

TfL Olympic Road Freight Advice Programme

Action Planning Workshop



Opening ceremony

- Speakers
- Housekeeping
 - Fire exits
 - Mobiles
 - Facilities
- Top tips!
- Copies of slides will be distributed by TfL



Agenda

- Objectives
- About London 2012
- Olympic and Paralympic Route Network
- Traffic and venue management
- Break
- 4Rs
- Case studies
- Issues
- Enabling solutions and tools
- Action planning.



Objectives for today

- **Understand** the need for London to be open for business during the Olympics
- Take **action** - the part you can all play in making this happen
- Providing you with the **information** to maintain business as usual.



Objectives for today

- 4 Rs – reduce, re-route, re-time, re-mode
- Know how you can lessen the impact
- Provide a **starting point** to help you write your action plan
- Help us **avoid**



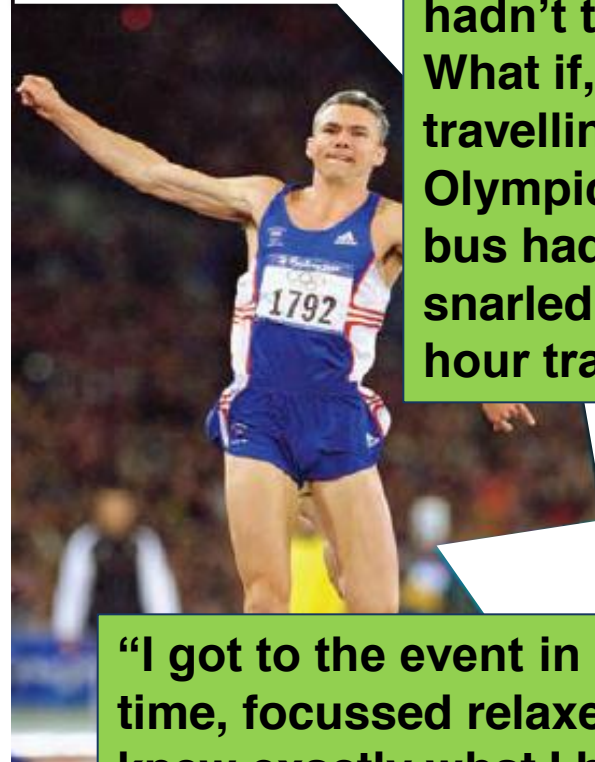
What it means to the athletes...

“ You want to know how long its going to take to get to your venue and for that service to be reliable”



“ These are the things that athletes remember - the stories of missing events last for years!”

Baroness Tanni Grey-Thompson



“What if the bus hadn't turned up? What if, while travelling to the Olympic village, the bus had been snarled up in rush hour traffic?”

“I got to the event in plenty of time, focussed relaxed and I knew exactly what I had to do...the rest was history...”

Jonathan Edwards CBE

Transport strategy

- Athletes are the priority
- Safe, secure and reliable service
- Aim for journey times < 30 minutes where possible
- Distinct coach and bus transport games family
- Olympic and Paralympic Route Networks implemented.



About London 2012



London 2012 – Olympic Games



- The world's largest peacetime logistical event
- 203 countries
- 55,000 people in the Olympic Family including:
 - 17,800 athletes and team officials
 - 5,000 Olympic Family officials
 - 22,000 media
 - 9 million tickets sold
 - £750m increase in consumer spending.



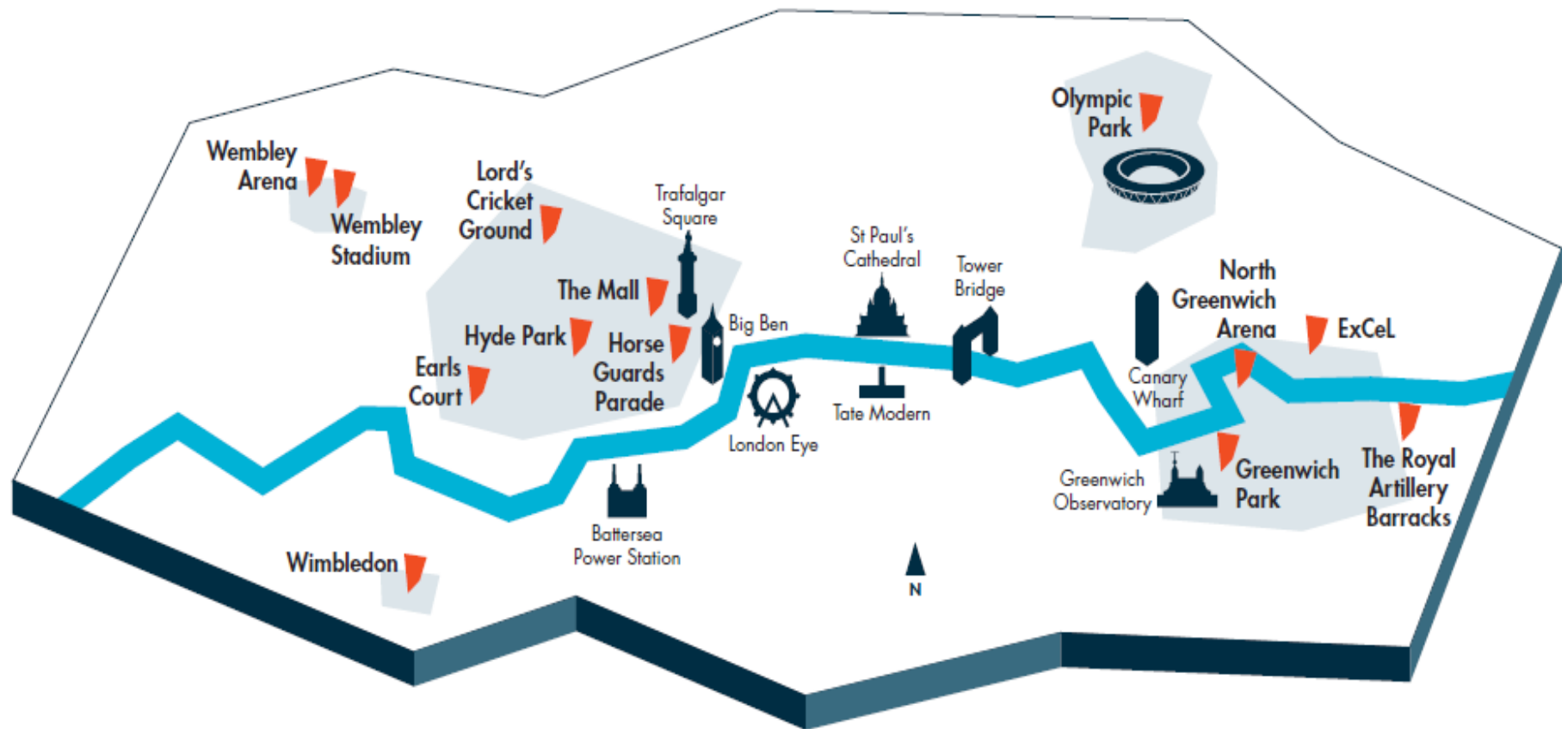
London 2012 – Paralympic Games



- Paralympic Games is the world's second largest logistical event
- 170 countries
- 30,000 people in the Olympic Family including:
- 4,000 athletes and team officials
- 1,000 Paralympic Family officials
- 4,000 media
- 1.4 million tickets sold.



London venues



Timeline: the summer of 2012



JUN 2012

JUL 2012

AUG 2012

SEP 2012

Planned events including cultural events

London working and moving

2-5 JUN
Diamond Jubilee

JUN
Venues open
Media centre opens
Soft opening of
Olympic Village

13 JUL
Official opening of
Olympic Village

JUL
Torch Relay
London

27 JUL
Opening
Ceremony

28 JULY - 12 AUG
Olympic Games

29 AUG
Paralympic
Opening Ceremony

AUG
Closing
Ceremony and
Departures

AUG
Notting
Hill

30 AUG - 9 SEP
Paralympic Games

SEP
Paralympic
Games
Departures

14 SEP
Olympic
Park closes

Keeping London moving

- London is open for business for all
- The Olympic Route Network (ORN) and the Paralympic Route Network (PRN) will be open to all traffic but with reduced capacity due to the Games Lanes
- The ORN will be in place two days before the opening ceremony 27th July and two days after the 12th August.



Keeping London moving

- Torch relay - significant localised traffic problems in the week leading up to the opening ceremony
- Clearway 2012 – no scheduled road maintenance during Games period
- The Paralympics is expected to be equally busy
- PRN will be in place two days before and after the start and finish of the Paralympics – 29th August to 9th September.





