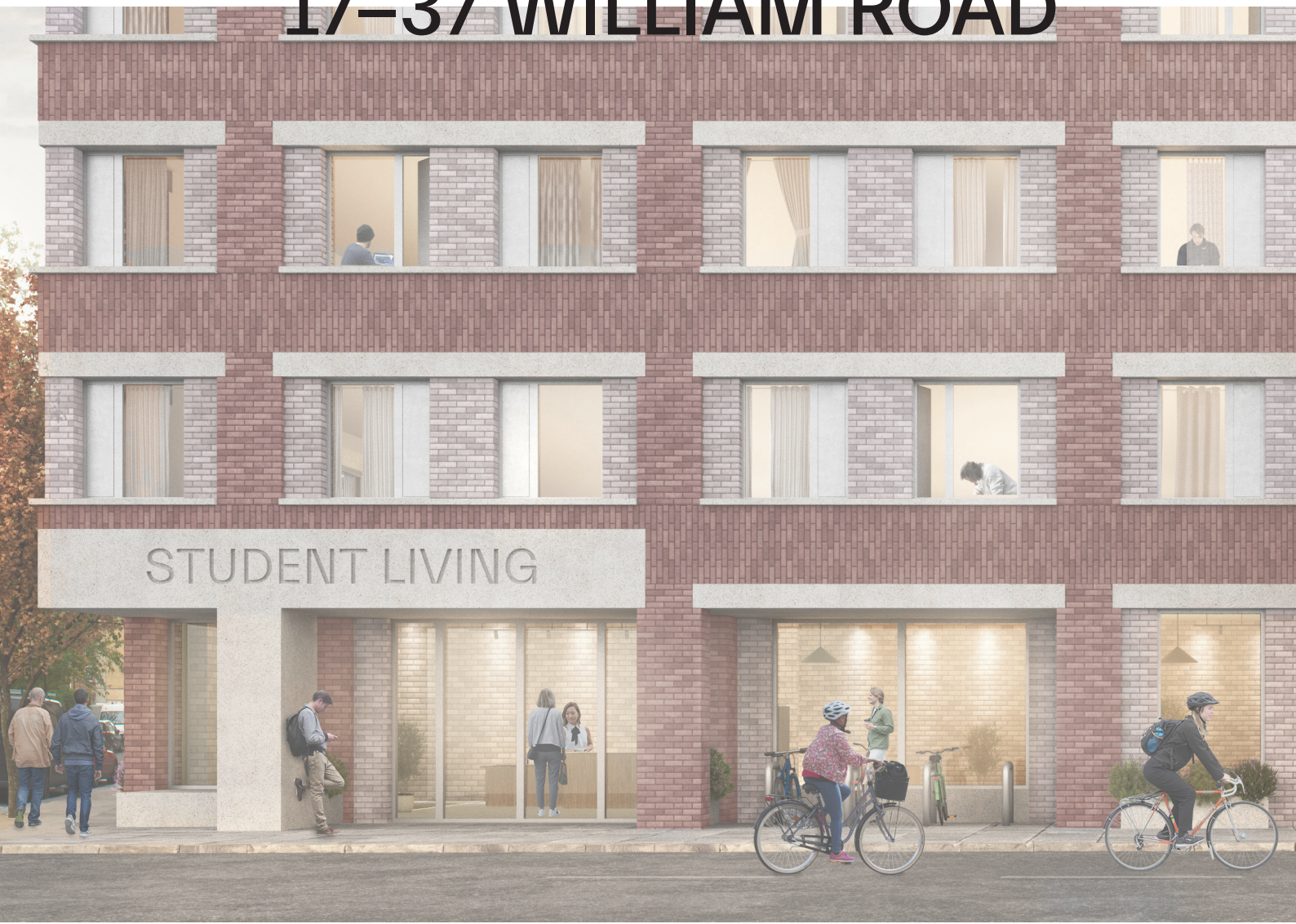
Delivery and Servicing Management Plan
November 2020
Caneparo Associates

17–37 WILLIAM ROAD



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1 INTRODUCTION

1.1 Caneparo Associates has been appointed by Euston One Limited ('the Applicant') to provide traffic and transport advice in relation to the proposed development at 17-37 William Road, London Borough of Camden (LBC).

