

**CiViTAS**  
Cleaner and better transport in cities

**ARCHIMEDES**

AALBORG • BRIGHTON & HOVE • DONOSTIA-SAN SEBASTIÁN • IAȘI • MONZA • ÚSTÍ NAD LABEM

## Brighton & Hove

### T64.1 – Freight Quality Partnership in Brighton & Hove

Brighton & Hove

September 2010



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IS CO-FINANCED BY THE  
EUROPEAN UNION

<b>Project no.</b>	TREN/FP7TR/218940 ARCHIMEDES
<b>Project Name</b>	ARCHIMEDES (Achieving Real Change with Innovative Transport Measure Demonstrating Energy Savings)
<b>Start date of the Project</b>	15/09/2008
<b>Duration:</b>	48 months
<b>Measure:</b>	No. 64: Efficient Goods Distribution in Brighton & Hove
<b>Task:</b>	7.2: Freight Quality Partnership (FQP)
<b>Deliverable:</b>	T64.1: Freight Quality Partnership in Brighton & Hove
<b>Due date of Deliverable:</b>	15 <sup>th</sup> September 2009
<b>Actual submission date:</b>	10 <sup>th</sup> September 2010
<b>Dissemination Level</b>	Public
<b>Organisation Responsible</b>	Brighton & Hove
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<b>Version</b>	0.2
<b>Date last updated</b>	10 <sup>th</sup> September 2010

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# 1. Introduction

## 1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

**CIVITAS I** started in early 2002 (within the 5th Framework Research Programme);  
**CIVITAS II** started in early 2005 (within the 6th Framework Research Programme) and  
**CIVITAS PLUS** started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

### Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

### Horizontal projects support the CIVITAS demonstration projects & cities by :

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

### Key elements of CIVITAS

- CIVITAS is co-ordinated by cities: it is a programme “of cities for cities”
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living ‘Laboratories’ for learning and evaluating

## 1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

## 1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

### 1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

## 2. Brighton & Hove

Brighton & Hove is an historic city, in the south-east of England, known internationally for its abundant Regency and Victorian architecture. It is also a seaside tourist destination, with over 11km of seafront attracting eight million visitors a year.

In addition, it is a leading European Conference destination; home to two leading universities, a major regional shopping centre, and home to some of the area's major employers. All of this, especially when set against the background of continuing economic growth, major developments across the city and a growing population, has led the city council to adopt a vision for the city as a place with a co-ordinated transport system that balances the needs of all users and minimises damage to the environment.

The sustainable transport strategy that will help deliver this vision has been developed within the framework of a Local Transport Plan, following national UK guidelines. The ARCHIMEDES measures also support the vision, which enables the city to propose innovative tools and approaches to increase the energy-efficiency and reduce the environmental impact of urban transport.

## 3. Background to the Deliverable

Task 7.2, *Freight Quality Partnership (FQP) in Brighton & Hove*, forms part of CIVITAS ARCHIMEDES Measure 64, *Efficient Goods Distribution in Brighton & Hove*. This task is a demonstration measure which follows on from and seeks to deliver the recommendations outlined in R64.1 (Task 11.7.1), a research deliverable looking at best practice in the start up and operation of FQPs. In turn, this will be followed by Task 7.3, *Environmental Zone in Brighton & Hove*, which aims to implement measures that it was hoped would be agreed through the FQP.

This measure targets the shopping areas of Brighton's North Laine and Lanes (see Figure 1). These areas are characterised by a wide range of independent retailers, which are branded under the 'Unique Brighton' heading and prove a significant visitor attraction for the city. In terms of arrangements for freight, complications are caused by narrow streets and in some cases poor or missing delivery facilities which can lead to inappropriate parking, inhibit the flow of traffic and also have a detrimental impact on the public realm and quality of the visitor environment.