0 50 100 Kilometres

Cardiff
Millennium Stadium



Eton Dorney

Weymouth and
Portland



Glasgow
Hampden Park



Newcastle
St James' Park



Manchester
Old Trafford



West Midlands
Coventry

Broxbourne

Hadleigh Farm

London venues

Olympic and Paralympic Route Network



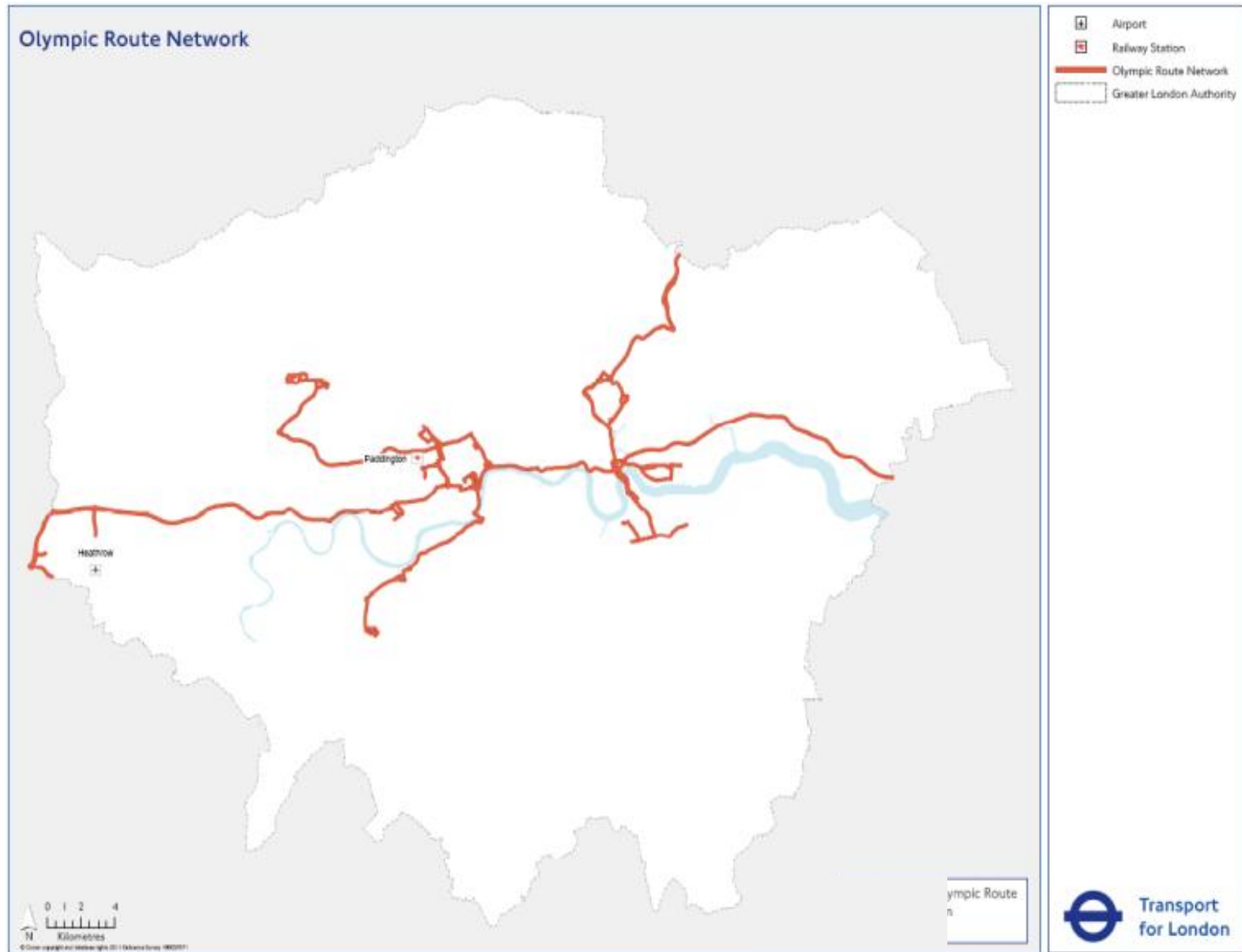
London's entire 9,200 mile road network



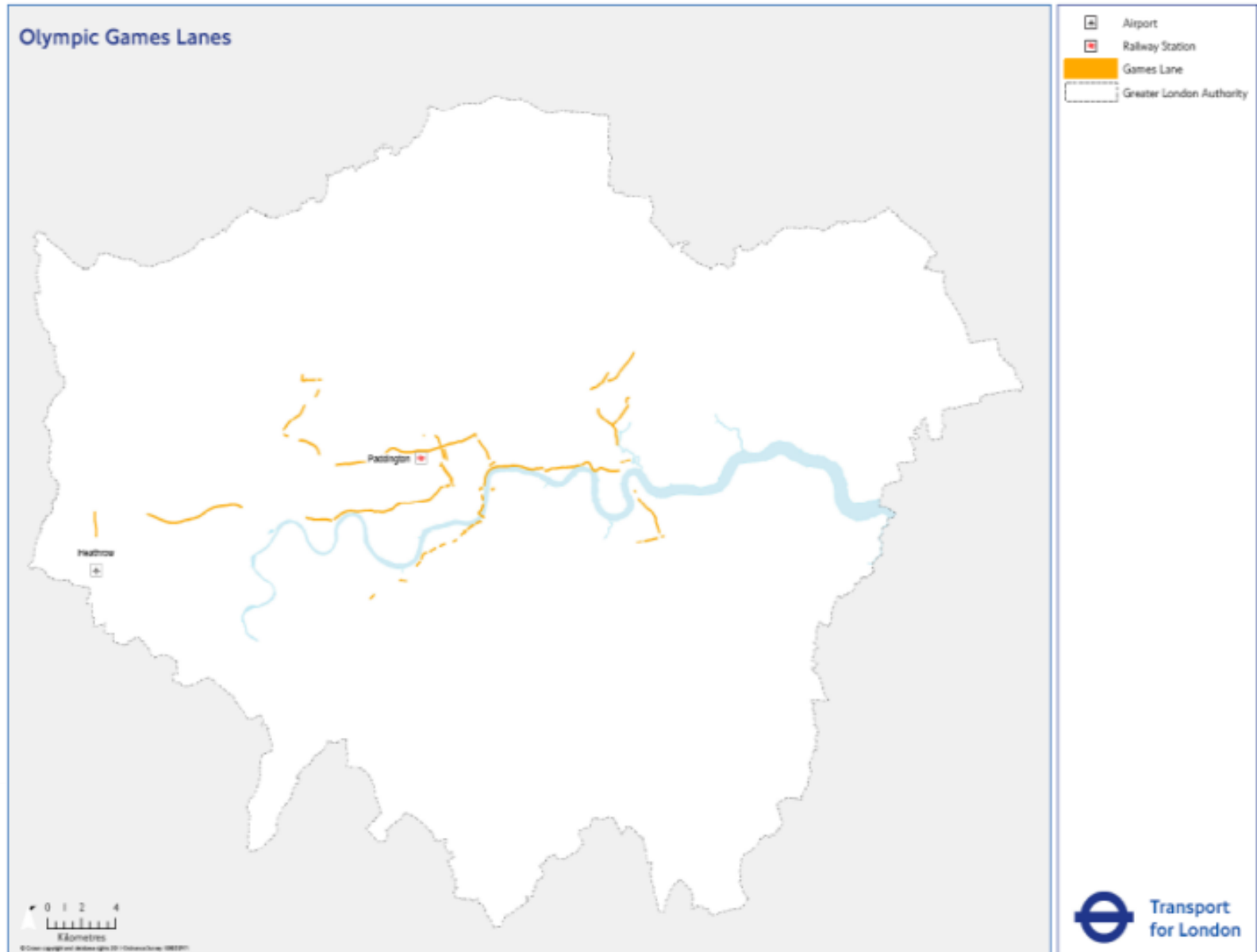
London's 678 miles of main roads



The 109 mile Olympic Route Network



Only 30 miles of Games Lanes



ORN/PRN – rules of the road

- The majority of the ORN/PRN will be open to traffic.
- Where there are two lanes, normally the outside lane will be reserved for the Games Family and blue light services only
- Majority of Games Lanes open between midnight and 6AM – refer to detailed maps for further information.



ORN/PRN – rules of the road

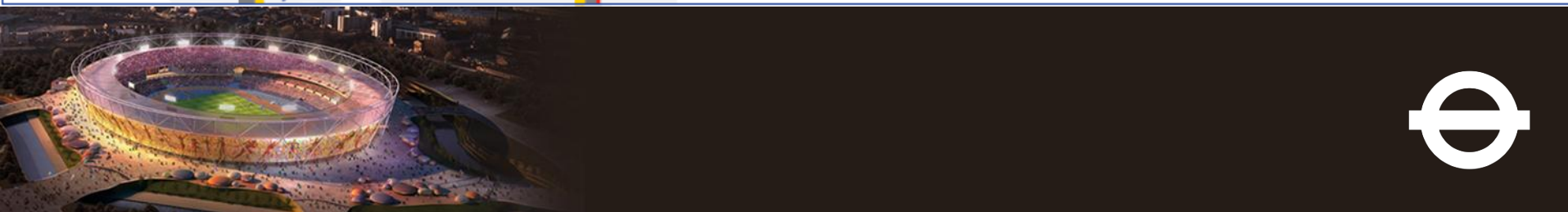
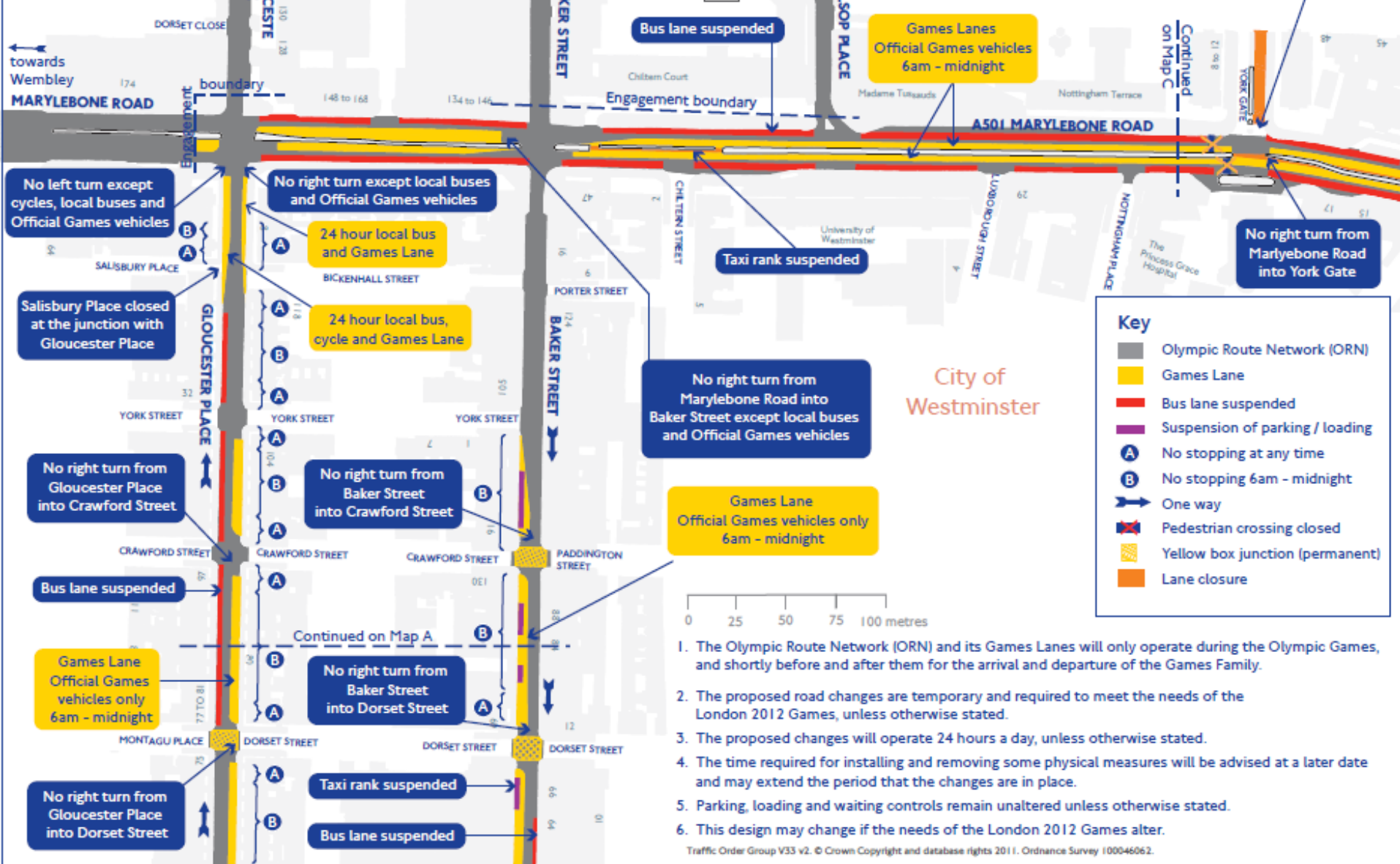
- Unless specified, kerbside deliveries will ONLY be permitted along the ORN and PRN from MIDNIGHT to 6AM
- Increased risk of Penalty Charge Notices
- Amount of fine is under consultation – may be £200!!



