

City of Bristol November 2006

Consolidation scheme

Context

Bristol is the largest urban area in the south west region of the UK with a population of some 400,000 people. Bristol acts as a regional centre for industry, commerce, education and culture and has a long established history as an important centre for trade. The city also serves as a major transport hub providing a gateway to the south west.

Objectives

Bristol City Council in partnership with supply chain experts DHL Exel have been successfully operating a consolidation centre since May 2004 with the aim of helping to reduce pollution and congestion in central Bristol. Streamlining deliveries and cutting the number of delivery vehicles travelling into Broadmead has helped achieve this, whilst at the same time providing an improved delivery service to retailers. The scheme focuses on Bristol's core retail area Broadmead, which has over 300 stores and is currently undergoing a major expansion to increase retail floor space by 40%.

Description of the action

The scheme now serves 59 retailers which has reduced their delivery vehicles movements by 77% since the on-set of START. This means a saving of 5374 lorry trips equating to 106,556 lorry kilometres with the resulting reduction in emissions of CO₂ 13.3 tonnes, Nox 426kg's PM₁₀'s 12.8kg's. Retailers also have waste and packaging material collected which has meant 7.3 tonnes of cardboard and plastic being recycled.

The scheme has expanded its geographical coverage to serve a number of stores in neighbouring shopping streets. These are sister stores of the those in Broadmead and ensures the maximum consolidation benefit is being gained.

A window sticker has recently been developed to help promote the scheme.

The sticker will be displayed in retailers shop windows to promote their green credentials. The design of the sticker incorporates a logo created by a pupil at a local school, which DHL attend as part of a reading scheme.



DHL have recently purchased a 9 tonne electric truck. The truck is currently on trial in Bristol and is working extremely well, seeming to be ideally suited for this type of operation. Cost and emission savings will be monitored over the coming months of operation.

Further planning and expected results

The City Council and DHL are working closely with the developers of the Broadmead expansion to integrate the consolidation scheme in to the new development to be known as Cabot Circus, which is set to open in September 2008. Key issues include ensuring retailer participation and the commercial structure.

Local partners

- Bristol City Council
- DHL Exel Supply Chain

Local stakeholders

- Broadmead Board
- Mall Galleries
- Business West
- Bristol Alliance

Contact

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