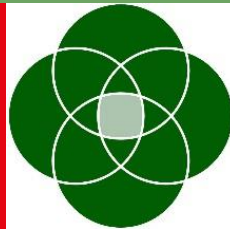


Dynamics of Policy Delivery

Speaker 1: Daniela Paddeu

**UWE
Bristol**

University
of the
West of
England



Centre for
Transport &
Society

Presentation by

**Daniela
Paddeu**

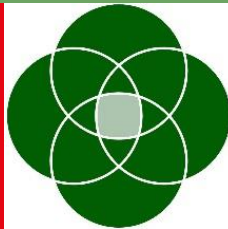
**Senior Research
Fellow**

Decarbonisation of last-mile deliveries in the UK: when the national strategy fails to meet local needs and expectations

6 July 2023

**UWE
Bristol**

University
of the
West of
England



Centre for
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Society

Background

Why local freight policy and planning are urgently needed

70%

carbon emissions comes from urban areas [1]

UK 3rd in the global online retail market, just behind China and the US [2].

14%

of urban transport emissions (globally) are from freight [3]

with quantities expected to significantly increase due to increasing demand for goods and freight transport's reliance on fossil fuels.

Playing such a key role in society, freight transport is one of the hardest sectors to decarbonise [4].

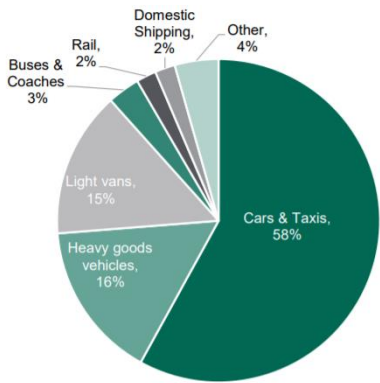
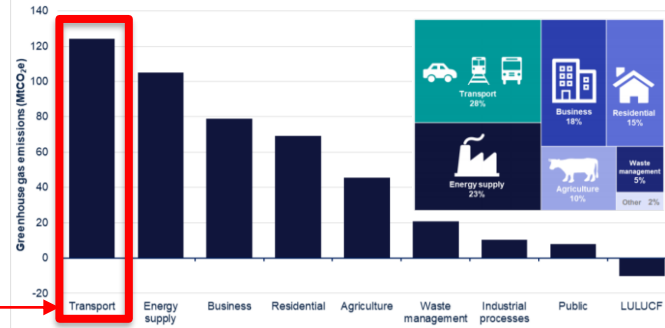


Figure 4: Greenhouse gas emissions by source sector, UK, 2018 (MtCO_{2e})

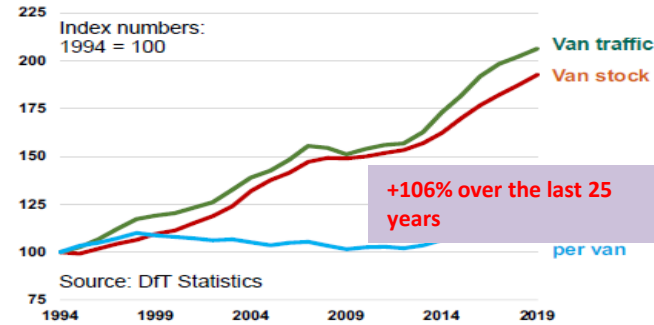


Source: Table 3, Final UK greenhouse gas emissions national statistics 1990-2018 Excel data tables

Freight is about 35% of total GHG emissions from Transport [5]

Last-mile deliveries - the very final leg of the supply chain and include the delivery of goods (or a parcel) that come from the final sorting office or fulfilment centre (e.g., local warehouse) to the customer (e.g., retailer or end-consumer in case of online shopping/home deliveries). Journeys on local roads in vehicles no bigger than small vans.

Trend of Van Stock and Van Traffic, Great Britain 1994-2019



[6]



Department for Transport

Decarbonising Transport

A Better, Greener Britain

The project

How do local authorities respond to the UK decarbonisation transport plan when it comes to last-mile deliveries?



UNFOLD - **UN**derstanding challenges around last-mile **F**reight and **O**pportunities for **L**ocal intervention

Why? To explore the role of local authorities in co-designing and implementing sustainable local freight solutions for the 'last mile' of parcel deliveries.

