



Broadmead Freight Consolidation Scheme

Short Term Actions to Reorganize Transport of goods

Bristol

Göteborg

Ravenna

Ljubljana

Riga

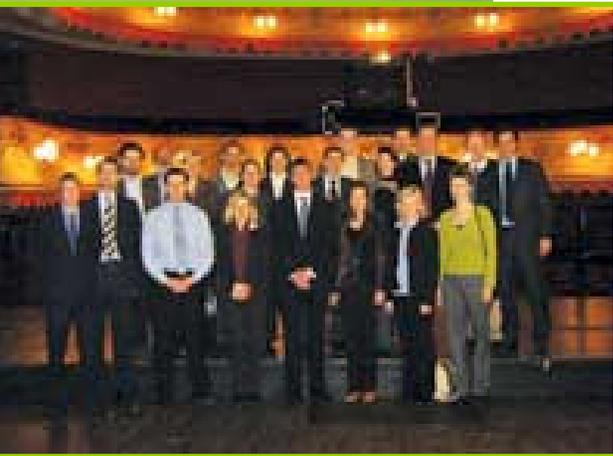
Tim Hapgood, Bristol City Council





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**



Kick off meeting in Göteborg



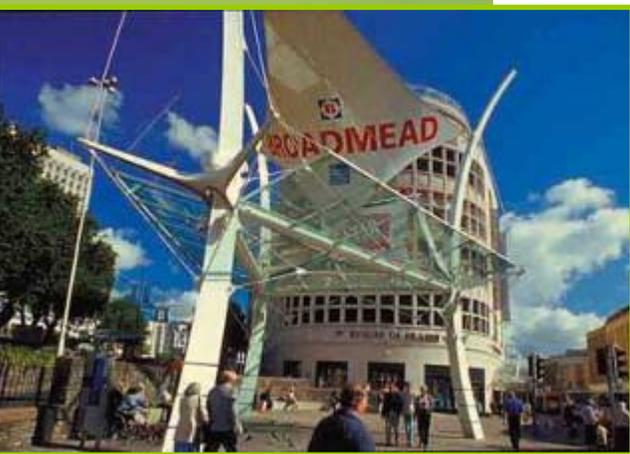
www.start-project.org



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.

