London Borough of Lewisham

Deptford High Street

Site Survey Analysis

Prepared by

Transport & Travel Research Ltd

on behalf of

Version 1.0  May 2007
London Borough of Lewisham

Site Survey Analysis

Prepared by

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<td>Project Number</td>
<td>N/06/327</td>
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<tr>
<td>Version</td>
<td>1.0</td>
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<tr>
<td>Date</td>
<td>May 2007</td>
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“The FQP will aim to bring about more sustainable distribution through organisational and operational change and co-operation rather than through expensive physical street works and transport infrastructure projects. This approach is intended to help to bring about sustainable distribution locally without incurring excessive costs.”

Lewisham Draft LIP (March 2006)
1 METHODOLOGY

The research progressed as follows:

- Initial site visit to gain awareness of issues and discussion with parking attendants (21st November 2006).
- Business profile (12th December 2006).
- Morning delivery observations (8.30am - 10.30am on 12th December 2006).
- Afternoon delivery observations (4.00pm - 5.30pm on 22nd December 2006).
- Retail Surveys (12th December 2006).
- A deliveryman survey was not attempted due to personal security issues.
- A forum with Lewisham Borough Council and NCP to discuss the situation and possible solutions (27th February 2007).

The site visits provided the opportunity to look at the freight traffic generators in the study area such as supermarkets, restaurants, take-aways, etc. The business profile was carried out in order to better understand the effect that businesses have on freight movement.

Throughout the project close links have been established with different Borough officers.

A forum was organized involving the main local stakeholders (local authorities, Chamber of Commerce, Town Centre managers, retailers).
2 THE LOCATION

2.1 Description and discussion with NCP parking attendants

As part of the South London Freight Quality Partnership Legal Loading Initiative, a study area between Deptford Railway Station and the bottom of Deptford High Street has been identified as one of six areas in South London having delivery issues (Figure 2.1).

Deptford High Street is a road parallel to Deptford Church Street, which is one of the most important roads in Lewisham as it provides a corridor for through traffic between Greenwich and the heavily used A2.

Unlike Deptford Church Street, Deptford High Street is a commercial street with plenty of food shops and eating establishments. There are only few chain shops, which mean that solutions to delivery issues are more likely to be locally based rather than on a larger scale such as the use of a consolidation centre because loading/unloading is more informal.

This report is a detailed study of the delivery issues along study area on Deptford High Street as shown in Figure 2.1, followed by recommendations and solutions.

Figure 2.1: Map of Deptford High Street Study Area

Source: Lewisham County Council

Lewisham is one of the most Eastern Boroughs of South London, to the North of Bromley and the West of Greenwich. The study area is largely made up of small food shops and cafes.
Some shops are now closed and do not seem to be in the process of refurbishment. The traffic along Deptford High Street is relatively calm in comparison with Deptford Church Street which runs parallel.

Shop owners were originally consulted over 10 years ago about the parking scheme currently in place along Deptford High Street and requested front of shop parking for customers. The main issue now, partly due to a national increase in car use is that there are rarely any parking spaces for deliverymen to park their delivery vehicles and even less likely that there will be a space in front of the relevant shop. Deliverymen often risk parking illegally in order to get goods to and from the relevant shop due to a lack of delivery options.

Observations and discussions with parking attendants (21st November 2006):

- Deliveries by freight operators and by retailers themselves are mixed and arrive in all types of vehicles.
- The number of Penalty Charge Notices (PCNs) per day is variable.
- The CCTV in use is not used for issuing tickets, is on a small scale and not very reliable.
- The parking attendants would like to see CCTV installed in Finch Street for safety as they fear potential abuse.
- There is a car park 2 minutes walk from the study area down Giffin Street. There is a Pay and Display machine and people can park there for up to 4 hours. There is a barrier to prevent large delivery vehicles from entering the car park.
- There is also some free parking to the rear of the shops.
- On Wednesdays and Saturdays there is a market in the study area. Deptford High Street south of Giffin Street is closed to motorised vehicles except for deliveries on these days.
- The busiest day is on Saturday and generally speaking in early morning.
- Deliverymen want to load/unload at the front of the shops for easy-access but there is rarely space to deliver in the allocated parking spaces after 10am as the High street is fully parked by then. They could park to the rear of the stores but this is often too far to transport the delivery and therefore, deliverymen resort to parking illegally.
- There are 2 - 4 NCP parking attendants controlling the loading restrictions along Deptford High Street during the day. They are required to work in pairs due to recent physical and verbal violence against them. These two pairs overlap shifts; there is a shift from 8am to 4pm and a shift from 10am to 7pm.
- Waste collections are usually completed before 7 am.
- There are no clamps, tow trucks or pounds in the area.
Figure 2.2 shows a section of the study area along Deptford High Street.