1.2 The planning application proposal (hereinafter referred to as the Development) seeks to provide a student accommodation-led scheme comprising 239 bedspaces and 1,338sqm (GEA) of affordable workspace. The proposed scheme is car-free and permit free and includes on-site cycle parking provisions and facilities in accordance with local policy requirements.

1.3 This Delivery and Servicing Management Plan (DSMP) sets out the management measures that will be adopted at the Development. This DSMP outlines the way in which deliveries, servicing and waste generated by the Development will be undertaken, including how goods delivered to the Development will be transferred from point of receipt to final destination.

1.4 This DSMP has been prepared following discussions held within the project team, a detailed site visit and pre-application discussions with Camden.

1.5 This DSMP should be read in conjunction with the Transport Assessment prepared by Caneparo Associates which accompanies the planning application and provides additional information about the effects of the Development on the highway network, including servicing.

Objectives

1.6 The primary objective of the DSMP is to safely manage deliveries to, from and within the premises in order to ensure that the transfer of goods is undertaken successfully, completed without conflict between vehicles and / or pedestrians, and undertaken without adversely impacting on the local highway network.

1.7 The DSMP includes measures to ensure servicing and waste management is undertaken efficiently and successfully, with vehicle activity recorded and monitored. The DSMP is a live document that can be updated, as necessary, to ensure the servicing arrangements and waste management remain appropriate and adaptable to changes in circumstance.

1.8 Over time, the DSMP will facilitate and encourage future deliveries, where possible and necessary, to be reduced, re-moded, re-timed and re-routed. Deliveries by smaller and electric vehicles will

always be a prioritised, as well as delivering outside of weekday peak hours. Efficiencies for waste consolidation and processing will also be prioritised.

1.9 The DSMP will manage deliveries and servicing to the premises in order to:

- Ensure that, where possible, deliveries are planned so as to avoid multiple arrivals at any one time, reducing the impact on the public highway.
- Ensure that, where possible, deliveries are undertaken by small to medium sized vehicles (e.g. bicycles, motorbikes, and transit vans) and electric or hybrid vehicles.
- Ensure that vehicles load / unload for the minimum time necessary, in order to ensure that the off-street service yard is available for incoming vehicles whenever possible, preventing the need for delivery vehicles to wait on the public highway.
- Reduce the number of deliveries where possible through consolidation, shared suppliers and using locally based suppliers.
- To reduce waste volumes and, where possible, the number of waste collections required.

Benefits

1.10 The DSMP aims to bring about a continual improvement in the way deliveries and servicing are undertaken resulting in an improvement for the environment and local highway. It will bring about a number of benefits to the occupiers and users of the development, including the following:

- Opportunities to consolidate waste and deliveries resulting in a saving of both time and money.
- Improve safety by reducing the number of deliveries required.
- Reduce harmful emissions through the use of greener and smaller vehicles.
- Improve the scheduling of deliveries to reduce non-attendances, unsuccessful deliveries or idling vehicles.
- Reduce congestion and environmental impacts, resulting in improved air quality.
- Improve amenity for users of the Development and the local area through reduced noise, emissions and intrusion from vehicles.

1.11 The remainder of the DSMP is set out as follows:

- Section 2 - sets out the Development's servicing arrangements;
- Section 3 - describes the refuse storage and collection strategy;
- Section 4 - identifies the initiatives of the DSMP;
- Section 5 - details the monitoring and review of the DSMP; and
- Section 6 - provides a summary.

2 SERVICING ARRANGEMENTS

The Local Highway Network

2.1 The primary access points for the site are located on William Road, which bounds the site to the north. Stanhope Street bounds the site to the west. William Road operates in a broadly east-west orientation between Hampstead Road to the east and Clarence Gardens / Munster Square to the west.

2.2 Stanhope Street operates in a broadly north-south orientation between Park Village East / Granby Terrace to the north and Drummond Street / Longford Street to the south.

2.3 The sections of William Road and Stanhope Street that lie within the vicinity of the site form part of the local 20mph and Controlled Parking Zone (CPZ) and also incorporate single and double yellow line restrictions.

