

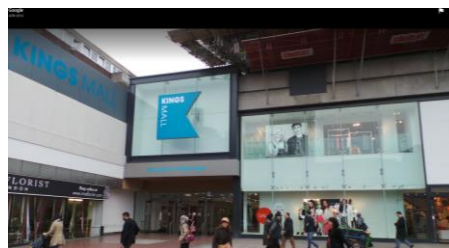
Kings Mall Shopping Centre: improving air quality



A 'Beat Air Pollution' Case Study for World Environment Day 2019

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London's Kings Mall Shopping Centre hosts 27 major retailers, including Sainsbury's, Primark, New Look, H&M and Poundland, as well as cafes, mobile phone shops, hairdressers, opticians and banking facilities. The Centre's landlord and management company are committed to improving local air quality. WYG is working with staff at the Kings Mall to develop a Delivery and Servicing Plan (DSP) for the site, which aims to reduce the environmental and congestion impacts associated with freight activity.



"We are delighted to be working with the Kings Mall to help implement a truly effective delivery and servicing plan. While there is still some work to do, we are very impressed by the progress so far and can't wait to show the rest of London just what can be achieved when businesses embrace sustainable values." - Anthony McNamara, WestTrans Manager.

"As a responsible investor, we are committed to evolving our investment philosophy to incorporate "positive impact" considerations. We are pleased that our team at Kings Mall has been making such strides in assessing the impact of retail operations and using this knowledge to make improvements that can be felt by the local community and to lessen our impact on the environment as a whole." - Rob Cosslett, Investment Manager, Schroder UK Real Estate Fund – landlord of Kings Mall.

Poorly managed goods deliveries and servicing activity can contribute to traffic growth, congestion and environmental problems. A DSP is a logistics management tool that a site occupier can use to reduce the impacts of their delivery and servicing activity. An effective DSP should incorporate a mix of practical measures, stakeholder engagement, marketing and management actions.

The Results

A baseline traffic survey was carried out over a period of three days between 7am and 7pm. The enumerators recorded the details of each delivery to the shopping centre, where the vehicle was parked, the time it took the driver to find a parking space and whether s/he needed to drive around the block before a space became available. The results showed 441 deliveries took place during the survey period and 19% of the activity related to a shop that was undergoing refurbishment.

Headline Results

Further analysis of the data showed:

- 72% (n316) of delivery vehicles parked on-street instead of using the centre's own underground service yard.
- Reasons for not using the service yard included: convenience (making a quick pick-up / drop-off) or lack of awareness of the yard's location.
- 35% of deliveries required the use of a trolley and the remaining 65% were hand-delivered parcels, which could be consolidated into fewer trips.
- Delivery drivers reported problems they experienced in terms of trying to find a parking space or loading bay. Some said they had to circle the block until a space became available.

DSP Action Plan

Following analysis of the survey and questionnaire results, a series of potential DSP actions were reviewed, based upon best practice examples from other sites, measures contained within the WestTrans 'Delivery and Servicing Plan Guidance' (2017) and bespoke measures for the site. Below is a list of the 10 key actions that were included in the DSP Action Plan:

- 1) Produce suitable wording for lease / procurement / contract management documents notifying tenants and suppliers about the DSP and actions to reduce the impacts of freight.
- 2) Produce and maintain a list of suppliers and consolidate this list where feasible.
- 3) Require all suppliers to become FORS Accredited.
- 4) Where feasible, delivery and servicing companies to use walking porters, cargo bikes and zero-emission vehicles for last mile deliveries.
- 5) Re-timing deliveries to off-peak periods and install safe and secure unattended delivery and storage facilities in the service yard.
- 6) Review access to the service yard. Enable vans to use both entry points instead of the current one-way arrangement.
- 7) Require all suppliers to use the service yard when making a delivery to the centre.
- 8) Install on-street signage to improve awareness of the yard's location and electric charging points for top-up charging.
- 9) Upgrade the servicing booking system to include delivery vehicles.
- 10) Consolidate the number of waste suppliers.

Next steps

The DSP is a strategic management plan that the centre's management company can implement over the next few years. The measures contained within the Action Plan will require behaviour change amongst retailers, their suppliers and transport operators. Stakeholders will also need to invest in new technologies, driver training and cleaner vehicles to minimise the impacts of delivery and servicing activity at the site.