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Not for Publication

# Oxford Street West Freight Study

*Sarah Rye – Westminster City council*

*6<sup>th</sup> June 2017*

# TFL METHODOLOGY

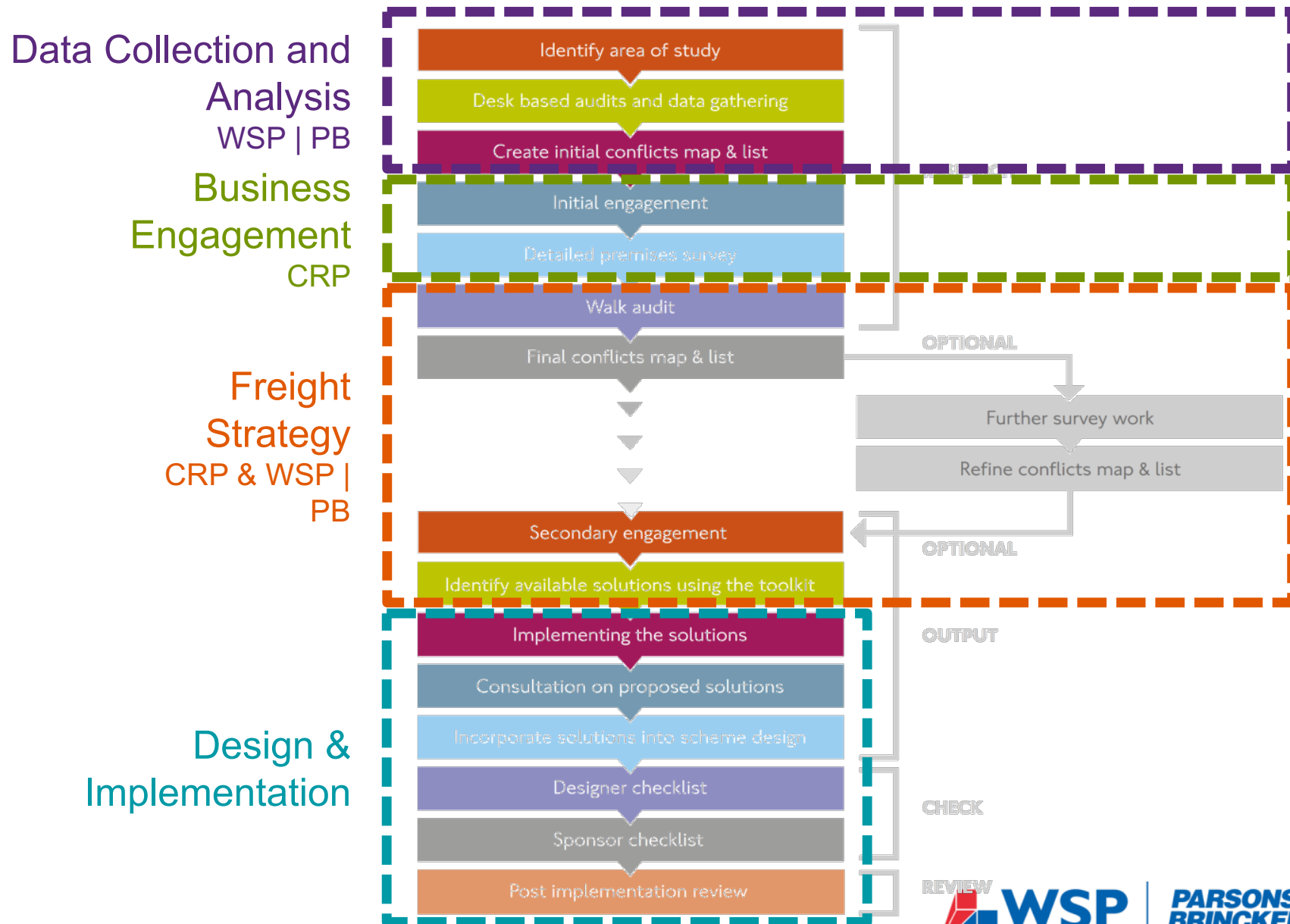


Figure 1: Methodology Flow Chart

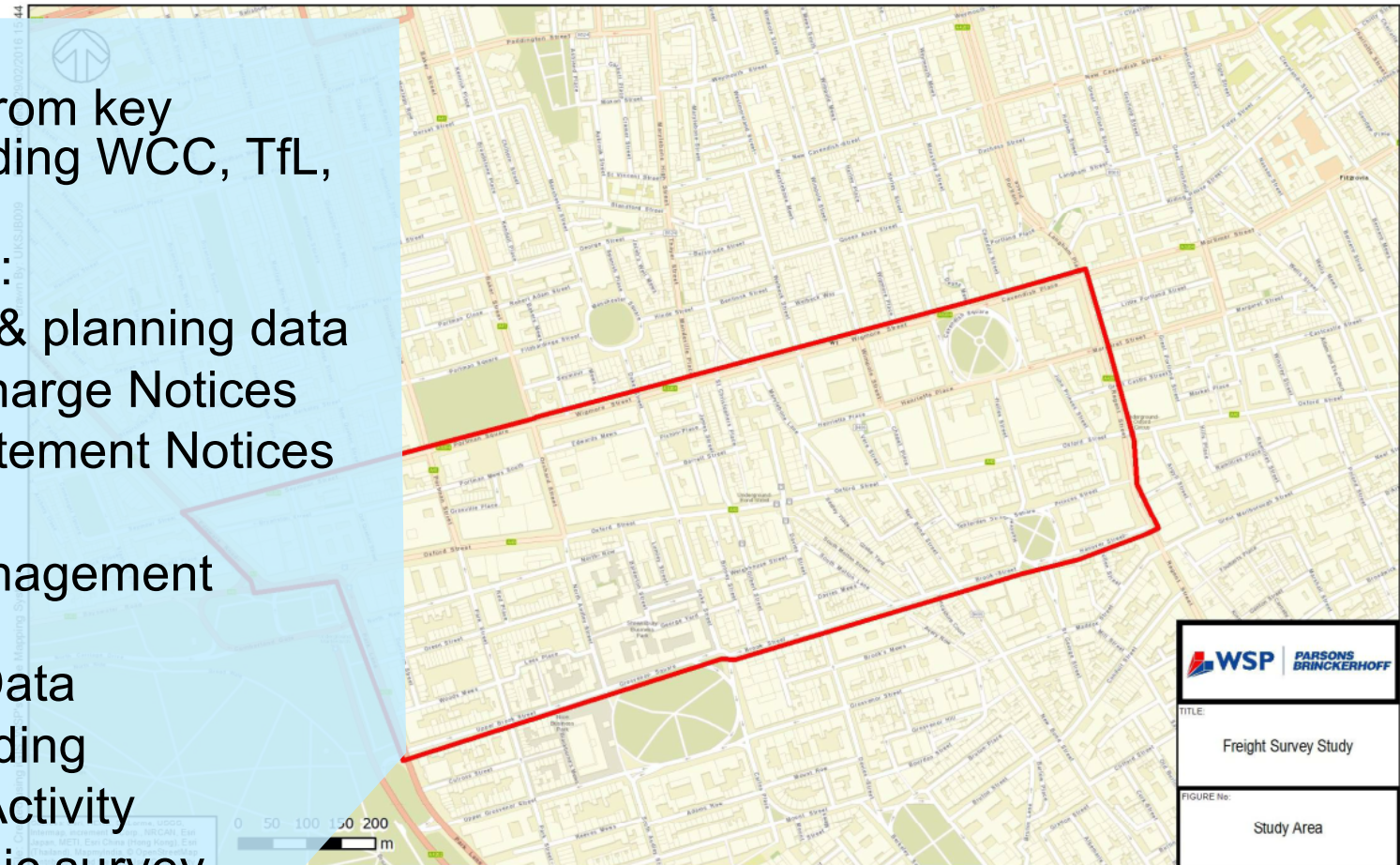


WSP

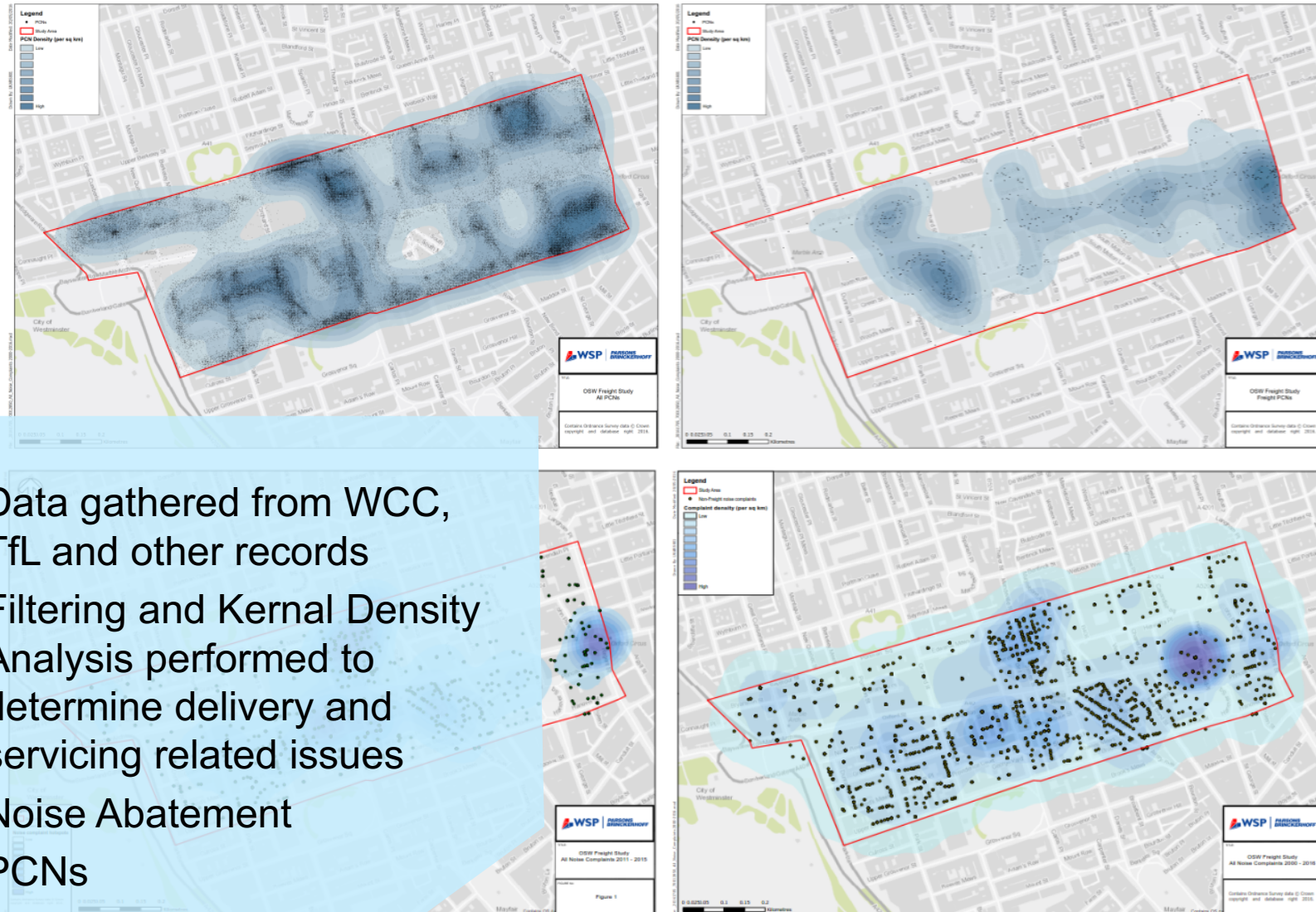
PARSONS  
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# DATA COLLECTION

- Data sought from key sources including WCC, TfL, Police
- Data included:
  - Land Use & planning data