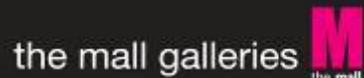




Freight Consolidation Scheme

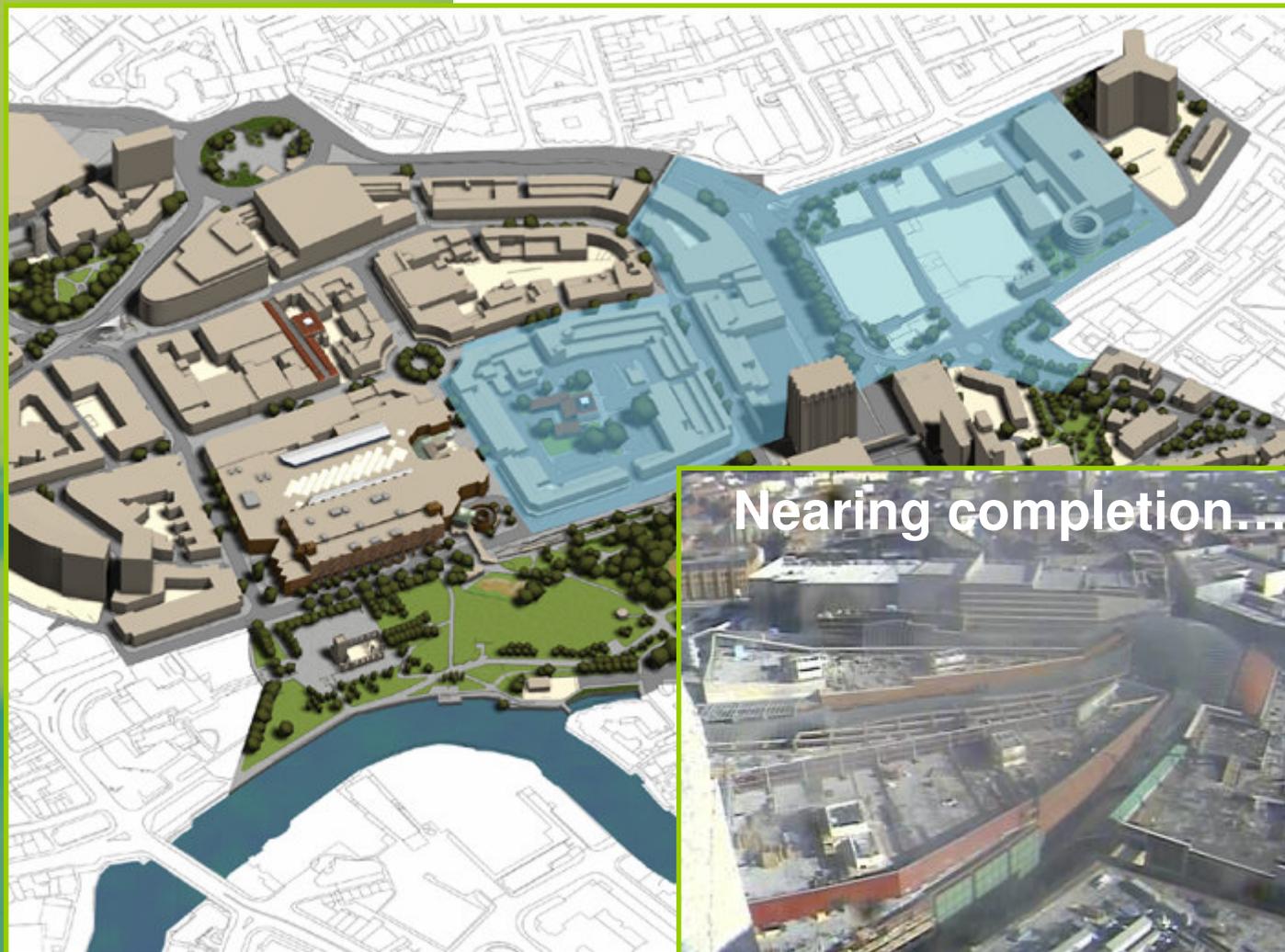
■ Developing the Scheme

- 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.