**Figure 2.2: Deptford High Street**

Figure 2.3 shows a typical delivery in the study area. The heavy goods vehicle was parked illegally due to it being on a double yellow line with chevrons, outside the front of the shop it was supplying. Parking a little further up the street was full and the only other option would have been to park behind the shop but the deliveryman would have to transfer the goods manually over a much greater distance. In this situation the delivery would have taken longer and may have gone over the 20 minute loading/unloading time restriction along restricted roads behind the study area, therefore making that parking illegal anyway.

**Figure 2.3: Typical Loading Practice**

### 2.2 The Business profile

On 12 December 2006, a business profile of the study area was created between Deptford railway station and New Cross Road. Retail along the study area was split into Supermarkets, General/convenience, Food stores, Clothes stores, Home stores, Restaurants/fast foods/pubs/bars/cafes and Services to create the profile and to establish the dominating business type in the area. These types of businesses were chosen in order to separate businesses with different delivery characteristics in relation to delivery times, frequencies, volumes and type.
Table 2.1 shows that the most dominating business type along the study area is Food stores, 23 of them, and 22% of the businesses. There are only 2 Supermarkets (2%), which is the lowest percentage of businesses along the study area. However, this does not mean that supermarkets are insignificant, they sell many more goods on an individual basis than the smaller food shops and their deliveries are larger and take longer to load/unload when being made. Both of these types of businesses require regular deliveries as many of the goods sold will be fresh.

The second main type of business is Services at 21%; this industry may not need deliveries as frequently as food stores but, nonetheless, need to load/unload items such as stationery and waste. This type of goods often arrives by courier as and when they are needed.

General/convenience stores (16%) and Restaurants/fast foods/pubs-bars/cafes (15%) are both a significant proportion of the business make-up along the study area. Again, they both require fresh goods to be delivered to them and therefore have frequent deliveries.

Home stores (13%) and Clothes stores (10%) are a less significant proportion of the business make-up along the study area. They also require less frequent deliveries than businesses supplying fresh goods and therefore, have less of an impact on the area with their deliveries.

An important fact to note is that there are a considerably higher proportion of highly serviced businesses on the west side than the east side of the study area. The greatest example being Food stores, of which there is a proportion of 26% of the west side’s businesses (2/3 of the total number of Food stores) but only 17% of the east side’s businesses. This results in there being a greater demand for a delivery bay on the west side of the study area if one were to be implemented.

<table>
<thead>
<tr>
<th>Business Type</th>
<th>East+West</th>
<th>%</th>
<th>East</th>
<th>%</th>
<th>West</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>Food stores</td>
<td>23</td>
<td>22</td>
<td>8</td>
<td>17</td>
<td>15</td>
<td>26</td>
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<tr>
<td>Services</td>
<td>22</td>
<td>21</td>
<td>18</td>
<td>38</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>General/Convenience stores</td>
<td>17</td>
<td>16</td>
<td>6</td>
<td>13</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td>Restaurant/fast foods/pubs/bars/cafes</td>
<td>16</td>
<td>15</td>
<td>5</td>
<td>11</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td>Home stores</td>
<td>14</td>
<td>13</td>
<td>4</td>
<td>9</td>
<td>10</td>
<td>18</td>
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<tr>
<td>Clothes stores</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td>11</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Supermarkets</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>104</td>
<td>100</td>
<td>47</td>
<td>100</td>
<td>57</td>
<td>100</td>
</tr>
</tbody>
</table>

Figure 2.4 shows the variation in proportion between different types of businesses along the study area. It shows that the type of business is not evenly distributed from Supermarkets at 2% of the businesses to Food stores at 22% of the businesses.
Figure 2.4: Business profile results for study area
3 LOADING/UNLOADING RESTRICTIONS

3.1 Restrictions

The restrictions imposed on Deptford High Street include disabled parking restrictions, loading/unloading restrictions, weight restrictions and vehicle restrictions, implemented through signage, single/double yellow lines and chevrons.

General restrictions unless otherwise stated:

- During restricted hours along the study area, loading/unloading is not permitted along single and double yellow lines unless bays are allocated. Single yellow lines are restricted between 8am and 6.30pm and double yellow lines are restricted 24 hours per day.
- Free parking is permitted in parking bays in the study area between 10am – 6.30pm for 30 minutes with no return within 2 hours Monday - Saturday. These bays are loading/unloading only from 8am – 10am in certain areas. Parking is not restricted in these bays between 6.30pm and 8am and Sundays.
- There is no observation period along the study area. Traffic attendants log vehicle number plates at the time as the observation and return 30 minutes later. If the vehicle is in the same space, a PCN can be issued but must be applied to the vehicle and photographed for the PCN to become valid.
- Illegally parked deliverymen tend to spot parking attendants and drive away before the PCN has been formally issued.
- The fine for a PCN is £100, which is halved if paid within 14 days.
- Between midnight and 8am, no vehicles above 8 metric tonnes are permitted to deliver to the study area.
- To the rear of the shops, deliveries along double yellow lines and single yellow lines are permitted unless otherwise stated during restricted hours. Deliveries by vans or larger are given 20 minutes if they are logged as loading/unloading, cars get 10 minutes delivery time.
- Parked vehicles along single yellow lines during restricted hours are observed for 10 minutes, if a deliveryman cannot be seen, the PCN will be issued at 11 minutes, cars get 5 minutes observation. This is not constant observation and the permitted delivery times are expected to be common knowledge because they are not signposted.
- There are also areas of no restriction to the rear of the shops.