  - Penalty Charge Notices
  - Noise Abatement Notices
  - Air Quality
  - Traffic Management Orders
  - Collision Data
- Surveys including
  - Kerbside Activity
  - Topographic survey
- Data Mapped using GIS where possible

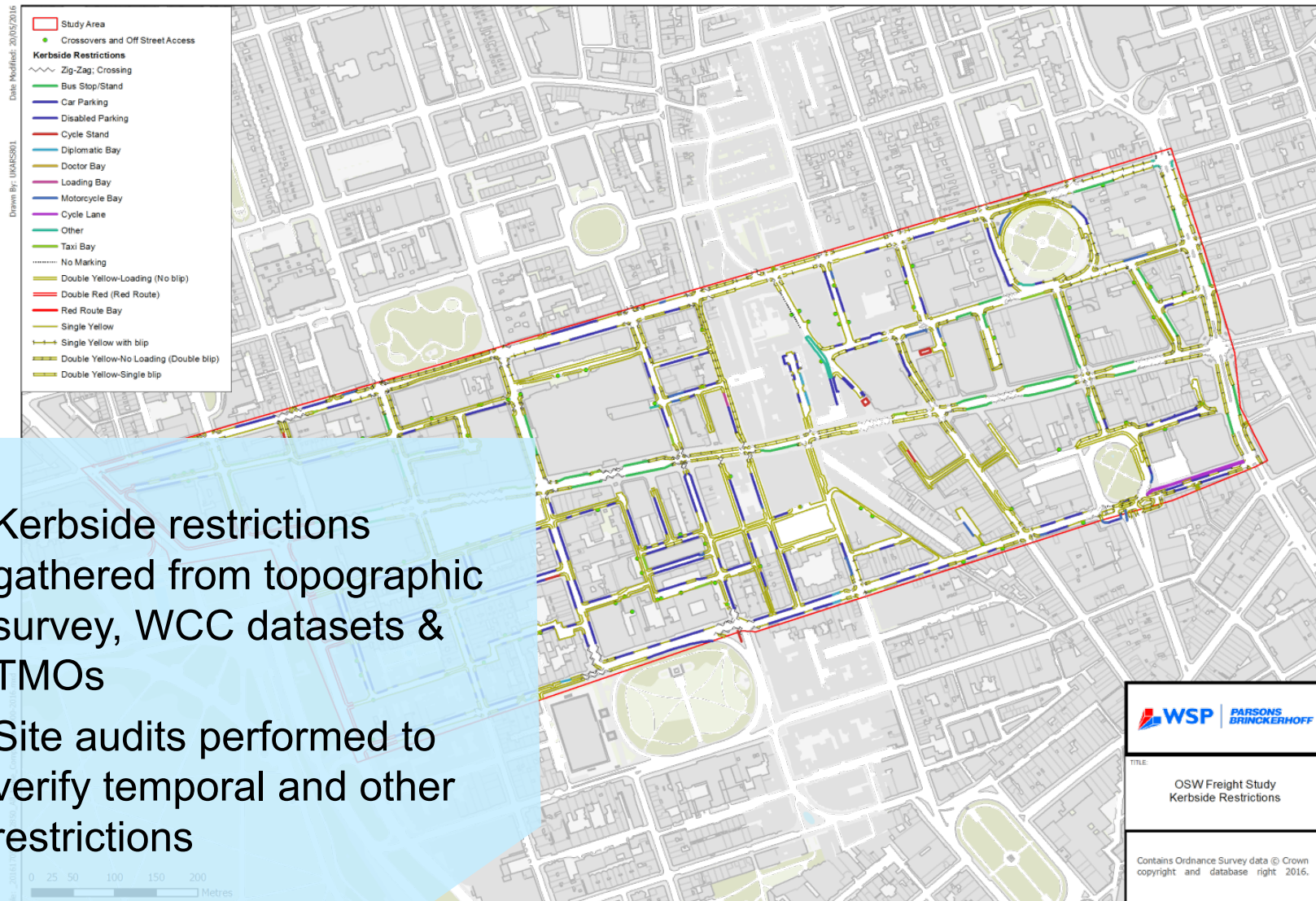


# NOISE, PCN, COLLISION, OTHER DATA



- Data gathered from WCC, TfL and other records
- Filtering and Kernel Density Analysis performed to determine delivery and servicing related issues
- Noise Abatement
- PCNs
- Collision Data
- Footway obstructions

