



CiViTAS
Cleaner and better transport in cities

CATALIST

WP-2 meeting

11.- 12. February 2010

Brussels

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Norfolk County Council



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

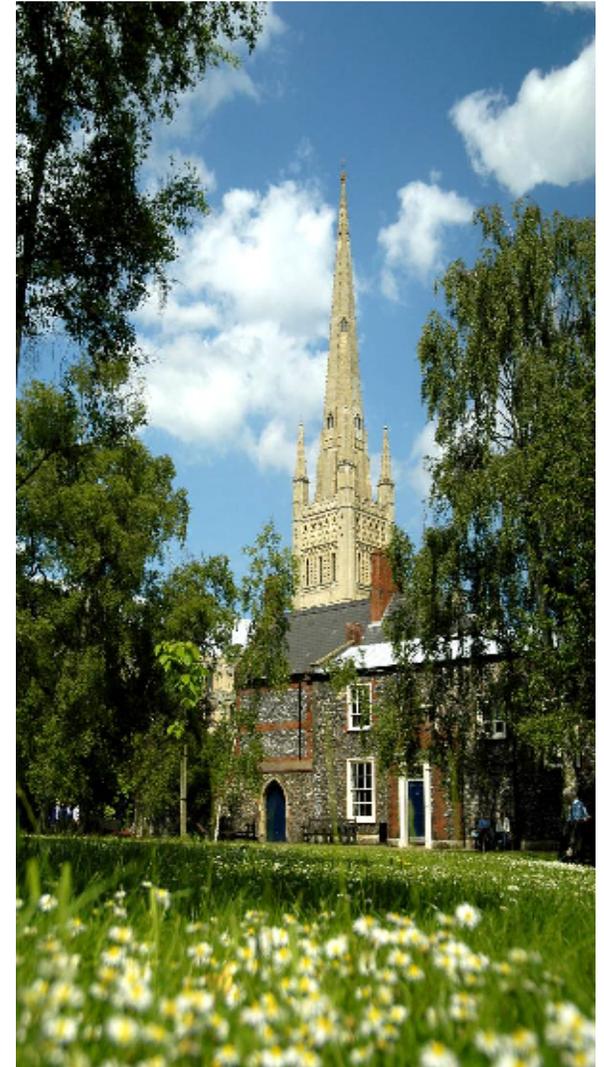
The City of Norwich

'A Fine City'

- A thriving regional city
- A major commercial, retail and tourist centre
- A historic city with many listed buildings
- City retains a medieval street pattern
- Largely pedestrianised retail core

Challenges and Issues

- Central road system not well suited to use by HGVs
- Time and size restrictions on vehicle access
- Poor air quality in some central areas
 - vehicle emissions a significant contributor



Freight Measures within Norwich's CIVITAS Project

•Strategic Freight Holders Club

- Group of operators, councils etc set up to develop and oversee freight related projects

•Urban Transshipment Centre

- Transshipment centre for Norwich to reduce amounts of pollution caused by HGVs entering the city
- **Priority Access for clean goods vehicles**
- Use of bus lanes by clean HGVs

•Customised Traffic & Travel information for freight operators

- Encouragement of Freight fleet operators to use 'clean' vehicles by providing bespoke traffic & travel information



Freight Stakeholders Club

Preliminary approach to operators:

- Letters to 700 companies
- Adverts in trade press
- Web site exhibition
- Web site promoting CIVITAS measures
- Initially 8 expressions of interest (5 from Norfolk)

Main barriers:

- Operators unsure what it could achieve

Way Forward:

- Use stakeholders club for specific issues in disseminating Norwich CIVITAS proposals and Local Transport Plan work
- Use feedback information in developing CIVITAS measures
- Disseminate national and national Freight policies and issues

