

# Urban Logistics - Delivering the Goods



## Programme\*

### Arrival and registration

### Introduction and objectives

#### The World of Freight and Logistics - Part One

An Overview; Follow a consignment from China to UK living room

#### How does all of that impact on towns and cities?

Urban freight management challenges: air quality, safety, congestion, local economy. How do we balance the needs of residents with the needs of businesses which serve/employ them?

#### The World of Freight and Logistics - Part Two

Demonstrate the need for greater understanding by providing more detail on UK freight industry.

### Break

#### Workshop One

Defining the problem: How do I know what urban freight management challenges I have?

#### Workshop Two

How do I engage with industry? How do I keep them interested in the longer term and involved in my work?

#### Interactive presentation

Which urban freight management options are available to me?

### Lunch

#### Development of Urban Freight Management Strategy

Identify clear objectives and outcomes; Determine FCL framework; Consider national, regional and local policy proposals; Timelines of activity; Set metrics for post-measures; Ensure stakeholders remain involved.

#### Workshop Three

How do I select improvement measures most suitable for my area?

### Break

#### Implementation planning

How do I implement a plan to deliver on the Strategy and how do I ensure success?

#### Next steps for delegates

Knowledge sharing; Identify resource centres and networks

### Summary and close

\* Please note that that this is a preliminary course programme and is subject to change

## Overview

Efficient, safe and sustainable movement of freight within urban areas is essential to ensure towns and cities prosper and local businesses thrive. Freight is the lifeblood of our local economies and needs to be planned for and effectively managed, to balance the needs of industry with those of local communities, other road users and the environment.

Freight is often treated as an add-on to the movement of people, but it can have very significant impact on local amenities, road safety and air quality. And many urban freight management measures exist, from use of Delivery & Servicing Plans (DSPs) to retiming freight activity outside of the normal trading day. But which measures are suitable for which scenarios? And how do policy makers and practitioners select the right mix of solutions for their specific issues, using quality data to make informed decisions?

This new course provides the essential background to the nature of freight movement in urban areas using real-world case studies from around the globe.

## Learning outcomes

On completion of the course, attendees will:

- Understand the importance of planning for the movement of both freight and people to deliver successful schemes
- Appreciate that data sets are crucial in really understanding the nature of freight movements
- Have a better appreciation of which sets of management measures (tried and tested globally) should be implemented and how
- Appreciate that an overarching Freight Strategy is essential to outline objectives and track the progress and effectiveness
- Realise that there are no 'silver bullets' and that sharing positive and negative experiences with peers is critical to ensure local success
- Know that specialist support is available to help frame the problem and provide ongoing expertise

## Who should attend

This course is ideally suited to local authority personnel with responsibilities for urban freight movements and business liaison and engagement (including Transport Planners, Environmental Health Officers, Town Planners, Economic Development Officers, Road Safety Officers, and Sustainable Travel Planners), as well as consultancy staff engaged in urban freight planning support and other relevant stakeholders.

