

Urban freight for liveable cities

Volvo Research Foundation Future Urban Transport
Symposium

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Contents

- Freight in London
- London Freight Plan
- Meeting the challenge of the Games
 - Engagement with stakeholders in the freight industry and regulatory bodies
 - Development of solutions
- Looking to the future
 - Games legacy and broader application of lessons learnt



TfL's interaction with freight

Policy and legislation

- One of London's 34 Highway Authorities
- London Plan (spatial development strategy)
- Mayor's Transport Strategy
- Mayoral strategies on air quality, waste and climate change

Enforcement

- Red route (TLRN), Low Emission Zone, Congestion Charge

Engineering

- Road safety, traffic management

Engagement around key issues



Freight in London

	Million tonnes	Percent
Road	137.0	88.0%
Rail	7.8	5.0%
Water (River)	8.7	5.6%
Water (Canals)	0.3	0.2%
Air	1.8	1.2%

Freight makes up **17%** of London's road traffic (compared with c.1.7% for buses)

Freight employs **6.4%** of London's workforce

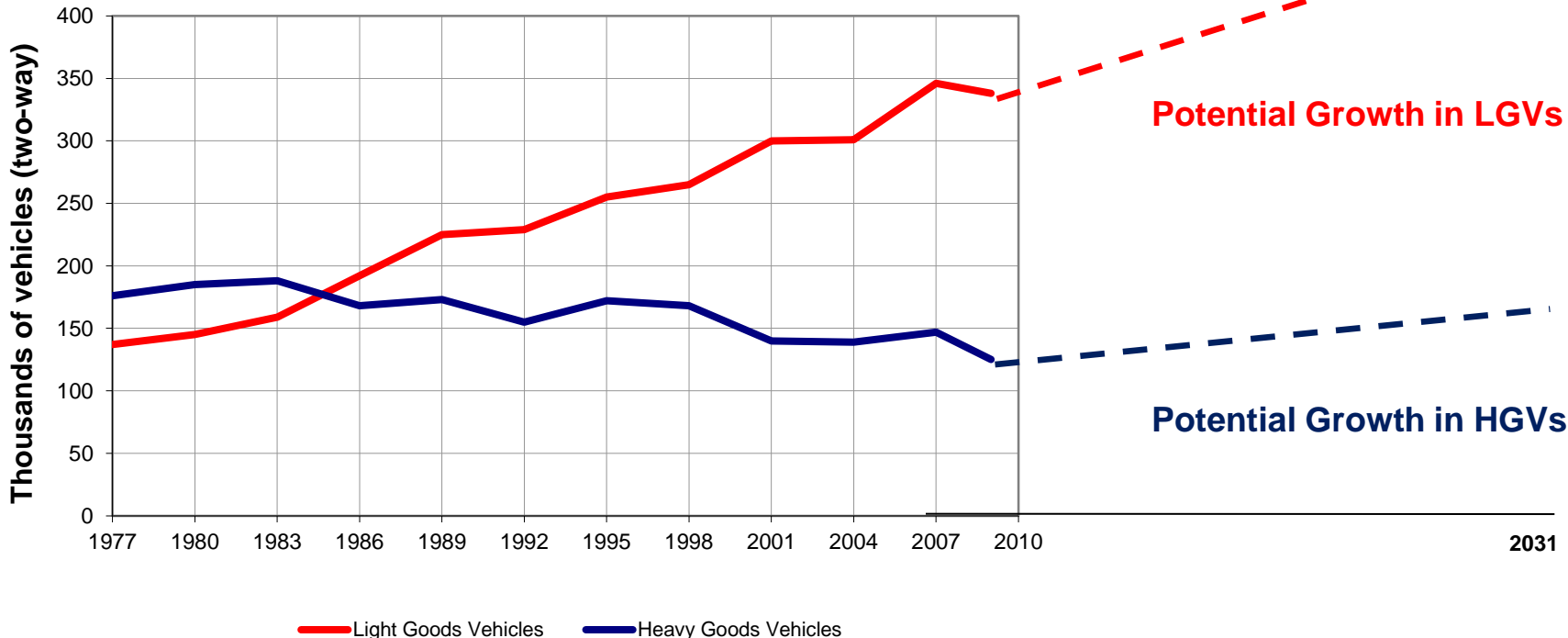
On a typical weekday in London

- **over 265,000** freight vehicles operate,
- travelling approximately **13 million kilometres**, and
- approximately **80%** of this occurs **between 06:00 and 18:00**