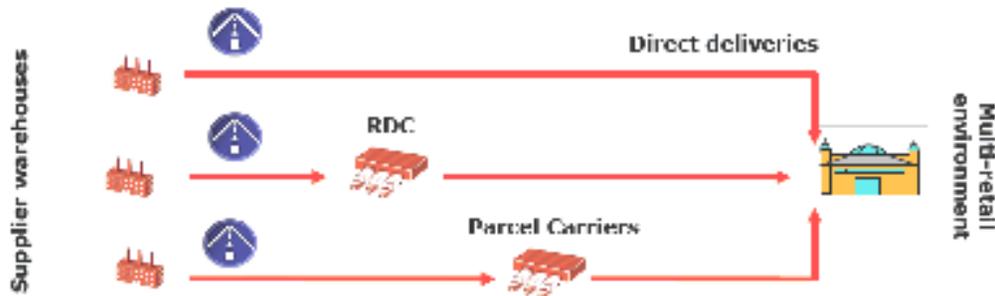
Results:

- The consequences of implementing 'Freight Measures' have grown the Freight Stakeholders Club to over 100 companies, if only some participation is established on a 'need to know' basis



Consolidation: the concept

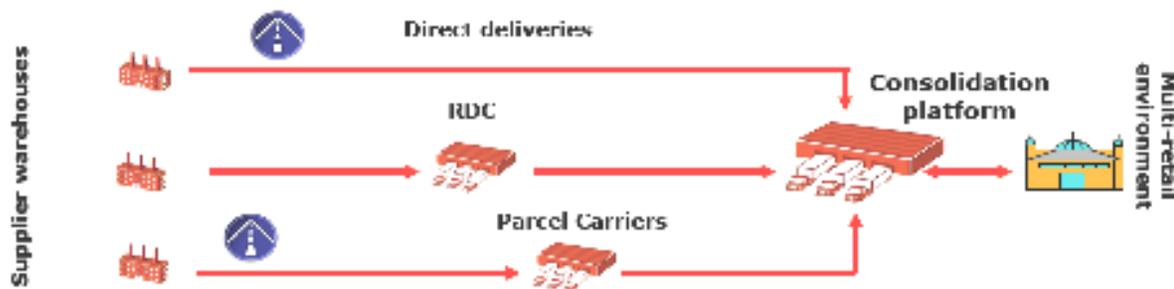
Situation without consolidation



All supplier deliveries made directly into the city centre with freight vehicles competing for space with other road users



With a consolidation centre



Supplier deliveries made to an out of city consolidation centre, where deliveries grouped together for onward delivery



Research

- Studied Bristol (CIVITAS-VIVALDI) experience
- Bristol scheme a success in terms of:
 - customer recruitment and satisfaction
 - environmental benefits
 - political support and public recognition
- But concerns about financial sustainability



Implementation Plan

- Scheme to target retail deliveries to city centre
- Form commercial partnership with logistics company selected through competitive procurement process
- Use existing infrastructure and fleet to minimise costs
- Use funding to develop and promote the scheme
- Charge for deliveries from consolidation centre



Partnership with Foulger Transport

Norfolk County Council

- Project management (by consultant partner)
- Funding for employment of Development Manager
- Funding for marketing and promotion

Foulger Transport

- Norfolk-based company
- 30,000 m² warehousing; fleet of 75 vehicles
- Employment of full time Development Manager
- Engagement with businesses to recruit customers
- Operation of Norwich Freight Consolidation Centre from existing Snetterton premises
- Member of 'Palletline' national pallet network
- Few retail customers



Lush Retail

- Second customer
- Keen to support initiative without adding cost
- One store in Norwich
- Off peak weekly delivery from Poole DC via pallet network
- Peak deliveries up to five times per week
- NFCC solution:
 - weekly collection via Palletline
 - delivery via Foulger's local delivery service
 - more frequent delivery during peak trading



Barriers to success

- General sense of apathy towards the scheme
- Main concerns: cost, delay, increased handling
- Significant proportion of deliveries via parcel carriers
- Congestion, delay, pedestrianised core, access restrictions not generally seen as a serious problem
- Retail chains won't change system for one location
- Independents feel unable to influence supply chain
- Changes in company ownership / administrations
- Nothing to force participation
- No incentives to encourage participation

Short term financial incentives offered during 2008 to encourage trial of service