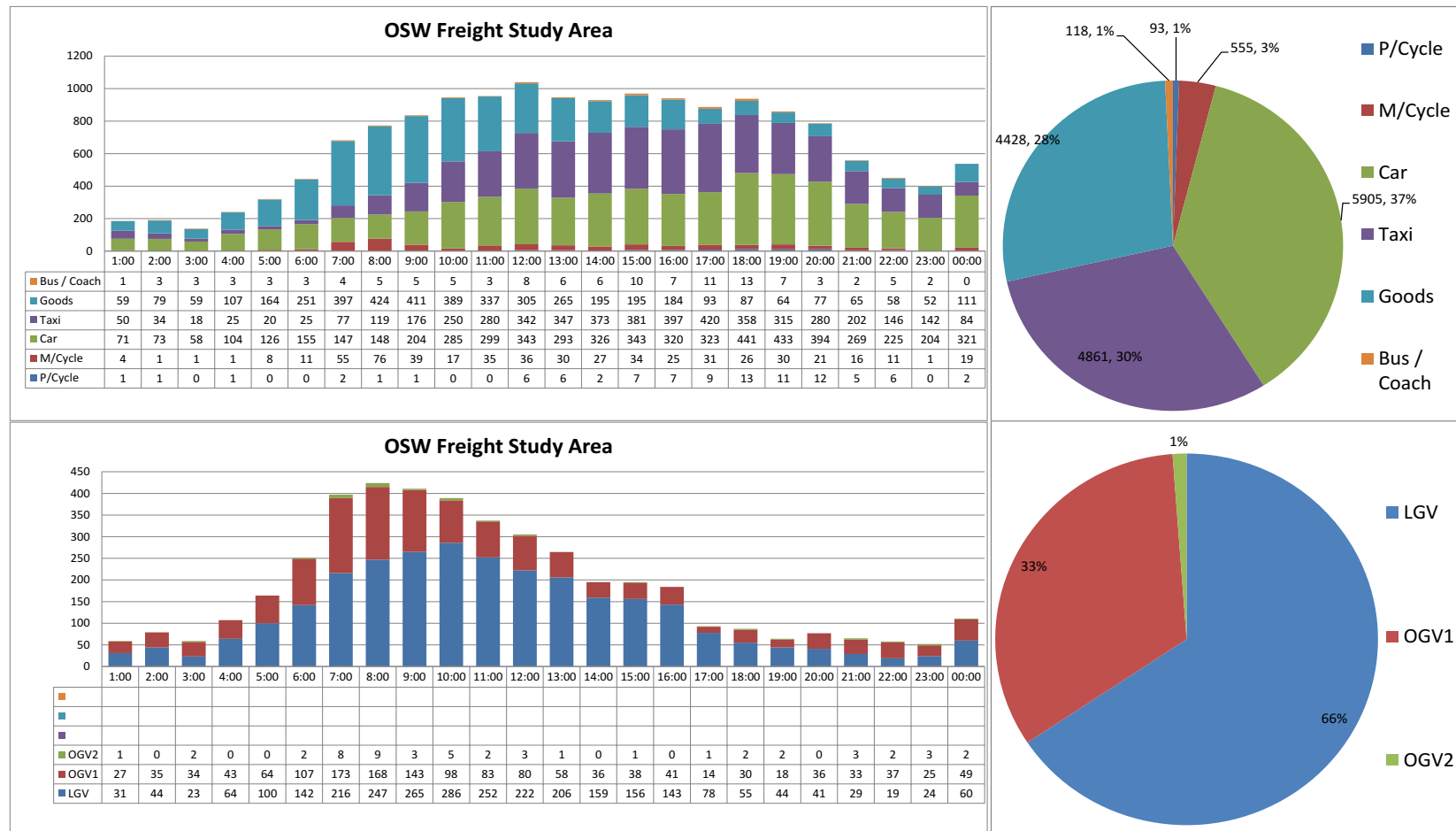
# KERBSIDE RESTRICTIONS

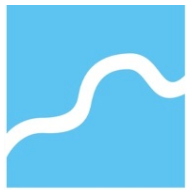


- Kerbside restrictions gathered from topographic survey, WCC datasets & TMOs
- Site audits performed to verify temporal and other restrictions

# KERBSIDE ACTIVITY

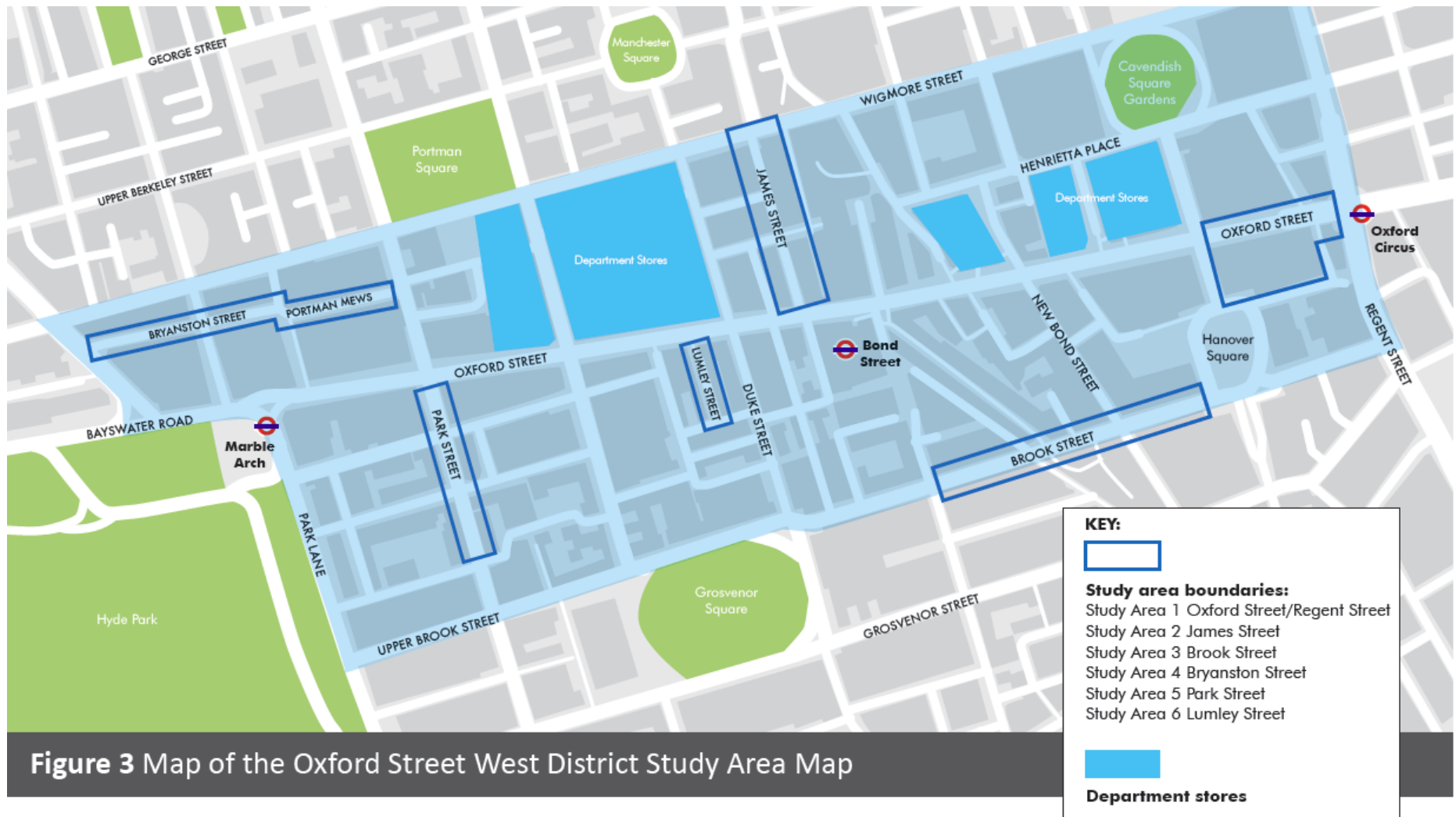
→ Activity at the kerbside in the study area covering a 24 hour period in May-July 2015 provides a snap shot of demand for