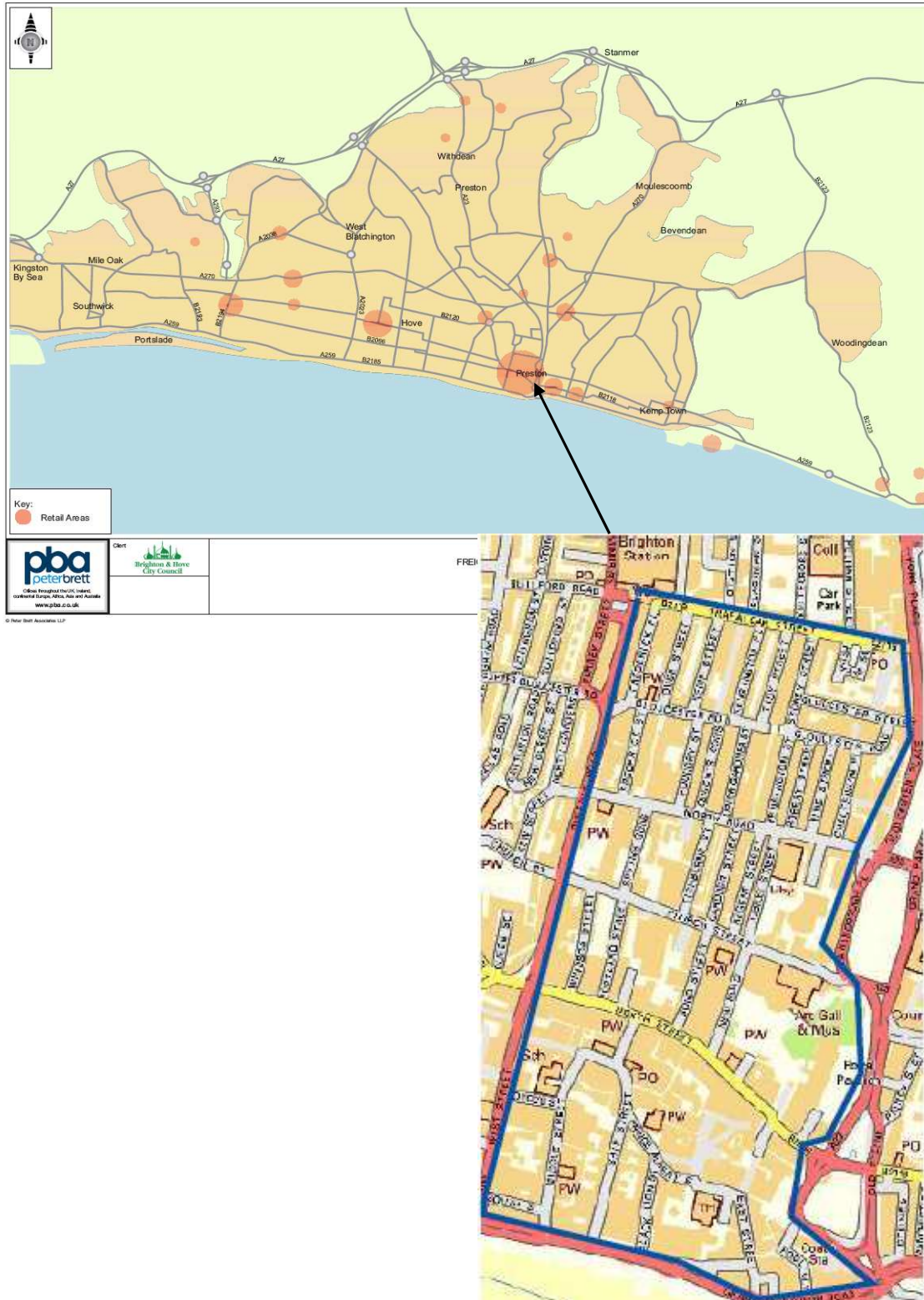
As such, the Unique Brighton area of Brighton & Hove has previously been identified as presenting an opportunity to implement improvements that will bring about more energy efficient freight logistics and is the focus of Task 7.2. It was the intention that the precise mechanisms for this, such as cleaner vehicles, consolidation of deliveries and/or revised traffic regulation orders (TROs) would be determined as an outcome of the task.

