Broadmead Freight Consolidation Scheme

Short Term Actions to Reorganize Transport of goods

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START Project 2006 – 2009

- Intelligent Energy Europe Programme
- STEER initiative - promote sustainable energy use in transport
- START – Short Term Actions to Reorganize Transport of goods
- 5 Cities – Göteborg, Bristol, Ravenna, Riga, Ljubljana
- START project measures
  - Local freight networks
  - Access control/priority measures
  - Incentives
  - Consolidation of Deliveries

www.start-project.org
Freight Consolidation Scheme

**Aims and Objectives**

- Reduce the number of delivery vehicles operating in the area;
- Contribute to improving air quality in the target area;
- Reduce the conflict between vehicles in loading areas/delivery bays;
- Reduce conflict between delivery vehicles and other road users and pedestrians;
- Provide an improved delivery service to retailers;
- Provide the opportunity for added-value services to retailers such as packaging collection and remote stock storage.
Freight Consolidation Scheme

- Developing the Scheme
  - Secured support of stakeholders Broadmead Board, Business West and The Galleries;
  - Survey of 118 retailers in 2003 to establish current delivery patterns and operational constraints;
  - Broadmead target area has over 100,000 deliveries per year;
  - Helped identify the type of retailer where consolidation benefit could be maximised;
    - Medium size retailers, non-perishable goods, not very high value goods;
  - Set the framework for the scheme.
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Target Area: Broadmead

- Bristol’s core retail area
- Over 300 retail units
- **Cabot Circus** set to open Sept 2008
- Retail floor space increasing by 40% (120 stores)
- 80% retailer outlets sold
Target Area: Broadmead

Three retailers have sister stores outside Broadmead, which are served by the scheme.

Delivery access
5:00 - 8:00 am
6:00 - 8:00 pm (except Thurs. 8:30 - 10:00 pm)
Achieving Objectives

- **63** retail outlets are currently receiving consolidated deliveries;
- Delivery vehicle movements have been reduced by on average **75%** for participating retailers;
- Total vehicle reduction: **7636**;
- Total vehicle kilometres saved: **196,000**;
- Emissions saved: CO\(_2\) **22.5** tonnes, Nox **732** kgs, PM\(_{10}\) **21.8** kgs;
- Collected and recycled **14** tonnes of cardboard/plastic.
- Successfully trialled **9** tonne electric truck for 4 months. Ideally suited to consolidation operation.
Located on western fringe of Bristol on established industrial estate;

- Close to strategic road network (M5, M4);
- DHL shared warehouse approx 5000 sq ft;
- 10 miles from city centre target area;
- Approx 25 mins journey time to target area;
- Operates using a 7.5 and 17.5 tonne vehicle;
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- **Lush** – Cosmetics
- **Mastershoe x2** – Footwear
- **Mexx** – Mens & Womens Fashion
- **Miss Selfridge x2** – Women’s Fashion
- **Monsoon** – Women’s Fashion
- **Motaman** – Car Accessories & Parts
- **Nine West** – Women’s Fashion
- **Oasis x2** – Women’s Fashion
- **Oneida** – Chinawear
- **Oswald Bailey** – Outdoor Wear
- **Past Times** – Gifts, Homewares
- **Paul Richards** – Men’s Fashion
- **Principles x2** – Womens Fashion
- **Ra Ra Ra** – Fashion Accessories
- **Royal Doulton x2** – Chinawear
- **Shoe Studio x2** – Footwear
- **Thorntons x3** – Confectionary
- **Top Man** – Men’s Fashion
- **Top Shop x2** – Women’s Fashion
- **Vodafone x2** – Mobile Phones
- **Villeroy & Boch** – Chinawear
- **Wallis** – Women’s Fashion
- **Warehouse x2** – Women’s Fashion
- **Whittards** – Homewares
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- **Retailer Satisfaction Survey**
  - 75% of all retailers interviewed chose the consolidation scheme because of improved service and cost reduction opportunities;
  - 94% would recommend the service to another retailer;
  - More than half of retailers are saving over 20 minutes per delivery;
  - 45% say staff are less stressed and have improved morale;
  - 38% say they can now spend more time with their customers;
  - No retailer has received any loss or damage to stock.
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- **Past – Trial Phase**
  - Initiated in May 2004 through the EC supported VIVALDI project as a pilot demonstration
  - First city centre based scheme in the UK
  - Initial six months of the trial was free of charge for participating retailers
  - Assessed on the basis of consolidation benefits, stakeholder acceptance and retailer satisfaction
  - Achieved KPI based target to firstly recruit 20 retailers and then 40 retailers

- **Business Model**
  - 100% funded by EC VIVALDI project
  - EC funding was time limited
  - Challenge to move from a trial to mainstream scheme and secure funding
Bristol Consolidation Scheme

- **Present**
  - Successfully managed to mainstream the scheme and secure further funding
  - However still need to change the business model

- **Business Model**
  - Council subsidy from revenue budget
  - Support from EC START project to develop new areas of the scheme
  - Voluntary retailer contributions for the consolidation service, unable to make participation mandatory
  - Retailers paying for value added services
  - Cross subsidy work, expanding the remit of the consolidation centre to act as a regional hub
  - KPI for DHL to recover 40% of total cost through retailer contributions linked to management fee
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- **Future**
  - Council appreciates the scheme will require on-going support, but needs to be progressively falling.
  - Realised the scheme needs to grow and expand significantly in order to achieve a step change and secure long term future.

- **Business Model**
  - Multi function site, integrating consolidation with other distribution operations.
  - Large increase in participating retailers with all making financial contribution. Potential in Bristol through shopping centre re-development.
  - Greater utilisation of value added services.
  - Ideal scenario to secure participation of new developments through the planning process and retailer lease agreements.