Figure 3.1 shows where the restrictions and parking bays are along the study area. The diagram is not to scale and does not show the exact number of parking spaces available along the study area but gives an indication of the general layout of the area and possibilities for improvement.
Figure 3.1: Restrictions along the study area

Figure 3.2 shows obscured restriction signage. If restrictions are to be respected they must be clearly displayed so that there is no discrepancy when PCNs are issued and so that drivers are fully aware of whether and for how long they are able to park.
Unlike other restricted parking bays such as Figure 3.2, Figure 3.3 does not show any loading/unloading information to say that deliverymen can deliver there between 8am and 10am. The absence of signage means loading/unloading is prohibited from 8am to 10am but in fact it is not in this case (confirmed by NCP).

Figure 3.4 shows damaged signage where a PCN might be appealed against should it be issued as the information it provides is not clear. This kind of damage is thought to be as a result of vandalism by certain traders in the area who feel they should be able to deliver there when they want to.
Figure 3.4: Damaged Signage

Signage height is inconsistent. The restriction notification in Figure 3.5 may not be as easy to observe as other signage because it is much lower.

Figure 3.5: Low level restriction notification

Figure 3.6 shows some confusing signage. The sign on the right gives details of single yellow line restrictions but it is not clear whether this applies to Douglas Way to the right of it where there are no road markings or signage but where a shopkeeper reported he had received a PCN.
3.2 Enforcement

The existing transport strategy along Deptford High Street has been in place for over 10 years. In that time the needs of the community, customers and deliverymen have changed but little has changed with regards to the strategy.

Over the past 5 years, 23,883 Penalty Charge Notices (PCNs) have been issued along Deptford High Street. When divided by 5 years; then 52 weeks in a year; then by 6 working
days per week for parking attendants and then by their 11 operational hours on these days; this averages to approximately 3 PCNs issued every 2 hours. This is a low number of PCNs being issued when the number of illegal parks observed during the observation period is considered.

Figure 3.8 shows some fully parked bays along the study area. If the bays are fully parked and there is no other reasonable option available, parking illegally becomes the next option. If there are only a few spaces available, when one does become available it is likely that there will be competition, which may result in conflict for that bay.

**Figure 3.8:** No free parking on the study area

Figure 3.9 shows that the back streets to the study area are no better and are also usually fully parked. Again, this reduces deliverymen’s options when loading/unloading their goods.

**Figure 3.9:** No free parking on back roads

Figure 3.10 shows parking attendants approaching an illegally parked vehicle together. In the past, conflicts between parking attendants and deliverymen have resulted in the parking attendants being verbally and sometimes physically abused. As a result, parking attendants have been asked to work in pairs for safety reasons; however, this has a detrimental effect on their work efficiency.
Figure 3.10: Parking attendants work in pairs

Figure 3.11 is an example of how deliverymen often resort to parking. There is little room in the parking bays between vehicles for larger delivery vehicles to firstly park and then open the rear doors of the vehicle to load/unload, especially if the delivery vehicle uses a lift system on the rear. One of the reasons that corners may be an attractive parking option to deliverymen is that they have space behind them to load/unload. However, as shown in Figure 3.11, this is one of the most dangerous places to park as it prevents traffic from being able to see around corners and deliverymen load/unload on the road.

Figure 3.11: Lorries on corners

Figure 3.12 shows a common occurrence in the study area whereby an illegally parked lorry is holding up traffic and causing congestion.
Figure 3.12: Lorries causing congestion
4 OBSERVATIONS / HOTSPOTS

4.1 Observations

During the observation periods, none of the illegally parked delivery vehicles were issued with PCNs.

On the morning of the 12th December 2006 and the afternoon of 22nd December 2006, observations were made of deliveries along the study area. Observations included vehicle type, start time of loading/unloading, finish time of loading/unloading and therefore the duration of the delivery, the goods being loaded/unloaded, whether the park was legal or illegal and why. A number of photographs were taken during these observations (shown below) in order to aid investigations.

Figure 4.1 shows a typical illegally parked delivery vehicle. The delivery was quite substantial and therefore, the vehicle was parked for a significant amount of time on a double yellow line with chevrons.