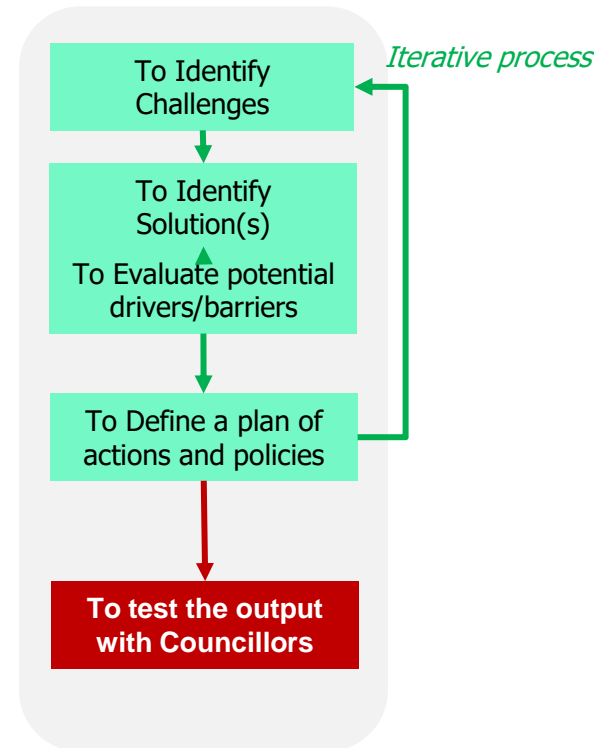
Step 1

Dec 2021 – Jan 2022
3 workshops with officers
[35 LAs involved]

- Co-design workshop to explore your perspective on **last-mile deliveries/local freight** in England.
- **Diverse** sample of **representatives**, including officers from different locations and contexts (e.g., metropolitan/non-metropolitan areas, county councils, etc.) in England.
- **Overall content/structure:**
 - **General perceptions** towards (and knowledge of) last mile deliveries and urban freight.
 - **Potential solutions** to reduce the impact of last-mile deliveries.
 - **Drivers/Barriers** to the implementation of these solutions.
 - **Policy Options.**

Step 2

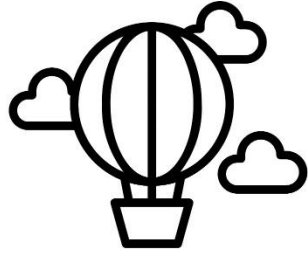
Feb 2022
Workshop with Councillors
[25 Cs involved]



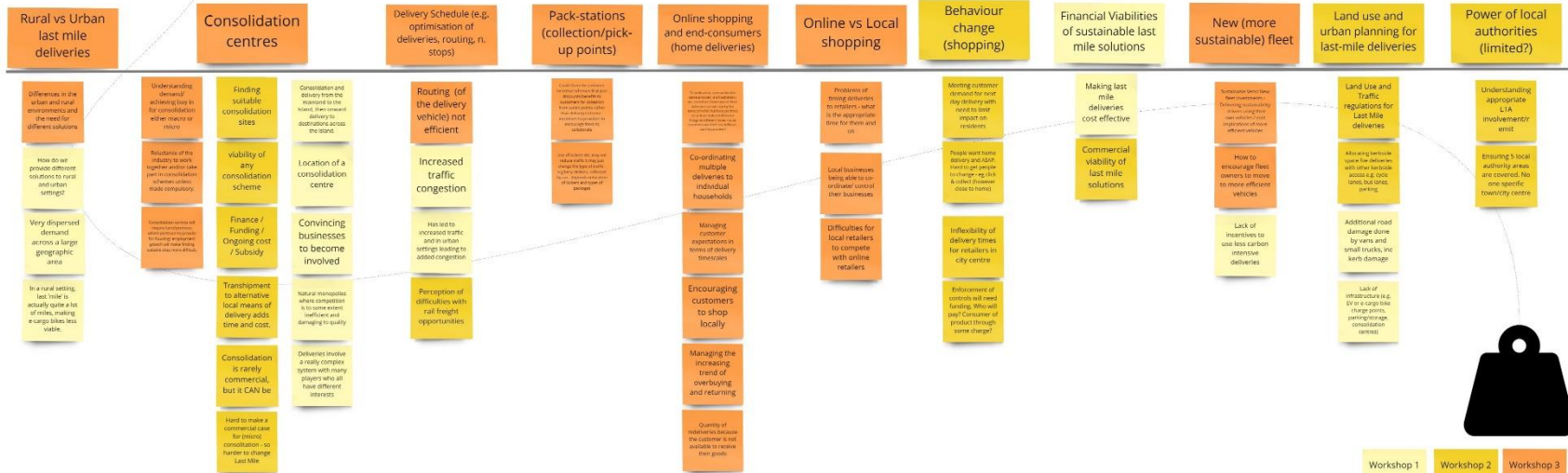
Main challenges related to last mile deliveries

from a local authority's perspective

What are the main challenges with last-mile deliveries?



