Quiet Deliveries Good Practice Guidance – Key Principles and Processes for Retailers

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Department for Transport
Great Minster House
33 Horseferry Road
London SW1P 4DR
Telephone 0300 330 3000
Website www.gov.uk/dft
General email enquiries FAX9643@dft.gsi.gov.uk

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Chartered Institute of Logistics and Transport
TAG National Transport Committee
British Retail Consortium
Freight Transport Association
Transport for London
Noise Abatement Society
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Appendix A: Introducing a Quiet Deliveries Scheme: Menu of Measures for Retailers and Freight Operators  

Appendix B: Specimen Memorandum of Understanding - Quiet Deliveries Scheme/Trial
This Quiet Deliveries good practice guide covers the key issues for retailers, freight operators, local authorities and community stakeholders.

Congestion and delays affect freight and retail business and also local communities, particularly residents. Quiet Deliveries schemes provide a way to address these issues. There is a key role for local authority planning, transport, highways, licencing, and environmental health professionals to balance out the issues and enable solutions that benefit all parties.

This guidance reflects lessons learnt from Quiet Deliveries trials held by DfT, Freight Transport Association (FTA) and Noise Abatement Society (NAS) in 2010-11 and from the experience during the London 2012 Games.

The Government website provides the detail on the past projects and in-depth case studies, whilst this guidance focuses on the key principles, followed by more detailed sector specific advice on Quiet Deliveries from different stakeholders’ point of view.

We would like to thank both public and private sector organisations that have supported DfT with the preparation process, and also the FTA, NAS and other professional bodies for their time and input.

Wider use of Quiet Deliveries schemes should help businesses and freight operators, in partnership with local authorities and communities, use the available time and space on our busy roads more effectively. Shifting deliveries to other times will help to reduce peak hour congestion, benefiting the environment, improving road safety and helping businesses.
1. Setting the scene

Why do quiet deliveries?

1.1 The principle of quiet deliveries is about enabling businesses and organisations to make and receive deliveries outside the main working day. This flexibility will generate multiple benefits for all affected parties, such as reduced congestion, lower emissions and business efficiency.

Potential benefits for retailers

1.2 There are a number of potential benefits to retailers of changing the timings of their deliveries/collections, some of which can be seen in the table below:

<table>
<thead>
<tr>
<th>Potential Benefits for Retailers</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased stock availability for your customers</td>
<td>Stock delivered after a retail premises closes can be displayed on the shop floor in time for opening to customers the next morning. This will increase the selection of goods available to your customers.</td>
</tr>
<tr>
<td>Increase in staff availability for customer facing roles</td>
<td>Staff will be freed from dealing with deliveries during your core hours of business, thus enabling them to be deployed in a more customer facing role.</td>
</tr>
<tr>
<td>Increased reliability of service for customers for time critical operations (i.e. dotcom deliveries)</td>
<td>Where a delivery time to the end customer has been agreed (e.g. for delivery of goods ordered via the internet), the increase in stock availability will allow more efficient picking of products and therefore a more reliable service to your end customers.</td>
</tr>
<tr>
<td>Increased profitability during seasonal weather fluctuations</td>
<td>Where seasonal fluctuations (due to weather, public holidays etc) affect the amount of stock required at short notice, goods can be available to the customer when the retail premises opens.</td>
</tr>
<tr>
<td>Increased road safety – for your customers and staff</td>
<td>Reduction in the number of delivery vehicles from the roads during the rush hour periods and daytime can increase road safety. By moving the hours of operation of some of the larger service vehicles, you will avoid any potential conflict with other road users, including users of the store.</td>
</tr>
<tr>
<td>Decrease in air pollution around retail outlets</td>
<td>Removing delivery vehicles from peak times will help to reduce congestion, decreasing air pollution.</td>
</tr>
<tr>
<td>Less conflict between deliveries and customers on the shop floor</td>
<td>Potentially shelves will not have to be filled while customers are visiting retail premises.</td>
</tr>
<tr>
<td>Improved route planning</td>
<td>The ability to deliver sequentially to a number of your outlets during evening/night-time periods will enhance driver time efficiency and reduce total travel distances.</td>
</tr>
<tr>
<td>Reduced vehicle turnaround times at stores/sites</td>
<td>Delivery to clients outside of the core delivery times, will potentially allow quicker turnaround times.</td>
</tr>
<tr>
<td>Maximisation of in-store fleet</td>
<td>Home delivery vehicles will be easier to manage and there can be a greater guarantee of being able to pick a complete order for individual click and despatch customers.</td>
</tr>
<tr>
<td>Increased certainty on fuel supplies being available for associated petrol station outlets</td>
<td>Where petrol and diesel tanker deliveries can be carried out overnight (subject to environmental and safety resections) then there will be guaranteed full choice of fuel types available for early morning rush hour customers</td>
</tr>
</tbody>
</table>
Reduced local road charges and Penalty Charge Notices
Operating vehicles outside of core hours may reduce underlying costs (such as PCNs and, in London, Congestion Charge fees) for freight operators, which may be passed onto a retailer through higher supply costs.

More reliable journey times to your stores
The potential for your supply chain to give you a more accurate time window for deliveries and more reliable timescales for delivery/collection, due to operating in hours of less congestion.

