

Regent Street – Consolidation and collaboration



With less than a year to go until the London 2012 Olympic and Paralympic Games, now is the time to plan and ensure your business will be able to operate effectively.

London will be packed with visitors during the Games, on top of the millions of people who live and work in the Capital. The Olympic Route Network will be in operation, meaning that some routes through London will be busier than usual.

If your business needs to move around London, or you rely on deliveries and freight, make sure you are prepared well in advance of next summer.

Regent Street is one of the most famous roads in the West End with numerous well-known shops, restaurants, bars, hotels and office buildings.

Like much of the West End Regent Street can get very busy with pedestrians and traffic. During the Olympics it will become busier still and the owner, The Crown Estate, has been looking at ways to reduce vehicle movements in the area while ensuring its businesses continue to run effectively. This will improve conditions for pedestrians by improving air quality, reducing vehicle noise, making it easier to cross the road and allowing footway widening.

Goods vehicles make up around 10 per cent of traffic on Regent Street and The Crown Estate identified that it could directly influence good vehicle movements. It has two key solutions to offer businesses, depending on their needs: collaboration and consolidation.

Collaboration between businesses: preferred suppliers

The Crown Estate and Transport for London (TfL) undertook a delivery survey of Regent Street businesses. One finding was that a large number of office deliveries were of similar commodities. Deals have been negotiated with a number of suppliers of these commodities in the area including:

- Stationery
- Courier services
- Drinking water supplies
- Newspaper and magazine delivery
- Breakfast and lunch delivery

Suppliers have been selected on the basis of competitive price and sustainable delivery methods. These suppliers are being promoted to offices using a community website, among other methods.

Stationery and water delivery companies, and the courier service, are using VOSA-approved cargo bikes which are environmentally friendly and take up less road space than a van.

A similar scheme aimed at bars and restaurants is now being planned.

Next steps:

- Look at who is around you and whether you can work with your neighbouring businesses
- Undertake a delivery and servicing plan, with advice from TfL
- If you are part of a business group like The Regent Street Association, talk to the management about negotiating deals with suppliers
- If you run a business group, think about what services could be shared and discuss it with suppliers and your members
- Remember, you could save money, reduce deliveries and improve services

Regent Street consolidation centre

Retailers in the West End receive a huge number of daily deliveries due to the high turnover of stock.

The Crown Estate is supporting an innovative solution which intends to reduce deliveries and traffic on Regent Street, making visiting and shopping more enjoyable.

Clipper Group, a logistics company, has established a consolidation centre in Enfield, north London, outside the Congestion Charging Zone. Retailers have their suppliers deliver to the consolidation centre at a suitable time. Then they are grouped with deliveries for other shops and delivered to Regent Street at a pre-arranged, convenient time.

The scheme has been successful, with a reduction of more than 80 per cent in deliveries being made to participating retailers.

Since July 2011, Clipper Group has been using an electric vehicle to make deliveries on Regent Street – further reducing the carbon footprint of the supply chain as well as noise and emissions from the vehicle.

Benefits of consolidation include:

- Fewer vehicles making deliveries to your area: during the 2012 Games, extra visitors and the restrictions of the Olympic Route Network make it vital to reduce traffic where possible
- Accurate and convenient deliveries: the consolidation centre will have expertise on routes to and from your location. If the centre is out of town, your suppliers may also have reduced journey times
- Reduction in emissions and carbon footprint
- Stock holding at the consolidation centre: increased selling space in your shop

Key actions:

- Contact consolidation centre suppliers now to see what they can offer your business
- If you manage a group of businesses see what services you could arrange and gauge interest in the scheme
- Prepare early to avoid disruption during the Games