Five main challenges with last-mile deliveries identified by local authority participants



Key lessons learned

The role of central government

- Local authorities have **limited powers** and **funding**.
- Central government is key to help them **understand** what **direction** to take and also what kind of measures they can independently design and put into action.
- Carrot and stick – **financial support** vs **(carbon) tax**.
- Change in **primary legislation** – compulsory consolidation centres, road pricing, new traffic code/road safety.
- Need for national and local freight data.
- Specific legislation to increase of the price of unsustainable deliveries for end-consumers and companies.

The councillors' perspective

- Local freight is **NOT** among their **top** transport decarbonisation **priorities**.
- Most **local transport strategies** have **not yet looked at local freight issues** and sustainability measures.
- LAs have limited powers but **CAN** implement other **measures to influence behaviour change**.
- Compulsory schemes would not be popular, and **traffic/access restrictions** would be **preferable**.
- Appropriate **regulations** needed to ensure **road safety** (e.g., cargo bikes).
- **Workforce** - poor contractual conditions.
- **Pricing** schemes are **not realistically achievable** options.

Conclusions

and recommendations



- Need for a clearer direction.
- To address the lack of national and local data on freight movements.
- To provide capacity funding for LAs to develop effective LTPs that include comprehensive coverage of freight and last-mile deliveries commensurate to their share of local transport's carbon 'budget'.
- To work with councils to co-design a toolkit of key policy solutions for getting the most out of last-mile deliveries, including the funding and any new powers through legislation required.



- To clarify at which level of government any responsibilities and duties (e.g., to set up compulsory consolidation schemes) should exist and provide clear directions on what the requirements are.



- To support local government with education and communication campaigns addressed to end-consumers in order to drive behaviour change.



- To partner with other organisations, including the private sector, to create a shared movement for change.



- To provide data on the scale of action needed for carbon emission reduction.

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- [2] UK Ecommerce Statistics 2021 – available at: <https://www.statista.com/topics/2333/e-commerce-in-the-united-kingdom/>
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- [5] Department for Business, Energy & Industrial Strategy – BEIS (2020). 2019 UK Greenhouse Gas Emissions. Available from: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/957687/2019_Final_emissions_statistics_one_page_summary.pdf
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Thank you!

Dr Daniela Paddeu

Senior Research Fellow (Freight Transport specialist)

University of the West of England

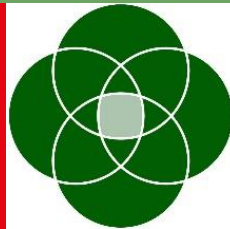
daniela.paddeu@uwe.ac.uk

Dynamics of Policy Delivery

Speaker 3: Caroline Bartle

**UWE
Bristol**

University
of the
West of
England



Centre for
Transport &
Society

Presentation by

**Caroline
Bartle**

**Senior Research
Fellow, CTS**

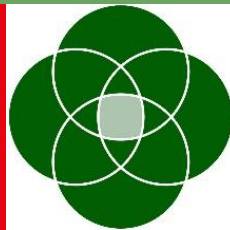
**ESRC Policy
Fellow at the
Department for
Transport**

How can theories of social cooperation inform policy-making in sustainable transport?

6 July 2023

**UWE
Bristol**

University
of the
West of
England



Centre for
Transport &
Society



Article accepted for publication in
2023:

Global Discourse, Bristol University
Press

Cooperation and social policy: integrating evidence into practice

Authors



Brendan Donegan, Foreign,
Commonwealth and Development Office

KANTAR
PUBLIC



Natalie Gold, Kantar Public and University
of Warwick



Caroline Bartle, UWE



Pete Dyson, University of Bath

Advisor



Jo Bacon, Department for Transport

Defining: **Cooperation**

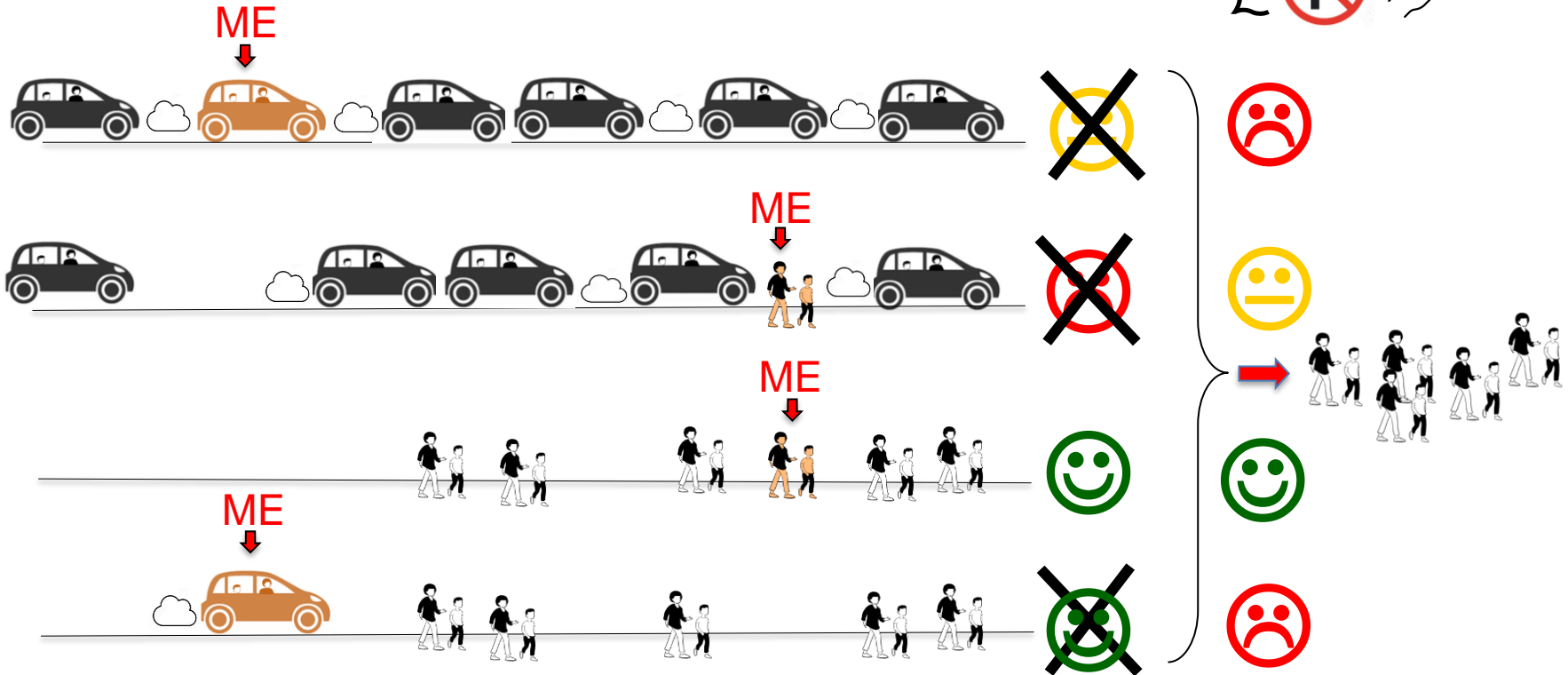
“ An action that benefits another individual or social group with either a benefit or cost to the actor. ”

“ A fragile commodity, vulnerable to exploitation from those who take without contributing. ”

Presentation outline

1. How can **game theory** help us conceptualise **social cooperation in a transport setting**?
 - The School Run as a ‘Social Dilemma’
2. How can we apply this to **local sustainable transport interventions**?
 - Lift sharing
 - Community cycle storage
 - Site-based travel planning
3. How might **policy-makers use social cooperation** as a lever to encourage sustainable travel?

A Social Dilemma – walk or drive to school?



Theories of team reasoning and social identity

Cooperation between the participants in a social dilemma moves the focus from individualism to **team reasoning** (Gold and Sugden, 2007)

Social identity theory (Tajfel and Turner, 1986) offers an explanation of what happens to people's sense of identity in group settings.

- Group identification means people are more likely to cooperate with other members of their 'in-group'.
- People modify their attitudes and behaviour to comply with norms within the group (e.g. other parents of children at the school).



Henri Tajfel



John Turner

Examples of cooperative transport measures



Type 1 - Cooperation is inherent to the activity
(e.g. lift sharing)

Type 2 – Cooperation as a way of enabling a behaviour
(e.g. neighbourhood requested bike hangars)

Type 3 – Cooperation where actors influences other actors
(e.g. walking to school as a social norm in a community)

MORE SIMPLY...



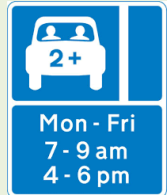
Bottom-up
cooperation

e.g. Lift-sharing



Top-down
cooperation

e.g. Car pool lanes



Lift-sharing

- Lift-sharing
 - Cooperation is inherent in organising shared lifts among individuals.
 - Social dynamics exist to negotiate the sharing of the vehicle space.
 - Would occur without policy engagement, but policymakers can provide support.