2.4 In addition, William Road incorporates 'Keep Clear' markings along the site frontage in front of the existing vehicle access. Resident permit holder only parking bays (CPZ Zone CA-G) are located along part of the northern side of the William Road carriageway. The permit holder parking bays are operational Monday to Friday between 08:30 and 18:30.

2.5 Hampstead Road, which forms part of the Transport for London Route Network (TLRN), incorporates double red line restrictions. A signal-controlled pedestrian crossing facility is provided where Hampstead Road connects with Drummond Street, a short distance to the south east of the site.

Servicing Arrangements

2.6 All deliveries for the Development will be undertaken on-street, utilising sections of single yellow line road markings on William Road and Stanhope Street directly in front of the development site. There is sufficient road space to accommodate multiple deliveries at once, thus the areas identified for servicing of the site can facilitate existing servicing activities, as well as the additional demands detailed below.

Student Accommodation

2.7 Deliveries to the student accommodation element of the site would be provided by a mix of small to medium size vehicles (cycles, motorcycles, cars and vans), with the majority of deliveries being

online shopping orders from clothing stores and sites such as Amazon. Deliveries are anticipated to be undertaken from the street with goods then transferred to the student reception desk.

2.8 In order to determine the potential delivery and servicing trip generation for the student accommodation development, reference has been made to trip rate information obtained from surveys carried out at a student accommodation development located at 203 Westminster Bridge Road comprising 1,100 bedrooms. This site was surveyed over a 7-day period and the average number of deliveries was recorded to be 20 (i.e. 0.018 trips per bedroom per day, on average). This corresponds to circa 4 deliveries per day, on average, to the proposed student accommodation scheme.

Affordable Workspace (Class E(g) Use)

2.9 Deliveries to the proposed affordable workspace would primarily be by bicycle, motorcycle and small vehicles on account of the type of goods that are typically delivered, such as couriered documents, postal mail and stationery. Where larger vehicles are required it is envisaged these would comprise transit and panel vans, with very occasional visits by box vans.

2.10 Estimates for the future servicing figures for the proposed office space have been based on a City of London servicing survey, which indicates there are typically around 0.22 deliveries per 100sqm (GEA) of office space, therefore the proposed office space (1,338sqm GEA) has the potential to generate around 2 to 3 deliveries per day.

Estimated Number of Delivery and Servicing Trips

2.11 In total, the development is expected to generate approximately 6 to 7 deliveries per day. It is considered that the existing and proposed on-street arrangements are capable of accommodating this low level of demand. In the unlikely event that any issues arise with regard to servicing and deliveries these would be managed / addressed by a subsequent iteration of the proposed DSMP which will be checked and approved with LBC before implementation.

2.12 Relevant measures that may be employed to address servicing demand issues include the use of consolidation sites. Consolidation is where a range of materials from different suppliers are initially deposited at a depot. These materials are then consolidated into one vehicle and delivered to the site. This helps to reduce the number of vehicles accessing the site, as well as allowing deliveries to be scheduled at an appropriate time to be received at the Development.

Types of Vehicle

2.13 Based on similar existing developments, it is anticipated that a large proportion of deliveries for the affordable workspace will be made by bicycle, motorcycle and small vehicles on account of the type of goods typically delivered; such as couriered documents, postal mail and stationery.

2.14 The student accommodation element of the scheme will likely generate deliveries of goods purchased online, such as on Amazon. Thus, the majority of deliveries will be undertaken by transit vans or light panel vans.

2.15 Therefore, it is anticipated that the vast majority of deliveries will be undertaken by small to medium sized vehicles. Suppliers will be encouraged to use vehicles of this size wherever possible, to minimise the servicing impact of the Development on the highway network.

2.16 The chosen suppliers for the affordable workspace will be encouraged to use small to medium sized vehicles e.g. 3.5t transit / sprinter type vans and 4.6t light panel vans as shown respectively in **Photographs 1 and 2** below.

Photograph 1 – Typical LWB 3.5t sprinter van

Photograph 2 – Typical 4.6t light panel van

2.17 The site may generate the occasional need for a larger vehicle, such as a 7.5t box van. Vehicles up to this size can be accommodated along the site frontage on William Road or Stanhope Street.

