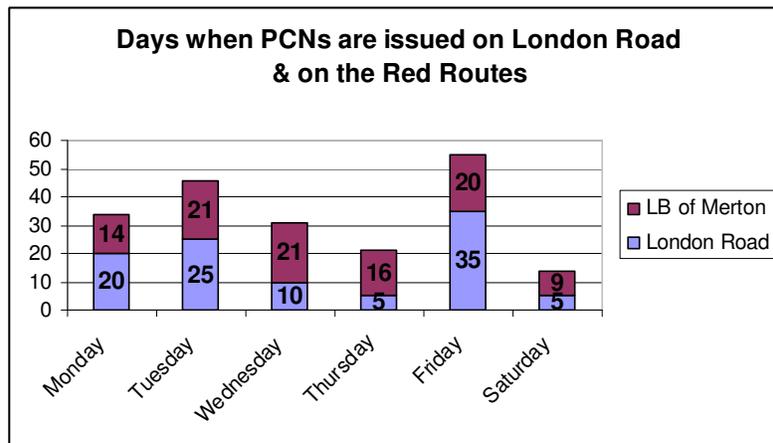
- The infrastructure includes the underground, a bus station, the civic centre, a transit and commercial road transit. London Road is also a through route for larger freight.

London Road is a mix between a transit corridor and business activities. Indeed, it is a transit road but with a relative important number of businesses with lots of “food business” and services. The site is essentially composed of services and shops, restaurants (pubs and take-aways) and small shop (discount shops).

Moreover, there is a relative balance between the category of shops in the East side and the West side of the road.

ii. Deliveries on London Road

- It is easier for deliverymen to deliver goods from the back of the shops, on the yellow road. However, generally speaking, those spaces are not “clean” and there can have some conflicts there between different deliverymen due to the narrow of the street.
- It is a red route, restricted by TfL and enforced by the Metropolitan Police. The number of PCNs issued from October 10th to December 1st was 20. There is a balanced split between PCNs issued for large trucks, large vans and small vans (30% each). Most of the time, illegally parking takes place for the morning (40% between 7am and 12am) and the evening (35% between 4pm and 7pm).



Figures from Transport for London, (10/10/2006 to 1/12/2006)

If a comparison is made between the days when PCNs are issued on the London Road and on the other Red Routes in Merton (including the London Road), it has been observed that the main day where PCNs are issued is Friday. Interesting to mention that during the on-street surveys, lots of retailers told that on the busiest days of the week were Monday and Friday...

- Sometimes, deliverymen come into conflict with cars which are parked along the side-road. As there is no area dedicated for loading, the consequence is there are shared bays between the cars and commercial vehicles. Deliverymen have even been forced to deliver in bus stop bays, especially at the bus station, which is illegal. This absence of space dedicated to loading also leads to deliverymen conflicting with each other for space.

However, no accidents due to urban freight have been observed.

- During non restricted hours, potential loading areas are taken up by public cars, during restricted hours; these areas are taken up by cars with disability badges.

It is common sight to see the public illegally parking outside of banks to withdraw money. Moreover, the rear access of the shops is under the control of the Borough: therefore great communication is needed between these two organisations to make the system work.

Indeed, it seems to be easier for deliverymen to bring goods from the back of the shops instead of delivering from the front.

Among the problems that situation creates:

- A longer way for deliverymen to deliver goods
 - The area seems to be messy and unsafe
 - There are conflicts in the use of the space.
 - Difficulties for larger trucks to go out the area.
- Signage has not been updated on Red Route for a long time (Council point of view)! That fact could help deliverymen in operation to more quickly understand the different rules applied on the road.
 - There are average 2.1 deliveries per shop per week and the average time to deliver is 14 minutes.

Overview of the remarks made by different stakeholders

- 15 retailers have been questioned at different days and different times:
- Generally speaking, they insist on the fact that it is not easy to load and unload on London Road except for retailers who can receive goods from the back of their shops.
- Shop owners insist on having short term parking outside of their shops as it is essential for their customers in order for them to have an easy access to the shop.
- Deliverymen questioned think that the real problem does not really appear when they load or unload, but on the M25.
- Generally speaking, retailers seem to be not much interested for co-operative management of additional loading bays.

However, some of them say that lane way is always blocked with minicabs or cars, that parked and surface are uneven. They add that there are plenty of footpaths for loading bay on London road for business people.

- Retailers are mainly delivered with trucks or commercial vehicles which are parked along the side-road or at the rear access of the shops.
- The term “delivery” is ambiguous and a Definition of “loading” and “unloading” needs to be updated.

Recommendations arising from the forum

- **Rear servicing of shops on Morden High Street should be investigated.**

Indeed, a greater potential for rear servicing – should be looked into. One of the main problems on the London Road is that it is difficult to deliver goods from the Red Route. Lots of deliverymen operate from the rear of the shops because there are no other possibilities on London Road. By the fact, it could be relevant to reorganise the access. For example, instead of authorizing to go in and go out from Aberconway Rd, it would be relevant to forbid the way out to Aberconway Rd, due to the danger it creates. Indeed, trucks reversing have a lack of view on Aberconway Rd.

Moreover, a loading bay could be created either on the street behind the shops or on the part of the pavement along Aberconway Rd.

In addition, there is a need of extensive environmental improvements for the area, e.g. problems with fly-tipping of waste in the area from the back of the shops.

- **The production of a map**

The production of a map showing all restrictions and access for parking should be produced (it could be based on best practice example from Camden Borough Council). This map would be like a leaflet and would be disseminated to the different transport operators via retailers. Thanks to this map, in a same time it will be easier for deliverymen to know where they can park and on a same time it would be able to make easier the understanding of the different restrictions rules on London Road.

