

Planet Organic

Specialist retailer leads the way on Tottenham Court Road

Snapshot

Challenge

- On a congested central London road which receives 7,740 deliveries each week, how could Planet Organic lead the way to improve air quality for its staff and customers?

Solution

- Ensured the majority of its deliveries avoid the morning peak
- Worked with their other London stores to consolidate deliveries and reduce vehicle movements

Benefits

- Fewer vehicles on Tottenham Court Road
- Time saved handling deliveries
- Improved achievement of sustainability targets



Achievements

Consolidation

Consolidation of internal mail and stationery deliveries across London stores



60% ▼

of deliveries arrive overnight avoiding the busiest times on London's roads

Reducing

Member of local scheme reducing waste collections in the area



Improved sustainability

Reduced their delivery and servicing footprint





‘At Planet Organic we conduct our whole operations in a fair, honest and responsible way. We want to help improve our local area, reducing congestion and associated pollution from deliveries.’

**Store Manager,
Tottenham Court Road**

The details

What happened?

Planet Organic is the UK’s largest fully certified organic supermarket with eight stores across London. With sustainability a core value promoted with suppliers, employees and customers, reducing the business’s delivery and servicing footprint was a natural next step.

Since Planet Organic Tottenham Court Road opened in 2016, the store has proven its sustainability credentials in embracing efficient delivery principles, negotiating noise and road restrictions to reap the environmental and cost benefits. Recently Planet Organic took another pledge to be being UK’s first Zero Food Waste food retailer.

In February 2019, the Store Manager attended a Transport for London Efficient Delivery workshop to understand the wider impact deliveries and servicing trips were having on the local area and to meet other like-minded businesses.

Solution

Planet Organic adopted a three-level approach – a Tottenham Court Road specific solution, an area-wide initiative, and a measure that the whole chain could take on.

- At Tottenham Court Road, Planet Organic worked with their suppliers to ensure at least 60 per cent of their weekly deliveries were received overnight, avoiding congested times.
- The store joined the local, area-wide waste consolidation scheme, run by the Fitzrovia Partnership, which aims to reduce the number of waste vehicles in the area
- Deliveries were then consolidated across the entire Planet Organic family. Internal mail and stationery orders are delivered to one London store before being consolidated and distributed across the other stores.

How can your business benefit?

By reviewing your deliveries and servicing portfolio, you can identify opportunities to enjoy business benefits, like Planet Organic.

Visit tfl.gov.uk/efficientdeliveries to unlock the benefits of making your deliveries and servicing trips more efficient.