Increase resilience for future changes in shopping patterns
Thinking ahead using the QDS approach may help in relation to market sector changes demand for ‘click and collect’ services.

Consideration of consolidation centre use
Dependent on locational constraints and/or type of goods, the QDS tool fits very well with the use of consolidation/sustainable distribution centres.

Gathering the evidence

1.3 The quiet deliveries principle has been tested through a number of trials and has been backed by a number of industry associations including The Freight Transport Association and the Noise Abatement Society.

1.4 The Quiet Deliveries Demonstration Scheme (QDDS) in 2010-11 investigated the types of constraint, the requirements for seeking a relaxation of delivery hours and the potential benefits of introducing quiet out-of-hours deliveries that do not create a disturbance to local residents and communities.

1.5 The findings of the QDDS pilots and case studies clearly show that, if delivery times are extended into the evenings/night-time periods in a well-managed manner, that schemes can work effectively with minimal or negligible disturbance to residents and surrounding communities. Quiet Deliveries Schemes can be a win-win for all parties because of:

- Reduced congestion and delay for all road users
- More effective supply chains
- Better efficiency for participating organisations including retailer and freight operators
- Improved customer satisfaction and access to products of their choice
- Improved environment
- Improved quality of life for local residents and communities
- Enhanced road safety
- Improved viability and competitiveness of town centre
- Effective delivery of corporate wider sustainability objectives
- Support for social cohesion and community objectives
1.6 Many of these objectives may be mirrored through retailers’ own corporate objectives and policies. This guide focuses on the role of retailers, often working with their freight operator partners, to identify opportunities for QDS solution and to successfully deliver them.

Improving guidance as a result of lessons learnt

1.7 This new guidance builds on that originally developed using the 2010-11QDDS trials and the experience of the London 2012 Olympic Games. Evidence from industry and professional organisations has also supported the development of this guidance. It is designed to support and enable local authorities, freight operators, retailers, developers and local communities to adopt quiet deliveries practices at a local level and in a way that is workable for them.

The guidance allows local flexibility in the design and application of quiet deliveries, and aims to stimulate and sustain economic growth while engaging with local authorities, communities and other key stakeholders.

What the guidance will help you with

1.8 This updated guidance helps to answer a number of important questions about QDS. These are:

- Why do quiet deliveries and why it can be a win-win for retailers and other stakeholders in the process?
- What are the key actions you need to take as a retailer if you decide to opt for a retiming solution to deliveries (which include times that trigger a formal quiet deliveries arrangement)?
- How can stakeholders be convinced that QDS is a real benefit?
- What is expected from local authorities to enable the process?
What about the retail sector?

1.9 For the real benefits of the QDS tool to be felt, it needs cross-sector commitment from local authorities, retailers, freight operators, community organisation and developers. **If you are a retailer involved in planning and development, logistics or operational practice, Section 4 of this guidance tells you the essentials for your sector.** We’d like you to read the whole guidance document, but if you are pressed for time, **please refer to Section 3.11, the whole of Section 4 and Appendices A and B.**
2. What are quiet deliveries?

An easy definition

2.1 Quiet Deliveries Schemes (QDSs) are used to facilitate the extension of delivery times to locations such as a shop or building site, using practices to minimise any disturbance to local residents. More information on what retailers and freight operators need to do to practically minimise noise is shown in Appendix A and should be borne in mind throughout this guidance. Quiet deliveries schemes can reduce the traffic pressure on busy routes at peak times allowing traffic to move more freely and reduce the risk of conflicts between heavy goods vehicles and vulnerable road users.

2.2 Retailers have a key role to play in identifying and developing QDS solutions—so the purpose of this guidance is to help retailers examine the scope, on a site-specific or area-wide basis, to advocate changes in timings and restrictions.

2.3 Examples include out-of-hours deliveries to retail premises occurring at night time and also during the shoulders of the day (i.e. prior to opening and after closing times or at times when the location is particularly busy). The adjustments to normal delivery practices could cover 24/7 or 18/7 (e.g. 0600-2400) delivery periods, or more modest tweaking of existing arrangements by just an hour or two to make a significant difference to the delivery profile across the whole day.

How a QDS can change the deliveries profile of a site

2.4 QDS can save both the retailer and their freight operator time and money because the delivery process can take place with greater certainty during a more accurate time window, for example ensuring that supermarket shelves are always well-stocked. Reduced costs associated with deliveries can also be passed back to the retailer.
2.5 An essential part of Quiet Deliveries schemes is that freight operators and retailers adopt practices that minimise the noise generated during the delivery process, to avoid disturbing local residents. Communities and local authorities may need to be reassured that moving deliveries out of normal hours should not cause additional noise disturbance and that they should also benefit from the resulting improved peak hour conditions.

2.6 Noise can be reduced by introducing various improvements in technology but also relate to the way people manage the loading/unloading process: For the retailer the most important are:

- Modernisation of supplementary equipment (quiet cages, racks, etc.);
- Warehouse/delivery yard and loading bay improvements (yard cleared of obstructions for drivers, quieter gates and doors);
- Driver behaviour codes of practice whilst on site (accurate and efficient manoeuvring, limited use of horn signal);
- Warehouse/retail unit staff behaviour (accurate handling of goods, limit voice level while outside, etc.)

