

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



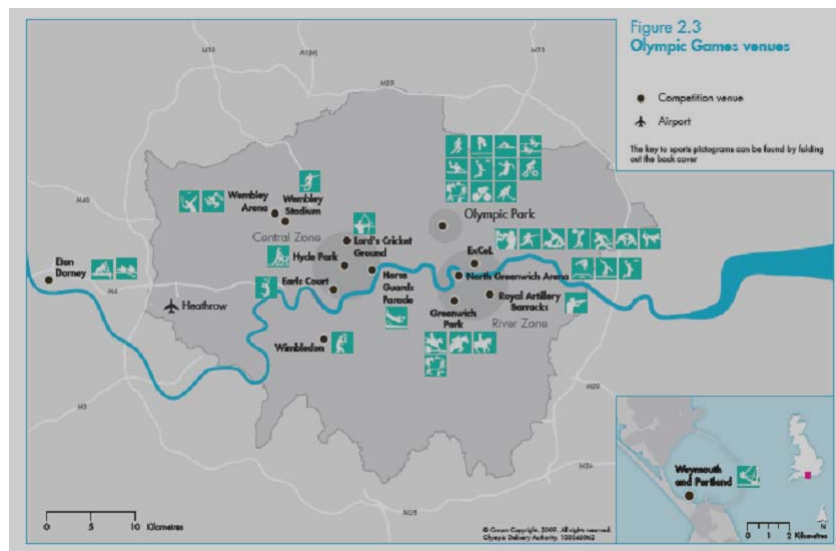
The Paralympic Games take place two weeks later

- 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



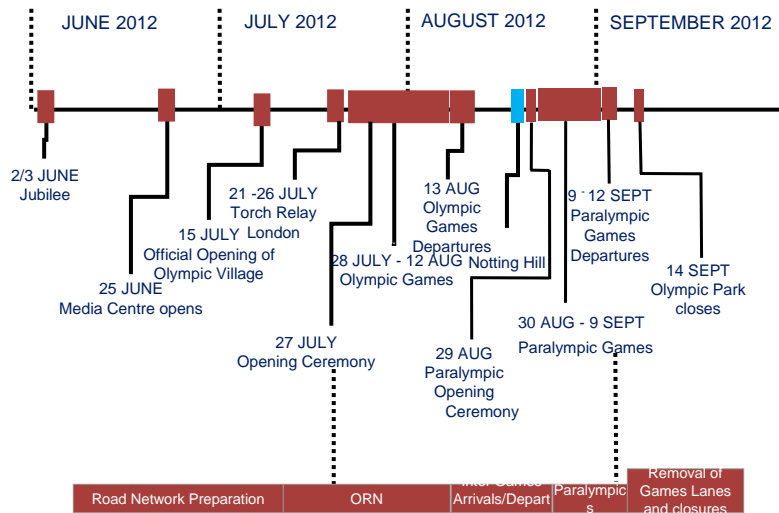
- 100,000 workforce including volunteers
- 4 billion global audience

