



Highways Committee
October 2016

**Report from the Operational Director
Regeneration**

For Information

Wards Affected:
Barnhill
Tokyngton

Wembley Freight Retiming Pilot

1.0 SUMMARY

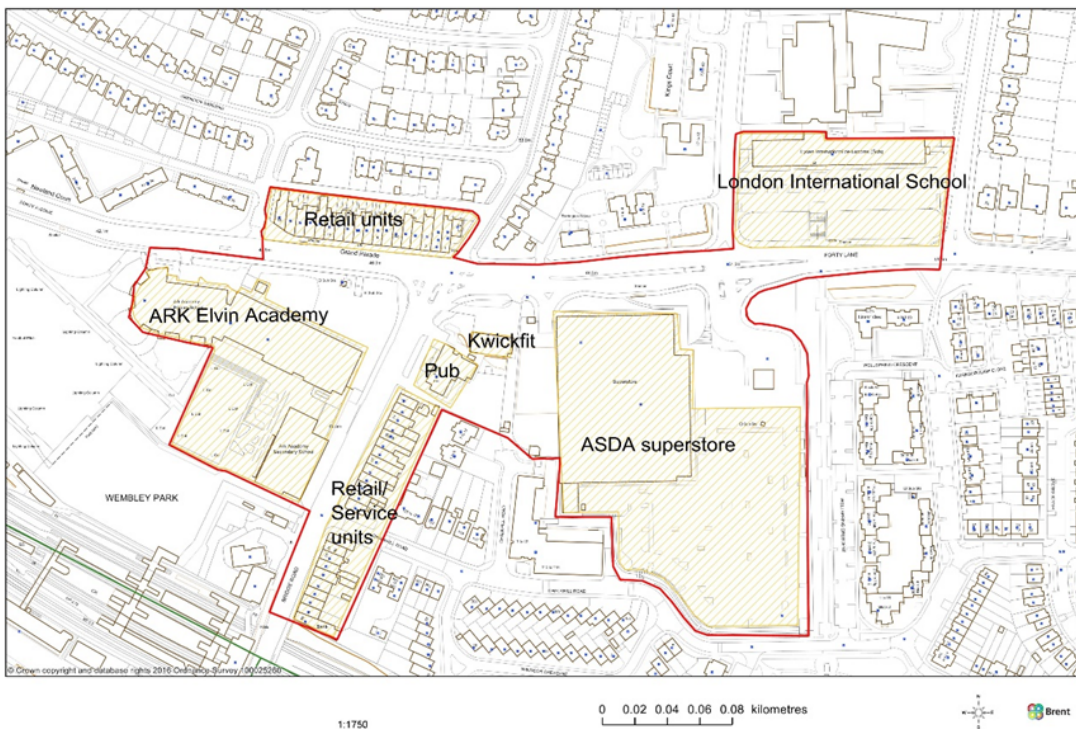
- 1.1 Over the next 20 years Brent is predicted to experience high levels of growth and it is expected that a significant proportion of this will be focussed in the Wembley Regeneration area. Wembley Park lies adjacent to the regeneration area, and could potentially be subject to increased levels of passenger and freight traffic.
- 1.2 As part of the implementation of Brent's Long Term Transport Strategy (LTTS) and in partnership with Transport for London (TfL) Freight and Fleet team, we are investigating measures that will mitigate the predicted increase in freight traffic and contribute towards meeting the objectives of improved air quality, safer roads and better access for active modes (walking and cycling). An opportunity to address these requirements is retiming deliveries and encouraging freight operators to access the area later or earlier in the day, thereby avoiding peak times.
- 1.3 To support this initiative Brent Council and TfL are looking to appoint a service provider to carry out a planned study of retiming deliveries for a trial period. During the trial delivery activities are to be monitored and data collected for analysis to assess the impacts being experienced.

2.0 RECOMMENDATIONS

- 2.1 That the Committee notes the outcomes following the first phase of the project and the commencement of the trial.
- 2.2 That the Committee agrees outcomes from the trial are reported to the Highways Committee at a future date.

3.0 BACKGROUND

- 3.1 The Wembley freight retiming pilot project has been developed with TfL with the aim of reducing the number of peak-time delivery trips to a specific area of Wembley. This pilot represents the first project of this nature to take place in London and therefore provides the opportunity to generate a blue print for further schemes. The originality of the scheme stems from its area-wide nature, as previous retiming projects have related to a single business or development.
- 3.2 The area chosen for the pilot was Wembley Park, as it contains a large variety of businesses and other uses including schools and residential units.



It therefore provided the best opportunity to gather information on use types that would be either receptive or unreceptive to the possibility of retiming their deliveries. It is also highly sensitive to congestion.

- 3.3 Within this area camera surveys were completed to gather data on how many delivery trips were made to each business unit over a week. Face to face surveys were also completed with business operators to assess whether they may be able and/or willing to retime their deliveries. Surveys were also carried out with pedestrians, cyclists and delivery drivers to assess how they used the area and whether they believed reducing the amount of freight within the area at peak times would be of benefit to them.
- 3.4 As the scheme is a pilot, it has been split into two phases, with the first being research and development of the scheme and the second being implementation. This was done in order to enable assessment of how successful a trial would be and hence to

adapt the proposals should the initial scheme not represent the most efficient use of funds.