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## 4. OSW Research – Study Area



**Figure 3** Map of the Oxford Street West District Study Area Map



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## 4. OSW Research - Outreach

CRP Findings are based on the below business engagement and survey results:

- 30 observation surveys, each for 6 hours with two staff members.
- CRP direct contact with 279 business premises, with 197 surveys completed between November 2016 and March 2017. Approximately 80 business that were contacted declined to complete survey
- As several buildings contained multiple premises, the completion of 197 business surveys represents coverage of 389 businesses.
- 10 logistics operator surveys
- 7 department stores interviewed

The  
**West  
End.**



## 4. OSW Research – Key Terms



# The West End.



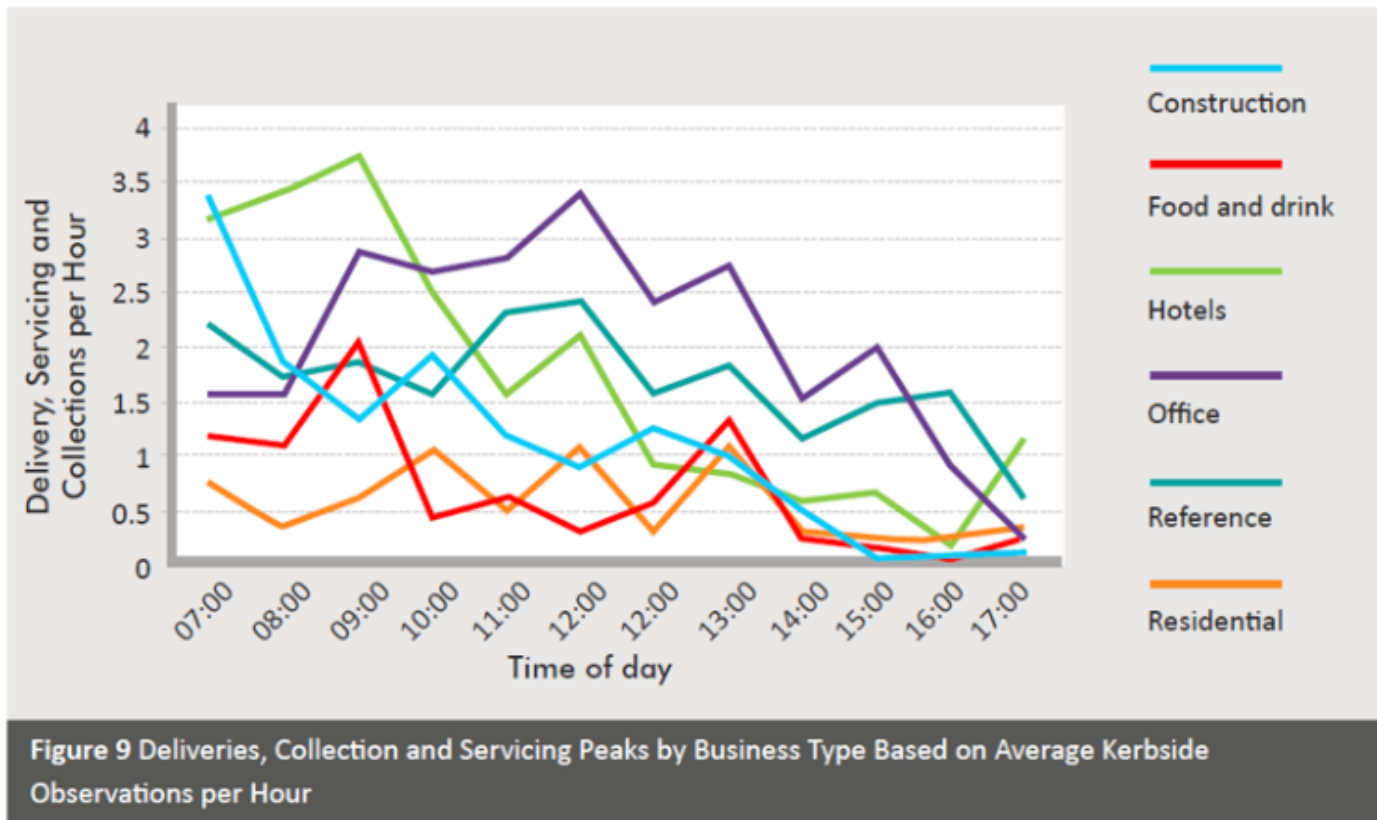
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## 4. OSW Research

### Theme 1: High Freight Volume AM Peak

*'It is vital that we get the stock through the door before opening time. We have a short window of time while the store is staffed but before customers arrive and any time restrictions would be challenging for the way we do business.'*

Oxford Retail Business Manager, March 2017.



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## 4. OSW Research

### Theme 2- Changing Marketplace

*“In an ideal world the wider the delivery window, and the fewer the access constraints, the more efficient the delivery”*

International Logistics Company operating within Oxford Street West District



**Figure 6** Operators were generally efficient with selecting the correct size vehicle despite challenges of consolidating short turnaround time deliveries.