### 3.1 Summary Description of the Task

This task engaged traders and freight operators through face-to-face interviews and established a Freight Quality Partnership (FQP) in Brighton & Hove. These activities had the aim of identifying current arrangements for freight, the issues faced by traders and operators and, finally, to obtain agreement on the best way forward for improving freight logistics in the Unique Brighton area.



**Figure 1:** Map of retail areas in Brighton & Hove (Source: R64.1, PBA, 2009) and target area for Task 7.2. (Source: Local View, 2010)



## 4. Freight Quality Partnership (FQP) in Brighton & Hove

### 4.1 Description of the Work Done

Deliverable R64.1 (p32) recommended the following:

- *“A partnership approach is implemented to research and take forward any actions to involve local businesses, delivery companies, and local communities. This could involve inviting local businesses and other stakeholders to attend a Freight Forum Workshop.*
- *That further work is undertaken to obtain data on the present volume and nature of deliveries, the likely participation of local businesses, and the most appropriate combination of solutions.*
- *A combination of best practice approaches be developed and appraised with the aims of improving efficiency for businesses and reducing the impact of deliveries into The Lanes and North Laine.”*

In response to the suggested actions noted above, this task was split into two parts as follows:

- Face-to-face surveys with traders and freight operators to identify current delivery practices and issues;
- The establishment of a Freight Quality Partnership (FQP), which would be known publically as “A Freight Forum for Brighton & Hove”, and the holding of its inaugural meeting.

These activities were carried out with a view to determining possible future improvements to freight logistics in Brighton’s Unique Brighton area. The following section provides a more detailed summary of the activities undertaken.

### 4.2 Summary of Activities Undertaken

Surveys with traders and freight operatives were carried out in September and October 2009 (Month 13). In total, 120 face-to-face questionnaires were completed. A brief summary of the main findings is provided in Section 4.3.

Following this, all traders and freight operatives in the Unique Brighton area were invited to the inaugural meeting of the Freight Forum on 21 April 2010 (Month 20). This was held at Brighton Town Hall, which falls within the initial target area for engagement in the forum; the Unique Brighton area. This was held on a weekday evening, in the hope that it would prove convenient for traders to attend at the end of their working day and was advertised through the channels outlined in Section 4.4. The meeting presented the findings of the survey undertaken (see Appendix 1) and was intended to provide a platform for traders to make their needs known as well as presenting an opportunity to discuss potential solutions. However, there was a disappointingly low turnout with only one of the 120 invitees attending.



### 4.3 Main Outcomes

This section summarises the main findings from the surveys and inaugural meeting of the FQP.

Firstly, the survey sought to uncover what the main delivery arrangements were for businesses at present. In this respect the main findings are as follows:

- The majority of businesses in the area use their main entrance for delivery access.
- For nearly 60% of businesses surveyed, delivery was organised directly by the supplier.
- In terms of frequency, deliveries were spread through the week and day, but with peaks experienced during the middle of the week and in the morning periods.
- 85% of deliveries are transferred to premises by hand or trolley as vehicles are unable to park directly outside.

**Figure 2:** Photo of the presentation made at inaugural FQP meeting



The survey also considered views on the current loading arrangements. This identified geographic variation in the knowledge of parking regulations with traders in different streets showing varying levels of understanding in relation to the restrictions applicable to their immediate localities. Meanwhile, the survey indicates that approximately half of respondents felt that parking regulations had an impact on their deliveries.

In terms of traffic problems, the most common issues identified were as follows (the proportion of respondents to raise the respective concern is provided in brackets):

- A lack of places to park or unload (20%);
- Pedestrian conflict with traffic (17%);
- The misuse of loading bays (13%);
- Difficulties for goods vehicles to negotiate junctions (13%).

15% of respondents were found to be satisfied with current delivery arrangements, of which 47% were located on North Street, an area which has recently seen modifications to loading bays, shown in Figure 3. As part of a road safety and urban enhancement scheme, footways were widened and a total of eight new loading bays were integrated

within these (meaning that additional capacity is provided on the footway when loading is not taking place).

