



# CASE STUDY: Oval Village

## Enhancing Construction Logistics - MCG Construction's Journey with DataScope

PROJECT: St Edward Homes,  
Oval Village

LOCATION: Lambeth, London

CUSTOMER: MCG Construction



CASE STUDY - Oval Village, MCG Construction



### BACKGROUND

#### THE CUSTOMER - MCG CONSTRUCTION

MCG Construction specialises in delivering construction logistics solutions for some of the UK's largest projects and companies. With a goal to improve the efficiency, safety, and sustainability of construction projects, they provide customised logistics solutions packages tailored to the specific needs of each project.

#### THE PROJECT - OVAL VILLAGE

Located in central London and underway since 2019, this landmark project sits next to the iconic Oval cricket ground in the London Borough of Lambeth.

It involves the construction of over 1,300 new apartments across 7 residential buildings, complemented by over 15,000 square metres of community, commercial, office, and retail space.

More information [here](#).



#### MCG CONSTRUCTION BECAME ONE OF THE FIRST TO USE DATASCOPE'S DELIVERY MANAGEMENT SYSTEM

“MCG Construction has always been committed to innovation in site logistics, and in 2007, we became one of the first companies to adopt DataScope's Delivery Management System. From the outset, the platform proved invaluable in streamlining our operations, improving delivery scheduling, and enhancing overall site efficiency.

We successfully implemented the system across multiple projects, leveraging key features such as real-time tracking, automated booking, and reporting capabilities to optimise logistics and reduce site congestion. DataScope's platform has continued to evolve alongside our needs, and it remains an integral part of our approach to delivery management today.

**BRIAN MCBREARTY, MANAGING DIRECTOR AT MCG CONSTRUCTION**





WORKS COMMENCE ON THE OVAL VILLAGE

Construction of The Oval Village began with completion set for 2029. Its scale and central location posed logistical challenges, making efficient delivery management crucial. MCG Construction’s prior experience with DataScope gave them confidence to implement the Delivery Management System for this project.

OUR SOLUTION

DataScope’s modular platform streamlines site operations, from managing deliveries to handling waste removal, enhancing efficiency on complex sites.

Since its deployment on MCG Construction projects, the system has evolved with updates and new features, providing full visibility of site deliveries while reducing congestion and the impact on the surrounding environment. The project has used DataScope’s Delivery Management solution to:



Manage Deliveries

The portal allows all trades to book available delivery slots.



Control Delivery Volumes

The scheduling module reduces site arrival and departure clashes.



Monitor Vehicle Compliance

CLOCS and FORS checks are done at booking and verified at the gate.



Report Key Metrics

Custom reports on CO2, delivery performance, and more are exported.



Brian McBrearty, MCG Construction’s Managing Director, weighs in on the benefits of using DataScope’s solution to Delivery Management:

“ At MCG Construction Logistics, we utilise DataScope’s Delivery Management System across all our projects to ensure seamless, efficient, and sustainable logistics operations. By leveraging this technology, we gain full visibility and control over site deliveries, reducing congestion, minimising delays, and improving coordination between suppliers and site teams.

The system’s real-time tracking, automated booking, and reporting capabilities allow us to optimise scheduling, prevent bottlenecks, and enhance overall site productivity. Additionally, the detailed data insights help us monitor carbon emissions and drive more sustainable logistics solutions, aligning with our commitment to reducing environmental impact.

By integrating DataScope’s platform into our operations, we maintain a high standard of organisation, safety, and efficiency on every project, ensuring that materials arrive precisely when and where they are needed.





## THE RESULT

By using DataScope's delivery management system, MCG Construction have streamlined daily operations, improved site logistics control, and ensured project timelines remain on track for a busy city centre development.



**“As with any construction site, traffic management is one of the highest risk activities so we need the system to ensure that its on point and well planned - DataScope definitely helped us achieve that. It helped us track on real time, manage the gates more efficiently and manage the slots of deliveries to avoid congestion. It made our lives easy logistically and for the day to day planning.”**

**GEORGE PERJ, OPERATIONS DIRECTOR AT MCG CONSTRUCTION**



### NEARLY 7,000 DELIVERY BOOKINGS RECORDED IN 2024

Last year, the system achieved a record of 6,938 deliveries, marking the highest number of deliveries in a single year since the project's inception.

Meanwhile, the system continued to develop to meet the demands of high-traffic projects, such as Oval Village, with the introduction of a new and improved gate management feature.



### 26,000+ DELIVERY BOOKINGS RECORDED SINCE DEPLOYMENT

Fast forward to the present, the system has proven highly effective in coordinating site logistics, with 26,266 planned delivery bookings recorded since the start of the project.

The system has been instrumental in minimising unexpected deliveries through live tracking, streamlined scheduling, and improved communication between stakeholders. The system's enhanced visibility and control enables proactive adjustments to reduce the risk of potential disruptions.



# datascope

[www.datascope systems.com](http://www.datascope systems.com)