2.7 There is also an opportunity to develop a sound partnership approach with local authorities, local community groups, Parish Councils and other stakeholders to use the menu of quiet deliveries measures selectively to deal with locally sensitive issues such as school opening and closing times, market days and other specific events.

2.8 A wide range of stakeholders can make effective use of QDS, although retailers and their distributors will continue to be the main users of these schemes. The QDS tool also works well alongside the use of sustainable distribution or consolidation centres to reduce town centre congestion and minimise the impact of larger goods vehicles in town centre environments.

2.9 More information on the measures that can be adopted is shown in Appendix A which you can use as a handy checklist for putting the QDS on the ground.
3. How to use the guidance

The guidance family

3.1 This document provides an introduction to the concept of quiet deliveries. As the approach can be used by a range of stakeholders, there are separate guides for different interest groups as follows:

- freight operators;
- retailers and traders (including traders’ associations and local commerce bodies);
- local authorities;
- community and residents’ groups; and
- the construction and development sector

3.2 The guidance provides a simple one stop shop giving the users the key issues that they need to be aware of when considering setting up a quiet deliveries scheme. The guidance will give you all you need to decide if this type of approach is right for your operation or location and provides simple steps to get you going.

3.3 For the retailer it is important that they are able receive easy and simple signposting to the correct local authority officers who are able to identify and discuss variations to existing delivery restrictions and to enable a single conversation with the local authority to discuss initial proposals. Knowing about the different types of restrictions and how they affect out of hours deliveries is half the battle. Transport for London commissioned a technical research report from TTR looking into the different regulatory systems that are in place.

3.4 At the end of this summary guide there is a resource page linking you to useful websites and other sources. You can also go to https://www.gov.uk/government/publications/quiet-deliveries-demonstration-scheme for more information.

Who benefits?

3.5 The purpose of this guidance is to explain how out-of-hours deliveries can enable a more sustainable method for the distribution of goods and bring benefits to residents and other road users too. There are benefits for a wide range of stakeholders by adopting this approach but its implementation has to be managed well and its introduction has to be carefully communicated and explained.

3.6 There are different reasons for each type of stakeholder to get involved, but here are some of the main benefits quiet deliveries can bring.
For retailers and freight operators, efficient movement of goods avoiding congested peak hours reduces time and costs, and ensures that just in time deliveries can occur with a higher level of accuracy. This avoids the risk of late deliveries, penalties and other logistics challenges which means that the end customer is not able to access their product when they need it.

For local authorities, quiet deliveries can help their local economies grow and develop (including their town centres), with improvements to the environment and road safety, in a way which doesn’t compromise the quality of life for residents. Use of environmental health and planning powers can introduce quiet deliveries practice positively, in a way that is well managed and can be easily monitored through partnership working.

For developers involved in major construction projects, quiet deliveries can help to make the impact of the development acceptable to the surrounding community. For communities affected by longer term construction projects the impact often feels permanent rather than temporary. So for this sector there is a clear opportunity to use quiet deliveries to support relations with neighbouring communities and with the local planning authority.

For residents and communities affected by larger goods vehicle movement quiet deliveries can help to manage and spread the effects. Local community and residents groups, together with Parish Councils, are best positioned to let the local authority, developers, retailers and freight operators know about their specific challenges, and to integrate quiet deliveries as part of plans to manage local traffic. Other tools such as stockpiling, consolidating deliveries, improved supply chain management and improved stakeholder communication can also sit neatly alongside quiet deliveries.

3.7 The costs of implementation can be grouped into four main categories:

- Upgrade or purchase of quiet equipment (e.g. quiet cages and racks, fleet modifications)
- Warehouse infrastructure improvements (quiet doors and gates, delivery yard upgrades etc.)
- Staff training
- Management costs (assignment of Project Manager or Steering Group, setting up feedback for affected parties e.g. 24hr telephone line, website)
3.8 The fact that retailers and freight companies will bear most of the implementation costs can sometimes discourage commitment to a QDS approach. However, key benefits such as stock availability on time, and reduced operating costs to the retailer all contribute towards a sound business case.

3.9 Changing delivery times will require close co-operation with local authorities.

How QDS benefits different sectors and stakeholders - highlighting the benefits for the retail sector
• Reduced ‘High Street’ peak congestion
• Reduced traffic impact from all types of delivery vehicles
• Reduced impact of construction traffic on local communities
• Improved road safety
• Enhanced town centre management and economic advantage
• Enhanced relationships with community groups and the local authority
• HGV contribution to congestion and emissions reduced

• Reduced round trip journey times
• Reduced fuel consumption
• Improved shift productivity from driver and vehicles
• Improved journey time reliability
• Easier deliveries – especially in ‘High Street’ environments
• More efficient use of fleet and store staff
• Reduced ‘knock-on’ effects for other customers

• Increased product availability
• Less conflict between deliveries and customers on the shop floor
• Safer, easier and more effective deliveries made on-street
• Supports smaller traders and SME sector
• Enhanced relationships with community groups and retailers

• Effective management of construction movements as part of planning requirements
• Enhanced relationships with community groups and the developer
• Cost-effective deliveries to site
• Management of HGV traffic at sensitive times during the day through spreading hours of operation
• Flexible mechanism that is transparent to community groups

• Reduced HGV and commercial traffic impact at sensitive periods
• Reduced ‘High Street’ peak congestion
• Enhanced safety and environmental benefits
• Effective management of key developments
• Effective management and control of any noise risk
• Mechanisms that give accountability and a voice to local community groups
• Enhanced relationships with community groups

Stages of QDS development and implementation

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3.10 Each guide follows the same overall six simple steps to help stakeholders engage in the process from their standpoint, taking each group through the process. It is important that retailers, freight operators and local authorities engage with each other early on in the process to ensure that they are on board with the benefits the scheme will bring them.