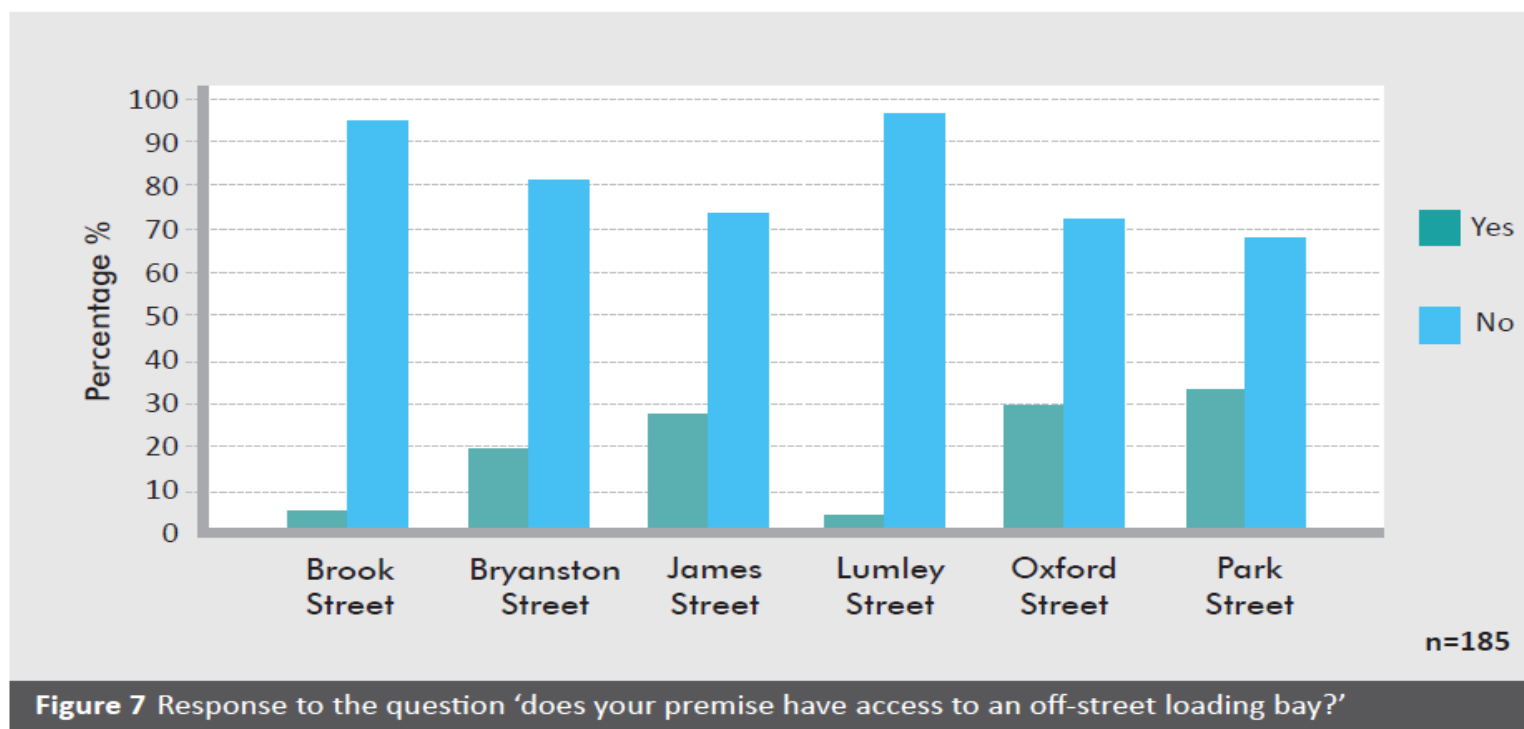
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## 4. OSW Research

### Theme 3 – Streetscape Challenge

*“Everything is stacked against us for out of hours deliveries”*

International Logistics Company, Operating within Oxford Street West District



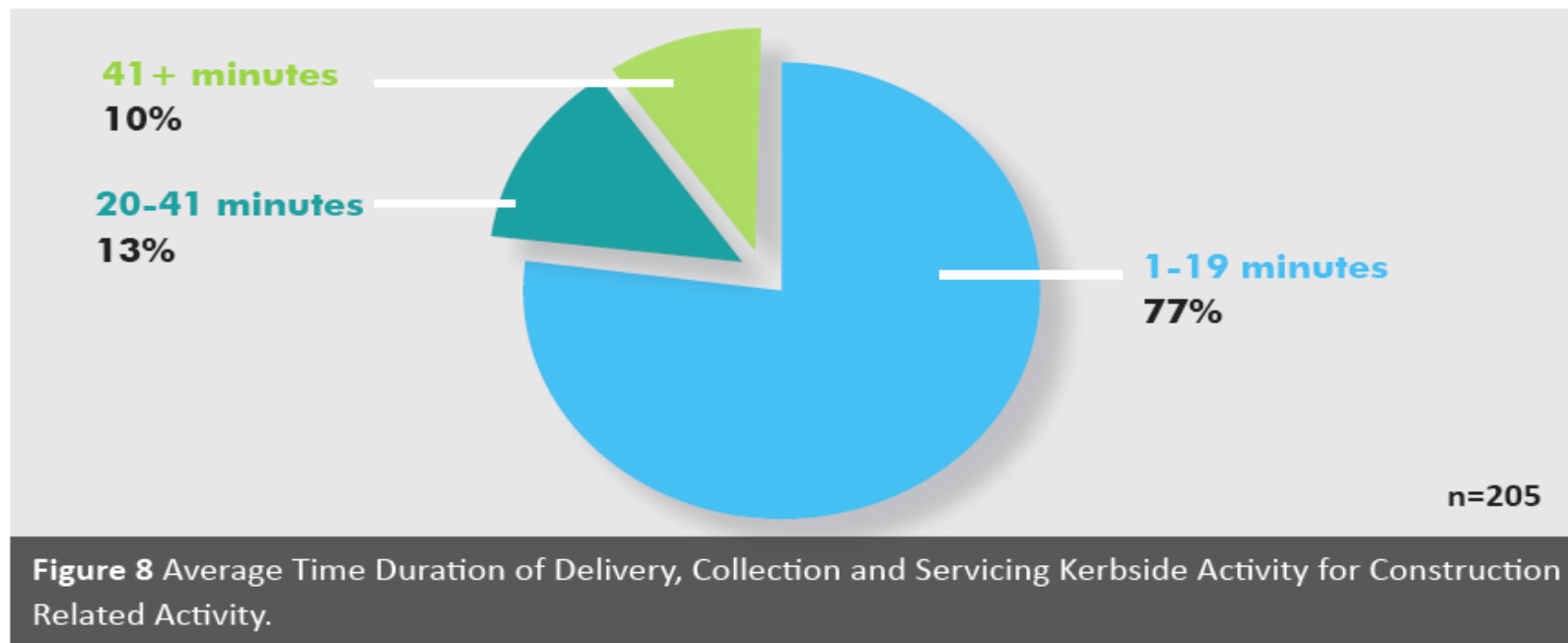
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## 4. OSW Research

### Theme 4: Impact of Construction

*'Vehicular access to the deli has also been constrained by local and Crossrail construction, this really hinders how efficiently deliveries are made to the store'*

Deli Owner, OSW District





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## 4. OSW Research - Next Steps

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CRP developed recommendations across four key areas:

- Policy Development Opportunities
- Technology Opportunities
- Streetscape Opportunities
- Business Engagement Opportunities

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The  
**West  
End.**

# DISTRICT AREA CONFLICT MAPPING

## → **Temporal Conflicts**

- Plot of District Land Use “Regions”
  - Retail
  - Food and Drink
  - Office
  - Hospitality
  - Residential
- Overlay with Engagement survey analysis

