

Bee Midtown

Personal Deliveries Service

Citylab

12/05/2017

Agenda

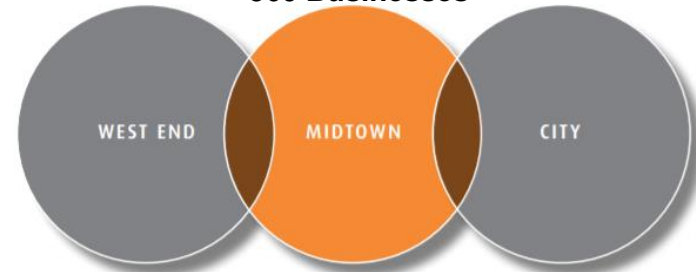
1. Introduction to Bee Midtown
 2. Challenges
 3. Project Aim
 4. How it Works
 5. Project benefits
 6. Next Steps
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Introduction to BEE Midtown

- **Streets** – to maintain a safe, functional area
- **Smart Business** – to enable competitive advantage for business
- **Local Economy** – to engage with and make a difference to all who work, visit, and live in the area through innovative collaborations
- **Area Infrastructure** – to enhance the quality and functionality of the public realm and transport infrastructure
- **Championing and Campaigning** – to promote Midtown as the destination of choice for business and leisure
- **Future Proofing** – to manage, leverage and represent the business vote



560 Businesses



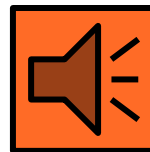
Challenges

200,000

Daily
Workforce
employed in
the Midtown
area

5

The number of days it took London to breach its annual safe air quality limit for 2017.



40% of packages received at the workplace are personal

11%

The growth of online retailing in the UK from 2012-2015

8%

The proportion of employees that claim to have online purchases delivered to the workplace at least once a day

24%

The level of CO2 that is created in London by Road Transport

**PROJECTED
GROWTH OF THE UK
PARCELS MARKET**

2005
1.3BN
ITEMS

2012
1.7BN
ITEMS

2025
2.3BN
ITEMS

75%

The percentage of London residents that have online purchased delivered at least once a month

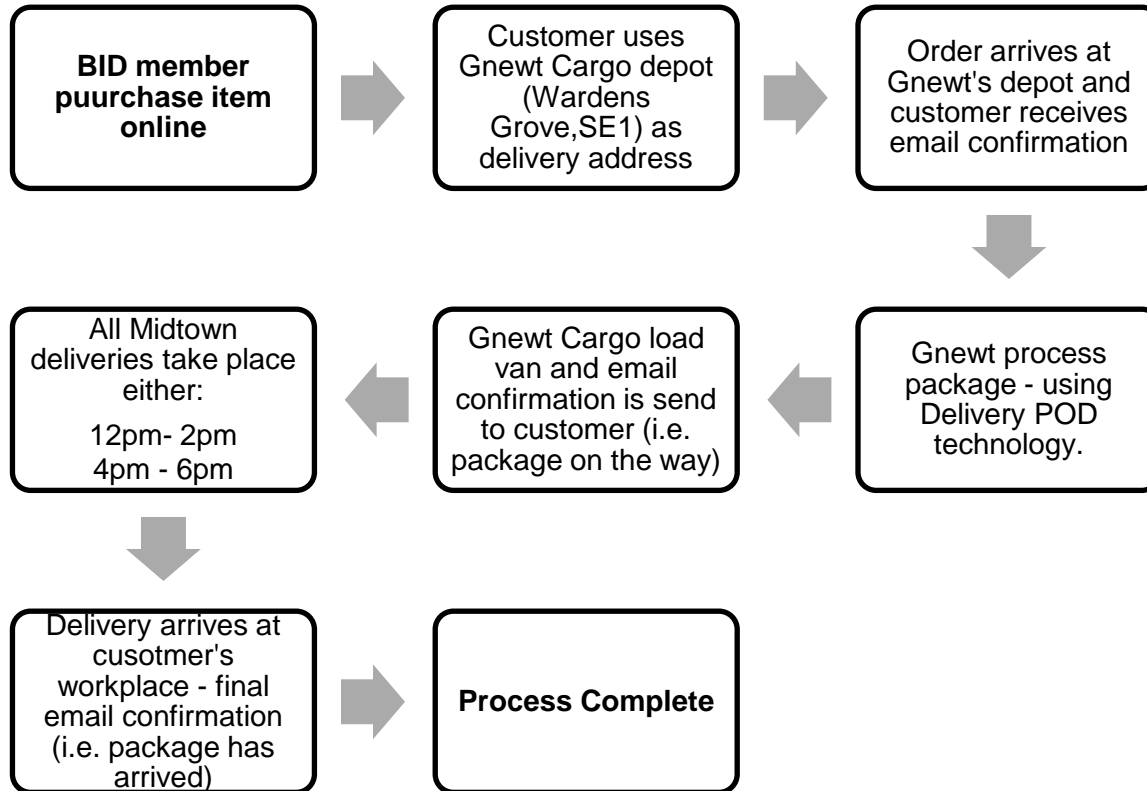
60% - the level of increased congestion in Central London by 2031 – consequences for noise and air pollution.