3.11 Normally the party responsible for deliveries (i.e. retailer and/or freight operator) will take the lead by developing a QDS implementation plan but the local authority can also take the initiative where they see a clear need to bring parties together.

3.12 The key steps to be taken include:

1. **Check**
   
   Check what the current delivery restrictions are and who administers them. For retailers this includes asking delivery companies if they are willing to make deliveries outside normal hours.

   TfL, working with TTR, have identified the different controls and tools affecting deliveries, based on national research.

2. **Consult**
   
   Consultation between local authorities, retailers and freight operators is essential to identify which officers are responsible in each organisation. Discuss the reasons for the change in delivery patterns and work together to find out the level of support. If QDS is a suitable solution, local authorities should know the key local community groups and other third parties that you need to engage with – so you can start the wider participation process.

3. **Collate**
   
   Collate all the key evidence about the current situation, and how the QDS will affect local businesses and residents. Make sure the material is presented simply and in non-technical language (although background technical material will be required to support any formal applications to Council departments).

4. **Create**
   
   Create the QDS scheme, by building strong and resilient partnerships, working with the local authority and involving the local community in shaping the detail.

5. **Confirm**
   
   Confirming the solution – using the best mechanism. This could be varying a planning condition about delivery times conditional on the QDS being applied. This stage will provide the formal confirmation that will enable the QDS approach to be implemented. A trial or experimental period can be put in place here if desired by all parties.
6. Check in

Check how the QDS is performing at regular intervals, ensuring you check in with the stakeholders you worked with at development stage. This ensures that the local authority, operator and local community are monitoring the situation and that any fresh conditions on timing, noise levels and operations are being adhered to.

Who can start a quiet delivery scheme?

3.13 The need for a quiet deliveries scheme can arise from different stakeholders depending on the circumstances. While most schemes originate from a freight operator or retailer wishing to try out new delivery patterns, it is important for local authorities and community groups to understand the full range of benefits and to work in partnership with the scheme advocate.

The important points to remember are that the quiet deliveries approach is:

- **flexible**: use of the approach determined by local circumstances and the needs of local stakeholders;
- **scalable**: from a complex building operation through to a suburban shopping area, from a village centre through to a major retail location; and
- **deliverable**: the approach is not designed to be complicated but easy to understand and easy to implement from whichever viewpoint stakeholders approach the issue.

The voluntary nature of quiet deliveries schemes

3.14 Quiet deliveries can be applied wherever stakeholders feel that there is a need for a scheme. The partners involved in any scheme could decide to have a formal agreement or Memorandum of Understanding, or they could decide to pilot the scheme for a trial period before confirming it, but this is voluntary and will reflect local discussions and agreements. An example template for a Memorandum of Understanding, which could be used for either a permanent scheme or a trial, is shown at Appendix B.

3.15 There are benefits across a wide family of stakeholders and therefore the initial idea for a scheme in a certain location could come from any of these partners. **The retailer has a critical role in identifying the opportunity, eliciting the support of their own delivery supply chain, and then presenting a clear case to the local authority. Existing regulation and legislation can be used to support the development and continuation of a QDS.**
How to use existing planning and environmental requirements

3.16 While this guidance provides a clear set of tools, the decision to develop a quiet deliveries scheme is voluntary and relies on collaboration. However there are two principal areas where existing legislation does support adoption of the quiet deliveries approach.

**Environmental Health**

- Environmental Health regulations – where there are specific locations that are experiencing noise/disturbance or emissions issues
- Noise abatement powers and controls, especially as these can sometimes be difficult to remove even if the primary noise issue is removed or addressed.
- QDS is a proactive tool that can be used to help solve environmental health issues, rather than adopt a ‘delivery ban’ approach.

**Planning process**

- Planning legislation and relaxation of restrictions – Local authorities can amend or remove planning restrictions that currently prevent or restrict out-of-hours deliveries. The aim should be to reduce the complexity of the noise controls which will require consistency in planning decisions.
- A quiet deliveries scheme will provide reassurance to the local community that out-of-hours deliveries will be made using methods that will minimise disturbance to local residents, without the need for such planning restrictions. The local community should be a part of the process and can be a signatory to the Memorandum of Understanding (Appendix B) that can be set up for each scheme.
- The National Planning Policy Framework makes explicit reference that:
  `(development) plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to accommodate the efficient delivery of goods and supplies` (Communities, NPPF, March 2013, para. 35).
- The NPPF (paragraph 23) also recognises the core role of local planning authorities to promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres – and therefore flexible arrangements for deliveries and servicing go hand-in-hand with
this. Where Freight Quality Partnerships have been put in place to help manage freight movement in a cross-sector manner this will enable QDS to be brought forward as a solution. Similarly where local authorities have been keen to develop sustainable distribution centres to help manage town centre freight issues, the QDS tools works well as a complementary measure.

