



# WEST LONDON FREIGHT QUALITY PARTNERSHIP

January 2008 Newsletter



## Moving into 2008

Following a successful year in funding freight studies and implementing freight improvement measures in West London, the WLFQP has secured £145k from TfL LIP Programme for 2007/08. We have been told that TfL Freight Unit will be providing additional funds for the management and marketing of the WLFQP to businesses. Key initiatives we will be progressing with in 2008 are:

- Improved Signage for Drivers in West London
- Identify and Reduce Goods Vehicle PCN Hotspots and Produce Delivery and Serving Plans
- Environment and Road Safety Improvements in West London
- Develop Home Delivery Centres and Promote their Use
- Alternative Freight Routes Investigations to minimize the impacts of freight vehicle traffic

We welcome feedback on other areas/initiatives which the WLFQP could help fund to improve freight activity affecting your businesses and the wider industry in West London. To keep you abreast on our progress we will be producing our e-newsletters every 6 months as well as the quarterly reports to the Steering Group Meeting. The newsletters will contain a summary of our work progress and with the reports can be downloaded from our website [www.westlondonfqp.com](http://www.westlondonfqp.com). To help first time users, we have included a FAQs feature on our website by clicking on "Who We Are". We report below significant achievements by the WLFQP in 2007.

## Combating Fly-tipping in West London

In response to the Mayor's call to address the growth of fly-tipping in West London, we hosted the first West London Sub-region Anti-Fly Tipping Forum on 18th September 2007 at Ealing Town Hall. The forum was attended by West London and neighboring Borough officers and FQPs, TfL, Met Police, Environmental Agency and Defra. The forum discussed strategies to work together to combat fly-tipping including educating businesses on their social responsibilities. We have worked with the authorities to produce:

- The West London Sub-region Anti-flytipping Contacts Database
- West London Sub-region Fly-tipping offenders database
- A compilation of Sources of Anti- Flytipping Information and Educational Literature



## Monitoring of Use and Benefits of the Park Royal Signage Improvements

We have received positive feedback that drivers have benefited from the directional signage improvements on the strategic and local road network in Park Royal. 58% of drivers rated directional signage as being good and 92% rated it satisfactory or better. This is better than the 30% good and 80% satisfactory or better feedback we received prior to implementing the improvements. There has been limited use of the Park Royal Delivery Map because very few Park Royal businesses have included it on their website or distributed it to freight delivery companies. As a result it has not been provided to the minority of drivers serving the estate who are not familiar with the local road network.

## Identifying Proposals for Improved Loading and Unloading facilities

The WLFQP has funded 2 freight studies in Hatch End, Harrow and Wembley High Road, Brent to identify possible measures to improve the efficiency of deliveries and collections that take place at these town centres. Both town centres suffer from insufficient facilities for loading and unloading. We expect to commence implementing the study recommendations in 2008/09.

## Implementing Freight Improvements at Industrial Business Areas

Following studies funded by the WLFQP in early 2007, we are working with the authorities to design and to implement directional signage improvements and to raise awareness of workplace travel plans at industrial areas off Horton Road, Dawley Road and Pump Lane Industrial Estate (all in Hillingdon) and North Feltham Trading Estate in Hounslow. The efficient routing of freight vehicles to this area will reduce delivery miles, advise good vehicle drivers on appropriate routes and contribute to reducing emissions in West London.



## Implementing Improvements for Deliveries/Collections in West London towns

At North and South Harrow, the WLFQP has funded improvements for loading and unloading activity. These improvements include providing dedicated loading bays and revisions to the kerb to allow stopping by freight vehicles. We will be monitoring the effectiveness of these measures in February 2008. At Ealing town centre, we will be funding the improvements for deliveries/collections initially on 4 road sections. We have also been asked by Borough Councilors to design further improvements to help improve the efficiency of freight activity in the town centre and reduce conflicts with other road users, shoppers and workers.

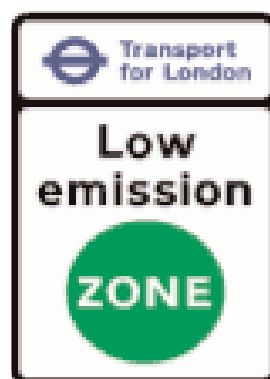
## North End Road Mapping

The WLFQP is leading this joint LBHF & Met Police led initiative. The work will identify and implement solutions to reduce traffic congestion caused by goods vehicles servicing premises and the market on North End Road and improve the quality of the local environment. The current practice of issuing PCNs to drivers appears to have limited affect in promoting compliance to existing stopping and waiting regulations. We will be working with Met Police officers to advise freight vehicle drivers on suitable locations for loading/ unloading and to raise awareness of the safety and congestion impacts of indiscriminate parking in this area.



## Reminder on the London Low Emission Zone (LEZ)

The Greater London Low Emission Zone will start from 4 February 2008. The aim of the LEZ is to improve air quality in London by deterring the most polluting vehicles from driving in the area. It will initially apply to diesel-engined lorries over 12 tonnes in weight. From July 2008 it will also apply to all lorries over 3.5 tonnes and buses and coaches. From October 2010 large vans and minibuses will also be covered by the LEZ. The LEZ will require the diesel-engined vehicles to meet specific emissions standards. If they do not, they will need to pay a daily charge. The LEZ will not apply to cars, motorcycles or small vans (under 1.205 tonnes unladen weight). For more information visit <http://www.tfl.gov.uk/roadusers/lez>.



TfL have recently published the London Freight Plan - Sustainable Freight Distribution which can be downloaded from <http://www.tfl.gov.uk/businessandpartners/freight/1292.aspx>

If you have comments or want to know more about the WLFQP please visit our website on [www.westlondonfqp.com](http://www.westlondonfqp.com). We are keen to hear from you on how the WLFQP could better serve your and your business needs. Drop us an e-mail to [kevin@westlondonfqp.com](mailto:kevin@westlondonfqp.com) or call Kevin Ratnasingam 01483 742948 / 07906973547 for further information.