London: 2012 Olympic Venues



Source: London 2012

Timeline

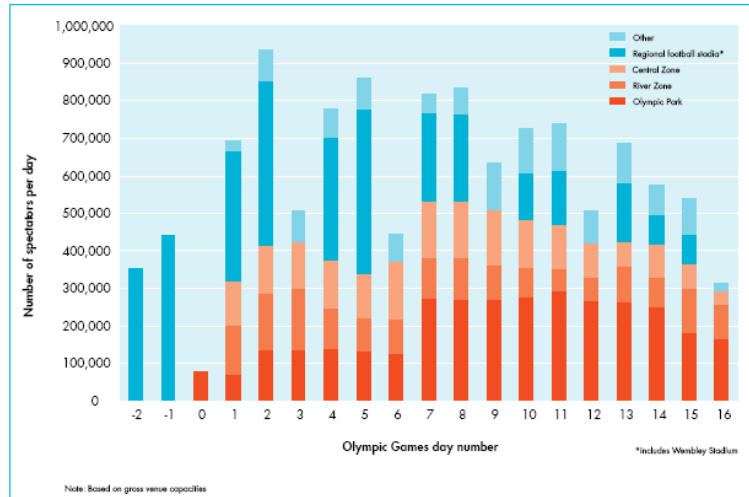


Source: Transport for London Presentations Late 2011

Extra people in London

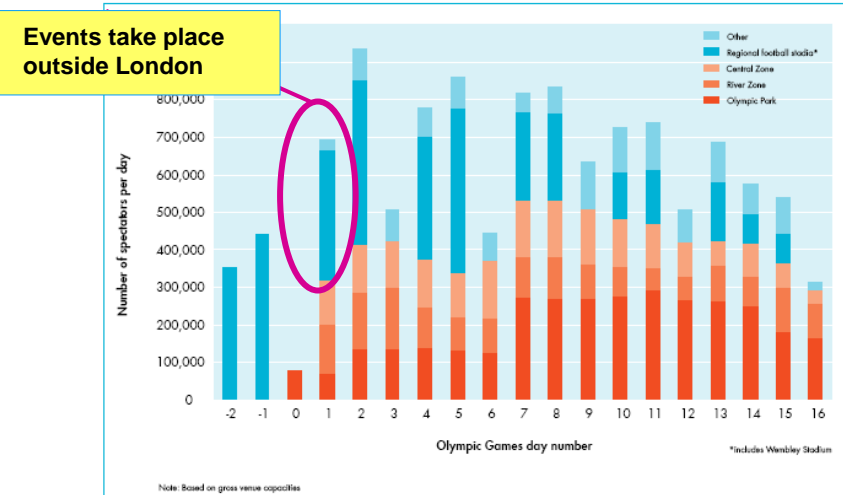
- Games spectators: 500-600,000 on busiest days
- Games workers: 170,000
- Games family: 82,000
 - 18,000 athletes (Olympic games)
 - 6,000 athletes (Paralympics)
 - 28,000 media (broadcast, journalists etc)
 - 5,000 technical officials
 - 25,000 marketing partners

Expected number of spectators per day (gross)



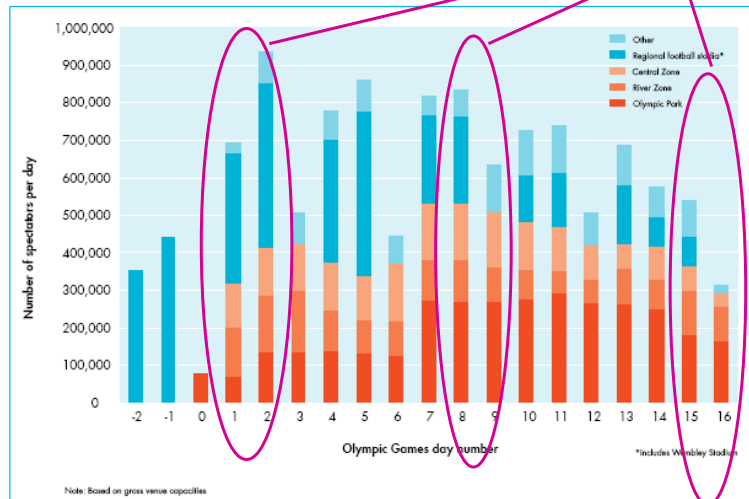
Source: ODA (2009) Transport Plan - second edition

Expected number of spectators per day (gross)



Source: ODA (2009) Transport Plan - second edition

Expected number of spectators per day (gross)



Source: ODA (2009) Transport Plan - second edition

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)

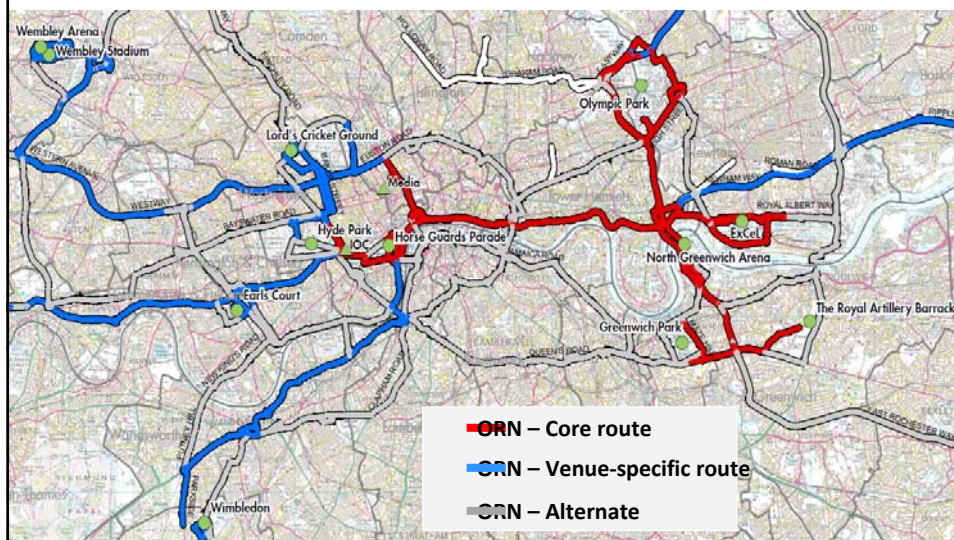
- Allows Games Family (athletes/officials/media) to get to events on time
- The ORN accounts for only 1% (109 miles) of London's roads.
- ORN/PRN will only operate when and where they are needed
- **The majority of the ORN/PRN will be open to traffic.**
 - In some sections of dual carriageway, one lane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