**Figure 4.1:** Delivery vehicles parking illegally

Figure 4.2 shows a delivery that has been made in the study area where the goods have been left on the pavement and are causing an obstruction on the street. These goods were still there when observations were completed over an hour later.

**Figure 4.2:** Goods being left on the pavement
Figure 4.3 shows an almost empty lorry making a delivery. This might be the end of the multi-drop delivery but often vehicles are far from full to capacity before making deliveries, which is more inefficient than using a smaller delivery vehicle or waiting until the vehicle is fully laden. A consolidation centre in the area might be beneficial, where large partially laden delivery vehicles could consolidate their loads with other delivery vehicles.

**Figure 4.3: Empty lorries**

Figure 4.4 shows individual parking spaces that deliverymen are expected to use when loading/unloading at the front of shops are inadequate for vehicles any bigger than a transit van. The van pictured below has just enough space to open its rear doors but little or no space to offload the goods.

**Figure 4.4: Inadequate parking spaces**

Figure 4.5 shows a deliveryman unloading a fully laden van himself. In this case, the 30 minute maximum delivery period during the day was inadequate for him to unload all of his goods in time.
4.2 Delivery observations (8.30am - 10.30am on Tuesday 12th December 2006)

Table A1 in the annex shows that during the observation period, 16 deliveries were observed. Regarding these deliveries the following observations were made:

- 3 of the delivery vehicles were above 7.5 tonnes.
- 5 of the delivery vehicles were above 3.5 tonnes up to 7.5 tonnes.
- 5 of the delivery vehicles were transit vans and three of the delivery vehicles were smaller, car-derived vans.
- Deliveries took on average 23 minutes ranging from 5 minutes to an hour.
- The majority of the deliveries were food deliveries.
- 5 of the deliveries were legal and 11 were illegal, none of which were issued with a PCN.
• Of the 11 vehicles illegally parked, 10 were parked on a restricted road during the restricted period and 1 was parked in a parking bay but for over the time allowed.
• A number of different means of transporting goods from the delivery vehicles to the retail establishments were observed including pallets, roll cages, sack trolleys and by hand.
• Some deliveries were made to more than one shop from the same vehicle.
• Disruptions to traffic flow were observed.
• A delivery vehicle trapped by other delivery vehicles was observed.
• A delivery vehicle left open and unattended for over 15 minutes was observed.

With over twice as many deliveries being illegal than legal, clearly the current restriction system is inadequate for loading/unloading.

### 4.3 Delivery observations (4.00pm - 5.30pm on 22nd December 2006)

Table A2 in the annex shows that during this period 8 deliveries were observed. Regarding these deliveries the following observations were made:

• 1 of the delivery vehicles was above 7.5 tonnes.
• 1 of the delivery vehicles was above 3.5 tonnes up to 7.5 tonnes.
• 6 of the delivery vehicles were Transit vans.
• Deliveries took on average 21 minutes ranging from 10 minutes to an hour.
• The majority of the deliveries were convenience deliveries.
• 5 of deliveries were legal and 3 were illegal of the 8 deliveries in total.
• Of the 3 vehicles illegally parked, 2 were parked on a restricted road during the restricted period and 1 was parked in a parking bay but for over the time allowed.
• 3 of the 8 deliveries were loading goods.

In the afternoon observations, there is more loading taking place, less loading/unloading, smaller delivery vehicles and a smaller proportion of illegal parking than in the morning observations.

### 4.4 Retail Surveys (12th December 2006)

On 12th December 2006, a face to face survey was carried out with a wide range of retail establishments along the study area to find out their delivery practices. Seven surveys were carried out in all including a bakery, a café/restaurant, an Afro/Caribbean grocery store, a news agent, a florist, a cash and carry and a bank. These stores were chosen to show how delivery requirements show similarities and differences between various types of business.

As a result of these surveys, Table A3 in the appendix shows an estimate profile of business delivery practices in the study area. The results show that:

• The majority of deliveries to the study area are made by vans or 7.5 tonne lorries.
• The average number of deliveries per week is 5.25.
• The busiest days for deliveries are Mondays and Tuesdays.

The deliveries are usually in the morning.
- The majority of businesses have various suppliers, on average 2.
- Their deliveries take on average 15-30 minutes.
- When being delivered to or from, the delivery vehicle usually parks less than 50 meters from the store and deliveries are usually made to and from the front of the business.

There are over 100 stores in the study area, the majority of which are serviced less than 50 metres from the store, usually illegally. The lack of provision for this vital activity places huge pressure on the local transport system.

Table A4 in the annex shows that four out of the seven businesses surveyed did not consider that there was adequate parking in order to make deliveries. They disagreed with the PCNs that had been issued to them as they had little other option than to park where they did when loading/unloading. One business felt that if they were to park in the parking provided to make deliveries, the delivery would still be illegal as they would have to park on the opposite side of the road and cross it with pallets, which they thought was illegal.

