West End Partnership
Deliveries & Servicing Strategy
Tuesday 10th July 2018

https://crossriverpartnership.org/WEPFreight/
A Freight and Servicing Strategy for the West End

- Co-ordinates freight and servicing activity across the WEP area
- Applied flexibly and locally
- Aligned to strategic objectives of boroughs and Mayor of London
- Ambitious but achievable targets
- Prioritised actions
Update: January to June 2018

Deliveries & Servicing Group Workshop:
- Reviewed and prioritised actions
- Set ambitious, achievable targets

Alignment with new London Plan

Additional sector representation
1. By 2030, the WEP DSG will reduce absolute numbers of delivery and servicing vehicles by 10% across the WEP area

2. By 2030, the WEP DSG will reduce delivery and servicing vehicles by 80% in the WEP area where key interventions are planned, at the times of day when visitor numbers are at a peak
### Prioritised actions

<table>
<thead>
<tr>
<th>Ref</th>
<th>Action/Detail</th>
<th>Responsibility</th>
<th>Priority</th>
<th>Timeframe</th>
<th>Outcomes</th>
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</table>
| 1   | Retiming                                                                      | WEP Boroughs/TFL | H        | By 2025   | • Reduction in congestion  
• Reduction in air pollution  
• Reduction at peak visitor times  
• Potential benefits/application across London/UK                            |
| 2   | Network information/Open Data                                                 | Boroughs TFL   | H        | By 2023   | • More efficient deliveries  
• Reduction in vehicle miles  
• Reduction in kerbside use pressures  
• Potential benefits/application across London/UK                            |
| 3   | Logistics Land                                                                | Boroughs Estates | H        | By 2022 and ongoing to 2030 | • One identification of existing available space  
• Reduction in loading/unloading on the public network  
• Reduction in motor vehicles  
• Improved air quality |
| 4   | Property Leases                                                               | Estates         | H        | By 2022   | • Reduction in vehicles  
• Improved air quality  
• Improved public space                                                      |
| 5   | Re-modelling deliveries                                                       | Boroughs Estates | H        | By 2025   | • Reduction in motor vehicles  
• Improved air quality  
• Improved public space                                                      |
| 6   | Delivery & Servicing Management Areas                                         | TFL Boroughs    | H        | By March 2019 | One research report and implementation plan for a game changing approach to freight management in the West End |

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**CASE STUDY 7 - RETIMING**

Following the increased use of retimed deliveries during the 2012 Olympic and Paralympic Games, TfL worked with businesses in London and the five Boroughs to understand the issues affecting delivery times.

For example, in Walthamstow and Putney the delivery to a Waitrose store was moved 2 hours later to reduce the potential conflict between pedestrians and vehicles when the delivery took place. This involved obtaining a detailed noise assessment and submitting a Section 73 change to the planning conditions. While this was not a quick process, it demonstrated that regulations may need to be reviewed in order to improve the local environment.

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**CASE STUDY 8 - ACCURACY OF DELIVERIES**

What3words provides accurate location information to delivery drivers, within a 3m² area.

A trial by Quikup in 2017 reduced the length of time it took to deliver 20 parcels across Central London by 80 percent, using what3words.com (what3words.com/2017/06/quikup-shaves-30-off-delivery-time-3-word-addresses)

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**CASE STUDY 11 - REDUCING NOISE IMPACTS**

In partnership with the freight industry, business groups and London Boroughs, TfL has developed a Code of Practice guidance to help organisations retima deliveries by enabling quieter delivery, collection and servicing activity.

With this Code of Practice, over 520 individual delivery areas, including hotels, restaurants and shops have retimed deliveries in the last two years. This means that a total of over 100,000 individual deliveries have been moved from the morning peak across London, without causing disturbance to residents.

[Content link: tfl.gov.uk/code-of-practice-pdf.pdf]
## Proposed timeframe and action

<table>
<thead>
<tr>
<th>Date</th>
<th>Action Description</th>
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<tbody>
<tr>
<td>June 2018</td>
<td>WEP Freight &amp; Servicing Strategy Sign off by WEP Board</td>
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<tr>
<td>August/September 2018</td>
<td>Delivery of first actions, to demonstrate quick wins</td>
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<tr>
<td>September 2018</td>
<td>Public launch WEP Freight &amp; Servicing Strategy and early successes</td>
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<tr>
<td>September 2018 – March 2030</td>
<td>Delivery Phase</td>
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<td>April 2030 onwards</td>
<td>Legacy Phase</td>
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