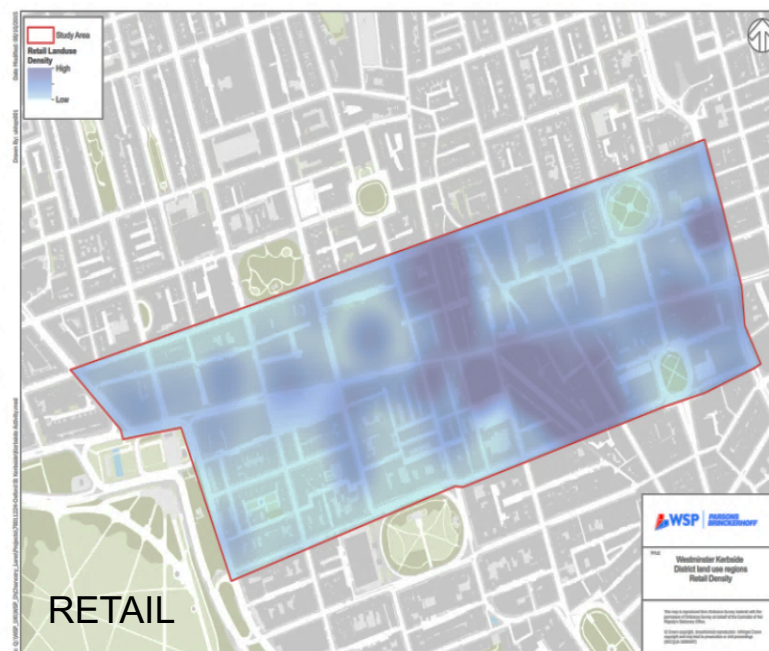
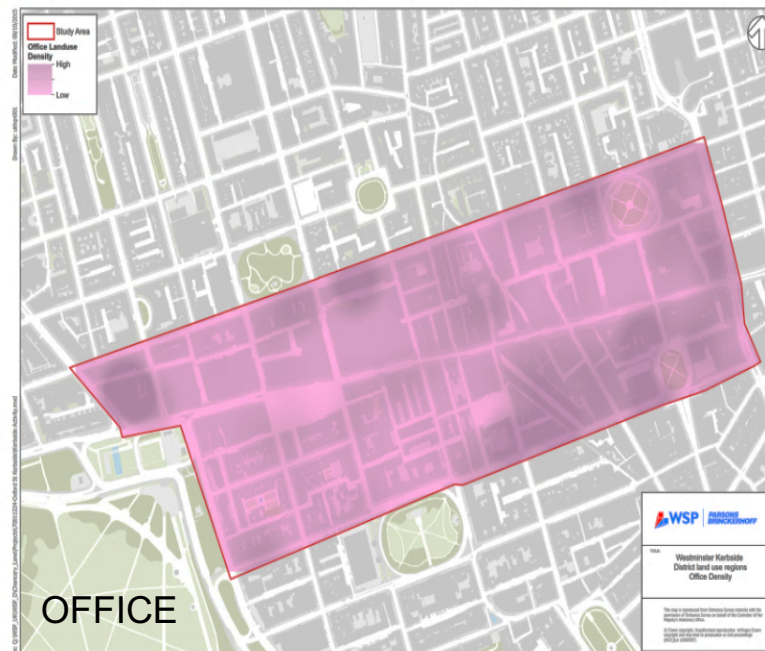
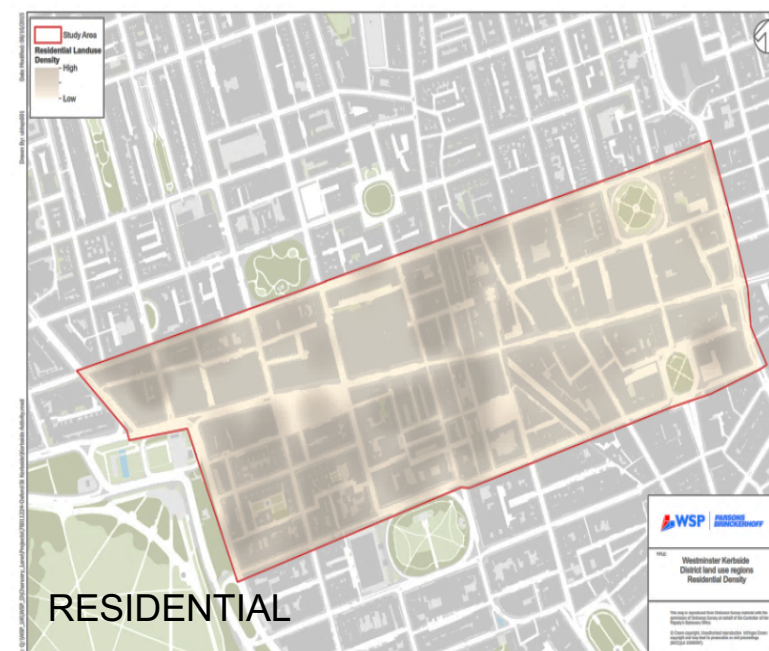
## → **Volume / Intensity Conflicts**

## → **Modal Conflicts – vehicles, pedestrians, cyclists**

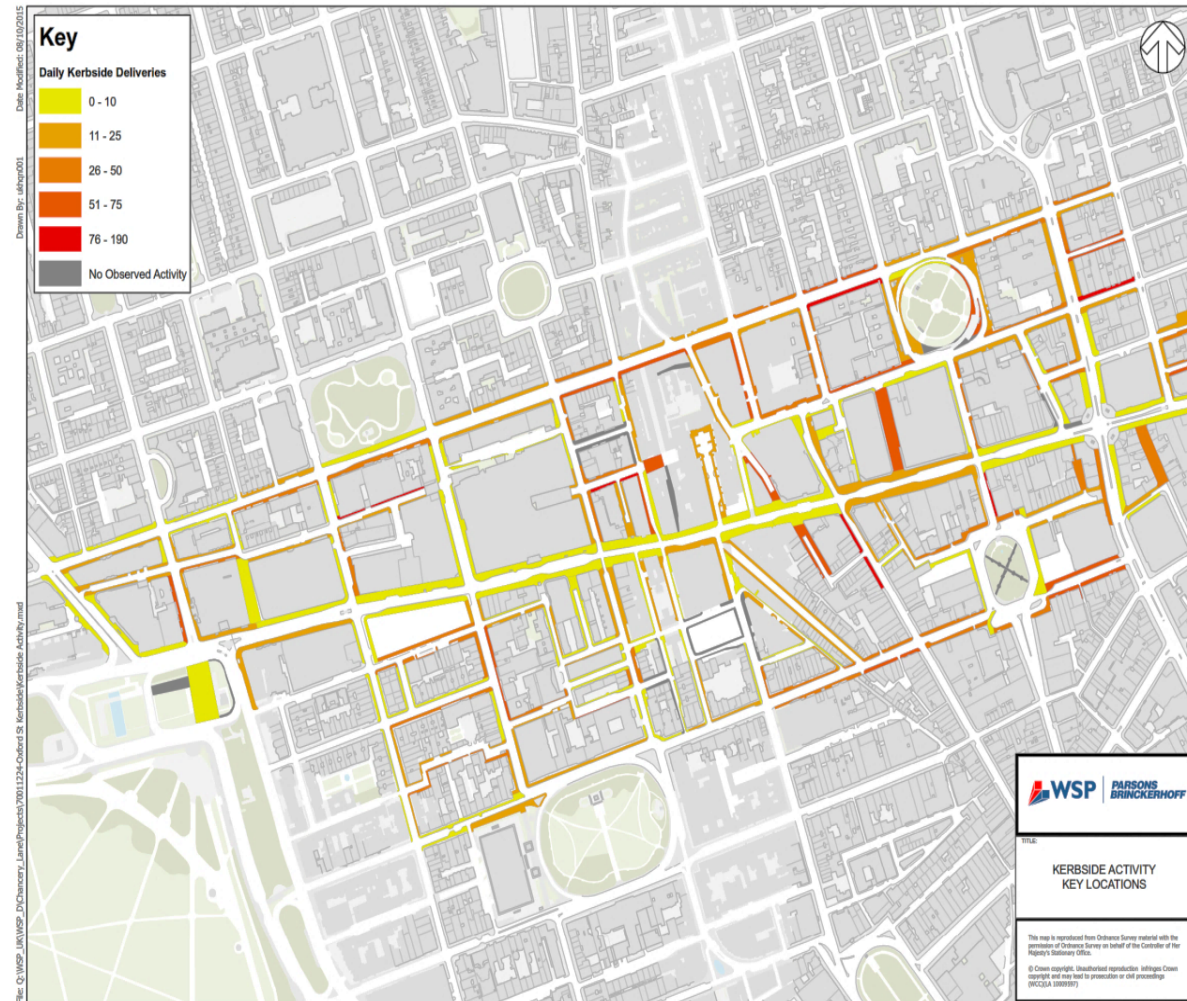
## → **Other Conflicts – Safety, Noise, Air Quality**