A sign indicating a Games Lane



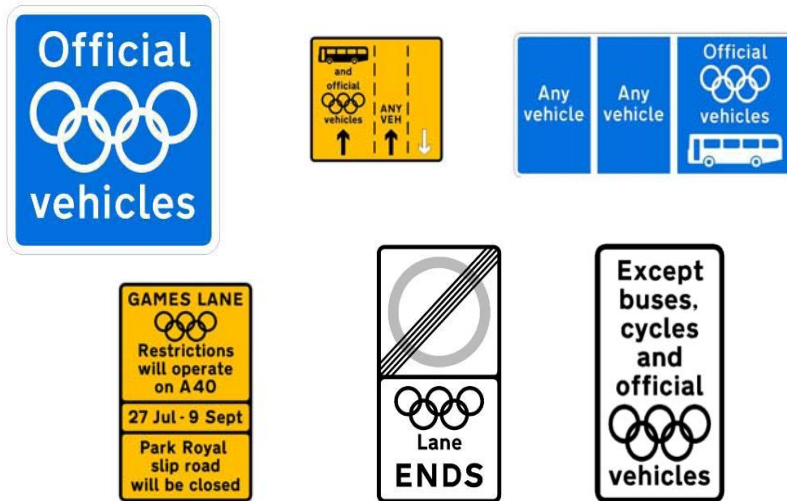
Source: Transport for London presentation January 2012

ORN and PRN



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Olympic and Paralympic Route Networks and games lanes



Source: Transport for London presentation January 2012

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The issue



25 July 2011 Last updated at 12:47

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) admitted the "Games Lanes" would put greater traffic demands on certain parts of the network during the Olympics.

Bosses also warned of long delays on the Tube unless commuter numbers fall.

TfL said it had spent more than £6bn upgrading the network for the Olympics and contingencies were being worked on.

The lanes will be on a third of the 109-mile Olympic Route Network (ORN), which will be roadwork-free and cover 1% of the capital's roads.

The ORN will be used by 18,000 athletes and officials during the Olympics as well as 6,000 during the Paralympics.

Freight operators 'not prepared' for London 2012

Laura Nelstone
Tuesday 26 July 2011 12:00

Fewer than 5% of road transport companies feel 'totally prepared' to deal with the disruption to deliveries that the Olympic Games is likely to cause next summer.

A survey by the Freight Transport Association (FTA) found that around a third of respondents claim to have 'no knowledge' of how the Olympic Route Network or Games Lanes will operate.

FTA members were asked about various elements of their Olympics preparation, including their contingency plans, the provision of additional vehicles and staff, and the preparedness of their customers for managing deliveries.

"How well London copes with hosting the world's largest sporting event will depend largely on how well prepared the logistics sector is at managing the unique challenge it faces: making more deliveries in a much tighter time frame," says Natalie Chapman, FTA's head of policy for London.

"With only around a third of industry claiming to be 'adequately prepared' for the Olympics and an even larger proportion claiming that they are 'not at all prepared', the alarm bells should be ringing for the logistics sector, businesses and all Olympic stakeholders."

The FTA is hopeful that the recently announced Olympic Working Group will see a stronger dialogue between Transport for London and industry.



