

West London FQP Meeting London's Freight Plan Targets



Westtrans

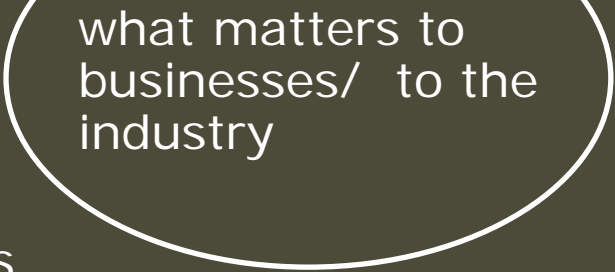
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Delivering Schemes in 2008/09

The selection of proposals for 2008/09 was based on following criteria:

- Scheme Implementation =>  what matters to businesses/ to the industry
- West London Wide Initiatives
- Borough Schemes – at least one local freight scheme per Borough

Strong focus to deliver improvements that have direct impacts on improving how deliveries and collections are made

Scheme Implementation

Directional signage NFTE - completed

Loading bays North Harrow
– completed

Loading bays Ealing town centre
- In progress

Directional signage Hillingdon IBA
– in progress

Loading bays Wembley High Road – deferred to 2009/10

Improvements for loading North End Road – deferred to 2009/10



West London Initiatives

Borough Freight Forums – Brent, Harrow (7/4/09)

Local Freight Forums

Heathrow Freight Study

West London anti-flytipping actions

- Boroughs require more resource & funding

Reducing Goods vehicle Collisions

- "Cyclist Beware" posters
- Distribution of Fresnel Lenses
- Review of GV Collisions in West London

Effective Engagement

Borough Freight Seminars

- To understand local delivery/ transportation issues
- To support the planning and delivery of sustainable and practical local freight solutions

Local Freight Forums – Industrial areas, town centre management

- North Feltham Trading Estate & Uxbridge Industrial Estate

Delivery and Servicing Plans

NFTE Action Plan – Traffic and Congestion

1. Support the Westtrans Travel Plan Agenda
 - WestTrans / Hounslow Travel Plan Officer to meet businesses that could benefit from workplace travel plans
2. Parking on River Gardens Road
 - Met Police to step-up enforcement
 - LB Hounslow implemented double yellow lines following a road safety study funded by the WLFQP
3. Improvements to traffic signals at the junction of Central Way/Faggs Road/Dukes Green Avenue
 - Raised to the TfL Route Manager
4. Improve directional signing of the estate
 - Improved directional signs on access routes to the estate and within the estate.

Action Plan – Safety and Security

1. Established ownership of minor roads in estate
2. Unmarked/temporarily parked trailers in estate
 - Businesses to report these incidents to Met Police. Met Police will trace owners and provide advice and as a last resort have them removed.
3. Theft and crime
 - Businesses have local Met Police contact details.
 - Met Police to e-mail businesses on local crime occurrences /risks to businesses.
4. Provision for overnight parking of freight vehicles/ trailers – temporarily shelved.

Delivering DSP's for West London town centres

Background Investigation

- Understand delivery profile, constraints and opportunities

Initial Discussions with Businesses

- Meeting senior managers to agree issue/s
- Agree preliminary actions as part of the DSP
- practical and implementable in the short term
- Not dependent on third party action

Signing off

- Commitment by the business and Local Highway Authority

Monitoring

- To ensure compliance
- To identify further areas of improvement

Delivery and Servicing Plan in Action

Successful rolling out of DSPs with selected businesses on North End Road

with the support of Fulham Town Centre Manager

"Savers have told me that for just over a month, they do not do any daytime deliveries now, everything is between 8.30-10pm. The manager said he had organised it with his head office so that of the three stores that get deliveries in the same load, NER gets the choice of time."

