
West End waste consolidation

Preferred supplier scheme success on Bond Street

Bond Street is revered throughout the world as a luxury shopping destination in London's prestigious West End. However, the area suffers from traffic congestion and environmental pollutants from the many commercial vehicles travelling to and from the street for delivery and servicing activities.

Together with New West End Company (NWECC) and Westminster Council, we launched the Bond Street 2018 Public Realm Strategy to address these issues. As part of this, Arup and NWECC launched a vehicle reduction scheme, aiming to increase the number of shoppers and ensure the commercial success of Bond Street.

The scheme aims to:

- Reduce the number of delivery and waste vehicles by 50 per cent (from 2014 levels)
- Reduce emissions generated by commercial delivery and waste vehicles by 10 per cent (from 2014 levels)



At-a-glance

Issues

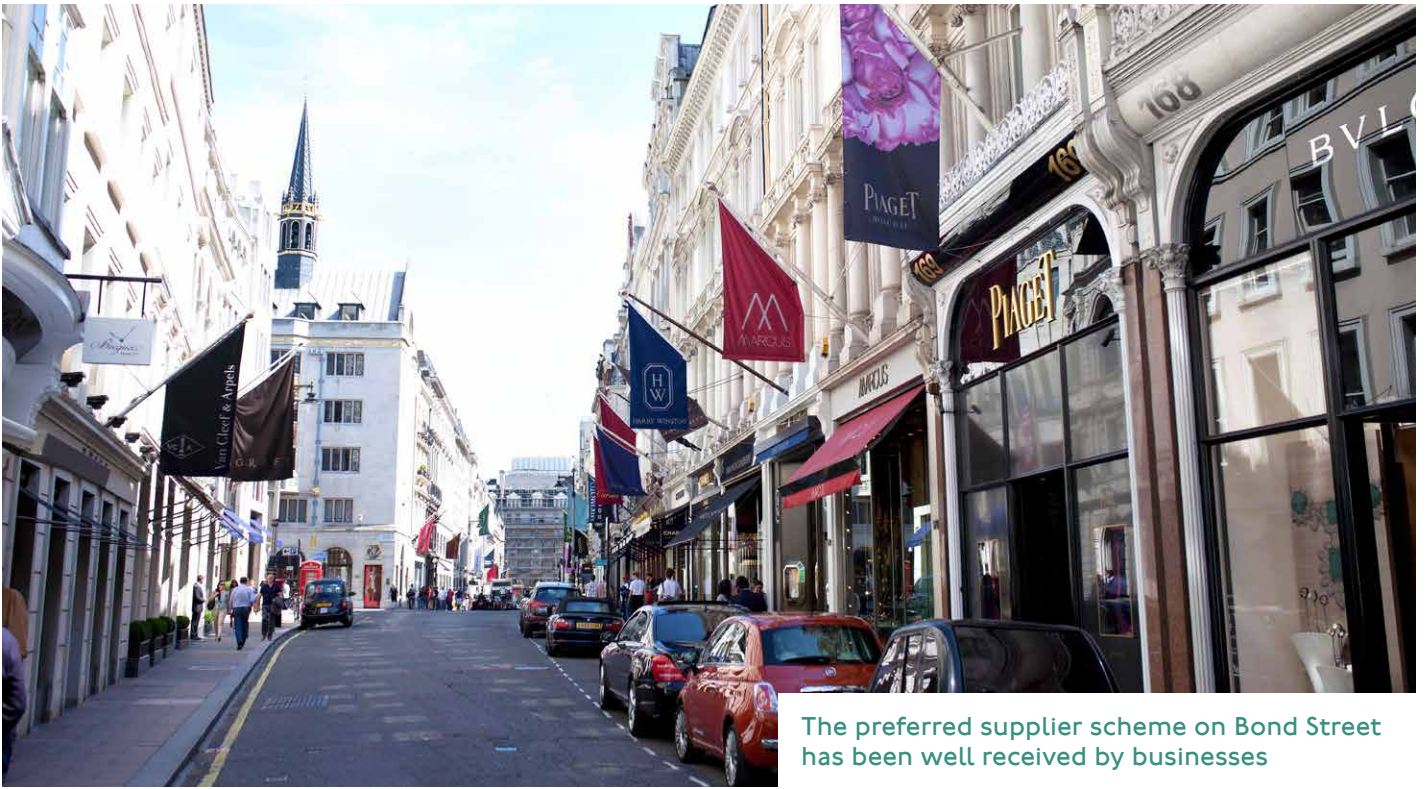
- Congestion
- Waste bags on pavements
- Pollution
- Impacts on Bond Street's reputation

Solution

- Collaboration between 321 businesses
- A waste supplier scheme to consolidate vehicle trips

Benefits

- A 67 per cent reduction in waste left on the street during inappropriate hours
- Waste vehicle movements fell from 144 to nine per day; a 94 per cent reduction
- A 76 per cent reduction in carbon dioxide equivalent (CO₂e) and nitrogen oxides (NO_x) and 74 per cent reduction in particulate matter (PM₁₀)



The preferred supplier scheme on Bond Street has been well received by businesses

Phase I: Waste consolidation

While the scheme aims to reduce all vehicle activity on Bond Street, Phase I focused on waste collection vehicles. Research found there were 47 suppliers operating on Bond Street. A solutions-based design was then developed to implement a preferred supplier scheme.

Potential operators were analysed on criteria, such as price, sustainability and flexibility, with two suppliers selected: Veolia and First Mile. By December 2015, more than 239 businesses on Bond Street used First Mile and 82 businesses used Veolia. This represents a 73 per cent participation of businesses on Bond Street.

NWEC is planning to roll out a West End wide waste, recycling and deliveries service for all businesses. For more information on getting involved in an extended scheme, or be kept informed of the plans, please email info@newwestend.com

Lessons learned

- Early stakeholder mapping and engagement workshops were key for the successful implementation of the scheme and changing businesses' behaviour
- Door-to-door surveys provided valuable insight into desired supplier criteria
- Quantitative data was laborious for a limited output, but did provide a baseline for comparison after the scheme was in place
- A reporting mechanism is crucial for feedback on the scheme's success