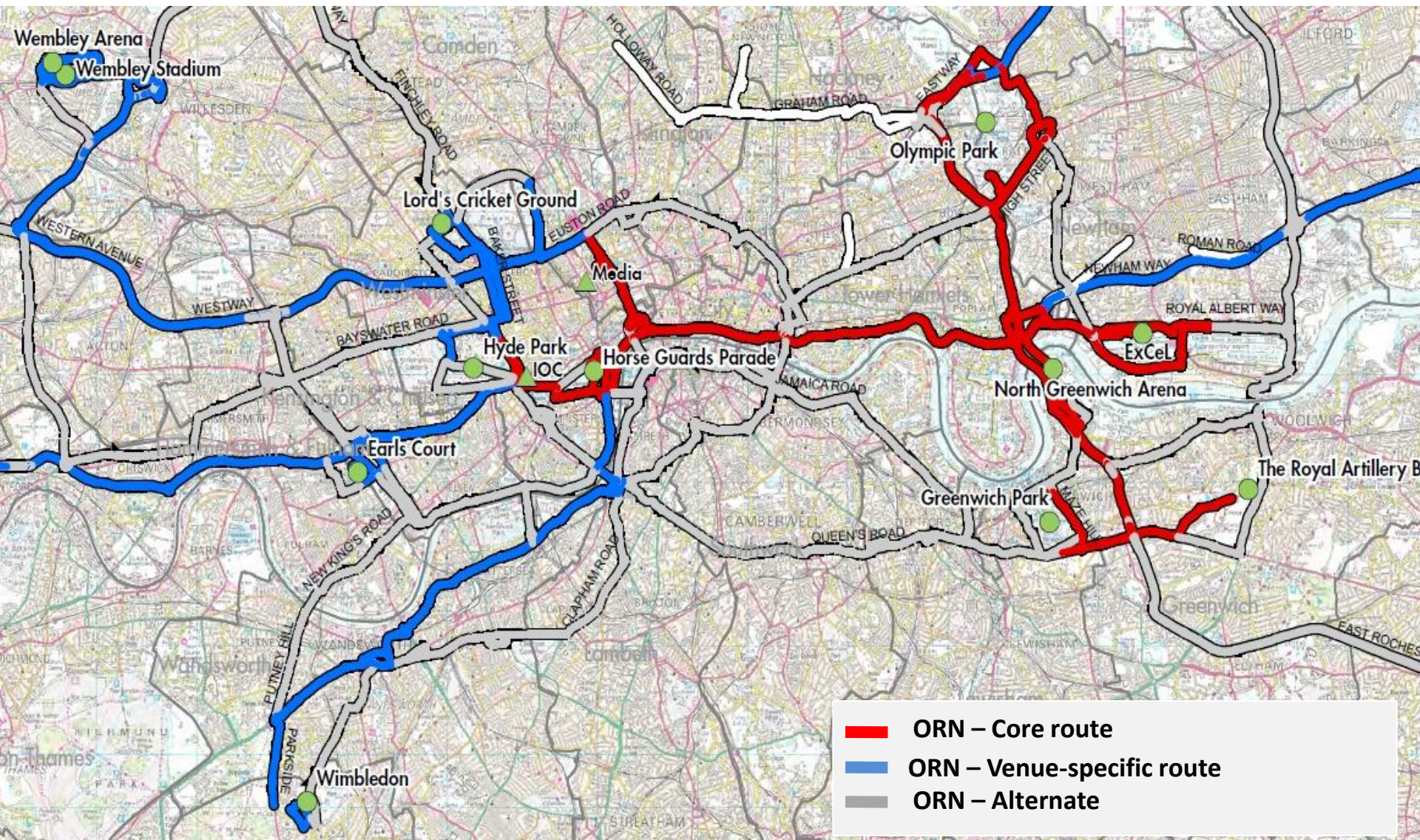
ORN/PRN – rules of the road

- Allows Games Family (athletes/officials/media) to get to events on time
- Measures: proportionate and removed when not needed
- Potential traffic management measures:
 - Changes to traffic signal timings
 - Restricted turns – no right turns at any time!
 - Side road closures to general traffic - barriers
 - Suspension of parking and waiting bays
 - Suspension of some pedestrian crossings
 - Temporary Games Lanes

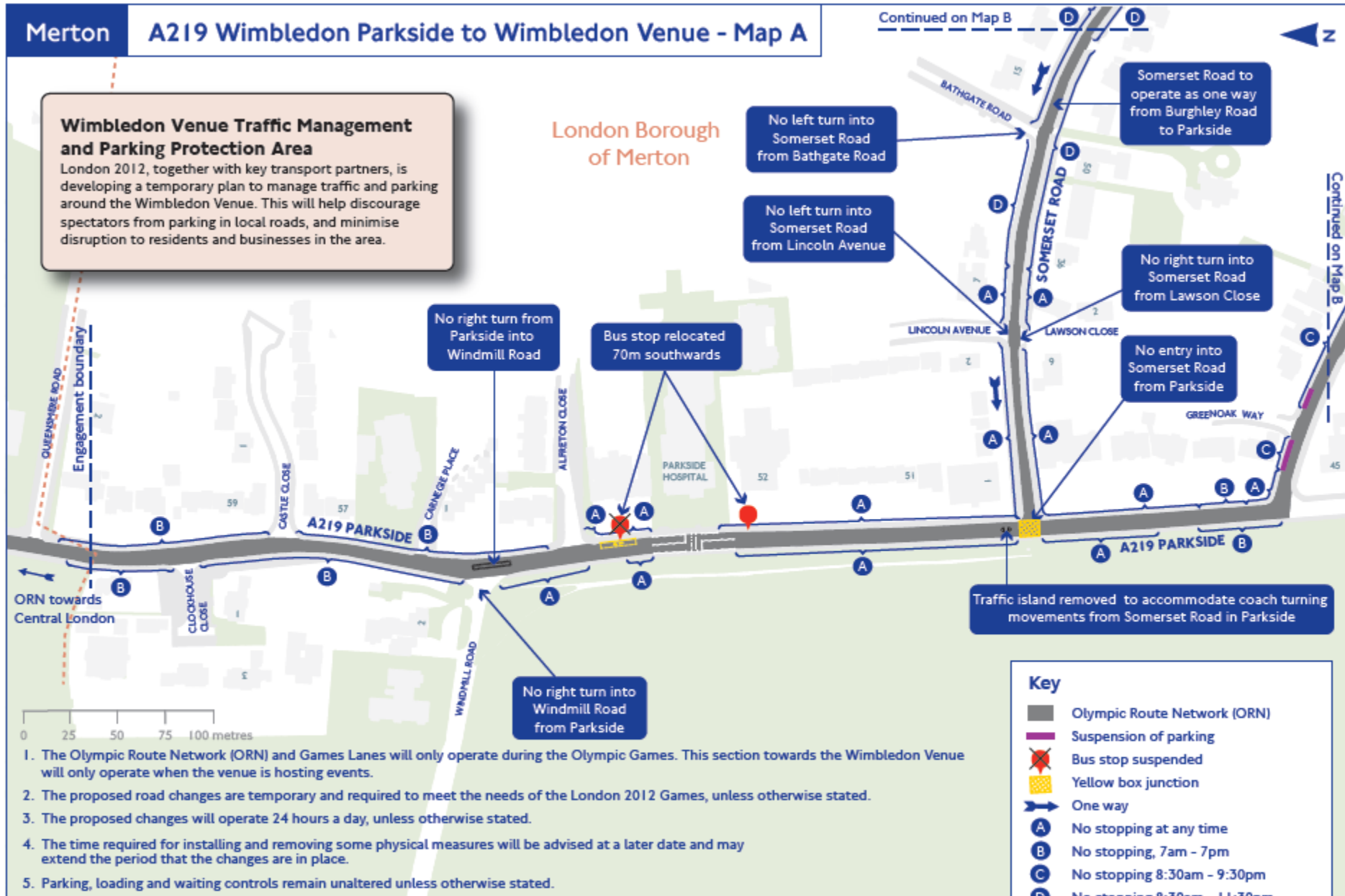




Olympic and Paralympic Route Network (ORN/PRN)