- Generated more requests for quotations, but no actual take-up



Likely areas of success

- Where operator sub-optimally sends a vehicle to Norwich
- Where there are a number of drops in Norfolk which can be taken to NFCC so retailer then increases utilisation of vehicle and driver
- Where Foulger can collect from retailer's DC on a backload basis or via Palletline
- Where for that individual retailer Norwich is a problem (e.g. distance, time constraint)
- Where retailer wants to stop delivering to the 'high street'
- Where a potential customer already uses Palletline
- Where there is a cost saving and this is the priority
- Where priority access is seen as offering an advantage



Key outcomes

- Potential for commercial partnership model for urban freight consolidation demonstrated
- Limited success in customer recruitment, but high level of satisfaction with NFCC service
- Measure did not achieve significant consolidation of loads
- Some success in switching urban deliveries to smaller goods vehicles
- Small beneficial impacts on fuel consumption and emissions – would increase with upscaling
- Political support for continuation of measure
- Measure has stimulated review of existing city centre access restrictions
- Recognition of need for a holistic approach to developing transport interventions that will support freight consolidation



Lessons learnt

- Slow process but progress is being made
- Resistance to change but recent economic climate has increased enquiries
- Logistics decisions not made locally
- Difficult to engage decision maker
- Approach often seen as a commercial sell
- Reinforce message that scheme is an initiative supported by both County and City Councils
- Currently no stick but this is being developed through controlled access to City
- Have to identify key benefit to user
- Familiarity with similar schemes (e.g. Bristol, Sheffield, Meadowhall, Heathrow) is no guarantee that retailer will engage with a proposal for Norwich

Use of Bus Lane By Norwich Freight Consolidation Centre Vehicles

- Original measure objective to allow environmentally friendly vehicles to use Bus Lanes (Euro 3 or Euro 4)

- **Main issues:**

- Lack of political and public support
- Lack of bus lanes with suitable width
- No control over numbers of vehicles in bus lane
- No contact with drivers
- Difficult to identify vehicles (enforcement problems)

- **Measure objective amended because:**

- Bus lanes were available on direct route from NFCC to city centre (Newmarket Road)
- Drivers would be known
- Control over numbers of vehicles in bus lane
- Vehicles would be liveried making identification easier

- **Still some public concern, so mitigating measures adopted:**

- Training for drivers who drive the NFCC vehicles
- Vehicles fitted with blind spot lenses to see cyclists
- Code of conduct for drivers
- Trial scheme for 1 year with monitoring
- Scheme introduced September 2008.



Traffic and Travel Information For Freight Operators

Project:

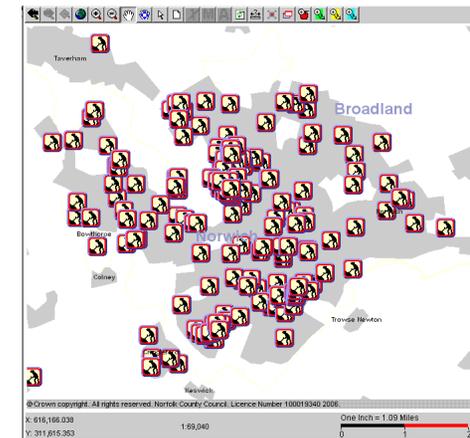
- Trial traffic information system with selected operators
- Selected operators:
 - Foulgers – freight haulage
 - D F McCarthy – fresh food distributor
- Develop system that can be provided to other operators

Viewer concept:

- Traffic information collected and stored on Common Information Database
- Viewer installed on PC allows the viewing and interaction with certain Aspects of information held on the database
- Viewer can be customised to meet the needs of freight companies

Information available to freight operators:

- Road works
- Road closures
- Incidents reported to the Urban Traffic Control Centre
- Other events (street parades, traffic signal failures)



Travel Information Evaluation

Benefits and Issues:

- Simplified version required (quick look system)
- Depot personnel cannot continually monitor screen
- Benefit from link with vehicle tracking systems
- Benefit to obtain accident information
- More detailed information on event required

Main barriers:

- Information alone not big enough incentive to operators
- Operator has to make a judgement on event effect
- On-going support service an issue (may need to charge)

Way Forward:

- Revised viewer being produced based on feedback
- Examine ways to link to vehicle tracking systems
- Examine potential to expand viewer to other companies (technical support issues)

How has this work continued ?

