

Oxford Street West Business Engagement Deliveries and Servicing Research

www.urbact.eu/freight-tails

@freight_tails

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Considering the needs of businesses through a pilot study that will inform development of planning policy on Oxford Street West in response to freight issues.

The needs of individual businesses must be considered in the development of a sustainable long term solution to Oxford Street's freight, congestion and air quality issues.



120,000
businesses in the
West End

Studies
carried out
over 6 months

£51
Billion –
the annual
contribution of
the West End to
the UK economy


Delivery and
servicing plans
for 11 leading
businesses

Introduction

In order to gather insight into business freight requirements, studies must be carefully considered with businesses targeted to ensure maximum outreach and engagement and effective policy development.

Scope of works

Cross River Partnership (CRP), on behalf of Westminster City Council, Transport for London and New West End Company, conducted a study to understand current levels of freight and servicing activity in the Oxford Street West area. Understanding how deliveries, collections and servicing activities work will allow appropriate loading, servicing and possible timed access arrangements to be provided on and around the Oxford Street West area.

The study was a pilot focusing on Oxford Street West and James Street areas and will help to identify how Westminster City Council can manage the day-to-day activity of the street, improve air quality and enhance design of the street.

Outcomes

CRP has already successfully engaged with 58 businesses in the pilot study area, comprising of 32 retail shops, 20 restaurant businesses and four hospitality businesses. A further two businesses were classified miscellaneous.

The observational study and business dialogue have identified 4 areas recommended for improvement:

1. Policy Development – for example more significant change around preventing access to the area at certain times of the day, or for certain vehicles
2. Technology Opportunities – for example online tools to enable businesses to share suppliers with their neighbours (www.westendbuyersclub.london); to provide noise-free deliveries and to increase the use of ultra-low emission vehicles
3. Streetscape change – for example identifying times of the day when kerbside access could be changed to different uses
4. Business Dialogue – for example working with businesses to assess the efficiencies of their current procurement, deliveries and servicing to enable them to identify improvements and save money

Lessons learnt

The project has demonstrated that the business community was interested and knowledgeable in freight challenges.

Future of the project

The project will inform regulation and policy for Oxford Street West in response to freight, with 6 actions proposed as next steps.

Hotels in the area identified as the highest trip generators in the morning peak

197

Businesses engaged with

5

Major department stores on Oxford Street interviewed

4

Themed recommendations produced to make improvements in the short and medium term



<http://crossriverpartnership.org/projects/deliver-oxford-street-west/>