Venue specific routing



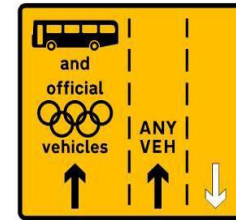
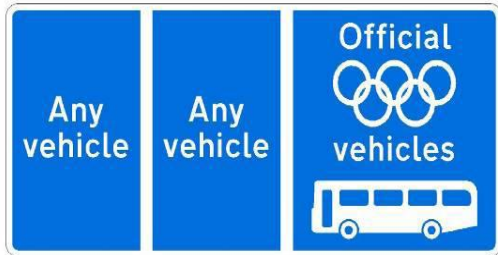
Proactive road network management



- TfL are employing a number of tools to minimise disruption including:
- London Streets Traffic Control Centre
 - **Continuous traffic management**
 - **Live traffic information** to media and electronic road-side signs
- **Advanced modelling** techniques to optimise junction layouts and signal timings for the Games
- £40m invested in **state-of-the-art intelligent signal control**
- **Local traffic plans** to manage traffic and parking around venues available at:
www.london2012.com/making-it-happen/local-access-and-parking/
- School holidays will reduce demand by **10%**



ORN/PRN – example signage



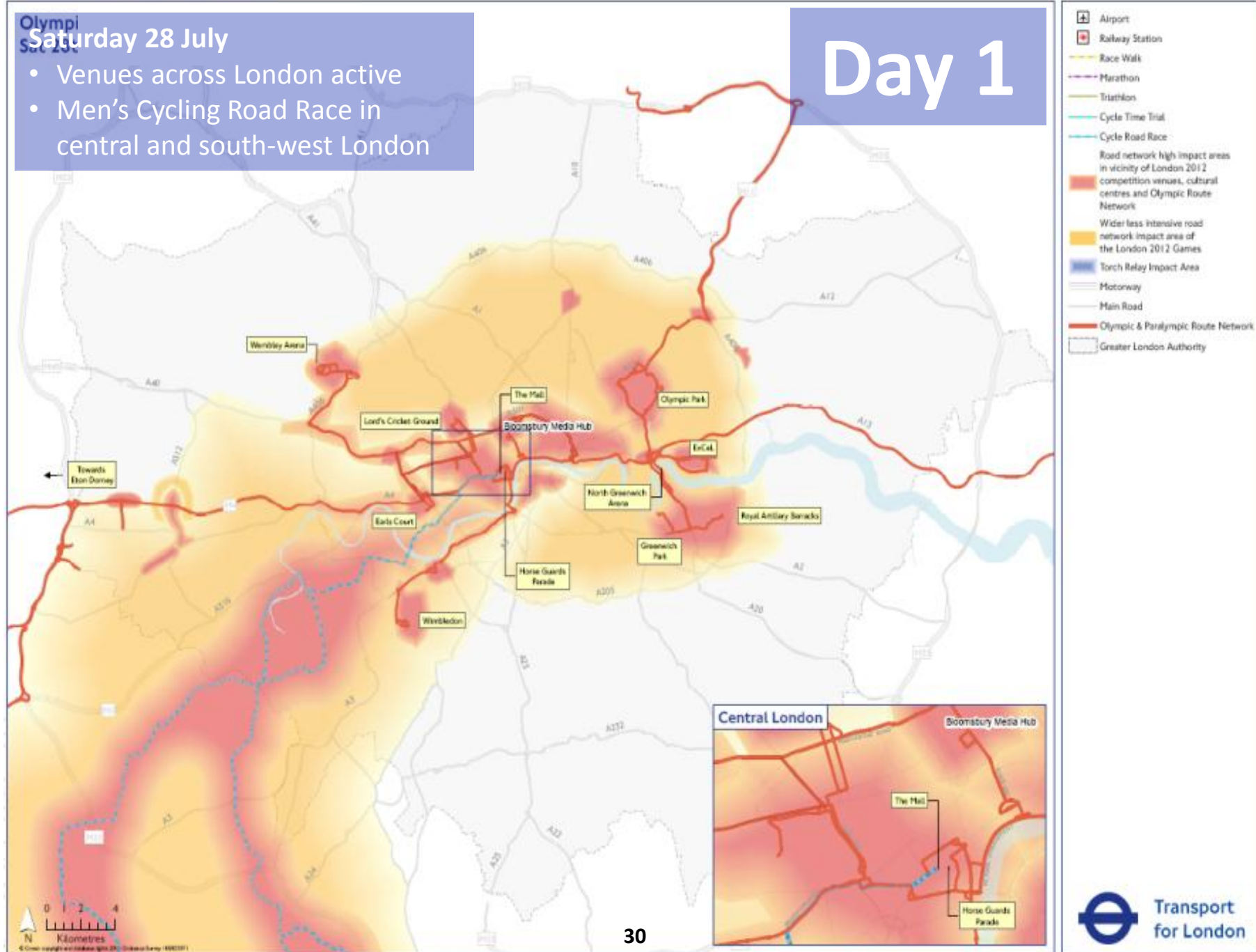
Traffic Impact Heatmaps



Saturday 28 July

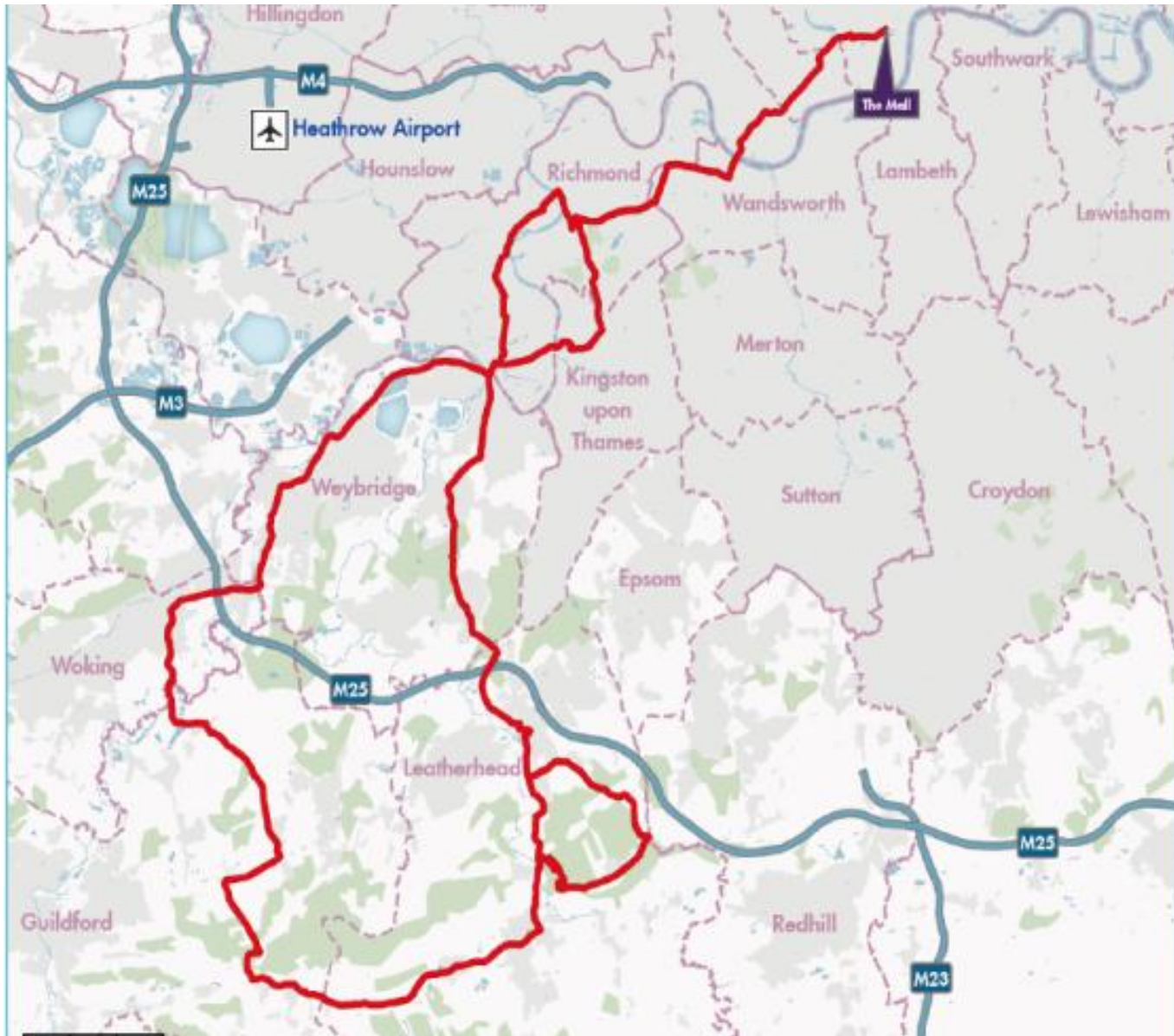
- Venues across London active
- Men's Cycling Road Race in central and south-west London

Day 1



Cycle road race

Sat, 28th/ Sun, 29th July and Wed, 1st August



Sat, 4th/Tue, 7th and Sat, 11th August

The map illustrates the triathlon course in London, starting and finishing at the Serpentine in Hyde Park. The course is divided into three segments: a swim (1500m), a cycle (43km), and a run (10km). The swim segment is shown as a dashed line in the Serpentine. The cycle segment is shown as a solid line, starting from the Serpentine, heading south along the River Thames, and then heading east through Knightsbridge and Grosvenor Place. The run segment is shown as a dotted line, starting from the cycle segment, heading east through Grosvenor Place and Buckingham Palace, and then heading north through St James's Park and the Serpentine. The map also shows major roads like Park Lane, Piccadilly, and Constitution Hill, and landmarks like Buckingham Palace and St James's Park.