Freight Stakeholder Group

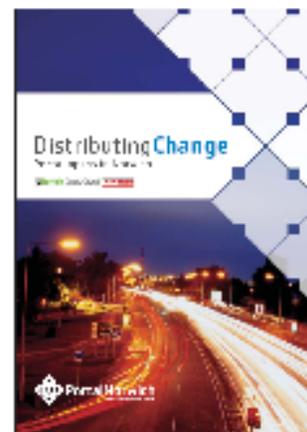
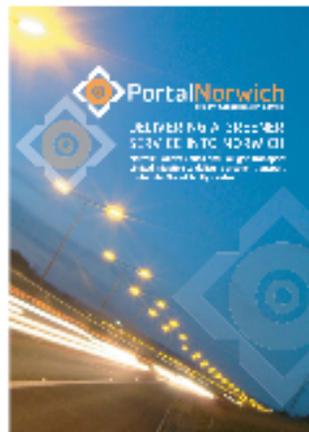
- for Local Transport Plan development work
- for disseminating proposals on specific issues
- for feedback to inform development of further measures
- to disseminate national and national Freight policies, issues and information



Freight Consolidation Centre Rebranding

OPTION 04

Renaming the scheme to Portal - meaning a doorway, gate, or gateway. Because the scheme provides a doorway or entrance to gain easy access to Norwich. The logo has the distribution centre at its core and the arrows going toward and away from the middle suggest goods flowing in and out of the city.



Freight Consolidation Continues

- Being run commercially with minor financial support from local authorities
- Launch of new brand identity for NFCC
- Re-contact head office logistics management of potential retail customer base
- Continue to introduce potential commercial and industrial users to the initiative
- Review results of Norwich City Council study of city centre access restrictions and assess impact on demand for NFCC service
- Better utilise Palletline customer base through 'City24' initiative
- Continue to share our experience with others interested in developing freight consolidation

Consolidation

together	nest
hive	honey
nectar	distribute
silo	journey
pod	junction
storage	route
converge	connect
union	leap
focus	share
point	touch
centre	link
concentrate	fuse
zero in	network
access	inter -
scope	net
conduit	heart
portal	core
breathe	hub
zone	nucleus
harvest	axis
home	pivot
circle	fulcrum
local	eye
depot	target
cycle	source
circuit	store

Travel Information for freight

Freight operators have asked to keep the trial system

Watching development of European Projects

- freilot, smartfreight, and sugar

Development of traffic and travel website

- Secure bus operator pages
- Consider secure freight operator pages
- Register routes for filtered information etc

Routing Information /Sat Nav

- Links to national/international journey planning for freight
- Links to mapping
 - UK OS survey
 - Sat Nav providers
 - Search engine providers e.g. google maps



**Challenge:
Develop urban (and rural)
goods measures
which join up (integrate)
transport planning objectives with
city network and geography and
citizen and stakeholder concerns**



Challenge

Transport Planning Objectives

Global and European

National UK Local Transport Plan 3 Five themes

Norfolk's Plan

- Climate Change
- Growth and Regeneration
- Equality of Opportunity
- Quality of Life and Health
- Safety and Security

Area Strategies

Citizen and Stakeholder Concerns



Norwich Area Transportation Strategy (NATS)

NATS aims to:

- Provide easy access to and within the city
- Maintain the economic health of Norwich
- Make sure that journeys are sustainable
- Minimise adverse impacts of transport on:
 - people's health and their enjoyment of the city
 - the natural and historic environments

NATS seeks to achieve this by:

- Encouraging alternative forms of transport
- Discouraging non-essential motor vehicles
- Reducing accidents
- Mitigating the environmental impacts of traffic



Citizen and Stakeholder Freight Concerns

Vehicle size and intrusion

- Historic city , rural, historic and unspoilt market towns, villages where the road network is unsuitable for large vehicles

Routing and Sat Nav's

- Improving information available to aid efficiency and reduce carbon footprint and reduce intrusion

Freight access requirements

- conflicting with other priorities (pedestrianisation etc.)

Facilities to help for freight movement

- Secure overnight parking/service areas
- Reduce costs and improve efficiency profitability

Carbon footprint/air quality issues

- Freight vehicle contribution to problem



Thank you

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