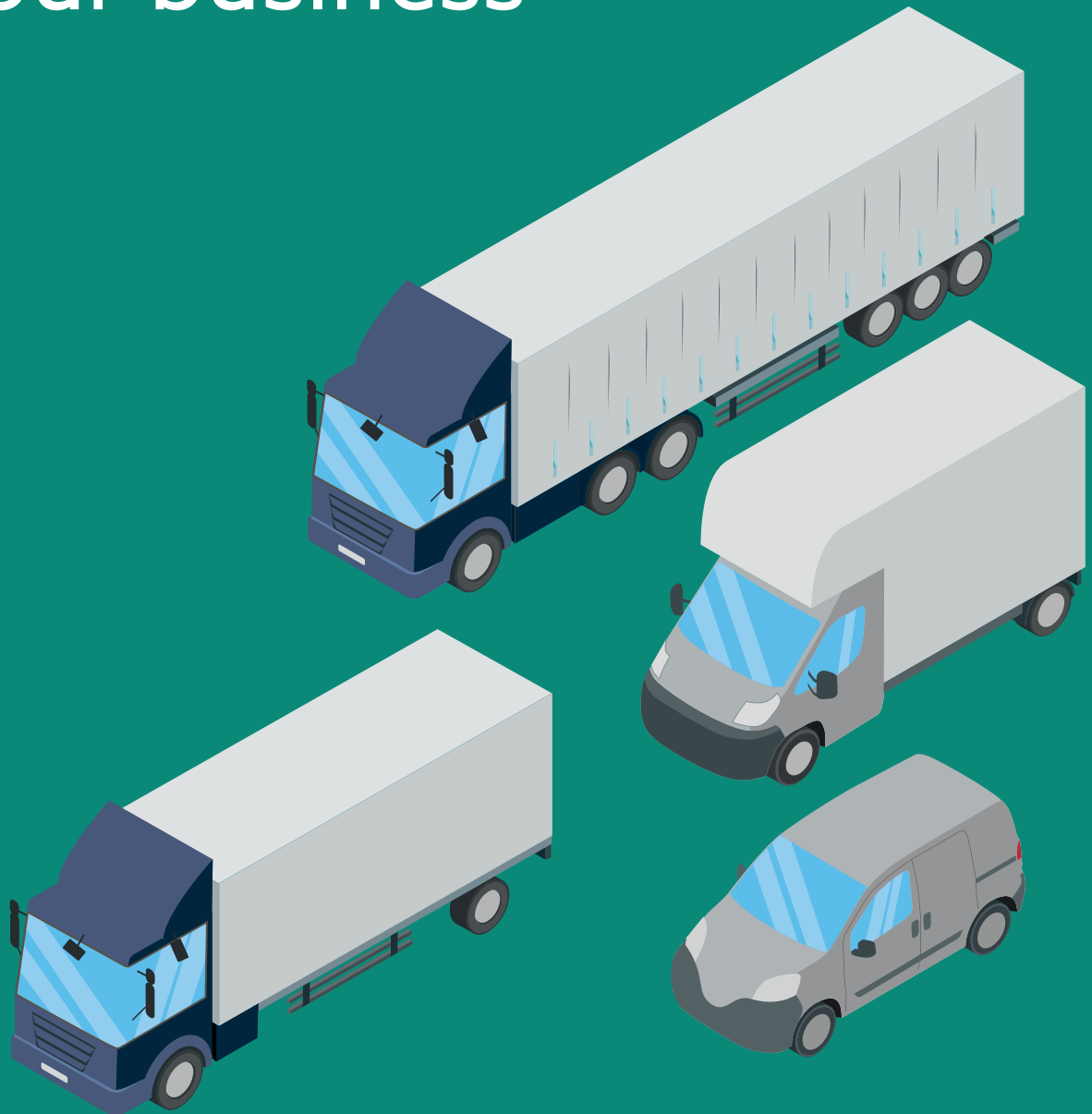


Reducing personal deliveries to your business



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Personal deliveries

The way we shop has changed dramatically over the last few years with record numbers of people getting orders delivered to their home or workplace. We are often unaware of the transport, environmental and cost impacts caused by our deliveries.

This growth in online shopping has resulted in a considerable increase in smaller, just-in-time deliveries, which in turn has increased the number of delivery vehicles on the roads, particularly vans. When it is not possible to drop off parcels at the first attempt, additional trips will have to be made at another time. The most convenient delivery location is often the workplace, as staff are on hand to receive deliveries that would otherwise be returned to the depot.

There is an unseen cost to organisations from processing personal delivery items. Staff can be diverted from their core duties and there can also be a potential security risk at high profile organisations.

London's roads can be heavily congested at peak times and these additional vehicles add to congestion, emissions and risk of collisions with cyclists and pedestrians.

This toolkit provides guidance to work with your employees to introduce a personal deliveries reduction scheme. This will reduce the number of vehicles on the road and drive efficiency in your business.



What can be done?

Most businesses will be unaware of the volume of personal deliveries being received.

On average, personal deliveries to an office in central London will be up to 40 per cent of the total number of deliveries to the building.

How can you make the changes?

Stage 1 – monitoring and deciding

By assessing the personal deliveries coming into your business, you can make an informed decision on whether a reduction is necessary to help keep the local area safer and healthier.

