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**CHEAPSIDE**



## Cheapside Business Alliance

Cheapside takes a collective approach to reducing freight movements and CO<sub>2</sub>

Limitations in the Square Mile for vehicle parking and a lack of storage space in retail buildings, means a return journey to collect empty packaging following a delivery is not uncommon. By coordinating with other businesses within the Cheapside Business Alliance, retailers are identifying new ways to reduce freight miles and their impact on traffic congestion and air quality.

Cheapside Business Alliance (CBA) was established following a ballot of local businesses in the spring of 2015. A significant majority of businesses (84%) voted in favour of the BID which gives the CBA a strong mandate to work with the City of London Corporation and the CBA business community to promote the area as a retail and leisure destination of choice.

To achieve this, CBA established an environmental and sustainability steering group, tasked with identifying programmes which complement City of London's wider sustainability agenda.

### Making collective use of all available space

The steering group, supported by TRL, approached its member retailers to identify ways in which freight movements could be reduced. Discussions showed that additional journeys to collect packaging could be reduced or eliminated through a collective approach.

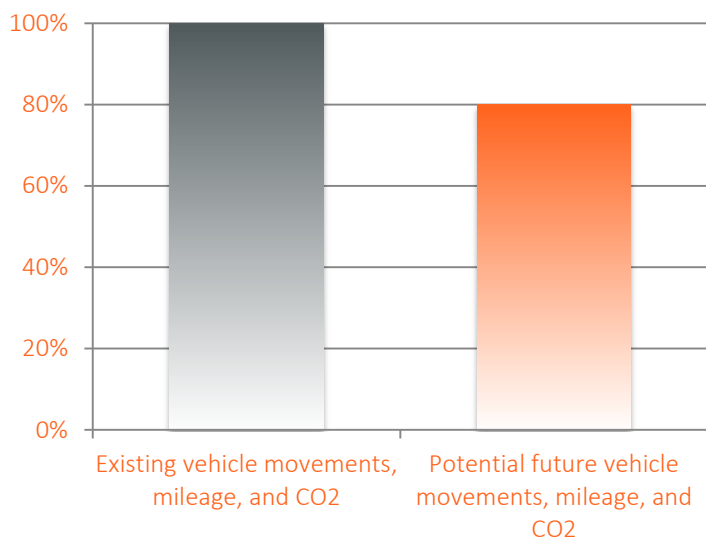
One retailer, for example, requires over 180 deliveries and collections per week, made primarily by 18 tonne rigid HGVs, for shelves to be restocked before stores open. Return journeys to collect packaging can contribute to increased congestion at peak hours.

The City of London was awarded funding by the Mayor of London to implement a Low Emission Neighbourhood (LEN) in the north west area of the City of London by March 2019. The Cheapside Business Alliance is situated within this area and the work to develop this case study has been funded through the LEN project.

## Potential impact on traffic congestion and air quality

Lack of storage space has a large impact upon the number of vehicle movements across the City of London.

- More than **20% of the average vehicle movements** in a week at one retailer are to pick up empty containers.
- **Eight stores for one retailer** in the Square Mile regularly need a separate collection.
- Servicing these eight stores results in nearly 1,000 more miles overall and **40 extra journeys** per week, equating to almost a tonne and a half of additional CO<sub>2</sub> every week.



## Creative solutions and key learning points

The steering group identified a number of potential solutions to reduce freight movement:

- Utilise space within other local stores, to manually move boxes and roll cages to.
- Identify local shared storage space, with the costs offset by the reduced costs in vehicle movements.
- Set up restock staff “super-teams” to restock shelves and return empty pallets on the same vehicle within a 40 minute loading space deadline.
- Work with the supply chain, fellow businesses and the City of London to build a case to allow vehicles to wait for longer than 40 minutes where low emission vehicles are used.

## The Action Plan

The challenge of additional freight movements that retailers face is not unique, therefore coordination with other businesses in the area could help contribute to a solution.

- ✓ Identify stores where alternative location storage is needed regularly. In one example, circa eight stores had potential challenges.
- ✓ Highlight the maximum distance from the store that makes a singular storage and collection location feasible.
- ✓ Working with the City of London, and the local business district such as the CBA, identify potential basement or storage areas in office blocks or stores where units could be held.
- ✓ Calculate average number and space requirements of delivery units that would require storage.
- ✓ Negotiate on sharing available space and cost with partners, including space in other retail or office basements.

## Contact

From St Paul’s to Bank, Cheapside Business Alliance is perfectly placed to facilitate coordination between businesses and broker agreements for shared space.

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