The Triathlon course consists of:

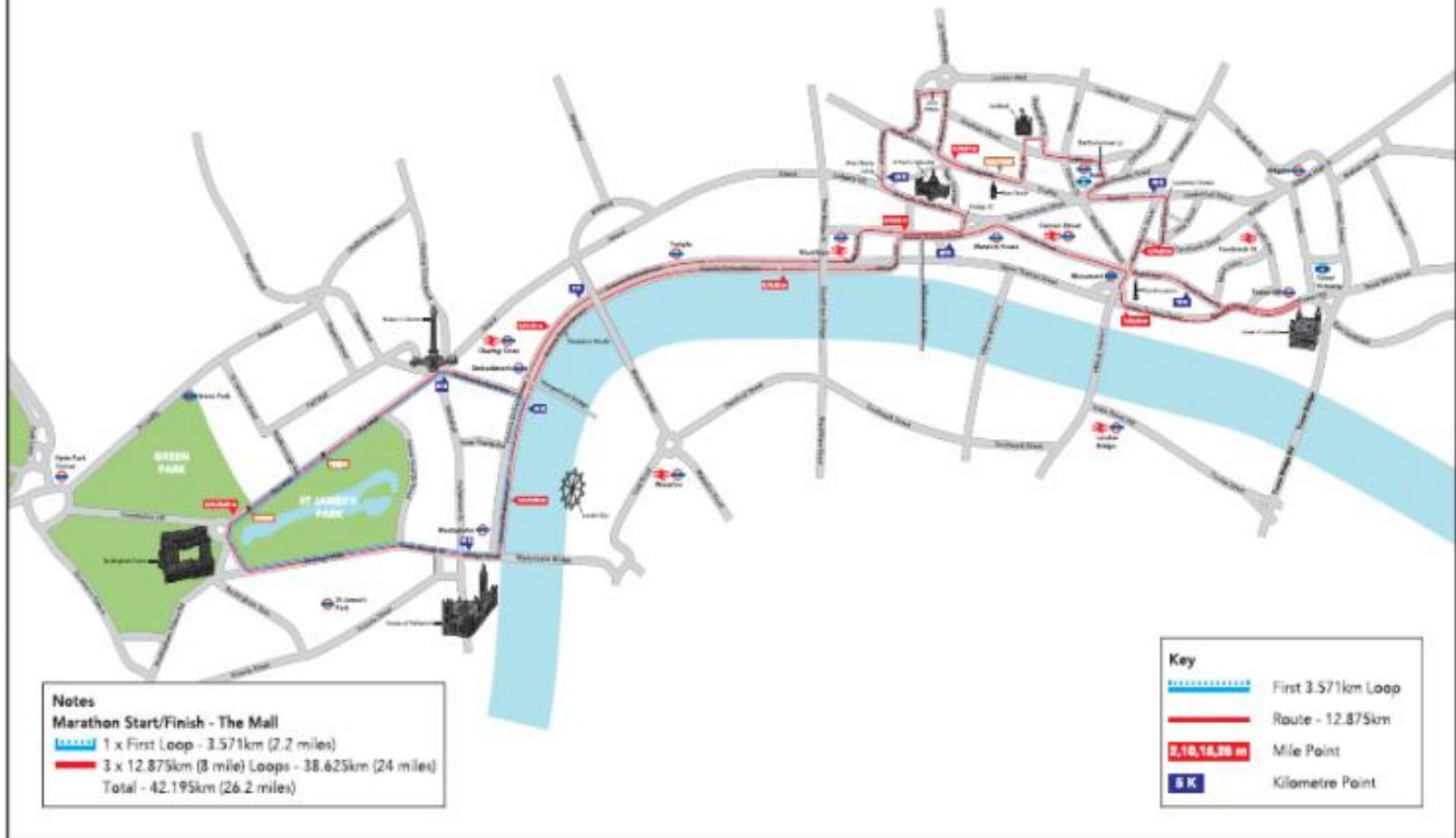
- Swim: 1500m – one (1) lap
- Cycle: 43km – seven (7) laps of a 6.137km course
- Run: 10km – four (4) laps of a 2.5km course



Olympic and Paralympic marathon

Sun, 5th/ Sun, 12th August and Thu, 9th September

The London 2012 Olympic and Paralympic Games proposed Marathon Route



Road events

Olympic road events

Road cycling road race (men)	Saturday	28 July 2012
Road cycling road race (women)	Sunday	29 July 2012
Road cycling time trial (men & women)	Wednesday	1 August 2012
Triathlon (women)	Saturday	4 August 2012
Race walk 20km (men)	Saturday	4 August 2012
Marathon (women)	Sunday	5 August 2012
Triathlon (men)	Tuesday	7 August 2012
Race walk 50km (men)	Saturday	11 August 2012
Race walk 20km (women)	Saturday	11 August 2012
Marathon (men)	Sunday	12 August 2012

Paralympic Road Events

Road cycling	Wednesday – Saturday	5 – 8 September 2012
Marathon (men & women)	Sunday	9 September 2012

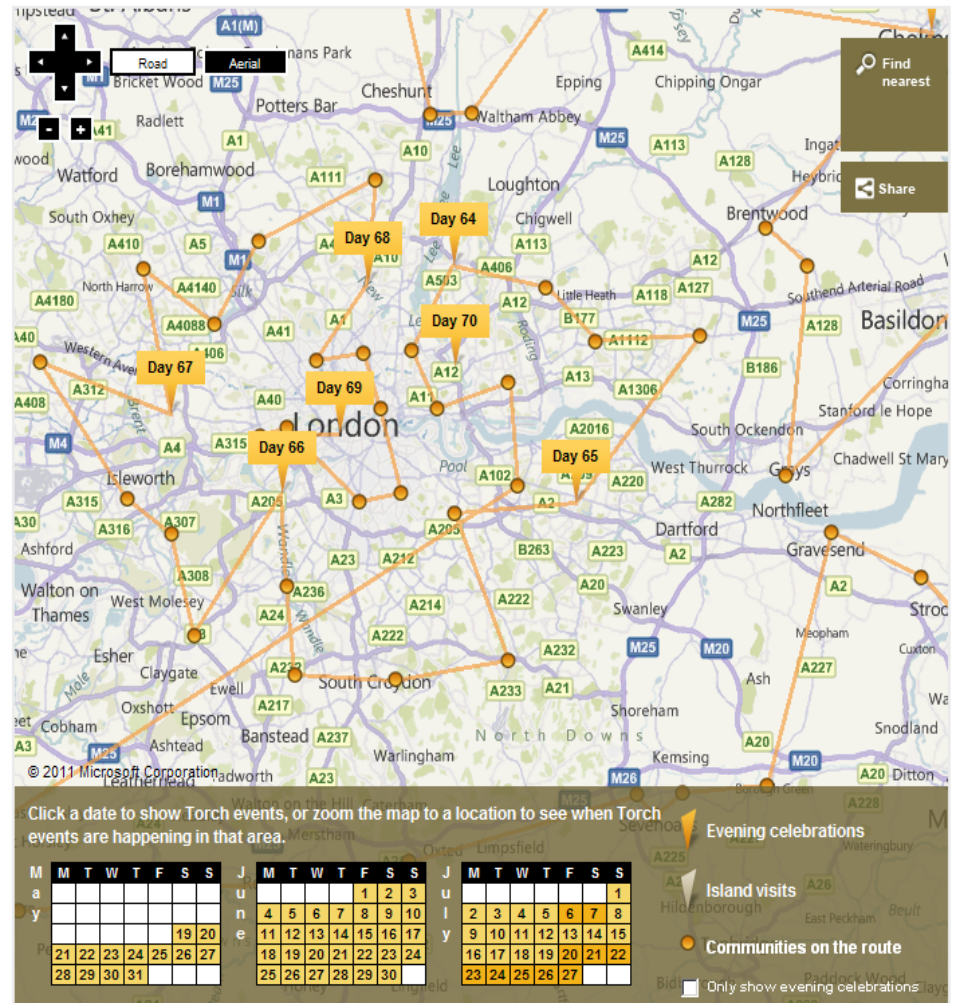


Central London Zone



Torch relay

- Will come within 10 miles of 95% of the population
- www.london2012.com/olympic-torch-relay



Traffic and Venue Management



What does this mean for you?

- In the immediate vicinity around venues there will be temporary changes to the local road network - this will impact on normal vehicle routing
- Vehicle permit checkpoints – these will still allow access to undertake deliveries and servicing however operational restrictions may apply at certain times
- Pedestrian access will be maintained at all times.