- 5 of the 7 businesses surveyed felt that they did not have adequate off street loading/unloading areas.
- 4 of the 7 businesses surveys felt that heavy goods vehicles could access the area easily and one business did not use heavy goods vehicles.
- 4 out of the 7 businesses felt that they were restricted to the curb side for loading/unloading.

Therefore, the majority of businesses surveyed felt restricted to the curb side for loading/unloading and that off-street loading/unloading areas were inadequate. It is these businesses that need to be provided for by implementing strategies such as on-street delivery bays.
5 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

While investigating this site it became apparent that the safety of the parking enforcers was an issue. They have been verbally and physically abused, which has resulted in them being asked to enforce areas in pairs in view of each other. Therefore, measures need to be put in place to counter this and to ensure parking attendants can perform their jobs effectively and in safety.

The lack of provision for delivery vehicles is also an issue. The increase in car use over the years has left once temporarily used parking bays in full use throughout the day. This leaves nowhere for delivery vehicles to park along the study area as the double yellow and single yellow lines are no loading/unloading during restricted hours.

Signage is often damaged, inadequate, inappropriate, obstructed, confusing and/or neglected. This could lead to aggression when issued with a PCN and an increased likelihood of a PCN being appealed against.

The Borough’s aspirations for the study area (as shown in the Forum minutes in the appendix) included Section 106 measures ensuring that that detriment to Public Transport and Schools by the Convoys Warf development will be offset. There are plans to replace Giffin Street car park with a school. Giffin Street will then be closed except for deliveries and Giffin Street parking will be reallocated elsewhere. The Deptford Town Centre Manager explained that businesses along Deptford High Street are in favour of a 1 way single lane system running north along the street; this would have the potential for alleviating delivery issues.

A more precise survey could highlight the scale of illegal parking in the study area, the reasons behind it and the perceptions of the deliverymen delivering to the area. It could identify where the communication breakdowns are occurring between deliverymen, parking enforcement and business owners and the reasons behind heated confrontations.

It would be interesting to develop a more socio-psychological understanding of the parking issues in the study area. This may illustrate what the “real” issues are and provide ideas on how to tackle them.

For now, the FQP has a role to develop and promote the suggestions made in this report in line with Lewisham Borough Council’s aspirations. There will then be the opportunity to monitor the suggestions that are implemented and report on progress.
5.2 Recommendations

- New Delivery bay 1 – South side of the street parking to the north of Comet Street on the west side of Deptford High Street. Maximum 30 minutes loading/unloading, 08:00-18:30, Monday to Saturday. 20 minutes observation if not seen to be loading/unloading.

- New Delivery bay 2 – North side of street parking south of Douglas Way on the west side of Deptford High Street. Maximum 1 hour loading/unloading 08:00-18:30, Monday to Saturday. 20 minutes observation if not seen to be loading/unloading. The 1 hour loading/unloading period is needed due to the larger stores.

- CCTV could be placed on the southern corner of Douglas Way and the northern corner of Comet Street. If used in conjunction with signage on the delivery bays, it should limit illegal parking in the delivery bays. They could also be used to monitor other parking bays and restrictions. CCTV would make parking attendants feel safer and more efficient, therefore creating an increased turnover of vehicles in the parking bays.

- Better communication and training with parking attendants in order to raise awareness of Deptford High Street’s delivery issues, the intentions of NCP and how to communicate with other people.

- Replace or clear damaged or obstructed signage.

- Ensure full loading/unloading information is available on all parking bay signage.

- Keep signage at equal height.

- Ensure signage is not confusing or lacking in any way.

- Implement signage and road markings on Douglas Way.

- Ensure faded road/bay markings are restored.

Figure 5.1 illustrates these proposed suggestions.
Figure 5.1: Deptford High Street Study Area Suggestions
Annex A – Tables of observations
### Table A1 - Morning delivery observations in study area

<table>
<thead>
<tr>
<th>Type of vehicle</th>
<th>Delivery times</th>
<th>The Delivery</th>
<th>Legal / Illegal</th>
<th>Why legal or illegal?</th>
<th>Other observations</th>
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<tr>
<td>&gt;7.5 Tonne</td>
<td>8.45</td>
<td>9.05</td>
<td>20</td>
<td>Convenience</td>
<td>Illegal</td>
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<td>8.50</td>
<td>9.50</td>
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<td>5</td>
<td>Food</td>
<td>Legal</td>
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<td>&gt;7.5 Tonne</td>
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<td>10</td>
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<td>Legal</td>
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<td>25</td>
<td>Food</td>
<td>Legal</td>
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<tr>
<td>&gt;3.5 Tonne</td>
<td>9.20</td>
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<td>20</td>
<td>Convenience</td>
<td>Illegal</td>
</tr>
<tr>
<td>Van</td>
<td>9.35</td>
<td>9.55</td>
<td>20</td>
<td>Food</td>
<td>Legal</td>
</tr>
<tr>
<td>Transit van</td>
<td>9.42</td>
<td>10.02</td>
<td>20</td>
<td>Convenience</td>
<td>Legal</td>
</tr>
<tr>
<td>&gt;3.5 Tonne</td>
<td>9.45</td>
<td>10.05</td>
<td>20</td>
<td>Food</td>
<td>Illegal</td>
</tr>
</tbody>
</table>