- The NPPF actively encourages solutions which support reductions in greenhouse gas emissions and reduce congestion – and encourages sustainable development

- The NPPF is clear that noise needs to be considered when new developments may create additional noise and when new developments would be sensitive to the prevailing acoustic environment. When preparing local or neighbourhood plans, or taking decisions about new development, there may also be opportunities to consider improvements to the acoustic environment. This will apply to construction activities as well as the day-to-day operational impact of a development once built.

- Paragraph 123 of the NPPF states that planning policies and decisions should aim to:
  - avoid noise from giving rise to significant adverse impacts on health and quality of life as a result of new development;
  - mitigate and reduce to a minimum other adverse impacts on health and quality of life arising from noise from new development, including through the use of conditions;
  - recognise that development will often create some noise and existing businesses wanting to develop in continuance of their business should not have unreasonable restrictions put on them because of changes in nearby land uses since they were established.

- Part of the role of the local authority is identify whether the overall effect of the noise exposure (including the impact during the construction phase) is, or would be, above or below the significant observed adverse effect level and the lowest observed adverse effect level for the given situation.

- Finally, the QDS tool sits well with the overarching purpose of the planning system, which is to contribute to the achievement of sustainable development. There are three dimensions to sustainable development: economic, social and environmental, and the ‘trigger’ for developing a QDS solution could be driven by any combination of these factors.

3.17 The planning and environmental health aspects are only a part of the picture and there are other powers in the form of on-street parking and stopping restrictions, weight limits, routing restrictions and other tools supported by traffic orders. Other controls may be in place through local voluntary agreements, tenancy agreements, event licenses, alcohol-related restrictions and other environmental matters. The partners
involved in a quiet deliveries scheme, including local authorities, retailers and freight operators, will need to work together to ensure that any such restrictions are designed to support the scheme and secure the benefits for all parties. The freight operator and retailer will need to ensure that they adopt and maintain quiet delivery practices that minimize any negative effects on residents.

Barriers to implementation

3.18 There are a number of barriers to successfully implementing a scheme, including:

- Cost of implementation, including management time or purchase of assets such as quiet cages;
- Creation of monitoring and feedback centre for local communities;
- Reschedule of delivery routes;
- Lack of stakeholder awareness;
- Complaints and perception issues from local communities;
- Lack of basic knowledge about the current restrictions in place, and the governance needed to change them; and
- Lack of wider infrastructure to support the QDS.

The barriers mentioned above are some of the reasons why stakeholders have hesitated to take up a Quiet Deliveries scheme in the past.

The importance of partnership working

3.19 Through a partnership approach, retailers, freight operators and local authorities can work together to relax curfew restrictions, but it is important to demonstrate to local authorities that any out-of-hours delivery activity will be undertaken in a way which minimises disturbance and disruption to local residents, while continuing to meet the operational needs of the business.
The barriers mentioned above are some of the reasons why stakeholders have hesitated to take up Quiet Deliveries Schemes in the past, but the local authority, through its mediation and signposting role, is able to help remove many of the issues around communication, awareness, process and accountability. The retailer needs to work in partnership with the relevant authorities, and this may include arrangements for cross-boundary collaboration where there are a number of affected authorities close together. Where the retailer has multiple outlets, developing a consistent approach in terms of noise mitigation and planning is a key benefit of the QDS approach. This allows a ‘blueprint’ approach to be developed, for example across a conurbation with multiple urban authorities.

In the next part of the document we look at more detail at practical ways for retailers to get involved.
4. Sector specific guidance for retailers

4.1 From a retailer’s perspective, here are the steps that you need to take to put a QDS in place. Remember that you will need the support of your logistics providers, the local authority and local community groups to make this happen.

Step 1 - What are your motivators?

4.2 The need for a QDS may arise because as a retailer, you are experiencing problems in providing your customers with the right goods at the right time and are regularly having to deal with delays and the knock on effects on the supply chain. This will cost you time and money – and it will have the same effect on your logistics provider.

4.3 Your logistics partner (either ‘in house or third-party logistics’) may also be raising issues about how to maintain the level of service they want to provide for you. They may also be trying hard to build local community relations and if deliveries are an issue for residents and community groups, then here is an ideal opportunity to proactively look at QDS as a solution.

4.4 Finally, the local authority may already be monitoring local traffic conditions and working with your third party logistics providers through their travel planning requirements to check on traffic behaviour affecting the store or site. As an individual retailer you have a real opportunity to propose a quiet deliveries scheme to your supply chain partners and your local authority – and to talk through how it might work.