Growth forecasts

The volume of freight is increasing
Vehicle-KMs are forecast to increase 25% by 2030



Greater London boundary daily crossings (24 hour flows)



London Freight Plan, 2007

“set out the steps that have to be taken over the next five to ten years to identify and begin to address the challenge of delivering freight sustainably in the Capital”

Key projects

- Fleet Operator Recognition Scheme (FORS)
- Delivery and Servicing Plans (DSP)
- Construction Logistics Plans (CLP)
- Freight Information Website



Fleet Operator Recognition Scheme (FORS)

- Accreditation scheme to improve freight delivery in London
- Provide advice to operators on safety, fuel use, PCNs, vehicle and fleet performance
- Facilitate discounted equipment, training and business services for operators

Objectives:

- Provide a recognised standard of behaviour
- Encourage improvements in behaviour

Membership

- Approximately 39% of London's regular freight fleet
- Over 1,500 companies registered; operating over 128,000 vehicles
- 35/65% split between vans and lorries
- Members across UK and in Netherlands and Italy



Delivery & Servicing Plans and Construction Logistics Plans

- DSPs and CLPs in place for all major developments begun since 2010
- Contain measures to modify behaviour and reduce impact of freight during the build and operational life of a building
- Key measures include
 - Provision of off-street loading bays
 - Consolidation of loads
 - changing times of delivery
 - seeking a shift to other, more sustainable forms of transport
 - facilities to reduce the number of failed deliveries, including safe drop-boxes



Additional activity since 2007

No new funding for any new freight initiatives

Change of focus to address emerging challenges, e.g. Cycle safety:

- Cycling in London has grown over 90% since 2000
- Freight traffic statistically safe, but construction vehicles account for 50% of all cyclist fatalities on London's streets
- Working with industry to improve driver training, retro-fit vehicles, safety equipment on street, vehicle design, and marketing activity



Other considerations

- 2010 London Plan and Transport Strategy now ensure that both strategic and land use planning consider the role of freight in London
- Considerations:
 - Logistics activity surrounding London
 - increase the demand for freight
 - Consequence is more tonne-km on urban roads, either in
 - HGVs that are incompatible with the road network, or
 - in vans which increase congestion
- Procurement processes need to maximise the uptake of good behaviour
- minimise the cost to business to maximum economic growth



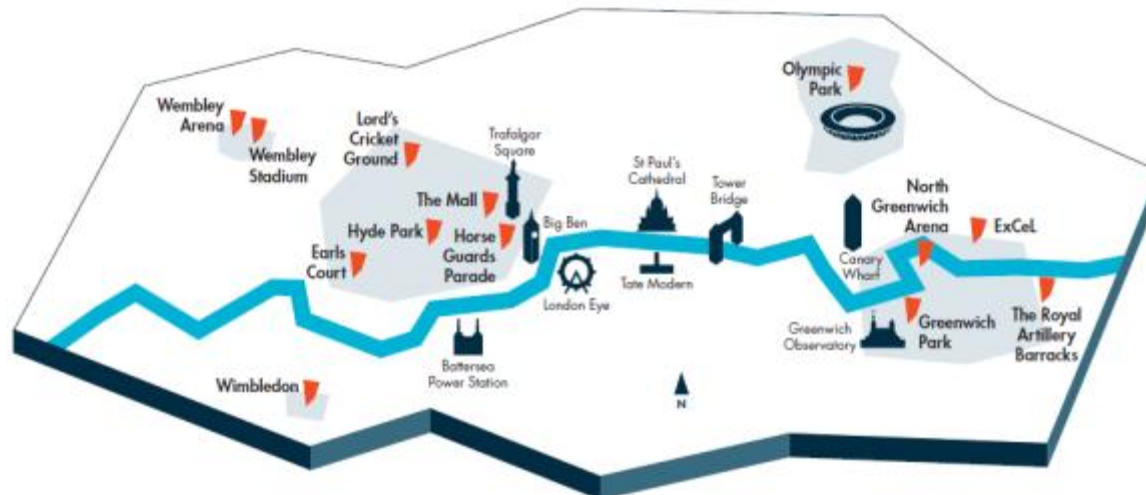
And then we had the Olympics !