Cash and carry roll cages/pallets partially full.
Went over parking allowance
Went over parking allowance
Cars horn blowing.
Parked down one side of the cash and carry shop.
Parked in a bay for less than the allocated time
Lorry was empty.
Parked in a bay for less than the allocated time
Unattended for 15 minutes with goods door open.
### Table A2 - Afternoon delivery observations in study area

<table>
<thead>
<tr>
<th>Vehicle</th>
<th>Delivery times</th>
<th>The Delivery</th>
<th>Legal / Illegal</th>
<th>Why legal or illegal?</th>
<th>Other observations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit van</td>
<td>4.00 4.15</td>
<td>15 Food</td>
<td>Legal</td>
<td>Parked in a bay for less than the allocated time</td>
<td></td>
</tr>
<tr>
<td>Transit van</td>
<td>4.00 4.15</td>
<td>15 Food</td>
<td>Legal</td>
<td>Parked in a bay for less than the allocated time</td>
<td></td>
</tr>
<tr>
<td>Transit van</td>
<td>4.00 5.00</td>
<td>60 Convenience</td>
<td>Illegal</td>
<td>Went over parking allowance</td>
<td></td>
</tr>
<tr>
<td>&gt;3.5 Tonne</td>
<td>4.20 4.30</td>
<td>10 Clothes</td>
<td>Legal</td>
<td>Parked in a bay for less than the allocated time</td>
<td></td>
</tr>
<tr>
<td>Transit van</td>
<td>4.35 4.55</td>
<td>20 Convenience</td>
<td>Illegal</td>
<td>Parked on a restricted road</td>
<td></td>
</tr>
<tr>
<td>Transit van</td>
<td>4.55 5.10</td>
<td>15 Convenience</td>
<td>Legal</td>
<td>Parked in a bay for less than the allocated time</td>
<td></td>
</tr>
<tr>
<td>&gt;7.5 Tonne</td>
<td>5.00 5.10</td>
<td>10 Convenience</td>
<td>Legal</td>
<td>Parked in a bay for less than the allocated time</td>
<td></td>
</tr>
<tr>
<td>Transit van</td>
<td>5.10 5.30</td>
<td>20 Clothes</td>
<td>Illegal</td>
<td>Parked on a restricted road</td>
<td></td>
</tr>
</tbody>
</table>
Table A3 - Business survey of delivery practices in study area.

<table>
<thead>
<tr>
<th>Business</th>
<th>Vehicles</th>
<th>Deliveries/Week</th>
<th>Busiest day</th>
<th>Delivery times</th>
<th>Service</th>
<th>Suppliers</th>
<th>Delivery duration</th>
<th>Distance (Park - Shop)</th>
<th>Access Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bakery</td>
<td>Vans</td>
<td>14</td>
<td>Non specific</td>
<td>2am &amp; 6.30am</td>
<td>Own vehicles</td>
<td>1</td>
<td>15-30 mins</td>
<td>&lt;50m</td>
<td>Rear access</td>
</tr>
<tr>
<td>Café/Restaurant</td>
<td>7.5 Tonne lorries</td>
<td>2</td>
<td>Mon/Tue/We d/Fri</td>
<td>9am-11am</td>
<td>Various suppliers</td>
<td>2</td>
<td>15-30 mins</td>
<td>&lt;50m</td>
<td>Front</td>
</tr>
<tr>
<td>Afro Caribbean / Fruit and Veg</td>
<td>Vans and 7.5 Tonne lorries</td>
<td>3</td>
<td>Non specific</td>
<td>Non specific</td>
<td>Various suppliers</td>
<td>5</td>
<td>5-15 mins</td>
<td>100-200m</td>
<td>Front</td>
</tr>
<tr>
<td>News Agents</td>
<td>Vans</td>
<td>7</td>
<td>Non specific</td>
<td>2am-5am</td>
<td>Various suppliers</td>
<td>4</td>
<td>15-30 mins</td>
<td>&lt;50m</td>
<td>Front</td>
</tr>
<tr>
<td>Florist</td>
<td>7.5 tonne lorries</td>
<td>3</td>
<td>Non specific</td>
<td>4am</td>
<td>One supplier</td>
<td>1</td>
<td>15-30 mins</td>
<td>50-100m</td>
<td>Rear – brought to front</td>
</tr>
<tr>
<td>Cash and Carry</td>
<td>40 tonne lorries</td>
<td>3</td>
<td>Mon/Tue/Thur s</td>
<td>10am-11.30am</td>
<td>Various suppliers</td>
<td>5</td>
<td>2-3 hours</td>
<td>&lt;50m</td>
<td>Front</td>
</tr>
<tr>
<td>Bank</td>
<td>Transit vans</td>
<td>10</td>
<td>Mon-Fri</td>
<td>-</td>
<td>Own vehicles</td>
<td>1</td>
<td>5-15 mins</td>
<td>&lt;50m</td>
<td>Front or side</td>
</tr>
<tr>
<td>Average</td>
<td>Majority - Van or 7.5 Tonne</td>
<td>5.25</td>
<td>Monday &amp; Tuesday</td>
<td>All morning</td>
<td>Majority various Suppliers</td>
<td>2</td>
<td>15-30 mins</td>
<td>&lt;50m</td>
<td>Front</td>
</tr>
</tbody>
</table>
Table A4 - Business survey of delivery options in study area

