Delivering London -
the inconvenient truth

Freight Policy Advisory Panel

Alan Barrie | 16 October 2019
A growing, thriving world city

London is growing by 9 residents every hour.

That's a full car every 26 minutes.

Or 2 buses every day.

Or 2 Tube trains every week.

Today the population is 8,600,000 and by 2030 will be around 10,000,000.
Transport for London – keeping London moving

- 6 million bus journeys on the
- 9,300 buses across
- 675 routes

- 29,000 daily cycle hire journeys

- 4 million tube journeys every day
- 580 km of road – 5% of the Capital’s but carrying 30% of its traffic
- 6,300 traffic signals

On an average day in London, there are more than 31 million journeys
... and creating a greener, healthier, more prosperous city

80% sustainable mode share by 2041; and 20 minutes of active travel per day for all by 2041

Vision zero for road safety by 2041

Zero emission by 2050

3 million fewer private car trips; and 10-15% reduction in overall traffic by 2041

10% less in central London am peak 2026

EVERY JOURNEY MATTERS
The exponential growth of eCommerce

Estimated 20% of UK eCommerce orders - 500 million parcels delivered in London per year; a figure growing at 15% each year.
The exponential growth of eCommerce and its impacts

Estimated 20% of UK eCommerce orders - 500 million parcels delivered in London per year; a figure growing at 15% each year.

... And forecast to grow by 43% over the next 25 years.

Vans and lorry crossings per day over Greater London boundary 1977-2016.
Lorries & vans make up 20% of road traffic in London, 33% in c. London in the AM peak. 2 million people in London are living with illegal air pollution, with road transport responsible for 50% of the main air pollutants. “...a public health crisis”
Lorries & vans make up 20% of road traffic in London, 33% in c. London in the AM peak. 2 million people in London are living with illegal air pollution, with road transport responsible for 50% of the main air pollutants.

“...a public health crisis”

34% of online shoppers don’t trust delivery drivers to deliver successfully. 12.6% of deliveries are either late or failed. Londoners return 66 million items of clothing every year to those retailers offering free returns alone. 77% of UK shoppers are conscious of the environmental impact of online deliveries.
Lorries & vans make up 20% of road traffic in London, 33% in c. London in the AM peak.
2 million people in London are living with illegal air pollution, with road transport responsible for 50% of the main air pollutants.

“...a public health crisis”

34% of online shoppers don’t trust delivery drivers to deliver successfully.
12.6% of deliveries are either late or failed.

Londoners return 66 million items of clothing every year to those retailers offering free returns alone.
77% of UK shoppers are conscious of the environmental impact of online deliveries.

Fulfilment costs are by far the biggest overhead as a percentage of sales, for some leading retailers this is as high as 28%.

Missed deliveries add roughly 26 million additional deliveries to London’s roads every year.

Our trilemma; three audiences with opposing needs

CITIZENS
Want improved air quality & safer, less congested roads

CONSUMERS
Want increasingly convenient solutions

BUSINESSES
Want sustainable profits but are scared to fail customer expectation
A big challenge

- Disaggregated infrastructure with no end-to-end view of customer behaviour(s)
- Little commercial appetite for key players to change current model
- Ever increasing consumer expectations

With huge opportunity

- Improve consumer experience
- Reduce congestion and emissions
- Better commercial utilisation for TfL
- Build a blueprint for other cities

EVERY JOURNEY MATTERS
The foundations for new solution(s)

1. Map the journey
   - End-to-end journeys, pain points and use cases
   - Partner infrastructure & problem areas
   - High-impact scenarios to environment & business
   - TfL assets & real estate network

2. Envision a better way
   - HIGH-DENSITY LOCAL INFRASTRUCTURE
     PUDO / Micro-Hubs / Last Metre / Lockers
   - BEHAVIOUR CHANGE
   - GREENER FLEETS
     Foot / Pedal / Electric
   - SMARTER SYSTEMS
     Integrated / Open Data / Consolidated Ordering

EVERY JOURNEY MATTERS
Collaborative design with a consumer focus

RETAILERS

INTERMEDIARIES

LANDOWNERS

CARRIERS

CUSTOMERS
What could collaboration look like?

**GREENER FLEETS**
- Fleet EV conversion plan
- Modal alternatives conversion plan
- Fleet Standards commitment (eg FORS)

Measure: % EV transition/time
Measure: % modal conversion/time

**SMARTER SYSTEMS**
- Order consolidation capability
- Eco-friendly option at checkout
- Eco default checkout selection at checkout

Measure: # active registered users
Measure: % Eco option selected at checkout
Measure: % orders consolidated

**HIGH DENSITY LOCAL NETWORKS**
- Carrier agnostic lockers
- Carrier agnostic PUDO’s
- Micro hubs

Measure: % ‘out of home’ delivered
Measure: % utilisation of capacity

Measure: CO₂ reduction
Measure: km millions avoided
London needs radical alternatives that reduces impact on the environment and business; while enhancing customer-experience.
Contact

Alan Barrie
v_AlanBarrie@tfl.gov.uk
+44 7885 626827