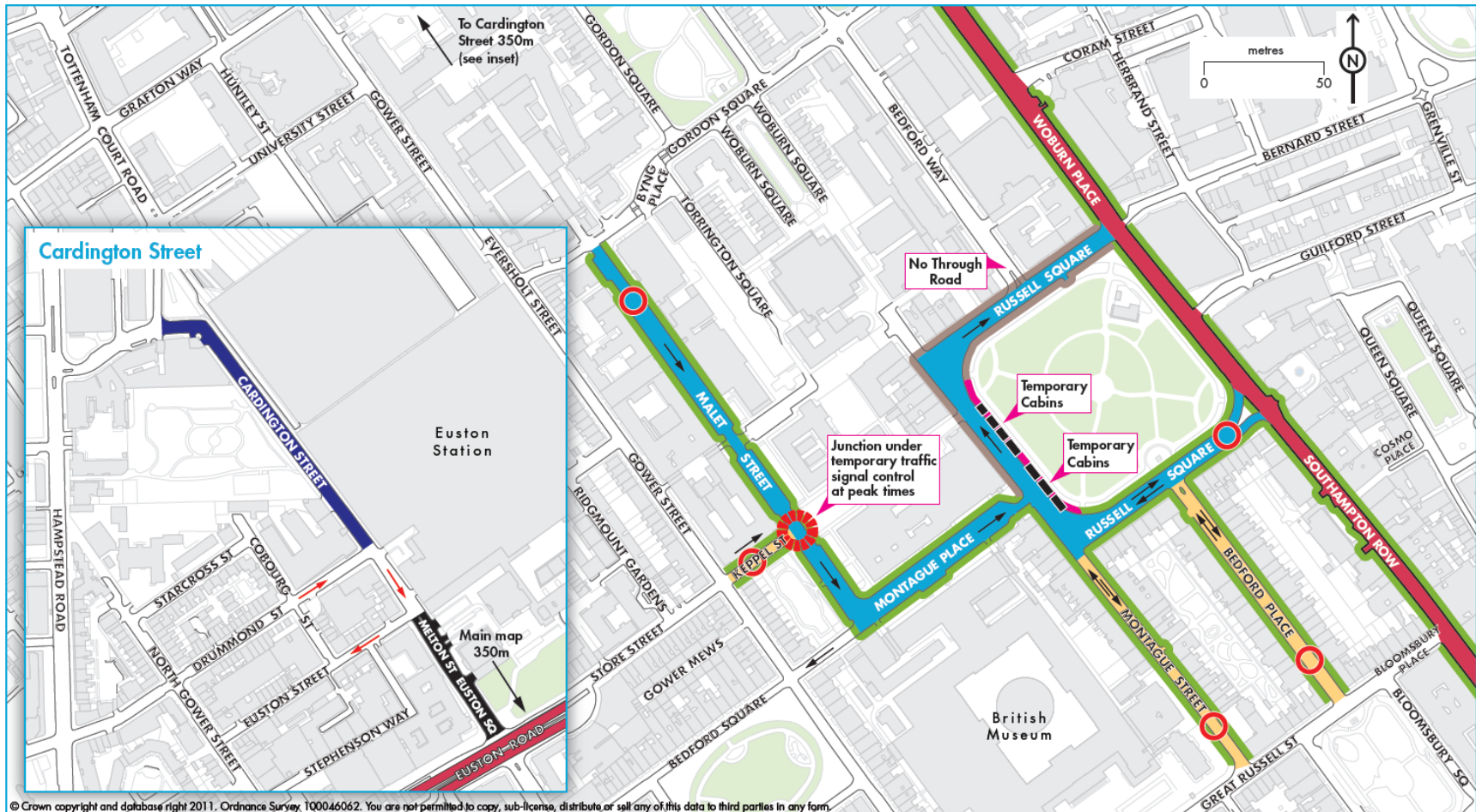


What does this mean for you?

- Temporary parking controls - these will not affect ability to load and unload – normal rules will apply
- Active traffic management - means measures will only be in place when absolutely necessary to support venue operations.



Temporary parking protection area – Russell Square



Detailed traffic management plan – North-West Greenwich



Delivering to Games venues

- Only freight operators contracted and accredited by a Games Family organisation will be permitted to deliver to venues
- Examples of organisations within the Games Family include:
 - London Organising Committee of the Olympic and Paralympic Games (LOCOG)
 - Accredited media
 - Games sponsors
- If you are contracted by a Games Family organisation, you will be contacted directly by your customer.



Information that LOCOG will provide to industry

- All maps and information for all competition and non-competition venues
- Location of VPCs, operational times and when they are at their busiest so you can avoid them
- Details of individual measures and operational times
- Release of data sets in-conjunction with TfL

All information can be found:

<http://www.london2012.com/AccessandParking/>



Freight Operator Recognition Scheme



Driver licence checks

Are your drivers on the road legally? Find out quickly and easily



Driver profiling

Use the latest technology to help develop your drivers



Fuel advice

Practical tools and advice to help cut your costs



PCN advice

Help to limit the impact PCNs have on your business



Workshops

Best practice advice direct from leading industry experts



Toolkits

Tailored advice to help improve your fleets performance



Benchmarking

Move through the FORS membership levels



FORS logo

Display your FORS status by using our logo on your vehicles and stationery



Online driver training

Helping your drivers become safer, greener and more efficient

The Four Rs



The 4 Rs, the simple message

- **Reduce** - pre-order, preventative maintenance
- **Re-time** - out-of-hours deliveries, change delivery days
- **Re-route** - change drop order or depot
- **Revise mode** - collect from store, deliveries to staff
- One size doesn't fit all: depends on location / sector / commodity
- Same message to businesses and freight operators.



Busiest day of the Games will see 3 million additional journeys

This could impact journeys made:

- by staff commuting
- by staff on business travel
- by customers and visitors

Ask what you can do to encourage others to vary their travel behaviours to ensure all parts of your business continue to function effectively

Public transport games – each ticket comes with a travel card and personalised home to seat travel plan.



Staff travel and commuting

- Will you be impacted? When, by how much and for how long?
- Start planning NOW....
- **Reduce** – home working, leave, non-London office, pre-ordering goods
- **Re-time** – avoid AM peak, organise for staff to come in at 7am or 10am?
- **Re-mode** – it will be a wonderful walking and cycling city in the summer
- **Re-route** – could you walk last part of a journey to avoid a busy station
- Then communicate this to your staff, customers and visitors
- **Visit www.tfl.gov.uk/2012 to see how you could be affected.**

New lines, stations, trains and upgrades

- **New Stratford International DLR station** in Olympic Park
- **New East London line:** linking east and South London
- **Stratford Regional Station:** trebled capacity
- **Tube upgrades:** Jubilee & Victoria lines
- **New Javelin trains**
- **Double the trains** on North London line
- **50% capacity increase** on most of **DLR**.



Case Studies



Transport case study – Sainsbury's

- **Challenges**

- Meeting delivery demands of stores and home shopping customers
- Cash availability in ATMs

- **Solutions**

- Engagement with key stakeholders:
 - TfL
 - ODA
 - Local Authorities
- Rapid response engineers (on Mopeds)
- In store engineers
- Preventive maintenance schedules.



Retailer Case Study – Brewery, Romford

- **Challenges**

- Getting around Olympic Route restrictions to maintain service levels

- **Solutions**

- Temporary stock rooms – secure containers
- Liaison with tenants and customers regarding restrictions and mitigating measures.



Supplier case study – London Linen

- **Challenges**

- Ensuring supplies despite constant demand
- Avoiding delays due to temporary road restrictions

- **Solutions**

- Changing delivery times
- Liaise with customers to provide alternative drop off points
- Arranging access to premises where staff are unavailable
- Engaging business stakeholders early.



Issues



Industry specific issues

- **Construction**
 - Out of hours deliveries and working (including waste removal)
 - Rescinding of temporary loading permissions
 - Abnormal loads and tower crane
- **Health and pharmaceutical**
 - Measures around controlled medication
 - No dispensation for critical movements
- **Cash in transit**
 - Footfall data for estimate cash withdrawals.



Industry specific issues



- **Waste**
 - Out of hours disposal at landfill
- **High street delivery**
 - Concerns over PCN charges
 - Road race day timings
- **Borough transport operations**
 - Dissemination of information throughout the organisation

General issues

- Some of the issues that have been raised with us most frequently are:
 - Operating licence restrictions
 - Enforcement and regulations
 - Out of Hours deliveries; Environmental and Planning restrictions; the London Lorry Control Scheme
 - Data requirements and availability
 - Availability of Local Area Traffic Management Parking Plans
 - Security considerations
 - Communication and engagement.



Enabling Solutions



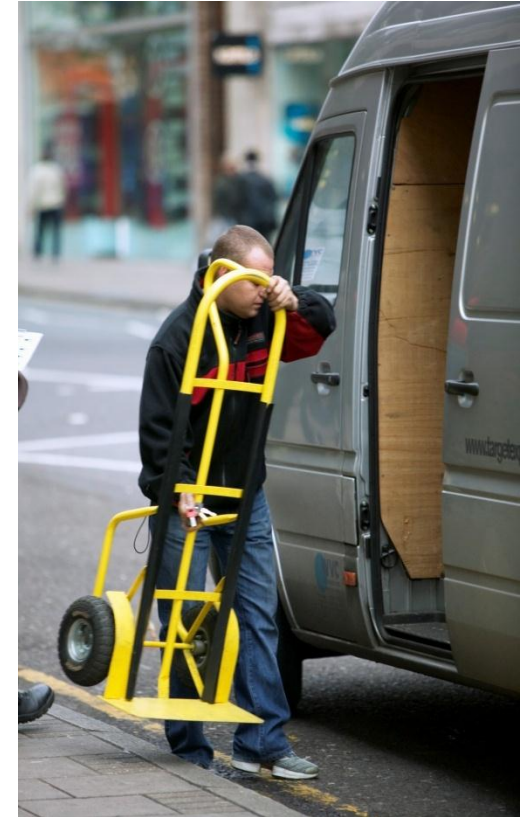
Enabling solutions

- We are working with the appropriate authorities:
 - Traffic Commissioners (Operator Licence regime)
 - London Lorry Control Scheme
 - Local Boroughs, kerbside TRO and enforcement
 - Planning conditions
 - Noise abatement controls/Local environmental health
 - 'Clearway 2012' – stopping road maintenance.



Regulatory issues

- **Operator licence conditions**
 - Apply early to Traffic Commissioners for temporary changes to O-licence conditions
- **London Lorry Control Scheme**
 - Apply for permits via LLCS website
 - Review out-of-hours delivery trials
- **Loading Restrictions**
 - Review TfL's pages on temporary road restrictions.



Regulatory Issues

- **Low Emission Zone**
 - No changes or relaxation of LEZ during the Games
- **Congestion Charge**
 - No changes or relaxation of Congestion Charge during the Games.



Out-of-hours delivery trials

- Developed in partnership with the Freight Transport Association, Noise Abatement Society, Boroughs and London Councils
- A code of practice for quieter deliveries what to consider when delivering at night:
 - for drivers
 - for the delivery point
 - Successful trials undertaken across London
 - No complaints from residents
 - Further details available from:

www.tfl.gov.uk/2012outofhoursdeliveries



Out of hours delivery – Code of practice

- Ensure staff are notified about changes in delivery profiles
- Think about impact of deliveries on residents and review sources
- Ensure all equipment is in working order and maintained to minimise noise
- Use newer, quieter deliver equipment where possible
- Ensure all suppliers and carriers have a copy of the code
- Liaise with customers and suppliers as well as informing the local Environmental Health Officer
- Further info from <http://www.tfl.gov.uk/2012>

Resourcing considerations

Staff

- Availability
- Extended journey times
- Drivers hours and working time regulations
- Agency staff

Vehicles

- Adequate number of vehicles
- Demand for hire vehicles
- Maintenance and servicing
- Load sharing with other operators/depots.