Vehicle Highway Access / Routeing

2.18 Access to the site will be via either William Road or Stanhope Street. Either road can be accessed via Hampstead Road (A400) to the east of the site, either by turning onto William Street directly and then onto Stanhope Street, or by progressing along Drummond Street to the south of the site and then turning north onto Stanhope Street.

2.19 Delivery vehicles accessing the site from Hampstead Road may either do so from the north or south. Those approaching from the south will progress along Euston Road (A501).

2.20 The egress route will be similar, with vehicles exiting left onto Stanhope Street and left onto Drummond Street for Hampstead Road (A400) north or south or progressing along William Road for Hampstead Road.

3 WASTE AND RECYCLING STRATEGY

Storage

3.1 Refuse and recycling materials will be stored at ground floor level and managed by an on-site management team. The store for the proposed student space is separate to the waste storage provision for the proposed affordable workspace. The two waste stores are accessible to / from the William Road site frontage.

3.2 Further details are provided in the Design and Access Statement that accompanies the planning application submission.

Refuse Collection

3.3 It is anticipated that refuse collection will occur via William Road. The refuse collection vehicle will stop on-street adjacent to the Development, as with the current situation.

3.4 Operatives will be able to directly access the waste stores located at ground floor from the street, with all commercial and student accommodation waste transferred directly from the waste store to the waste collection vehicle. The average drag distance will be small and in accordance with best practice guidance (i.e. no more than 10 meters).

3.5 Further details are provided in the Design and Access Statement that accompanies the planning application submission.

4 INITIATIVES OF THE PLAN

4.1 A Facilities Manager (or equivalent) will be appointed to oversee servicing operations at the Development. They will be made aware of the delivery and servicing patterns and requirements of the affordable workspace and student accommodation elements of the scheme to enable them to oversee deliveries and ensure the smooth operation of all servicing activity at the Development.

4.2 The Facilities Manager will be made aware of all scheduled deliveries to enable them to anticipate forthcoming activity, particularly if / when exceptional activity is planned / expected.

4.3 The Facilities Manager will issue written / email instructions to all occupiers, setting out the delivery procedures to be adopted by them. An example of the Occupier Instruction Sheet is included at **Appendix A** and an example of Supplier Instruction Sheet is included at **Appendix B.**

4.4 Each occupier will provide suppliers with the instruction sheet to inform delivery drivers of the servicing requirements at the Development, e.g. drivers will be informed that vehicle engines must be switched off at all times when their vehicle is stationary.

4.5 Scheduled suppliers will be required to pre-book delivery slots (max. 30 minutes) with the relevant occupant prior to delivery. Information including details of the type of vehicle that will be used to undertake the delivery and the scale / nature of goods to be supplied should be provided. Although the majority of deliveries would only take 5-10 minutes to undertake, the 30-minute slots would allow for the vagaries of London traffic etc.

4.6 A Delivery Flow Chart has been included at **Appendix C**, to outline how deliveries should be transferred safely and efficiently from supplier to the site, the Facilities Manager would then transfer materials from the temporary store (i.e. the relevant reception area) to the intended recipient / store.

Consolidation

4.7 The consolidation of deliveries is an effective way of reducing the number of vehicle attendances at the Development. Consolidation services can also offer more environmentally friendly methods such as 'last mile' initiatives, whereby goods are transferred by a sustainable mode (e.g. a bicycle or electric vehicle) for the last part of the journey, which is often through the more congested and worst affected parts of central London.

4.8 This DSMP encourages the use of consolidation and associated initiatives. The Facilities Manager will liaise between the various occupiers to determine if consolidated deliveries can be achieved at the Development.

4.9 The Facilities Manager will also encourage the occupiers to adopt a policy to prevent employees from receiving deliveries at the workplace and use alternatives, e.g. 'Click & Collect'. The use of zero emission 'last mile' deliveries, or an equivalent commitment to reducing emissions, will also be encouraged by the Facilities Manager.

4.10 The measures outlined above will work to reduce the number of unnecessary deliveries made to and from the Development.