Provides channel for continued liaison with businesses on other town centre issues

Freight Rickshaws Initiative serving Hammersmith town centre

An alternative sustainable and environmentally friendly mode

Local road network supports a rickshaw delivery service
- high number of cycle lane kms

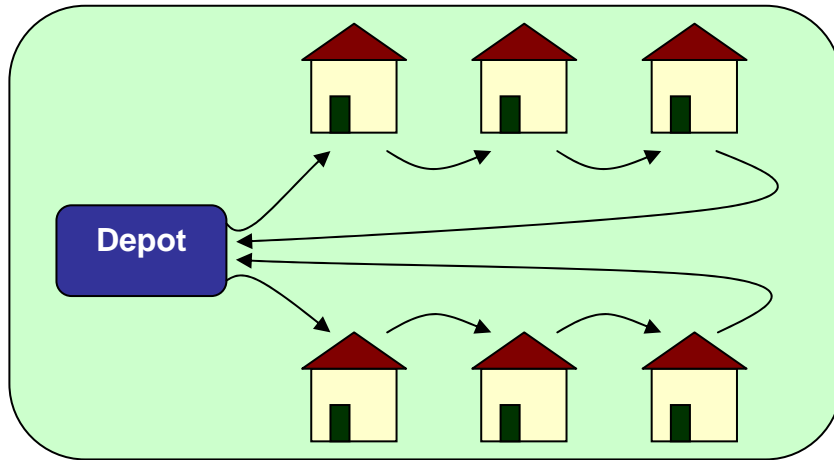
In operation elsewhere in UK – Sutton, Cambridge

Key challenges:

- Customer base and goods transported
- Pricing of services
- Marketing and promotion of the service
- Operational structure of the business

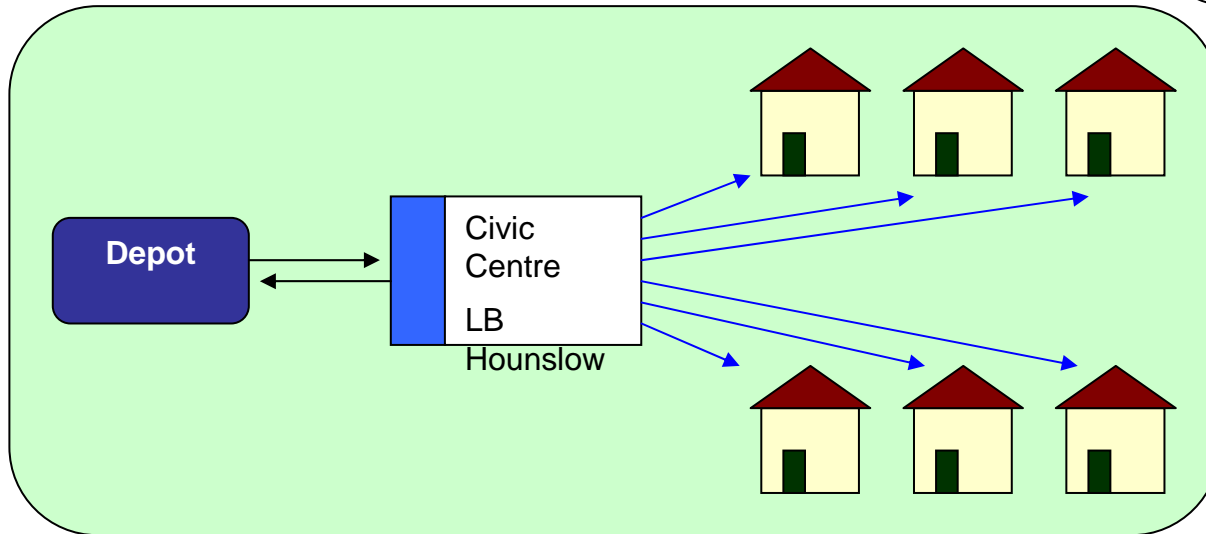


Home Delivery Centre Initiative



Key

- Delivery vehicle movement e.g. Courier service .
- Staff movements/ Commuting to home (with parcel).
- Parcel Delivery/ Collection Facility



WLFQP 2009/10 Schemes

- £218k LIP & TfL Freight Unit funding in 2009/10
- £55k WLFQP Administration, Communication and Marketing
- £50k Improved Signage and Freight Operation in Industrial Estates
- £48K Reducing PCN Hotspots and the rolling out of Delivery and Servicing Plans (DSP) in town centres
- £50k Environment and Road Safety Improvements
- £15k Develop Home Delivery Centres and Promote their Use
- £5k Promote Construction Logistics Plans (CLP)

Thank You



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