# TEMPORAL CONFLICT

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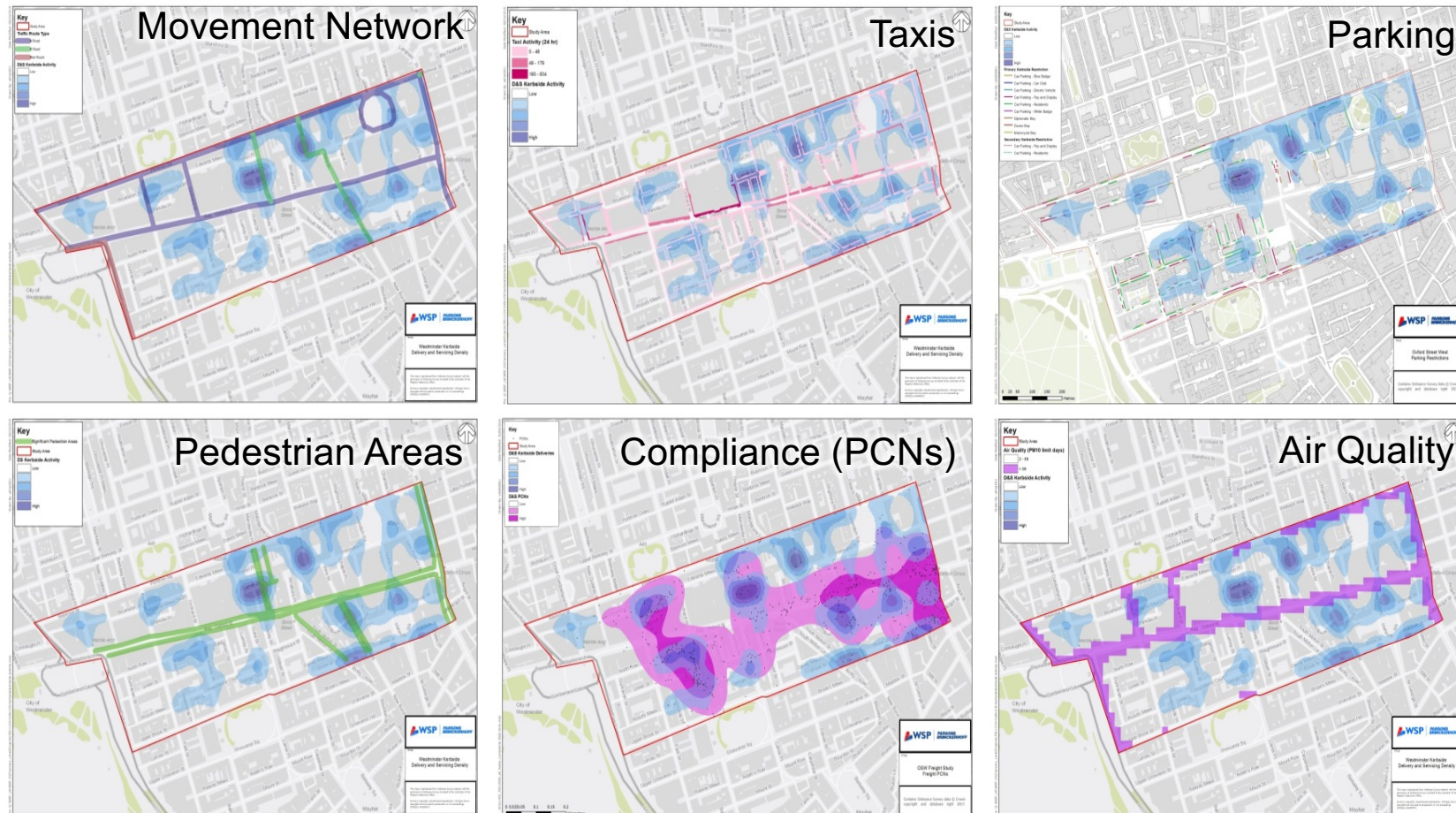


# OSW DISTRICT - DELIVERY & SERVICING ACTIVITY SURVEY



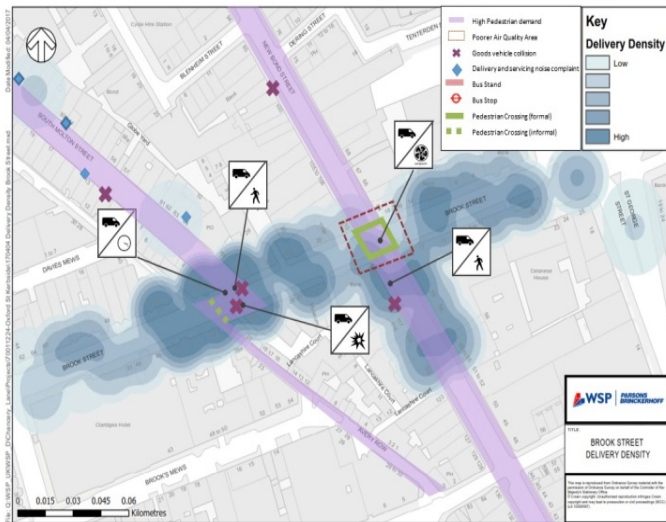
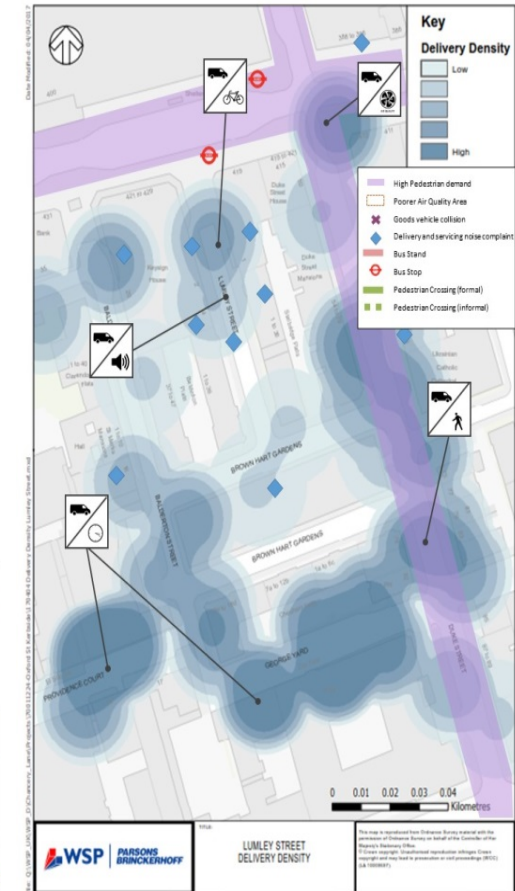
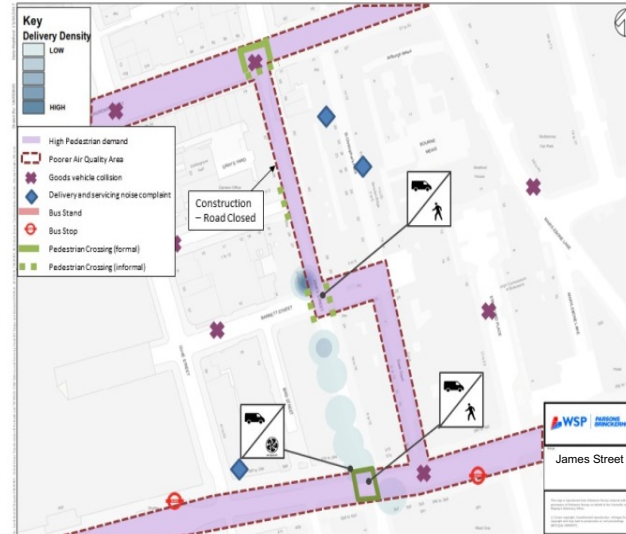
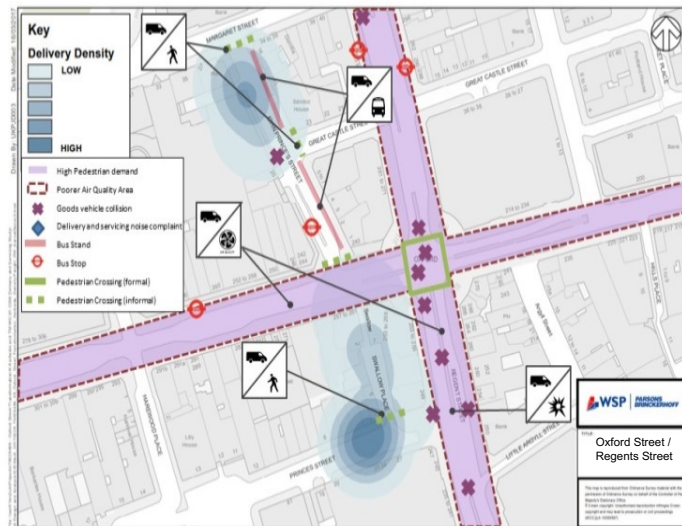


