

Quieter out-of-hours deliveries trial Coca-Cola Enterprises Ltd, the London Borough of Camden and Westminster City Council case study

Businesses across the Capital will need to work differently during the London 2012 Olympic and Paralympic Games. As daytime journeys may be severely affected by temporary road changes, many businesses may want to organise deliveries and collections outside normal working hours.

Transport for London (TfL) is working with the business community and boroughs to identify best practice for out-of-hours activity and demonstrate how the needs of residents and businesses can be balanced successfully.

Background

Coca-Cola Enterprises Ltd delivers products to hundreds of businesses across all London boroughs. Deliveries are made to shops, restaurants, offices, takeaway premises, hotels and many other locations.

Currently, deliveries to all customers are carried out during the day.

Many of these businesses are located on, or adjacent to, the Olympic Route Network (ORN) and will be affected during the Games by temporary traffic restrictions, including on loading and unloading. Product deliveries to these locations will therefore need to be completed outside of the operational hours of the ORN – between 00.00 and 06.00.

TfL's series of out-of-hours delivery/servicing trials provided the ideal opportunity to demonstrate the relevance of its code of practice for quieter, out-of-hours deliveries and servicing to Coca-Cola's multi-drop operation at night within multiple boroughs.

The trial

Coca-Cola Enterprises Ltd identified a group of delivery points across multiple boroughs, potentially suitable for deliveries between 00.00 and 06.00. Night-time deliveries will play an important role in Coca-Cola's operational plan for the Games period.

The TfL project team contacted the relevant boroughs



within which potential delivery points had been suggested. The London Boroughs of Camden and Newham were approached, along with the City of London and Westminster City Council. These authorities were enthusiastic and willing to act as hosts of the trial in order to better understand the potential impact of Games-time restrictions on delivery activity within their areas and to test the effectiveness of the code of practice in minimising noise from night-time activities.

TfL's project team then brought together representatives from each organisation to form a working group for the trial, which comprised:

- Coca-Cola's Direct Store Delivery (DSD) Transport Manager (London)
- Coca-Cola's Olympic Manager
- London Borough of Camden's Environmental Health Officer
- Westminster City Council's Environmental Health Noise Team Manager
- City of London's Pollution Team Manager
- London Borough of Newham's Business Development Team Leader

The London Borough of Tower Hamlets was also invited to join the working group but did not participate.

After reviewing the code of practice, the working group agreed, in principle, to a series of night-time deliveries between 00.00 and 06.00 across participating boroughs. These deliveries were subject to approval by Coca-Cola's customers.

Before the trial began, the TfL project team carried out an audit to identify potential noise sources at a typical delivery point during a normal daytime run. The team also undertook noise monitoring before and during the trial. Owing to the multi-drop nature of the Coca-Cola delivery operation, this involved a specially-equipped noise monitoring vehicle following the delivery truck on its stop/start trip.

Coca-Cola Enterprises ensured all staff members involved in the trial, particularly the driver, were fully briefed on the trial's objectives and the content of the quiet delivery code of practice. To support the measures in the code of practice, Coca Cola Enterprises used one of its newest biomethane vehicles for out-of-hours deliveries.

The agreed delivery points for the trial were fewer than the working group had originally planned, owing to delays in receiving approvals from customers. This limited the scope and duration of the trial. The sites used for the one-night trial were retail premises at rail stations in Camden and Westminster. The authorities ensured that their respective Environmental Health Noise Teams were briefed on the trial and the code of practice. The City of London and the Borough of Newham continued to support and observe the trial as working group members.

Outcome

It is difficult to draw conclusions about the noise impact from the trial owing to its limited scale but valuable lessons were learnt. No complaints were received from local residents during the trial, although it should be noted that the delivery points were in areas with high background traffic noise, at a distance from residential properties. The driver was vigilant throughout the trial and minimised noise impact as far as practicable, in line with the code of practice.

'We understand the challenges which our local businesses will face in receiving deliveries during the Olympic period and the need for a package of smart delivery and servicing solutions. Night-time deliveries will inevitably play a role in this. The code of practice will be helpful where advice is sought by our local businesses and residents during summer 2012.'

Monica Mulowoza,

Environmental Health Officer, London Borough of Camden

'Our local businesses depend on efficient and reliable deliveries and the Olympic period will pose significant challenges. Night-time deliveries may be part of the solution, provided they're undertaken using best practice in quiet delivery techniques, in line with the code of practice, to avoid disturbance to local residents.'

Robert Reed,

Noise Team Manager, Westminster City Council

'This trial has helped with our planning for the 2012 Olympic period. It has provided us with the opportunity to have a limited 'test run' of the alternative operation we'll need to put in place during the Olympic period. We will now roll out the code of practice across our London operations.'

Steve Willis,

DSD Transport Manager, Coca-Cola Enterprises Ltd.

Lessons learnt

- **Multi-drop operations at night across London can impact residents in multiple boroughs. It is important, therefore, to contact and get buy-in from officers at affected boroughs when planning to adjust operations to include night-time activity**
- **When revising operational plans to include night-time delivery and servicing, it is also crucial to get buy-in from all internal departments, including sales and account management. This will maximise customer awareness of the changes required to operate effectively during Games times**