Preparing for the Games

Impacts across London

- 23 venues, 10 road events, 3 live sites and numerous official hotels
- **Olympic Route Network** to connect these, only 1% of network but included turning restrictions and Games Lanes
- Problems accessing the **kerbside** with enforcement 06:00 – 24:00
- Traffic management around **venues**
- **Daily changes**
- Leading to lower **journey time reliability**
- Need to ensure access for residents and businesses



TfL-wide activity

- £6.5bn investment including new trains, line upgrades, extension to London Overground, extra carriages on the DLR, new lifts
- Planned increases in operational performance and frequency of services
- Transport Coordination Centre
- Games time travel information, online planning tools & social media
- Active traffic management
- Travel Demand Management and Road Freight Management



London's reputation



To be avoided!



Objectives and role

Objectives of the Road Freight Management programme

- ensure the smooth running of the Games and London;
- ensure the continuity of London's businesses - as London requires freight to function and thrive as a global city; and
- protect the reputation of London (including TfL) during the 2012 Olympic and Paralympic Games, when 'the eyes of the world were on the city.'

TfL role

- Provide leadership
- Gain trust from industry, business and wider stakeholders
- Develop of solutions
- Communicate to freight industry and their customers
- Ensure enough change takes place



Stakeholder management – Freight Forum

- Freight Forum – over 50 of London’s most influential organisations (logistics firms and their customers)
 - Meetings chaired by Graham Inglis, CEO of DHL Supply Chain EMEA.
 - Agenda for the Forum was established by a representative steering group (Freight and Business Trade Associations and local Boroughs)
 - Sector-specific working groups were held covering:
 - waste collection
 - construction
 - brewery logistics
 - health and pharmaceutical
 - mail and courier
 - home deliveries
 - Cash in transit



Regulators

Regulatory changes required

- Traffic Commissioners (Operator Licensing): fast-track process for changes to fleet registration
- London Lorry Control Scheme (overnight routing scheme): permit application and enforcement
- LOCOG (venues): enabling delivery and servicing vehicles to pass through local checkpoints without a permit
- Boroughs: local amendments needed for noise enforcement and alcohol licensing activity
- Out of hours deliveries – Code of Practice
- TfL advertised these changes to its contacts in the freight industry through available channels.



Solutions – freight behaviour change

- **The 4 Rs: Reduce, Re-time, Re-route and Revise mode.**
- Simplified language to integrate message with broader Travel Demand Programme influencing businesses and commuters
- Developed 25 case studies helped to demonstrate to businesses the preparations their peers were making for the Games.

Case studies available online at:
<http://www.tfl.gov.uk/businessandpartners/freight/25728.aspx>

Transport for London

Pre-ordering and stockpiling

With less than a year to go until the London 2012 Olympic and Paralympic Games, now is the time to plan and ensure your business will be able to operate effectively.

London will be packed with visitors during the Games, on top of the millions who live and work in the Capital. The Olympic Route Network will also be in operation, meaning that some routes through London will be busier than usual.

If your business needs to move around the City or you rely on deliveries and freight, make sure you are prepared well in advance of next summer.



Out-of-hours deliveries

The Living Room is a national chain of restaurants and bars, with a London branch just off Regent Street in the heart of the West End. Businesses in the area are expecting a large increase in customer footfall during summer 2012 and The Living Room is planning early to ensure it can meet customers' needs.

Stockpiling

As deliveries will be difficult during the Games, The Living Room will pre-order and stockpile goods to reduce the number received in the busiest periods. Non-perishable and long-shelf-life stock, such as soft drink concentrates, draft and bottled beers, and dry food stuffs, are particularly suitable. To meet the expected increase in demand the restaurant will order up to twice the usual amount of these products in June 2012 to last through the Olympic Games. It has sufficient secure storage on site to accommodate the extra stock.

Transport for London

Out of hours deliveries – case study

Temporary changes to the road network during the 2012 Games may mean you will need to adapt the way you carry out deliveries, collections and servicing activity.

Work with your customers to understand how you will be affected and identify ways of avoiding disruption.



London Linen Supply provides linen hire and laundry services to restaurants in the Capital and around the UK. It is based in Southall, Middlesex, and operates six 7.5-tonne delivery vehicles in the West End, serving around 340 businesses.