Freight Consolidation Scheme

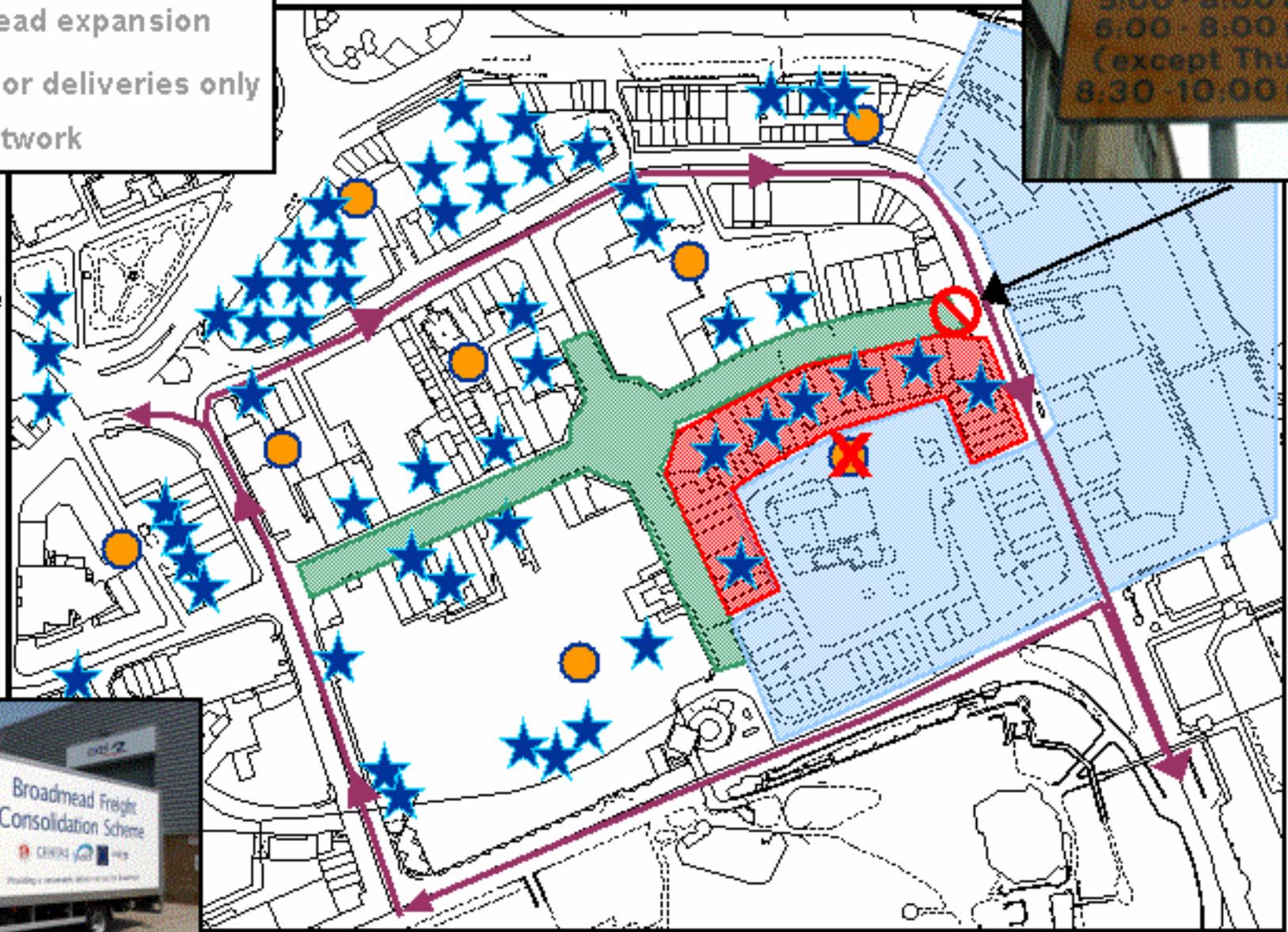
Target Area: Broadmead



- 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

-  Delivery bay
-  Participating retailers
-  Pedestrianised area
-  Broadmead expansion
-  Front door deliveries only
-  Road Network