Step 2 - Working informally with key stakeholders

4.5 The next step is to ensure that your partners are willing to consider a quiet deliveries scheme.

4.6 It is important to make sure that there is full knowledge of any official restrictions that currently apply at premises receiving deliveries/collections. These include:

- Noise abatement notices – may require that the noise be stopped altogether or limited to certain times of day and/or specify the maximum permitted noise generated

- Planning application restrictions – normally written as conditions within the planning permission that will restrict the days and hours of operation. These can be permanent (i.e. after a store or site is open) or temporary (i.e. during construction)

- Local authority agreements
4.7 It is the responsibility of the occupant of the premises to consult the relevant local authority prior to any change to delivery times being planned and implemented. Make sure you know who the key residents’ associations and other community groups are that will have an interest. Remember that this will not just be the community organisations next door to your site, but also those affected on the routes to access the site, particularly if it uses roads through a residential area.

4.8 As the key retailer, you will play a key role in this consultation process, being responsible for helping to assure the relevant authorities that you can operate outside of normal delivery hours in a way that has minimal impact to the local community (other traders, residents etc.) and which helps the local authority effectively manage their local transport network.

4.9 It is strongly recommended that you appoint a key person for each retail location who will have overall responsibility for the following processes, working in partnership with your freight operator:

- Initial discussions, development of the scheme and securing agreement with your logistics partners, the local authority and the public/local residents
- Monitoring the management of deliveries to your site in order to ensure these are carried out quietly and in accordance with the agreement
- Production of a site assessment report to review current delivery practices, and to implement any improvements to existing methods in order to mitigate key sources of noise under the current operating regime
- Drafting of the proposed scheme, working alongside other stakeholders

4.10 It is recommended that the key person will have overall responsibility for the reduction of the impact of noise generated by deliveries both before any trial takes place, during any trial period, and on an on-going basis once changes to delivery hours have been made. Putting this in place early will help to develop a positive relationship with the local community.

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**Case Study: Out-of-hours deliveries trial - The Swan, Shakespeare’s Globe**

The Swan bar and restaurant is located in the heart of the Capital’s Bankside at Shakespeare’s Globe, an area that is busy with tourists, visitors and residents. Brewery keg deliveries can be noisy so pose a particular challenge when undertaking out-of-hours deliveries. Therefore, in order to relax the time constraints, specific measures were essential.

After reviewing the code of practice and considering specific measures to reduce noise from keg movements, the working group agreed a one-week trial of a 06:00 delivery instead of the usual 08:00 at The Swan in November 2011.

No complaints from local residents were received during the trial. It was deemed a success by the working group, endorsing the effectiveness of TfL’s quiet deliveries code of practice.

‘Out-of-hours deliveries can certainly play a role if carried out in line with the code of practice to avoid disturbance to our local residents – who also happen to be our local customers.’

Johnny Gonzalez, Operations Director, The Swan
Step 3 - Scoping out the QDS scheme

4.11 The next step is to scope out the terms of the proposed scheme, with your key person working alongside your supply chain and other stakeholders. This will build on the feedback that you received. To develop the QDS, you will need to build on the site assessment report of existing operations and set out the scheme content as follows:

- A profile of your current operations and delivery times and any immediate improvements that have been made
- A schedule of any restrictions you currently need to observe
- A schedule of the proposed changes you need to make and a short statement saying why. A formal letter of support from your key suppliers will also help demonstrate the need.
- The timeframe that you would like to implement the scheme, including the specification of any temporary trial period
- A statement on who you have/will consulted
- A list of key contacts including the freight operator, key clients and the relevant local authority officer/s

4.12 Other helpful information to make a note of will be:

- A plan showing the delivery routes your suppliers currently use, and any variation you might make if the QDS is put in place. This is important as traffic claiming measures such as speed humps can increase traffic noise.
- Pictures of the vehicles that your supplier normally uses and those they might employ on out of hours deliveries, so residents will know what to expect
- Details on the specification of the vehicles they are using in terms of their quietness.
- Details of any training programmes that you as a company provide to store staff who are receiving deliveries, to ensure they follow quiet deliveries practices and know what they need to do to minimise noise

4.13 All of this information will be very useful for the next critical stage (community engagement) and will form part of the Memorandum of Understanding when it is finalised.

4.14 The Code of Practice at Appendix A provides the clear ‘how to’ approach and sets out the essence of the QDS tool. These dos and don’ts are based on the successful TfL code designed for freight operators and retailers. The scheme advocate should adopt these measures for the proposed scheme and use this to help with the consultation process. For QDS schemes in association with retail site construction traffic you can signpost the applicant to good practice,
including the TfL guidance for developers and for local authorities to support the use of Construction Logistics Plans.

**Step 4 – Community Engagement**

**4.15** Should you wish to change to out of hours deliveries it is important to remember that the potential impact on local residents is vital. For example, residents in the local vicinity to retail establishments are often the store’s key customers, and therefore any noise issues generated by deliveries must be mitigated wherever possible. Therefore the benefits of the approach need to be communicated jointly between the retailer and freight operator in an up-front manner.

**Case Study: Morrisons - Stone QDDS Trial**

The Morrisons store located in Stone (Staffordshire) is a major retail supermarket. The store was keen on relaxing a curfew (deliveries only between 07.00-22.00), which was a result of late night delivery noise complaints. To achieve that, a QDDS trial was put forward on 30 August 2010.