The company has already begun talking to customers to discuss and plan operations during the Games.

Retiming deliveries

London Linen Supply will be working out-of-hours throughout the Games to meet customer demand.

To allow this, they are:

- Asking customers to provide alternative drop-off points for deliveries.
- Arranging access to premises when staff won't be on site (key tags, access codes)

The company is also speaking with customers outside the city that will be affected by venue-specific parts of the Olympic Route Network, to make any necessary changes to their delivery times.

Spreading the word

Transport for London

Retiming deliveries – case study



Temporary changes to the road network during the 2012 Games may mean you will need to adapt the way you carry out deliveries, collections and servicing activity.

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Tibbs is a vegetarian bar, restaurant and take-away located in one of the Regent Street food quarters. The restaurant receives specialist produce direct from Switzerland every fortnight, which allows it to serve the same food each day as the Tibbs restaurant in Switzerland. This helps to ensure continuity and quality of products.

During the Olympic Games, one delivery will be

Communication to industry

Attendance at events, both local and national

Marketing and communications activity

- Mainstream and trade press activity
- Targeted radio advertising
- Targeted poster and leaflet campaign to ports, cash & carry and trade counters

Website

- crucial information for operators, postcodes, restrictions, maps etc
- Web tools enabled TfL to make detailed, up-to-date advice available to all.
- Operators encouraged to use the real time traffic information feeds (website and Twitter)

Advice programme for operators

- 200 workshops (including in France and Netherlands)
- 3000 door knocking 1-to-1 engagements

Direct letter sent to all O-licence holders

Weekly Email Bulletins to 8,000 freight industry contacts



How will your deliveries be made during the Games?



AVOID KNOW
GAMES LANES **THE**
PLAN FOR ROAD **ORN**
RESTRICTIONS **ALLOW EXTRA**
JOURNEY TIME
USE ALTERNATIVE ROUTES
ENCOURAGE
EARLY ORDERING

Temporary road restrictions will affect deliveries in certain areas of London and around other UK Games venues from 25 July for the Olympic Games and 27 August for the Paralympic Games. To keep your business moving, make your plan now. Find out how at tfl.gov.uk/2012Freight

Working together:



MAYOR OF LONDON **HIGHWAYS AGENCY** **Transport for London**

Safe roads, reliable journeys. Enhanced standards.

Games time role

During the Games TfL provided 24 / 7 office cover delivering:

Customer service desk

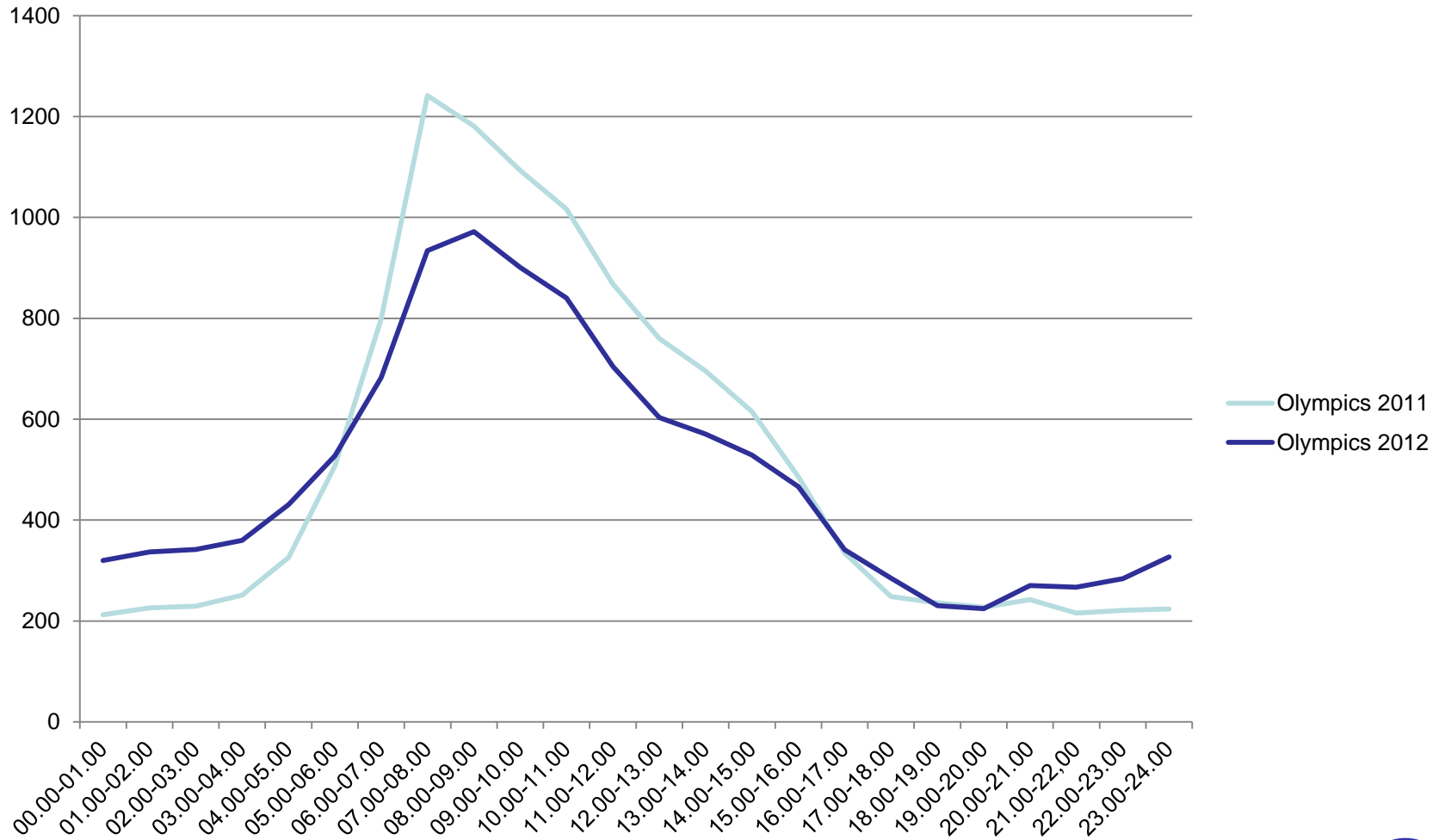
- an immediate response to questions and complaints from businesses and their representatives. Able to escalate issues if necessary
- Business updates

Information to business

- Twice daily email bulletins, reminders of changes to road network
- Updated advice issued of unforeseen disruption that may affect their operations



It worked !



It worked – some detailed examples:

Road network quieter during peak periods, fewer disruptions.

Legal firm in Canary Wharf: 36% fewer deliveries by amending procurement

An extra 10% of freight operators made night-time using Code of Practice TfL Freight Journey Planner to help operators plan compliant routes and identify legal loading facilities; available at <http://freightplanner.tfl.gov.uk>

In central & East London, some high-profile instances of couriers switching to cycle or foot to ensure more reliable delivery times for their customers



TfL Games legacy activity

- Excellent working relationship developed with Freight industry
- Support from across TfL, the Mayor Office and Government to do more
- Small team currently identifying a programme of activity

Key elements that will continue are:

- Ongoing communication with industry
 - next Freight Forum meeting 30th October
 - bulletin communication for future significant events, plus enhanced use of real time information
- Work to facilitate out of hours deliveries
- Enhance Freight Journey Planning



Games success also suggests some broader activity

- Leadership in a fragmented, competitive sector is not easy - communication, collaboration and careful planning helped deliver a great Games
- The Games demonstrated that small changes by individuals yield significant benefits to overall performance of the road and public transport network across London
- Transport and land use planning need to consider the role of freight at the strategic and local level
- Need to influence operators, businesses and local policy makers to consider which measures to employ – short and long term
- Peer-to-peer exchange of information between public authorities, regulators, private sector and academia continues to be vital



freight and urban politics - conclusions

- Freight is vital to the success of the London economy
- Competition for road space is set to increase, particularly during peak hours; Transport Authorities need to look at all solutions to optimise the use of the available capacity
- Strong need to improve air quality and road safety and reduce congestion and greenhouse gas emissions; addressing these has corresponding cost benefits for business.
- Changes to freight activity in the long-term will be the sum of small gains, and will include changes to delivery times, formal and informal consolidation practices and better use of route planning and travel information
- There is a clear need to influence freight's use of road space and fleet use through policy, regulation and land-use planning.



Further information:

Web: www.tfl.gov.uk

Email: freight@tfl.gov.uk

