AT025 Urban Freight
Transportation Committee

The London 2012 Olympics:
the implications for urban freight

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The Olympics: Transport & Logistics

• The importance of logistics:
  – The Bid
  – Planning & Construction
  – The Events: people and ‘things’
  – What happens to ‘normal’ urban freight during the games?
  – A potential legacy
What I am not talking about…

- The planning and construction
  - Many logistics initiatives with the construction phase - e.g. meeting strict environmental targets - Bow East Logistics Centre (rail connected).
  - Achieved 58% of construction material by rail measured in weight (vs a 52% target).
  - The logistics centre becomes the warm up track for the games and then after the games it can be used again as a logistics centre.
- The event logistics: handled by UPS

What I am talking about…

- The rest of it…

- How urban freight will be affected by the Games
- The possible legacy impacts
What does the Games mean?

The Olympic Games is the world’s biggest event
- 27 July – 12 August 2012
- 203 countries
- 5,000 Olympic Family
- 18,000 athletes and team officials
- 22,000 media
- 9 million tickets sold

The Paralympic Games take place two weeks later
- 29 August – 9 September 2012
- 170 countries
- 1,000 Paralympic Family
- 6,000 athletes and team officials
- 4,000 media
- 1.4 million tickets sold

• 100,000 workforce including volunteers
• 4 billion global audience

London: 2012 Olympic Venues

Source: London 2012
Timeline

JUNE 2012
2/3 JUNE Jubilee

JULY 2012
21-26 JULY Torch Relay
15 JULY London Official Opening of Olympic Village
25 JUNE Media Centre opens
27 JULY Opening Ceremony

AUGUST 2012
13 AUG Olympic Games Departures
28 JULY-12 AUG Notting Hill Olympic Games
29 AUG Paralympic Opening Ceremony

SEPTEMBER 2012
9-12 SEPT Paralympic Games Departures
14 SEPT Olympic Park closes
30 AUG - 9 SEPT Paralympic Games

Source: Transport for London Presentations Late 2011

Extra people in London

• Games spectators: 500-600,000 on busiest days
• Games workers: 170,000
• Games family: 82,000
  – 18,000 athletes (Olympic games)
  – 6,000 athletes (Paralympics)
  – 28,000 media (broadcast, journalists etc)
  – 5,000 technical officials
  – 25,000 marketing partners
Expected number of spectators per day (gross)


Events take place outside London

How will London cope?

- Olympic Route Network
- Improvements to existing infrastructure
- Additional capacity
- Travel Demand Management (for people)
- Road Freight Management (for goods)
Olympic Route Network (ORN/PRN)

- Allows Games Family (athletes/officials/media) to get to events on time
- The ORN accounts for only 1% (109 miles) of London’s roads.
- ORN/PRN will only operate when and where they are needed
- The majority of the ORN/PRN will be open to traffic.
  - In some sections of dual carriageway, one lane will be reserved for the Games Family Potential Traffic

Source: Transport for London presentation January 2012

ORN and PRN

- ORN – Core route
- ORN – Venue-specific route
- ORN – Alternate
Olympic and Paralympic Route Networks and games lanes

Source: Transport for London presentation January 2012

The issue

2012 Olympic Games lanes 'will increase traffic'

Dedicated lanes for Olympic athletes and VIPs during the London 2012 Games will increase traffic in parts of the city, transport bosses have said.

Transport for London (TfL) said that the "Games Lane" would put greater traffic demands on certain parts of the network during the Olympics.

Drivers also needed of long delays on the Tube and some service revisions.

TfL said that it had made an effort to improve the network for the Olympic and Paralympic Games.

The lanes will be on a third of the 130-mile Olympic Route Network (ORN), which will be marked by blue and orange lines on the road.

The ORN will be used by 10,000 athletes and officials during the Olympics, as well as 6,000 using the Paralympics.

Freight operators 'not prepared' for London 2012

London's ports have been hit by the Olympic Games, with many operators still not prepared for the increased traffic.

A survey by the Freight Transport Association (FTA) found that around a third of companies in the industry had been affected by the Games, with some losing business and others struggling to cope.

TfL said that it was working with its partners to ensure that the impact on the supply chain was minimized.

The FTA has called on the government and London Mayor to provide support for the freight industry during the Games.
London’s entire 9,200 mile road network

Source: Transport for London presentation FTA Conference 1 Dec 2011

London’s 678 miles of main roads

Source: Transport for London presentation FTA Conference 1 Dec 2011
The 109 mile Olympic Route Network

Source: Transport for London presentation FTA Conference 1 Dec 2011

Only 30 miles of Games Lanes

Source: Transport for London presentation FTA Conference 1 Dec 2011
Impact on freight transport and servicing activity

• Time restrictions
• Access to the delivery point
• Access along / across key routes (ORN, road-based events etc)
• Unpredictable customer demand
• Operational factors

Avoiding disruption
The 4 R's

- Reduce
- Re-time
- Re-route
- Revise Mode

One size does not fit all!

Early engagement with customers and suppliers essential

Source: Transport for London presentations (late 2011)

The key messages...

- Reduce
  - Start a dialogue with customers
  - Stock in advance
  - Collaboration and consolidation/grouping orders
- Re-time
  - Out of hours
  - Night time (plan now)
The key messages…

• Re-route
  – Try to avoid the busiest areas
  – Identify local access points and work with the local borough

• Revise mode
  – Different methods for final delivery movement
  – Collections
  – Change vehicle size (up or down)

Assistance
Freight Advice Programme

Engagement with both businesses and freight operators:
- across industry sectors
- in high impact locations
- where there will be significant impact on normal activity

Providing:
- workshops both inside and outside London
- one-on-one advice
- liaison and contacts

Source: Transport for London presentation January 2012

Workshops Inside London

- Main focus of workshops will be in London with 150 workshops
- Sector and geographical approach
- Geographical approach will target key industrial locations:
  - focus on East London especially those in proximity to the Olympic Park
  - large trip generators → e.g. Park Royal

Source: Transport for London presentation January 2012
Workshops outside London

- Aimed at Transport Managers
- 70+ Workshops across England and Wales
- Focus on the key trip generators surrounding M25, but also around the country

Source: Transport for London presentation January 2012

Detailed road ‘hotspot’ maps for each day

Source: Transport for London website, January 2012
Day 2
Sunday 29 July
• Venues across London active
• Wembley Stadium active
• Women’s cycling road race in central and south-west London

Source: Transport for London website, January 2012

Day 5
Monday 3 September
• Busiest week day of the Paralympics
• Paralympic competitions continue
• Venues in East London and

Source: Transport for London website, January 2012
The potential legacy impact

- Need to understand impact of the actions now (is the message reaching the right people/organisations)
- What is being planned (i.e. what do we know will change)
- Scope to monitor what is done:
  - Case studies
  - Surveys and counts
- Major changes may occur:
  - Grouping of flows
  - Time shifting
- Important to monitor the changes and evaluate success (and problems)
- Must not overlook the change in 'networks' and in interactions

Acknowledgements

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Any views expressed in the presentation are the views of the author (Michael Browne, University of Westminster) and not those of Transport for London:

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