4.0 OBJECTIVES

4.1 The overarching objective of the pilot is to demonstrate that retiming deliveries to outside of the peak can be achieved across a defined area, providing a measurable impact on congestion and road safety within the area. More specifically, the objectives are:

- Encourage the uptake of retiming deliveries and servicing, by demonstrating the benefits on a scale larger than single sites.
- Reduce the impact of freight activity at the kerbside during the peak times of the day.
- Demonstrate that retiming deliveries can be used effectively to better balance the requirements of different road users, whilst improving the efficiency of road freight transport.

5.0 PHASE 1 OUTCOMES

5.1 Phase 1 of the pilot has been completed at a cost of £34,165. The key results of the survey work which formed phase 1 are:

- Of the 39 businesses in the selected area, 10 refused to engage with the survey.
- Of the 29 that did engage, five suggested that they would be both willing and potentially able to retime their deliveries. These were the Ark Elvin Academy, Costco, Subway, Asda and the Lycée international school. These five organisations make up almost 40% (270) of the area's weekly deliveries.
- Many of the smaller businesses in the area operate on a cash and carry basis and therefore the trial is less relevant to them.
- Drivers suggested that on the whole there were no concerns regarding access to loading bays or parking restrictions in the area.
- More deliveries were captured via the camera survey than were indicated by business owners. Many businesses significantly underestimated the number of deliveries they received in a day.

5.2 Due to the small number of businesses indicating that they would be willing to participate, it was not felt that the trial could go ahead in its original format as it would not generate sufficient measurable benefit. Further options to progress phase 2 were considered and included:

- Not implementing a trial and simply taking the lessons learned forward in development of future potential pilots. The information gained would still be valuable in selecting areas for trial and designing future survey work.
- Continue with a trial but to incorporate the London Designer Outlet (LDO). This option was developed as survey data indicated the LDO was responsible for large number of freight trips within the area and that incorporating this site with the

businesses already indicating an interest would enable a full and productive pilot scheme to be implemented.

5.3 It was agreed to progress with a trial including the LDO.

6.0 NEXT STEPS - PHASE 2

6.1 Brent Council and TfL are looking to procure a service provider who can engage with the LDO and other participating organisations identified in phase 1 to define their specific delivery and service requirements. This will include devising and obtaining agreement on the methodology for initiating and running the trial that will cover implementation, data recording, monitoring and analysis.

6.2 Phase 2 will be procured and managed by TfL. Brent Council will be a member of the client group for this phase of delivery with an influencing role over the progression and direction of the trial.

6.3 The trial period would be for a minimum of 3 months and will include identifying and implementing opportunities for retiming deliveries and servicing activity. Assessments will be completed regarding the implied reduction in congestion across the AM peak (07:00 – 10:00), inter peak (11:00 – 14:00) and PM peak (16:00 – 19:00) as well as the implied impact on air quality.

6.4 It is already understood that moving deliveries out of peak hours is not all positive and can have negative implications. The most significant of these is noise generated by deliveries disturbing residents of the flats. Complaints regarding noise are received regularly by the LDO and this is the main reason that they do not currently allow deliveries to take place later than 22:00 or earlier than 06:00. However, TfL are willing to support the implementation of Quiet Delivery standards, which have been successfully utilised elsewhere to alleviate these concerns.

6.5 A key element of the next phase of work will be engagement with residents regarding complaints of excessive noise. It is hoped that a collaborative approach aimed at generating buy-in from residents and businesses to achieve a common goal will help to address noise concerns and enable the trial to be implemented successfully.

6.6 Following implementation of the trial a report will be produced that will establish whether or not there has been an improvement in air quality and congestion through retiming of deliveries. The full findings will be reported to Highways Committee.

7.0 FINANCIAL IMPLICATIONS

7.1 Work to complete Phase 1 of the pilot cost £34,165 and was jointly funded from Brent's Local Implementation Plan funding and TfL's Retimings Delivery Programme.

7.2 Bids for the delivery of Phase 2 have not yet been sought and estimated costs are not available, although it is forecast that this will constitute a low value contract. Phase 2 will be delivered by TfL, funded entirely by the TfL Retimings Delivery Programme at no cost to Brent Council.

7.3 Full findings from Phase 2 of the pilot will be reported to a subsequent meeting of the Highways Committee including any potential future costs arising.

8.0 LEGAL IMPLICATIONS

8.1 There are no known legal implications associated with implementing the pilot as it is not intended to alter any existing Traffic Management Orders or our ability to enforce them as appropriate.

9.0 DIVERSITY AND EQUALITY IMPLICATIONS

9.1 The public sector duty set out at Section 149 of the Equality Act 2010 requires the Council, when exercising its functions, to have due regard to the need to eliminate discrimination, harassment and victimisation and other conduct prohibited under the Act, and to advance equality of opportunity and foster good relations between those who share a protected characteristic and those who do not share that protected characteristic.

9.2 There are no diversity implications arising from this report and its recommendations at this time.

10.0 STAFFING / ACCOMMODATION IMPLICATIONS (IF APPROPRIATE)

10.1 There are no requirements for increased staffing levels or alteration of accommodation.

11.0 BACKGROUND PAPERS

None

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