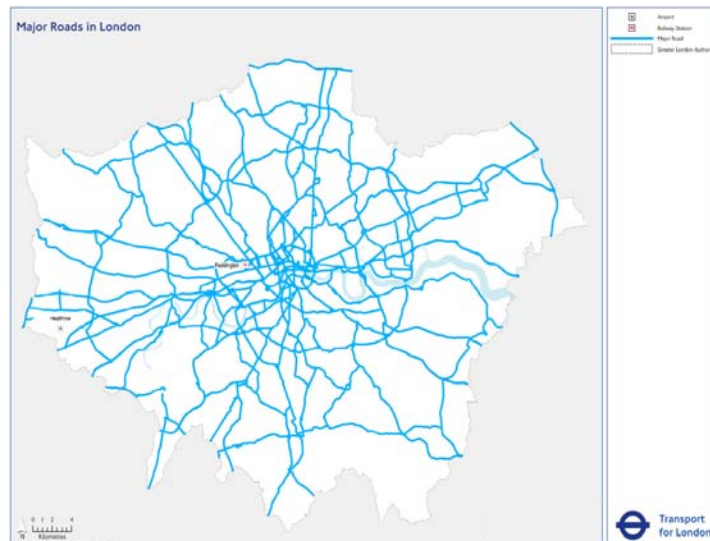
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London's entire 9,200 mile road network



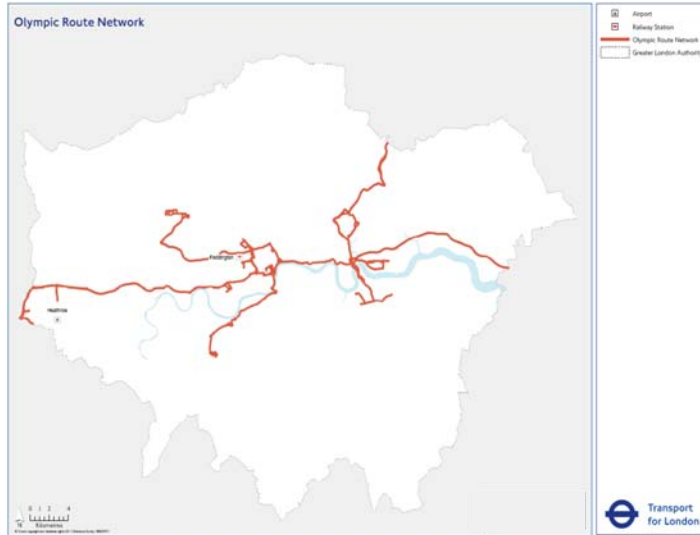
Source: Transport for London presentation FTA Conference 1 Dec 2011

London's 678 miles of main roads



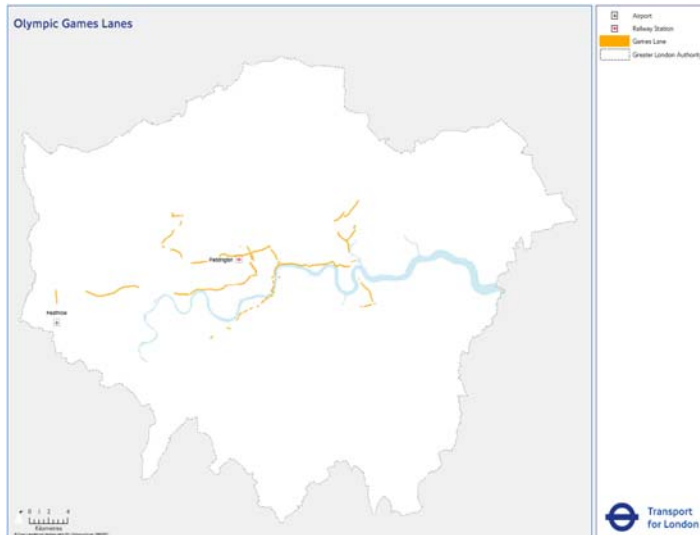
Source: Transport for London presentation FTA Conference 1 Dec 2011

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...

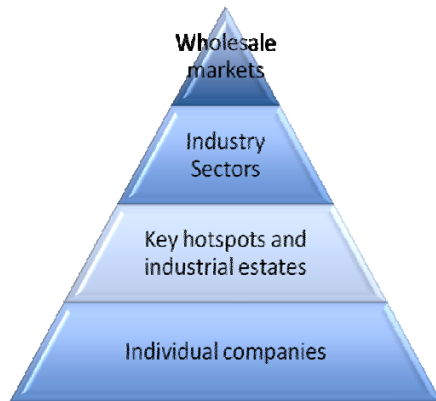
- Reduce
 - Start a dialogue with customers
 - Stock in advance
 - Collaboration and consolidation/grouping orders
- Re-time
 - Out of hours
 - Night time (plan now)