The Morrisons Stone QDDS trial was considered a success with the key critical success factors highlighted below:

- Although the trial had received 3 formal complaints, the necessary steps and action had been taken to address the concerns of local residents by all members of the Working Group and by Stafford BC in particular;
- The QDDS trial had facilitated the engagement and on-going relationship between Stafford BC and the Morrisons store; and
- The aforementioned relationship led to the continuation of the 05.30 and 06.30 delivery times post the QDDS trial; these are still in place.

“The QDDS trial did result in some transport operational benefits as a result of having the capability to change the delivery times to the store in Stone. Although these benefits were not of great significance, in terms of the bigger picture, if the process was replicated for the whole Morrisons chain of stores, the impact would be very substantial.”

*Transport Manager, Morrisons plc.*

**4.16** Residents should be brought on board early in the development of the QDS, rather than wait until complaints or concerns are raised after the scheme is under way. Any change to operations should be done in consultation with staff and agreed at a local level with unions where applicable.

**4.17** It is your responsibility as a retailer, alongside your freight operator, to minimise the impact on the local community of deliveries/collections.

**4.18** Remember that each QDS can be looked at on its own merits and the specific timings and detail of the scheme can be locally agreed. By working with the local community there may be points of negotiation that can be explored, e.g. extending delivery hours to a neighbourhood from a daytime operation to an 18/7 pattern (e.g. 0600-2400) but asking for deliveries not to be made during 0800-0900 and 1500-1600 when schoolchildren are arriving/leaving the local schools.
4.19 Once you have agreed your proposals with the local authority and have backing to develop the QDS, engagement with umbrella community groups is advised.

4.20 You will need to tell individual residents and households about the proposal for the scheme, but working with local groups can really help to communicate the benefits of the QDS positively, and you may also have access to a group which could help you plan ahead.

4.21 Parish Councils and Neighbourhood Forums are regularly consulted on planning applications and manage local affairs. So if your third party logistics provider required planning permission previously for their store/site then these organisations would have been consulted and therefore they expect dialogue on an on-going basis.

4.22 It is important that the local community see both the freight operator and the retailer’s representatives at any meetings and that you explain the proposed scheme simply and easily, drawing on the material you prepared at Stage 3. You will also need to invite the local authority representatives along which could include their community engagement, planning officer or environmental health officers.

4.23 Ensure that you allow enough time to build in the comments/concerns of the community groups and be prepared to come back at a later date with further input. These community groups will be able to support you in communicating the positive benefits of the QDS approach, but you will need to demonstrate that it can be tailored to meet their specific issues. You will also need their backing if the changes in delivery times require a variation to a planning condition which will trigger a planning application, on which they will be consulted.

4.24 Finally remember to set out the contact details of who to speak to about your proposed scheme including the key contacts for the freight operator and the (retail) premises being delivered to.

Step 5 - Developing the Memorandum of Understanding

4.25 Once the consultation processes have been completed and a decision made to progress with the QDS, a Memorandum of Understanding should be completed by the scheme advocate and senior management from the retail outlet/s prior to any change to delivery hours. This document will list any change to working practices and actions that have been agreed with the relevant local authority. The Memorandum of Understanding would normally be completed with input from the local authority and refer to any formal requirements (e.g. variation to a planning condition).

4.26 A specimen Memorandum of Understanding form can be found at Appendix B. The MoU can also be incorporated into any Construction Management Plan required as part of the planning process. Note this is not designed to onerous, but simply set out how everyone is going to work together, and the ways in which the QDS scheme will work for this location. Given the success of the pilot and
other projects, we are keen to see permanent schemes now being implemented from the outset, following the process we have set out in this guidance. Pilots and shorter-term trials may still be appropriate in certain sensitive locations, or where there are multiple stakeholders to work with, but there is a sufficient evidence base now in place for scheme advocates to propose durable and sustainable quiet deliveries schemes.

**Case Study: Sainsbury’s/Bournemouth Borough Council QDDS Trial**

Bournemouth Borough Council had received on-going complaints from residents concerning alleged night-time delivery noise from the Sainsbury’s premises and it was felt that if steps were not taken to reduce the perceived disturbance to local residents, then enforcement action might be necessary. The live trial commenced on 31st May 2010, with the noise monitoring equipment in place and operational and a noise reporting helpline set up. The involvement of local residents in completing noise logs and engaging with the Working Group, via the local authority, together with the establishment of an effective working relationship between Bournemouth BC and Sainsbury’s were key success factors.

The Sainsbury’s / Bournemouth BC trial has successfully demonstrated that out of hours deliveries can be undertaken without adversely affecting neighbouring residents and, following the trial, the delivery times have remained as they were, overseen by both parties who continue to monitor store delivery performance.

**Step 6 - Quiet Deliveries Scheme Implementation**

4.27 Depending on the results of the community engagement stage, there could be a trial scheme or could move direct to a permanent scheme. It there may be a need for regular monitoring and as part of this process it is important to include local community groups and associations that may wish to get involved. It is advisable to hold regular meetings with the local authority and community stakeholders so that any local issues can be raised quickly and addressed.
5. Further case studies and best practice

5.1 There is now a wealth of evidence that quiet deliveries work. Each case has been developed on its own merits, with its own special set of circumstances. The Useful Resources section at the end of this document gives the reader in-depth access to a number of case studies covering locations across England (although this guidance is equally applicable elsewhere in the UK) including supermarkets and other retail uses, leisure venues, manufacturers and distributors.