- **Make easier the restriction accesses and the signage**

On London Road, there are plenty of restrictions accesses to park (sometimes 3 different on the close areas). A part of the work would be to assess the demand for existing loading bay provision and look at matching the supply of bays depending on the times of day they are used. i.e. look potentially at amendments to current time restrictions to better accommodate existing demand.

- **Future possibly of relaxing Red Route restrictions to allow more time for loading / unloading**

London Road is an important traffic corridor so congestion needs to be reduced on that site. Following the same idea, loading and unloading must not be made without respecting rules which are useful for a question of security. However, it could be relevant to reduce the number of vehicles which are double-parked and to allow more time to deliver for vehicles which do not cause troubles.

- **Better communication for parking enforcers**

Some retailers complained they was not enough parking enforcement on London Road and when sometimes, when parking attendants operated, they did not think to understand the difficulties that some deliverymen met to deliver goods. Indeed, when the street is busy, there are no plenty of solutions to park their vehicles. Moreover, during the peak hours, as there is not loading bay, areas where loading and unloading is allowed, is often used by cars.

Indeed - as a letter received from a retailer just after the forum confirms it - some retailers have business on street and the dialogue with parking attendants is sometimes very difficult.

Some say that they rarely parked on a clear way only on rare occasions if emergence breaks down and only to load and unload for few minutes.

The document made written by the FTA and the RHA, which is called “Loading / unloading code of practice” may be very useful for parking attendants and it could be disseminate to them.

- **Some ideas were raised about the possibility to a removal of the central reservation from the main road.**

The central reservation is not very useful on London Road. As a result it could be useful to remove it in order to create more spaces on each sides of the road.

Annex B – Letter from a retailer

16/02/2007

Dear Arnaud Lagrange

I missed your meeting at Morden Church about loading and unloading on 14/02/2007. We had to load a machine from the pub I stopped above bus stops in order not to obstruct traffic. Time was 5.50 pm.

I had goods waiting at van it took me 3 minutes to load where your officer came from. I told him I have business on street he took No notice of me and kept putting name in his machine I had moved before he had finished.

We are a pub open till 12 midnight and if a machine breaks down we have got to replace it or our restaurant closes down. We would never park on a clear way only on rare occasions if emergence break down and only to load or unload machines for 3 minutes flat. And if not important we leave until rush hour is over.

You must understand you cannot lift heavy machine out the back of pub.

Lane way is always blocked with minicabs or cars.

Parked and surface is uneven. There is plenty of room on footpath for loading bay on London road for business people. Please have one installed.

I am inclosing ticket for 100 pounds. Please have cancelled.

Thank you

Annex C – Stakeholder survey

**South London Freight Quality Partnership
Legal Loading Initiative
Stakeholder Survey**

Retailer Questions

GOODS IN

What is the nature of your business?

Restaurants / Retail / Services (bank, estate agency, etc.) / Supermarkets /

Others

What vehicles are used to make deliveries to you?

Van up to 3.5t gvw / 2 axles rigid up to 7.5T gvw / 2 axles rigid over to 7.5T gvw /

3/4 axle rigid / artic / drawbar trailer / don't know

How often are goods delivered?

Throughout everyday / Once every day / 2 - 4times per week / Once per week / Less often

Is any particular day especially busy for receiving deliveries?

Monday / Tuesday / Wednesday / Thursday / Friday / Saturday

Not really

At what times of day are goods delivered to you?

Before 7am / 7am - 9.30am / 9.30am - 4.30pm / 4.30pm - 7pm / After 7pm / All through the day

How are the shops serviced?

Using their own vehicles

By a freight operator(s)

Various Suppliers

Prompt: (If they have answered “By a freight operator”, ask how many suppliers deliver their goods)

How long do your deliveries normally take?

Prompt for further information: (‘Delivery Time’ could include time spent in the stock / store room, moving boxes around in the van, unloading, reloading and moving between the vehicle and the store. Also check that the driver is stopping to service just the one store you are surveying.)

Less than 5 minutes / 5 – 15 minutes / 15 – 30 minutes / More than 30 minutes / Variable

How close can your delivery vehicles park to service the shop?

Less than 50m / 50m - 100m / 100m - 200m / More than 200m / Unknown

Which access point do delivery drivers use? (Roadway, side-road, etc.)?

Do delivery drivers meet some problems/conflicts when goods are delivered? Explain?

ACCESS & DELIVERY FACILITIES

Does your business have an adequate off-street collection / delivery area?

Yes No

Can heavy goods vehicles access the delivery area easily?

Yes No

Are you restricted to kerbside access for collections / deliveries?

Yes No

**Do you have problems with access restrictions or (un)loading restrictions?
What kind?**

Would you be interested in co-operative management of delivery bays with neighbouring retailers? Other solutions?

Delivery Driver Questions

PARKING ENFORCEMENT AND RESTRICTIONS

What are your views towards the loading / unloading restrictions for delivery vehicles?

Do you have a particular problem with Penalty Charge Notices (PCNs or parking fines)? How many have you been issued with for parking in this site in the last 12 months?

How, if at all, would you like to see parking restrictions altered in this area for loading / unloading?

(Prompt: Specifically for loading / unloading restrictions (otherwise they may provide a general answer about restrictions for customer parking)).

Do you consider the level of parking enforcement in this area to be adequate for delivery vehicle parking?

(Prompt: Ensure that you are targeting a question about enforcement for delivery vehicles).

Parking Attendant Questions

PARKING ENFORCEMENT AND RESTRICTIONS

Do you focus more on private parking (residents or shoppers) or on commercial vehicles that are loading or unloading?

Do you have different priorities for different times of the day with respect to the type of vehicles enforced?