Deliveries

4.11 In order to meet the objectives of the DSMP, the following initiatives will be adopted, regulated and enforced:

1. *The Facilities Manager will issue written / email instructions to all scheduled suppliers who book deliveries setting out the delivery procedures to be adopted by them.*
2. *The Facilities Manager will operate a warning system whereby failure to abide by supplier instructions will result in the delivery company receiving a 'strike'. If three strikes are received the commitment to use the supplier in the future will be reviewed.*
3. *The Facilities Manager will encourage the use of smaller vehicles for deliveries where possible and subject to the type of goods being delivered.*
4. *Deliveries will be scheduled where possible so as to avoid the morning and evening peak hours and any conflict with refuse collection.*
5. *Drivers will be informed that vehicle engines must be switched off whilst goods are being loaded / unloaded (i.e. when their vehicle is stationary).*
6. *The Facilities Manager will be responsible for the smooth and efficient operation of the DSMP.*

5 MONITORING AND REVIEW OF THE PLAN

5.1 The Facilities Manager will maintain a record of deliveries, which will include the following information:

- Day;
- Date;
- Slot(s) booked;
- Supplier;
- Type of vehicle;
- Location of vehicle during delivery;
- Goods carried;
- Time of arrival;
- Any non-compliance with the DSMP and / or supplier instructions; and
- Any other comments.

5.2 The Facilities Manager will constantly monitor / review the success of the DSMP and if considered necessary / appropriate, will propose changes to the DSMP to be approved by LBC.

5.3 As part of the monitoring / review of the DSMP, the Facilities Manager will take into consideration any other developments in the locality which could potentially affect or be affected by servicing activity associated with the Development (i.e. adjacent buildings).

5.4 The DSMP will be subject to internal review, with the Facilities Manager reviewing any comments received from the occupiers of the Development and / or third parties regarding servicing activities.

6 SUMMARY

6.1 This DSMP has been prepared to ensure the successful operation of servicing activity and refuse collection at the Development on a day-to-day basis.

6.2 The DSMP will ensure that conflicts with pedestrians and other vehicles will be minimised through scheduling and vehicle choice, where possible. It will also ensure that the servicing of the Development will not affect the free flow or environmental condition of the public highway.

Statement

6.3 Once reviewed and agreed with LBC, the final DSMP will include the following statement (subject to any agreed amendments considered necessary / appropriate).

"The agreed contents of this Delivery and Servicing Management Plan must be complied with unless otherwise agreed in writing with the Council. The Facilities Manager shall work with the Council to review this Delivery and Servicing Management Plan as above. Any future revisions must be approved by the Council and complied with."

Delivery and Servicing Management Plan Appendix A

Example Occupier Instruction Sheet

Example Occupier Instruction Sheet

1. Prior to delivery, occupiers should pre-book delivery slots with suppliers and provide the accompanying Supplier Instruction Sheet. Multiple deliveries that are expected on the same day must be scheduled to arrive at different times.

2. Each occupier must keep a regular record of the following information, to be passed on to the site Facilities Manager:

    - Day
    - Date
    - Delivery slot(s) booked
    - Type of vehicle
    - Goods carried
    - Time of arrival
    - Time of departure
    - Any other comments.

3. All waste must be disposed and stored responsibly.

4. Occupiers should ensure that their employees do not receive personal deliveries at the site in order to reduce the number of deliveries.

5. Occupiers should endeavor to use local suppliers and share suppliers / deliveries with other occupants, where appropriate.

6. Occupiers should endeavor to use zero emission ‘last mile’ deliveries (where the last portion of the supplier journey to the site is made via sustainable modes) and other relevant initiatives where possible.

Delivery and Servicing Management Plan Appendix C

Example Supplier Instruction Sheet

Example Supplier Instruction Sheet

1. Suppliers should liaise with occupants to ensure that their delivery slots have been booked, prior to arriving on site.

2. Servicing activity is to take place on-street directly in front of the Development either on William Road or Stanhope Street, whenever practicable.

3. Suppliers should use electric or small to medium sized vehicles where possible.

4. Vehicle engines must be switched off whilst goods are being loaded / unloaded (i.e. when their vehicle is stationary).

5. Suppliers should remove / recycle their own waste and packaging from the site.

Delivery and Servicing Management Plan Appendix D

Example Delivery Flow Chart

Example Delivery Flow Chart