Target Area: Broadmead



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





Freight Consolidation Scheme

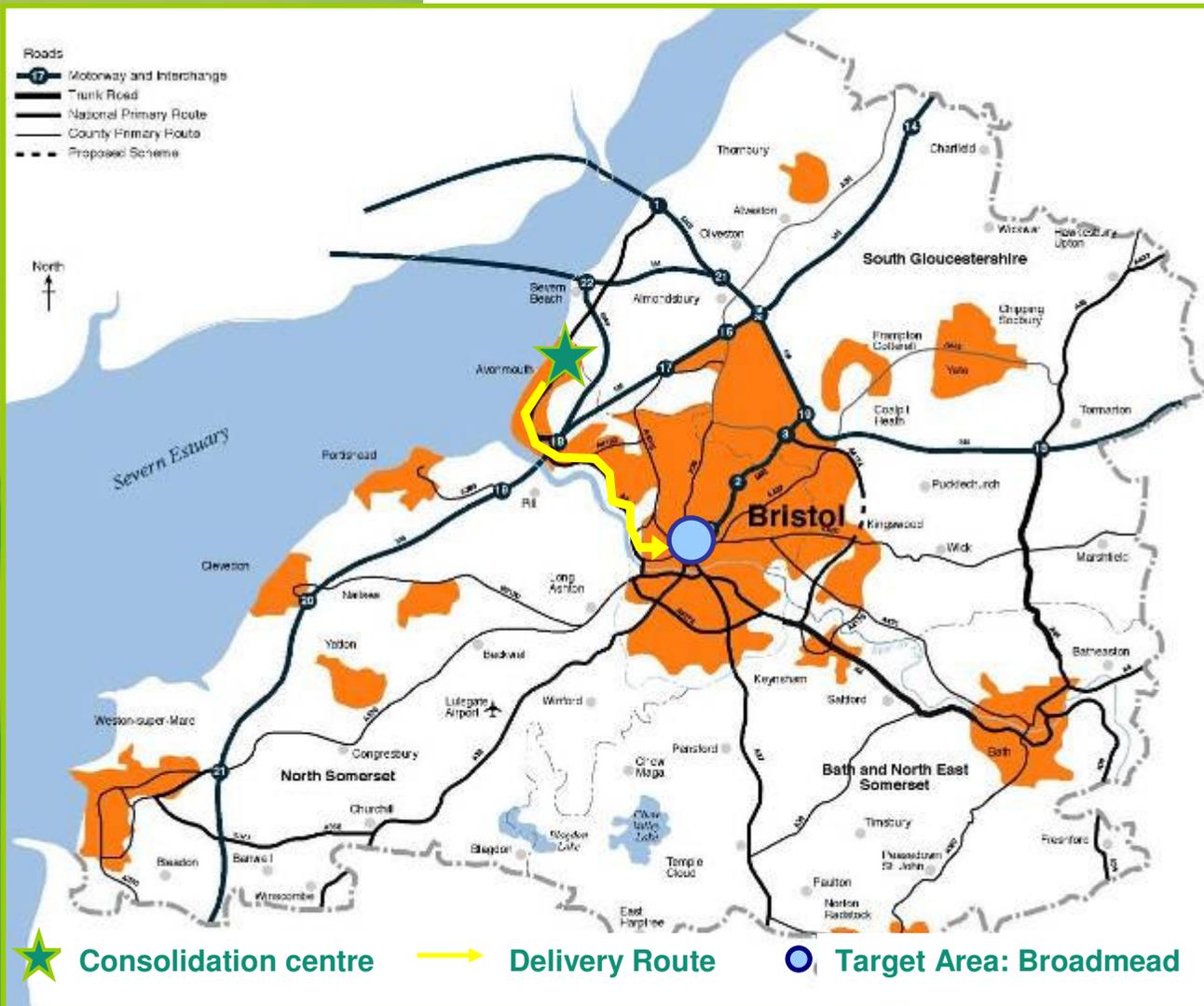
■ Achieving Objectives

- **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: CO₂ **22.5** tonnes, Nox **732** kgs, PM₁₀ **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.



Freight Consolidation Centre

Consolidation Centre Location



- 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;

Freight Consolidation Scheme



Lizzy Lane – Lush Cosmetics

- **Accessorize** – Fashion Accessories
- **Adams** – Childrenswear
- **Bedeck** – Homewares
- **Body Shop x2** – Cosmetics
- **Burton** – Men's Fashion
- **Carphone Warehouse x7** – Mobile Phones
- **Christy** – Homewares
- **Clarks** – Shoes
- **Coast x2** – Women's Fashion
- **Coppernob** – Women's Fashion
- **DAKS** – Men's & Women's Fashion
- **Dorothy Perkins** – Women's Fashion
- **Dulay** – Men's & Women's Fashion
- **Evans** – Women's Fashion
- **Evolution** – Gifts, Homewares
- **Julian Graves** – Snacks, Ingredients
- **Karen Millen** – Women's Fashion
- **London Camera Exchange x2** - Photography

- **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** – Chinaware
- **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** – Chinaware
- **Shoe Studio x2** – Footwear
- **Thorntons x3** – Confectionary
- **Top Man** – Men's Fashion
- **Top Shop x2** – Women's Fashion
- **Vodafone x2** – Mobile Phones
- **Villeroy & Boch** – Chinaware
- **Wallis** – Women's Fashion
- **Warehouse x2** – Women's Fashion
- **Whittards** – Homewares

Freight Consolidation Scheme

■ 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.





Bristol Consolidation Scheme

■ 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





Bristol Consolidation Scheme



- **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