Personal Deliveries Service - Aims

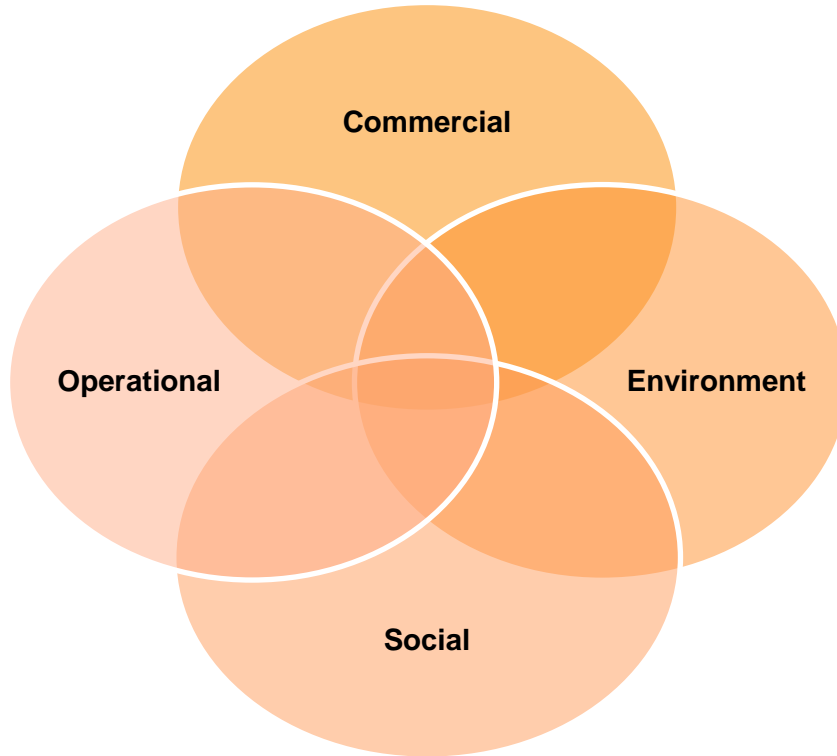
- Aims to address the problems associated with receiving personal deliveries at the workplace
- Offers Bee Midtown members a zero cost facility where employees can have their online purchases delivered to a micro-consolidation centre located in Central London
- Last mile delivery will be completed using electric vehicles
- Supported by funding from TfL and launched in March 2017
- Partnership with Arup for advisory services, Gwent Cargo who provide the infrastructure and Chansol Mobile Solutions who provide the software allowing for tracking and reporting (Delivery POD)



How it Works



Benefits



- Reduced cost of handling a large number of un-managed parcel deliveries to postroom across the BID
 - Simplified receiving operation with two deliveries per day
 - Reduced number of trucks visiting the area thereby reducing local congestion
 - Safer and quieter environment for local residents
 - Reduction in CO2 and PM emissions, and improved local air quality
 - Opportunity to improve CSR score, and gain support from other businesses in the area
-

Ordering shoes online? Keep their footprint small.

40% of UK workers now have personal packages delivered to their workplace. But all those courier vans also deliver a huge amount of harmful fumes. BEE Midtown Personal Deliveries will combat this problem.

How?

Supported by funding from TfL, our revolutionary service directs your online orders to a central consolidation centre and delivers them into company postrooms in Midtown, twice a day, in a single, fully electric vehicle. It is then delivered into your hands as usual.

All you have to do to cut congestion and improve air quality is enter your unique code and the central delivery address when ordering online.

For full details of the project, its results and ongoing development – and to pick up your unique code – visit www.bee-midtown.org/personal-deliveries/

Next Steps

- Continue to promote the scheme through the roll-out of a number of marketing activities
- Engagement with businesses across the Midtown area
- Monitor sign-up rates and report on the impact on the environment

When it comes to improving local air quality, there's only one sort of hand you need to lend.



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One way you can help send local air quality in the right direction.



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Thank you



Thank you for listening:

For further information please contact:
personaldeliveries@bee-midtown.org

<https://bee-midtown.org/smart-deliveries/personal-deliveries>