Resourcing considerations

Fuel

- Security
- Availability
- Impact of road restrictions on fuel stations

Expected increases

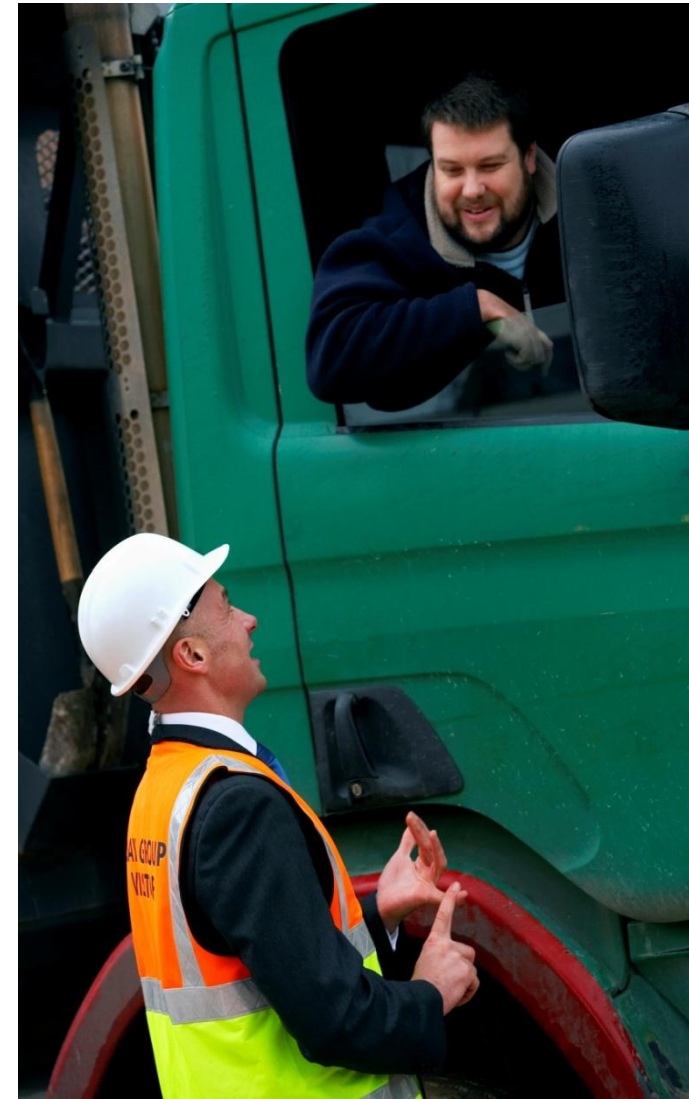
- £750m increase in consumer spending
- Retail, catering and hospitality to see biggest increases
- Consider how your customers may be impacted and plan accordingly.



Action time-line

Now

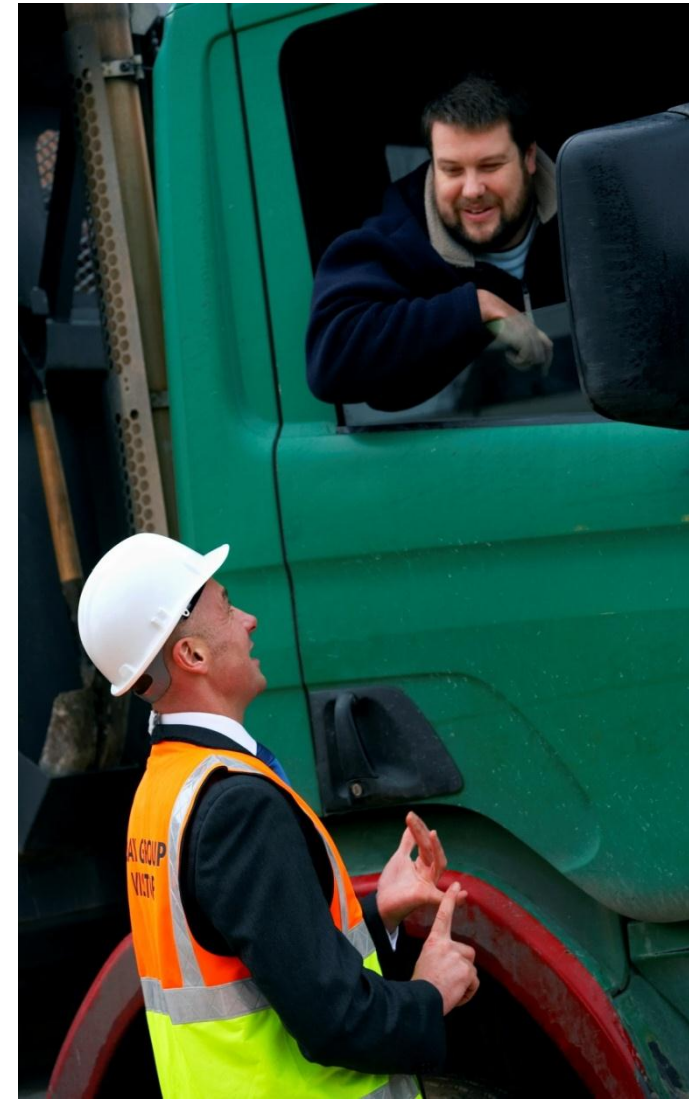
- Work with customers to plan for demand
- Consider reserving hire vehicles now
- Plan vehicle maintenance and servicing for the summer
- Consider staff holiday plans for the Games.



Action time-line

In the future...

- Plan driver shifts, considering extended journey times and adequate breaks
- Brief drivers on changes to the road network
- Consider how to best utilise vehicles and drivers during the Games.

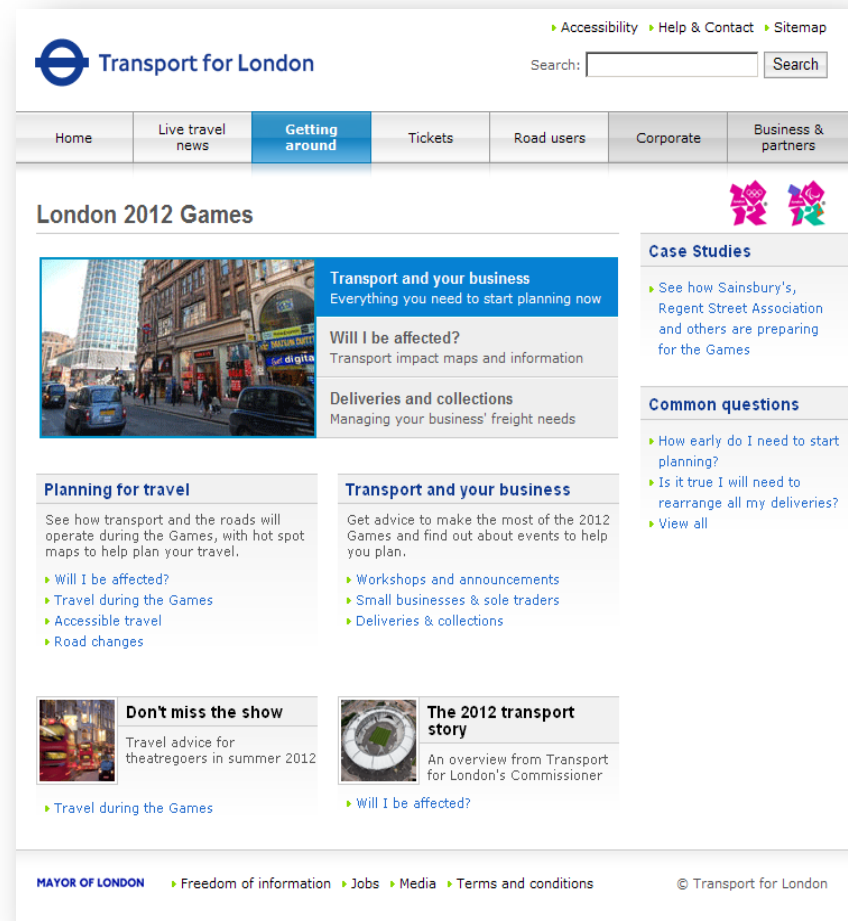


Tools



Freight web portal – www.tfl.gov.uk/2012

- ‘One-stop shop’ for freight information
- Frequently updated
- Containing:
 - Games Time case studies
 - Downloadable data
 - Guidance on how to operate in Games time
 - Links to further information.



Freight web portal – www.tfl.gov.uk/2012

Transport for London

Retiming deliveries – case study



Temporary changes to the road network during the 2012 Games may mean you will need to adapt the way you carry out deliveries, collections and servicing activity.

Work with your customers to understand how you will be affected and identify ways of avoiding disruption.

Tibits is a vegetable restaurant located in one of the busiest areas of London. The restaurant serves the same food as its sister restaurant, The Living Room, but with a focus on vegetarian and vegan dishes.

During the Olympic Games, the restaurant will be closed for most of the day. This means that the restaurant will need to ensure that it can meet customers' needs during the Games.

Transport for London

Pre-ordering and stockpiling

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 who live and work in the Capital. The Olympic Route Network will also be in operation, meaning that some routes through London will be busier than usual.

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



The Living Room is a national chain of restaurants and bars, with a London branch just off Regent Street in the heart of the West End. Businesses in the area are expecting a large increase in customer footfall during summer 2012 and The Living Room is planning early to ensure it can meet customers' needs.

Stockpiling
As deliveries will be difficult during the Games, The Living Room will pre-order and stockpile goods to reduce the number received in the busiest periods. Non-perishable and long-shelf-life stock, such as soft drink concentrate, draft and bottled beers, and dry food stuffs, are particularly suitable. To meet the expected increase in demand the restaurant will order up to twice the usual amount of these products in June 2012 to last through the Olympic Games. It has sufficient secure storage on site to accommodate the extra stock.