**Figure 3:** New loading bays in North Street, Brighton



Previously, in terms of dedicated bays, there was no formal provision for loading with vehicles having to load in non-dedicated and restricted areas instead, obstructing other traffic. This may present an opportunity for future best practice, though this finding should come with the caveat that North Street is one of the few streets in the survey area where delivery vehicles are able to park in close proximity to delivery entrances. This is owing to the relative width of the street in relation to the narrow roads that characterise other parts of the Unique Brighton area. Many of these are not only subject to loading restrictions but cannot physically be accessed by vehicles (e.g. several premises in the Lanes). Consequently, many deliveries (85%) are made by hand or hand trolley with delivery vehicles parking in nearby streets.

In addition to this, and relevant in terms of considering potential inputs to any future FQP strategy, there was some indication of a desire for unloading permits for traders who use private cars for deliveries and some feeling that the timing of waste collections could be considered in order to avoid conflict with other activities.

Unfortunately, due to the low turnout at the meeting of the FQP, this had a limited outcome in terms of identifying and agreeing solutions for more efficient freight logistics in the target area. One lesson learnt from the task is that the approach taken, which

relied upon the goodwill of traders and freight operators to want to seek an improvement on the current situation, would not appear to be sufficient. It should be acknowledged that traders may have other more pressing priorities for their business than putting their time into something which they may perceive will have no outcome. As such, it is now felt that to truly generate interest and engagement amongst these crucial stakeholders, clear proposals will first need to be developed for Task 7.3 (Environmental Zone) or other planned transport improvements in the vicinity.

#### 4.4 Problems Identified

Clearly, the major problem faced by this measure was the ability to engage the business community in the scheme. As noted in Section 4.5, efforts were made through written invites, follow up phone calls and contact with traders' associations; however, these endeavours did not prove to be fruitful. Nevertheless, it is noted that the dependence on the willingness of third parties was always identified as a risk with this task.

Indeed, the issues experienced support the findings of the best practice research, R64.1 (p.30) which stated that key barriers to the implementation, and longevity, of freight quality partnerships are as follows:

- Attracting interest from local businesses;
- Maintaining long term funding;
- Maintaining a FQP manager;
- Maintaining momentum.

As mentioned, the first of these points has been played out in reality with efforts to establish a FQP in Brighton & Hove. Initial indications would suggest that the latter barriers are also likely, though a more informed assessment will be possible later in the life of the fledgling FQP.

#### 4.5 Mitigating Activities

In response to known barriers to establishing FQPs, efforts were made to speak to a representative from each business in the target area as part of the survey element of this task, with survey respondents directly approached by interviewers during trading hours. The FQP was then advertised through a letter inviting stakeholders to the inaugural meeting and a follow up phone call in the week prior to this. The meeting was also organised in liaison with the local traders' associations.

As detailed below, further consultation will be arranged in cooperation with the secretariat of business groups, whom it is hoped will be able to use their influence to a greater extent in order to get traders engaged.

#### 4.6 Future Plans

Work on Tasks 11.7.1 and 7.2 has highlighted that a problem with the realisation or continuation of a FQP is its perceived need or purpose among the intended participants. Therefore, as noted in Section 4.3, it is felt that to stimulate interest from the required parties; firmer plans will need to be put in place for proposed improvements to freight operations in Brighton. Once this interest is secured, there would then be an opportunity

to modify any plans through consultation with stakeholders rather than at an earlier stage in the process as was originally hoped.

As such, the following task (7.3), Environmental Zone, will seek to improve freight logistics arrangements in the target area by revising Traffic Regulation Orders (TROs) in consultation with the intended members of the FQP as well as the wider public. However, following the initial work which has been carried out through the completion of detailed video monitoring surveys, proposals will be formulated first and then consulted upon. It is hoped that this will provide businesses and freight operatives with a tangible goal and common purpose. In addition, it is likely that further efforts will be made to involve a greater degree of direct contact with traders' associations, as mentioned in Section 4.5.