# DISTRICT CONFLICT MAPPING



***Sensitive areas identified across district – may require special attention during OSW Delivery & Servicing strategy implementation***

# STUDY AREA LOCAL CONFLICT MAPPING



# IDENTIFIED LEVELS OF INTERVENTION

## → **District wide interactions**

- Informed by business engagement surveys
- Identifies issues that apply to the district generally

## → **Localised district interactions**

- Informed by GIS data, and engagement survey data
- Identifies areas of conflict based on land-uses and delivery and servicing patterns

## → **Local interactions**

- Informed by site audit and conflict map
- Identifies local issues, and on-the-ground conflict patterns

# INTERVENTION MATRIX

- **Behaviour change** – *enacting behavioural change amongst suppliers, delivery companies, businesses, employees and customers through education, cooperation and changes to current practices*
- **Enforcement** – *improving enforcement and publicity of existing regulations*
- **Physical Street Improvements** – *changes or reassignment to existing provision*
- **Physical Premises Improvements** – *changes or optimisation of business facilities*
- **Technology** – *better organisation and planning, e.g. dynamic restrictions and live space tracking*
- **Waiting & loading restrictions** – *adjustments to restrictions; location, timings, vehicle types*
- **Green Measures** – *promoting environmentally-friendly transport and reducing trip demand*

# INTERVENTION MATRIX

Intervention type	Ref	Measure	Description	Target Area	Conflicts/Issues Addressed	Examples	Source	Indicative Cost Level	Indicative Implementation timescale
Planning, policy and behaviour change	1.01	Implement phased delivery and servicing plans for the planning, construction and in use phases of a development	<p>Premises are responsible for coordinating and scheduling vehicle activity. The process looks at how deliveries and collections are conducted and where / when vehicles can legally stop, as well as providing a plan for drivers and load planning staff</p> <p>Development of Delivery Service Plans (DSPs) and Construction Logistics Plans (CLPs) on a voluntary basis. These could include scheduling and booking systems</p>	Local	<ul style="list-style-type: none"> <li>• Reduce total number of delivery and servicing trips</li> <li>• Vehicles parking illegally</li> </ul>	For new developments this measure can be part of leases and contracts as derived from the planning permission for the development. For example Westfield during the Olympics.	<p>Kerbside Loading Guidance (TfL, 2017)</p> <p>Construction Logistics Plan Guidance for Developers (TfL, 2013)</p>	£0-£50,000	0-6 months
	1.02	Implement in-use phase light-touch delivery and servicing plans	<p>Engagement with businesses to understand what deliveries/servicing they are generating in practice. This enables simple interventions such as links with local shared supplier schemes; waste reduction (fewer servicing trips); reducing the frequency of goods ordering; identification of shared resource (see below).</p> <p>The business engagement research undertaken by CRP through this project is essentially the first step to a DSP. Actions to be taken by individual businesses could be identified and communicated.</p>	Local	<ul style="list-style-type: none"> <li>• Reduce total number of delivery and servicing trips</li> <li>• Retiming vehicle trips</li> </ul>	<p>CRP case studies with Financial Times, John Lewis, The Cumberland Hotel, The Qube</p> <p>New Deliver BEST tool through Clean Air Better Business Project, due April 2017</p>	<p>Cross River Partnership Delivery and Servicing Plans Case Studies (<a href="https://crossriverpartnership.org/projects/clean-air-better-business/">https://crossriverpartnership.org/projects/clean-air-better-business/</a>)</p>	£0-£50,000	0-6 months
	1.03	Reconsider timings associated with loading restrictions	Reassess the timings of loading restrictions to ensure timings are appropriate for existing land uses.	Local	<ul style="list-style-type: none"> <li>• Demand does not match supply.</li> <li>• Existing arrangements/timings may not match the current situation</li> </ul>	West End Partnership Freight Group, supported by CRP, is working towards a freight management plan for the West End for 2020.	<p>Kerbside Loading Guidance (TfL, 2017)</p> <p><a href="http://crossriverpartnership.org/WEFFreight/">http://crossriverpartnership.org/WEFFreight/</a></p>	£0-£50,000	0-6 months
		Consolidated deliveries and	Consolidating deliveries to multiple premises in one geographic location. Rather than a number of vehicles turning up to		<ul style="list-style-type: none"> <li>• A number of issues including congestion, safety, efficiency.</li> </ul>	Crown Estates (London) Under this scheme participating retailers arrange for their deliveries to be made to a warehouse close to the M25 in Enfield. From there the goods are consolidated with other retailer's deliveries and brought into Central London in a single electric lorry.	Rethinking Deliveries Report (TfL)		

# POTENTIAL APPLICATIONS

*District & local conflicts (air quality, cycling, safety, etc) reviewed against Intervention Matrix*

*→ identify potential applications, ranked by level of response*

Table 10: Potential Air Quality Conflict Interventions

POTENTIAL AREAS OF APPLICABILITY	LEVEL OF RESPONSE	POTENTIAL INTERVENTIONS
Old Cavendish Street and Oxford Street between Vere Street and Holles Street	Low	1.09 Preferred supplier schemes 1.11 Shared resource 3.05 Provision of parking spaces for electric delivery vehicles and cargo bikes
Wigmore Street, particularly between Duke Street and Harley Street	Medium	1.12 Reducing personal deliveries 4.01 Increasing on-site storage capacity 4.02 Optimisation of existing on-site storage areas 7.04 Waste Reduction through compaction/ handling at source
Around junction of Welbeck Street and Henrietta Place	High	1.04 Consolidated deliveries and Urban Consolidation Centres 5.03 Preferential access for cleaner and quieter vehicles and quiet delivery technology 7.01 'Last mile' solutions 7.02 Green purchasing and streamlining 7.03 Waste reduction or consolidation 7.05 Creation of an Ultra-Low Emissions Zone (LEZ) 7.06 Use of Environmentally friendly vehicle (EFV) initiatives
Area around North Audley Street and North Row, and side streets		
Regent Street and area between Regent Street and Great Titchfield Street		

# NEXT STEPS – OSW IMPLEMENTATION

## Identify - 2 months duration

- Workshop interventions with Project Partners and key stakeholders.

## Assess and Plan - 3-6 months duration

- Assess the intervention, and plan the implementation.

## Pilot and Monitor - 1-6 months duration

- Pilot larger interventions, where required and monitor their effectiveness and community response.
- Simpler interventions may not require pilot implementation.

## Report and Implement - 3 months duration, then ongoing

- Report on the success of the pilot and implement the full intervention and/or provide long-term support for the intervention.