Out-of-hours deliveries
The Living Room is looking into employing an extra member of staff to work an early shift and receive stock out of normal hours. There are local planning restrictions on delivery hours so the restaurant is liaising with Transport for London and Westminster Borough Council to see what may be possible.

Collaboration
The manager has spoken with neighbouring restaurants about sharing deliveries of fresh linen, as they have the same supplier. This will help to reduce the number of goods vehicle trips needed along their street during the Games.

MAYOR OF LONDON

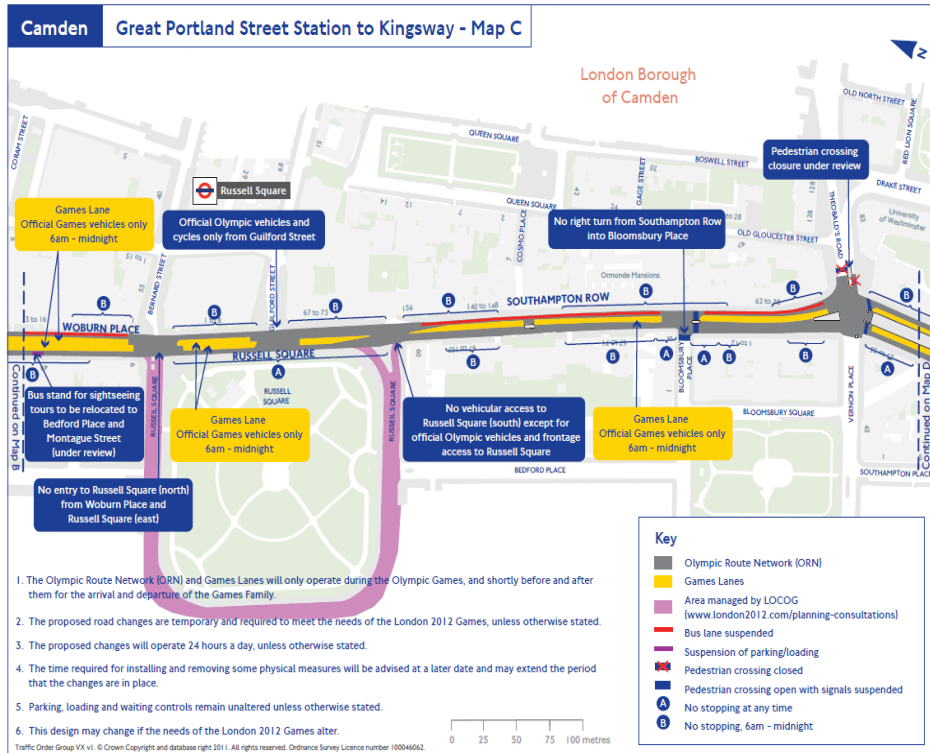
tibits

Tran

MAYOR OF LONDON

• THE LIVING ROOM •
100, REGENT STREET, LONDON W1B 5AH

Transport for London



Release of Data - existing

- **Postcode data in Excel™ format**
 - Can be used with routing software
 - Allows businesses to understand which postcodes impacted by ORN, road races, Central London Zone etc
 - Updated as more information becomes available
- **Mapping data**
 - www.tfl.gov.uk/2012
 - ORN maps
 - Strategic and local level
 - Route delay information and congestion hotspot maps



Business Plan template

Specialized templates within NewPlan for business plan creation. Click on the template to download the template.

Template Name	Author	Price	File Type
Business Plan for the Small Business	John Doe	\$19.99	PDF
Business Plan for the Medium Business	John Doe	\$29.99	PDF
Business Plan for the Large Business	John Doe	\$49.99	PDF

Business Plan

Business Description

Market Analysis

Marketing Strategy

Financial Projections

Conclusion

Business Plan

Transport for...

Freight to...

Advice for business during the 2011

Keep on Learning

-
- The collage features several promotional materials for the 2012 London Olympics:
- Freight top tips:** A blue poster with the text "Transport for London" and "Freight top tips" at the top. Below it, it says "Advice for businesses on deliveries and collections during the 2012 Games". The background shows a warehouse interior.
 - Keep on running:** A large blue and pink brochure. The top right corner says "Olympic Delivery Authority" and "Keep your business running smoothly during the 2012 Games November 2010". It features the Olympic rings logo and the text "Keep on running" in large white letters. The bottom right corner shows a white van parked in front of a crowd.
 - Travel advice for business checklist:** A vertical brochure with a blue and pink design. It lists 10 points of advice for businesses, including checking the Olympic and Paralympic Games competition dates, deciding on travel during the Games, and discussing travel with staff, customers, and suppliers.



Release of data - upcoming

- **Freight Journey Planner**
 - Available end of March 2012
- **Games Data Map**
 - Paragon currently have data available
 - Detailing games restrictions
 - Installed on Journey Planner, Spring 2012
- **Real-time information**
 - Strategy to be finalised
 - Radio broadcasts
 - Social media.



Action Planning



Why have an action plan?

- Be prepared – evidence of pro-activity
- Planning for ‘extraordinary’ circumstances
- Let others know your plans – assigns responsibility internally and externally
- Resource planning – allocating vehicles, drivers, costs
- It's good practice
- Create a lasting legacy.



Contents of the action plan

- Blank action plan hand-out
- Summarise contents
 - What
 - How
 - When
 - Who
 - Recap on 4Rs
- Not just freight – consider all aspects
- Pass on knowledge to customers – think about wider supply chain.



How to action plan

- **What**
 - Review what you've learned today – refer to top tips leaflet!
 - Get the right people involved early on
 - Brainstorm ideas (short term and legacy)
 - Decide what you are going to do – be specific
 - Inbound/outbound deliveries
 - Stockpiling
 - Staff travel planning.



How to action plan

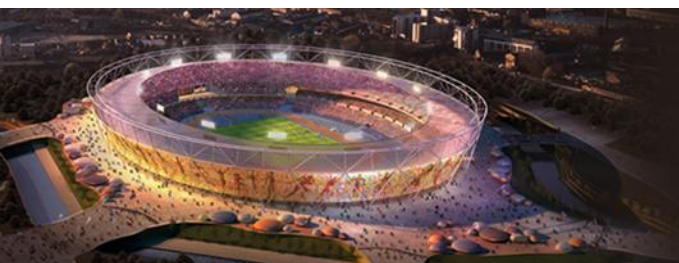
- **How**

- Decide how you are going to do it
 - **Business risk/feasibility**
 - Timing
 - Resources (people and cost)
- Decide how you are going to communicate
 - To your employees
 - To your customers, suppliers and wider community
 - Emphasise the benefits (short term & long term)
- Allocate ownership of tasks.



How to action plan

- **When**
 - Start as soon as possible!
 - Prioritise your actions
 - Quick wins
 - People to talk to
 - Start planning now and refresh your actions
 - Games start – 27th July...the race is on!



How to action plan

- **Who**

- Create individual ownership and buy in for each action (including overall ownership)
- Employees
- Suppliers
- Customers
- Wider community and stakeholders
- Ensure relevant authority and responsibility
- Regularly review actions and ownership.



Action Plan template

Download completed Action Plans for businesses of different sizes and functions at london2012.com/traveladviceforbusiness

Action (What) Action to be taken by your business to reduce impact of the Games on travel	Delivery (How) Short Description of the steps required to deliver the action	When Date when action needs to be delivered/completed	Who Person responsible for delivery	Status
Suppliers and Deliveries				
<i>Reduce</i>				
Arrange for customers to pre-order increased levels of non-perishable and abient goods	Liaise with customers to review capacity to hold stock and alter delivery schedules	Jan 31st	Customer Service Manager	Ongoing
<i>Re-time</i>				
Where deliveries cannot be avoided, deliver overnight	Liaise with customers and surrounding residents regarding the possibility to deliver during the night.	Mar 31st	Customer Service and Transport Managers	Not Started
<i>Re-route</i>				
Identification of alternative routes for delivery vehicles to avoid ORN restrictions	Understand information available in liaison with TfL- arrange alternative routing and delivery locations	Feb 29th	Customer Service and Transport Managers	Ongoing
<i>Re-Mode</i>				
Look to alter the modes of support services such as vehicle engineers	Hire alternative transport (moped/bicycle), liase and train out new equipment where necessary	May 30th	Transport and Maintenance Manager	Planning
Staff Travel				
Alter way employees travel to work where possible	Liaise with employees around current travel patterns and inform on alternative whilst offering more flexible working hours	Feb 29th	HR/Team managers	Not Started
Business Travel				
Reduce travel to meetings through video conferencing	Install video conferencing software on all necessary PCs and liaise with business partners to do the same - offering assistance if necessary	Jan 31st	IT Manager	Inhouse complete - partner sites ongoing
Customers and Visitors				
Reduce necessity for visitors or redirect to regional sites -	Ensure no site visits are arranged unless necessary over the Olympics. Essential visits to be conducted in regional sites	Ongoing - September	General Manager	Ongoing
Other				

Planning exercise

- Split groups into 4 Groups
- Each group to come up with as many opportunities and impacts on their businesses as possible (20 mins)
- One person from each group to feedback – (20 mins).



Closing Ceremony



Wrap up

- Use TfL's online road journey planning tool
- Information, advice and journey planning tool available at
www.tfl.gov.uk/2012
- Start planning now and refresh as the Games approach
- Spread the word
- ACTION PLANNING – OVER TO YOU!



Top tips

- Regularly review TfL maps and traffic restrictions to see how they affect you
- If your vehicles have to drive into or through these areas, allow more time for your journey (information available from www.tfl.gov.uk/2012)
- Consider resource needs and costs
- Consider whole supply chain
- Consider and plan for making out-of-hours deliveries.



Thank you and Questions



Thanks for coming!...

Further information available from :

- www.tfl.gov.uk/2012
- <http://www.london2012.com/making-it-happen/local-access-and-parking/>
- freight@tfl.gov.uk
- **Please take time to fill out the workshop feedback form**