Monitor incoming deliveries over a two to four week period. The data collection sheet provides basic information for you to capture the details of your deliveries.

After you collect the data, assess the time it takes to sort and deliver the packages and what this means to your business. Then decide if it would be beneficial to reduce the volume of personal deliveries. You can usually identify whether the item is personal due to the branding of the packaging.

Stage 2 – preparing for a reduction

If you are considering a significant personal deliveries reduction you should check with your Human Resources department to see if there are no contract or policy implications.

Often it will be more convenient for your employees to use alternative facilities closer to their home, so that they don't have to carry parcels with them on their commute. To encourage this, use the poster templates provided to let employees know about click and collect websites they can use to find their local pick-up point.

Making the change

1

Monitoring and deciding



2

Preparing for a reduction



3

Communicating the plan



4

Launching and improving



Stage 3 – communicating the plan

All employees should receive communications with advice and guidance prior to the implementation of the scheme. The following is a list of suggestions you may wish to include:

- Why the change is taking place
- Cost to the business and environmental impacts
- Percentage of personal deliveries to the business
- What alternatives are available
- How to find out about collection points near to home addresses
- Consequences of continuing to deliver personal items to the business

If your employees have any concerns, these can be reviewed before the scheme goes live. Our internal communications guidance includes an example publicity poster, guidance text for an all-staff email and an example intranet article.

Appointing someone to be the ‘personal deliveries champion’ who can be the point of contact for the initiative can encourage participation among employees.

Stage 4 – launching and improving

Make sure you monitor the changes in delivery patterns and tackle any problems, particularly in the first few weeks. Use our delivery recording tool to keep track of what deliveries are arriving to your office, and when.

We recommend you collate data on the personal deliveries before, during and after the scheme so you can see how or if it has worked. You may wish to document what worked and didn’t and use our guidance survey in our Internal communications toolkit, which will allow you to capture any behaviour change and opinions from your employees for ongoing improvement.

Finally, share the results with others and promote the scheme in your local working area. This will achieve an even greater reduction in congestion, improvement in air quality and street safety.

If you would like assistance or advice on using this guide, please email tdm@tfl.gov.uk



Overview of tools available

Recording deliveries template

This is a guide on the type of information you can collect in order to get a well rounded picture of the amount of personal deliveries coming into your organisation. It allows you to record the time, date, type of deliveries, who it is addressed to, the sender and the number of parcels. By using this template for two to four weeks, you should be able to get a strong indication as to whether or not you should consider implementing a personal deliveries reduction scheme.

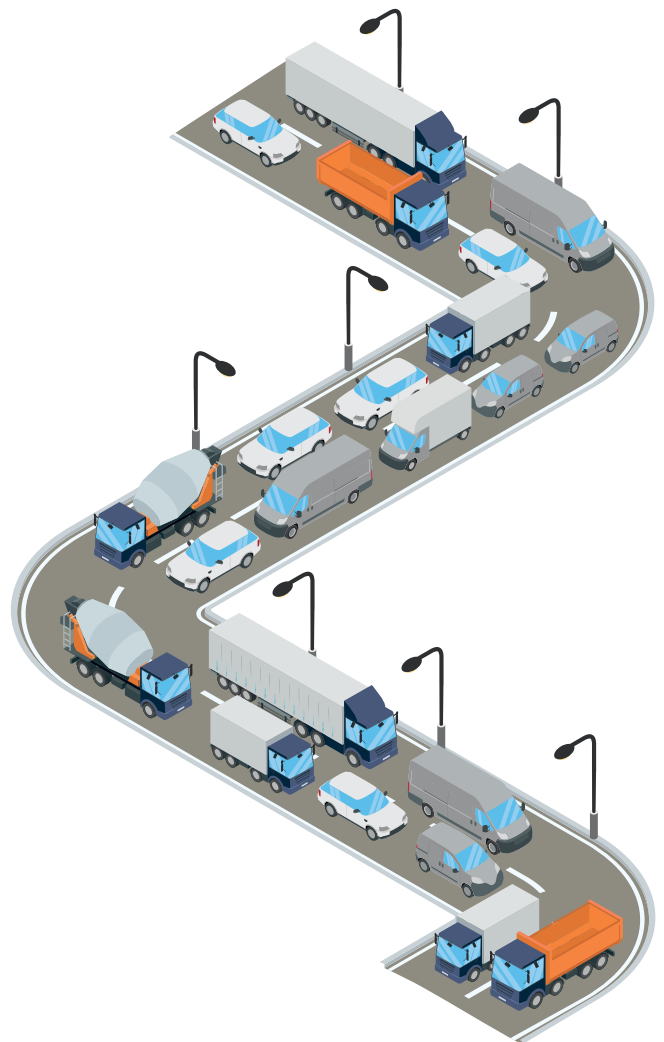
Internal Communications tools

These give you guidance on communicating the initiative to your employees. The kit consists of:

- Publicity poster
- Employee email
- Intranet/internal social media article
- Employee survey to capture behaviour change following the new policy

Festive guidance

The festive period is the busiest time of the year for retail – meaning the number of personal deliveries to your organisation is likely to be at its highest. This page gives suggestions on ways you could use the festive period to your advantage, whether it be monitoring deliveries or encouraging behaviour change.



For more information, visit
www.tfl.gov.uk/efficientdeliveries

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