<table>
<thead>
<tr>
<th>Business</th>
<th>Opinion on Freight in Deptford High Street study area</th>
<th>Problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bakery</td>
<td>They feel that they have an adequate off street collection/delivery area. Heavy goods vehicles can access the area easily. They did not regard themselves as being restricted to curb side for collections/deliveries. They did not have a problem.</td>
<td></td>
</tr>
<tr>
<td>Café / Restaurant</td>
<td>They feel that they do not have an adequate off street collection/delivery area. Heavy goods vehicles cannot access the area easily. They regarded themselves as being restricted to curb side for collections/deliveries as the rear parking is too far to walk with deliveries. If they run out of ingredients between deliveries, they go to purchase and restock themselves. They were interested in finding out more about the project. They think that dedicated delivery bays would be a good solution.</td>
<td>Parking tickets, which are paid by the delivery companies.</td>
</tr>
<tr>
<td>Afro Caribbean / Fruit and veg</td>
<td>They feel that they do not have an adequate off street collection/delivery area. Heavy goods vehicles can access the area easily. They did not regard themselves as being restricted to curb side for collections/deliveries. They felt that there was a problem that needed to be solved and were interested in cooperative management of delivery bays.</td>
<td>Tickets from parking attendants.</td>
</tr>
<tr>
<td>News Agent</td>
<td>They feel that they have an adequate off street collection/delivery area. Heavy goods vehicles can access the area easily. They regarded themselves as being restricted to curb side for collections/deliveries. They did not have a problem. Their deliveries come from a 10 mile radius some regular quantities, some specific such as food and drink.</td>
<td></td>
</tr>
<tr>
<td>Florist</td>
<td>They feel that they do not have an adequate off street collection/delivery area. Heavy goods vehicles can access the area easily. They did not regard themselves as being restricted to curb side for collections/deliveries. They did not have a problem. The deliveryman has a key to the florists. Big deliveries park at the front to go out. They mentioned that the high Street would be dug up in January for 4 months on both sides. The deliveries come from Holland.</td>
<td>Parking tickets. By law they cannot cross the road with pallets.</td>
</tr>
<tr>
<td>Cash and carry</td>
<td>They feel that they do not have an adequate off street collection/delivery area. Heavy goods vehicles cannot access the area easily. They regarded themselves as being restricted to curb side for collections/deliveries. They also requested information on the project.</td>
<td>Tickets have been issued to the deliverymen.</td>
</tr>
<tr>
<td>Bank</td>
<td>They feel that they do not have an adequate off street collection/delivery area. Heavy goods vehicles are not used, deliveries are usually for marketing material and stationary from a depot in Canary Warf. They regarded themselves as being restricted to curb side for collections/deliveries. They also requested information on the project.</td>
<td></td>
</tr>
</tbody>
</table>
Annex B – SLFQP Forum Minutes
SLFQP Forum Minutes
Deptford Town Centre Management Office
27th February 2007 – 11:00-13:00

Attendees:
Jennifer Taylor (JT) – Deptford Town Centre Manager
Peter Barriball (PB) – NCP Contract Manager Lewisham
Kwesi Osei-Bonsu (KOB) – Parking officer London Borough Lewisham
Ben Smith – Transport & Travel Research on behalf of the South London Freight Quality Partnership.
Arnaud Lagrange – Transport & Travel Research on behalf of the South London Freight Quality Partnership.