We define 'Policy makers' broadly as a category of actor which includes individuals and organisations associated with government and industry

Car-clubs



- Car-clubs
 - 'Scale up' cooperation between strangers, allowing them effectively to share cars.
 - Harder to organise informally among individuals, hence greater role for policy.



www.co-wheels.org.uk

Community cycle storage

- On-street bike hangars require
 - Cooperation among local residents to request their installation
 - Consultation with all affected residents
 - Supportive local policy measures



Photos: Better
by Bike

Site-based Travel Plans



School or workplace Travel Plans require a programme of sustainable transport measures to be put in place by an organisation.



This provides a framework for cooperation among people working or studying at the site.

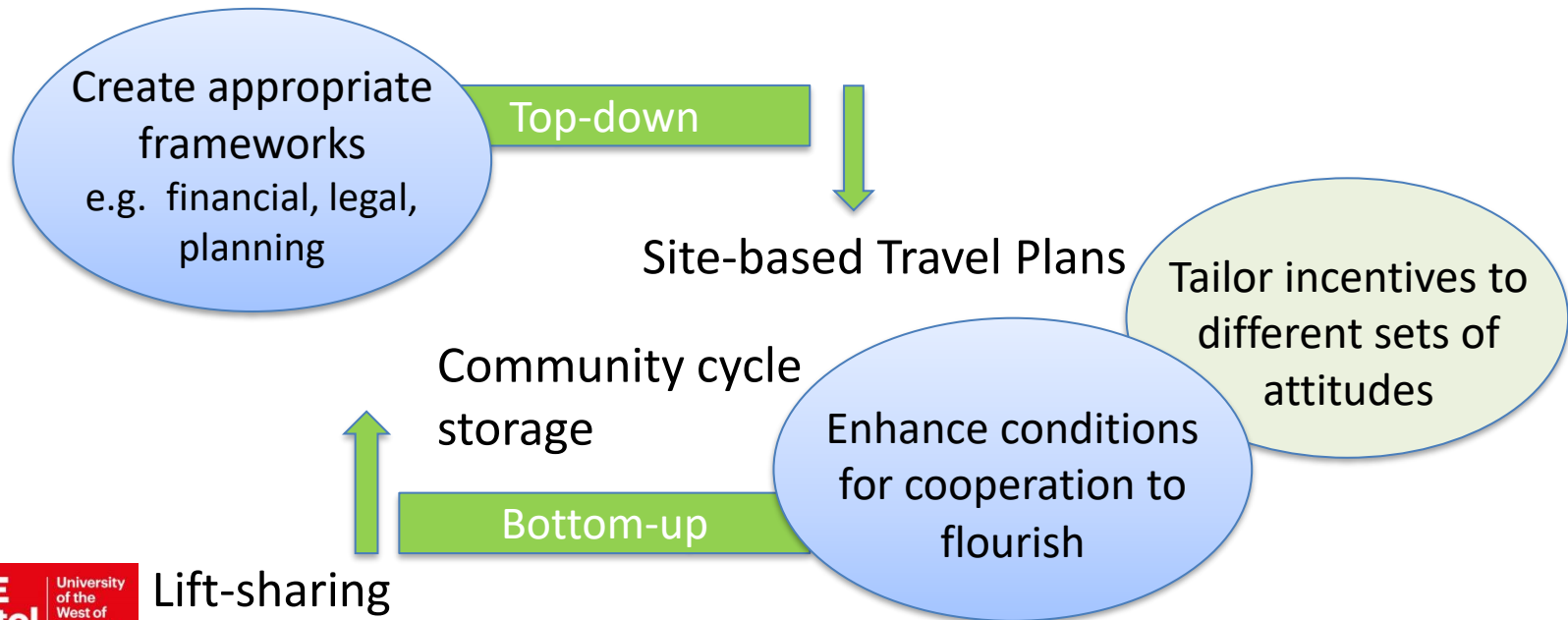
Businesses or school can use 'social measures' within a Travel Plan (e.g. group walks and cycle rides) as way of encouraging individuals to travel sustainably.



This builds group identification, which enhances cooperation.

Conclusions and recommendations

- Cooperation exists ‘naturally’ in travel behaviour and policy BUT
- To address the Social Dilemma problem, policy-makers need to help make cooperation happen more and/or work better.



Thank you!

caroline.bartle@uwe.ac.uk

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