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

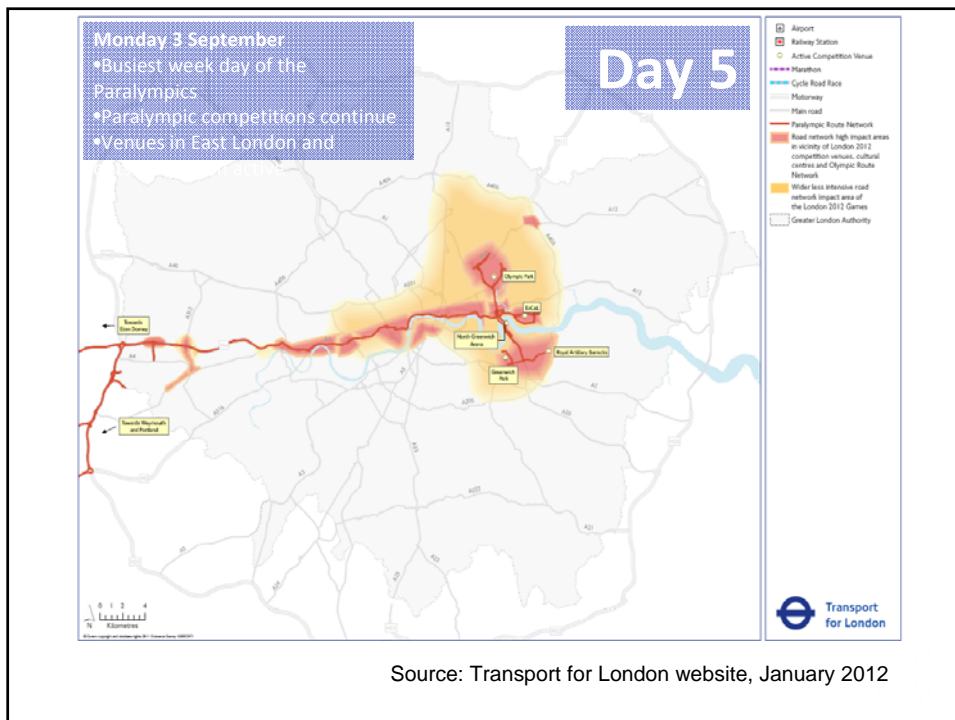
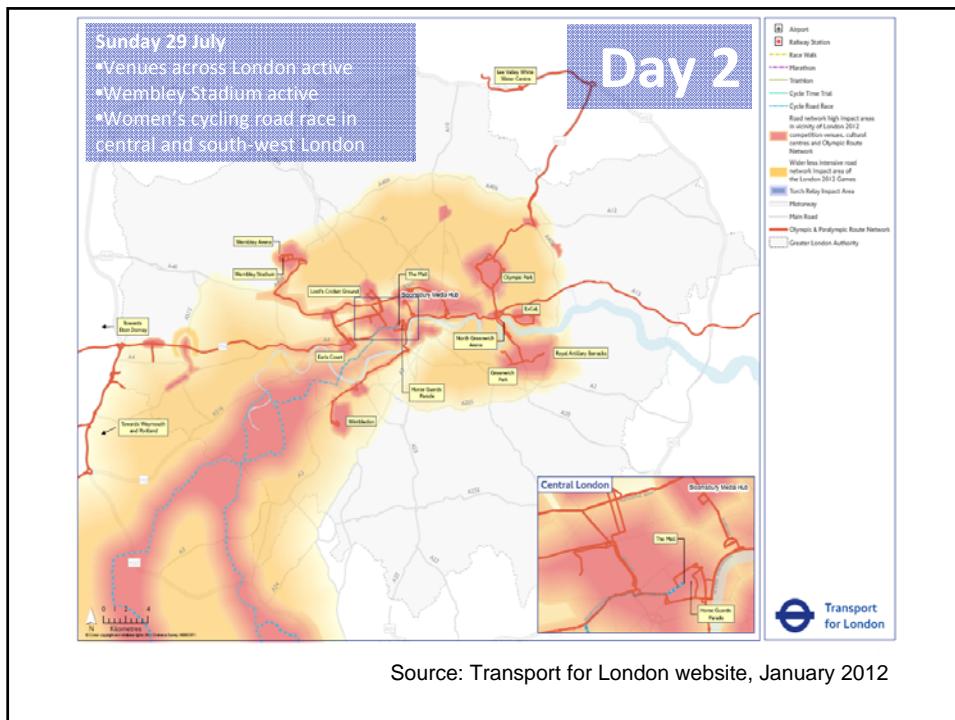
Source: Transport for London presentation January 2012

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



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

Much of the information shown on the slides has been sourced from Transport for London presentations made by a variety of people.

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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