Apologies:
Lesley Brooks – Parking Services Department Manager
Paul Stuart – Transport Planner
Ian Plowright – Transport Planner

Suggestions for Discussion:
• Communication with Parking Attendants to identify key issues and to inform them comprehensively on how parking enforcement should take place along Deptford High Street.
• Food Stores need delivery space provision the most as they have the highest proportion of stores in the study area and require the most frequent deliveries as they usually sell fresh goods.
• Loading bays on the west side of the High Street as there is currently conflict for loading/unloading space, which often causes congestion and encourages illegal parking. Deliverymen have to park for above the allocated delivery time of 30 minutes during restricted hours in the parking bays and the parking bays are often too small for some delivery vehicles.
• CCTV – In particular Finch Street where parking attendants fear physical violence the most even though they are working in pairs.
• Apply CCTV awareness signage at loading bays so that the public are less likely to park there.
• Make sure signage is clearly visible and not damaged or obstructed.
• Make sure that loading information is placed below all parking bay restriction signage along Deptford High Street.
• Keep signage at the same height.
• Make sure that signage is not confusing but is comprehensive.
• Repaint faded road markings.

PB explained that there was CCTV in operation in the study area; however, this system has had maintenance issues and there are plans to replace it with a new CCTV system implemented with fibre optics.

PB explained that good enforcement will come through a combination of CCTV and on street enforcement as on street enforcement officers will then feel safer and have more confidence when issuing PCNs.
PB explained that in practice, it is only usually unattended vehicles over the delivery time restriction that are issued with PCNs and that deliveries that can be seen to be being made that are parked appropriately will be left alone.

KOB explained that traders often remove or vandalise restriction signage.

PB explained that if traders along Deptford High Street disagree with a restriction, they have been known to remove restriction signage because they know that a PCN cannot be issued without it.

KOB explained that road markings will be restored after the road works have taken place along Deptford High Street.

KOB explained that restriction signage on bollards is a result of Lewisham Borough Council wanting to keep the streets as clutter free as possible. Signage at different levels can sometimes be confusing and lead to disputes as its not consistent.

Action: JT explained that there has been a survey of parking along Deptford High Street that she will send BS the results of.

JT explained that Iceland do have an off street delivery area off resolution way but the company that own the access road have gated it rendering it useless.

JT explained that as a result of the Convoys Warf development, Section 106 ensures that detriment to Public Transport and Schools is offset.

JT explained that there are plans to replace Giffin Street car park with a school as a result of the Convoys Warf development. Giffin Street will then be closed except for deliveries and Giffin Street parking will be reallocated.

JT explained that retail along Deptford High Street are in favour of a 1 way single lane system running north along the street; this would also have the potential for alleviating delivery issues.

Action: JT is soon to conduct a business survey of Deptford High Street and will report the results to BS.

Action: BS to send JT SLFP Legal Loading Code of Practice leaflets and our findings once complete.

PB Explained that if delivery bays were implemented, due to the nature of the businesses in the area, it would be difficult to distinguish between illegally parked private vehicles using the bays and legally parked commercial vehicles using the bays as they are sometimes the same.

KOB explained that business parking permits are £300 per Annum for certain streets in the area.
PB explained that there is an issue with provision of parking spaces for traders, they often park on Giffin Square illegally but are rarely issued with PCNs due to aggressive reactions to being issued with a PCN and the lack of parking provision for them elsewhere.

JT explained that Finch Street car park was shut down because of illegal tipping; however, maybe it could be used by shop keepers on non-market days in order to resolve issues such as illegal parking on Giffin Square.

The group agreed that the suggestions for improving the current parking strategy seemed appropriate.
Annex C – Local Implementation Plan
Local Implementation Plan

Concerning urban freight movements, the Deptford Draft Local Implementation Plan (March 2006) recommends that:

**LIP Policy 4K.1 Freight Delivery and Servicing**

The Council will seek to work with TfL and the London Sustainable Distribution Partnership with a view to making the distribution of goods more effective and sustainable, and with particular reference to Low Emission Zones.

**The Council’s Proposals**

The Council and that of the London Borough of Southwark (with which it is working in partnership) are keen to improve the performance and efficiency of freight distribution within their boundaries, while at the same time protecting local residents from negative impacts of these operations. One of the means the Councils are seeking to achieve of these objectives is via one or more Freight Quality Partnerships (FQPs). The FQP will aim to bring about more sustainable distribution through organisational and operational change and co-operation rather than through expensive physical street works and transport infrastructure projects. This approach is intended to help to bring about sustainable distribution locally without incurring excessive costs.

The general objectives of the FQP in Southwark and Lewisham include:

- Improving the efficiency and reliability of existing freight operations
- Making better use of existing freight infrastructure
- Promotion of modal shift
- Reducing the fuel consumption and air pollution caused by road freight
- Reducing conflicts between road freight and other road users
- Improving the safety of road freight transport
- Reducing freight impacts in residential areas
- Joint working with the freight industry to better understand current freight patterns, identify activities needing action, and develop and implement solutions
- Ensuring that freight initiatives also reflect the views and aspirations of the wider community
- Providing a contact point and discussion forum for freight transport

The FQP is intended to bring the freight industry, other businesses, local policymakers and the local community closer together, and help to overcome some of the impacts that local residents and businesses currently experience as a result of freight operations.