5.2 The Chartered Institute of Logistics and Transport has looked at ways to maintain the benefits of the innovative logistics measures introduced during the London 2012 Olympic and Paralympic Games, in their ‘Maintaining Momentum’ report.

5.3 This highlighted that little inconvenience was caused by out-of-hours deliveries during London 2012 and, coupled with the results from 2010-11 Quiet Deliveries Demonstration Scheme trials, established that out-of-hours deliveries can be made efficiently and without inconvenience for most residents or businesses.

5.4 QDDS delivery trials started in 2009, demonstrating that ‘out-of-hours’ practices are possible when operators, retailers and local authorities work effectively together in partnership. The trials have shown that operational savings can be achieved in most cases, in terms of fuel consumption, journey times and driver/vehicle utilisation, along with corresponding minor reductions in vehicle emissions. The impact of even minimal changes to delivery timings can have a significant effect on store retailing activity, enabling shelves to be replenished with fresh stock, ready in advance of store opening. QDDS has also shown that complaints from residents (which did occur during the trials) can be effectively managed, enabling continuation of revised delivery profiles beyond a trial’s duration.

5.5 The CILT concluded that across industry sectors, investment in training and technological investment enabled quiet deliveries to be made successfully and that their use in appropriate circumstances is a win-win for the logistics sector, its customers and the environment.

5.6 During London 2012, businesses benefited through more reliable deliveries, achieving improvements across a range of key performance indicators (KPIs), with many of them carrying on the good practice wherever possible.

\[\text{Operator data from night-time deliveries during the Games showed a reduction of fuel consumption of between 3\% and 6\% and reductions in driver hours of up to 20\%.}\\\text{(CILT, Maintaining Momentum, p5)}\]
Making quiet deliveries work – Evolving good practice

5.7 This guidance is not designed to be prescriptive. By bringing the key messages together in one place it helps to make things simple and easy to access.

5.8 TfL has already commenced further research during 2014-15 focusing on engagement with selected London Boroughs and development of the total delivery management approach to help cut through the barriers to QDS and the wider benefits of retiming and spreading the loadings on the network.

5.9 It is important to remember that the benefits of the QDS approach extend across different types of location, ranging from congested market towns with conservation and amenity issues, through to larger conurbations. QDS also works well in conjunction with other elements of the logistics toolbox, such as sustainable distribution or ‘consolidation’ centres.

5.10 It should also be noted that the logistics landscape is constantly changing, and that consumer demand for ‘click and deliver’ services is likely to grow significantly. The ability for local authorities to be able to facilitate and manage growth sustainably will be assisted by a number of planning end environmental management tools, of which QDS is an important part.

Case Study: Quietly efficient logistics in Southampton

Southampton’s Sustainable Distribution Centre (SDC) is a consolidation centre operation designed to reduce the number of Heavy Goods Vehicles (HGV’s) servicing the city and surrounding town centre locations.

Operated by Meachers Global Logistics, the freight consolidation process involves grouping individual consignments or part-loads (that are destined for the same locality) at Meachers’ Nursling facility on the M271 motorway just outside of Southampton city centre. This process allows less frequent, yet more efficient deliveries to be made.

The SDC’s out of city location not only reduces the traffic and environmental impacts on the city centre, but also reduces the noise and disturbance levels within urban residential areas. This is particularly important during quiet hours as inbound deliveries into the city are 24/7.

Research has highlighted that the SDC could reduce the number of HGV’s travelling into Southampton City Centre by up to 75% (a potential reduction of 6,900 vehicle movements per annum).

This reduction in HGV movements will have a dramatic impact on congestion, the environment and noise levels in the city.
6. Where to find more information

DfT website information

London Freight Plan, Transport for London
www.tfl.gov.uk/microsites/freight/london_freight_plan.aspx

Freight Transport Association
www.fta.co.uk

Noise Abatement Society
www.noiseabatementsociety.com

Noise Abatement Society Helpline:
Tel 01273 823 850 or e-mail at info@noise-abatement.org

Charted Institute of Logistics and Transport
www.ciltuk.org.uk

Road Haulage Association
www.rha.uk.net

British Retail Consortium
www.brc.org.uk

Association of Town and City Management
www.atcm.org

Royal Town Planning Institute
www.rtpi.org.uk

Chartered Institute of Environment and Health
www.cieh.org

Considerate Constructors Scheme
www.ccscheme.org.uk
7. Useful Resources

“Quiet Mark Scheme” (http://www.quietmark.com/)

Department for Transport

“Quiet Deliveries Demonstration Scheme – Case Studies” (Freight Transport Association, Noise Abatement Society, Department for Transport 2011


DfT Circular 02/2013 The Strategic Road Network and the Delivery of Sustainable Development

Communities


DEFRA

Transport for London and other Local Authorities – Best practice

“Transport for London - Delivery and Servicing Plans Guidance”

“TfL Construction Logistics Plan Guidance for Developers” (TfL, April 2013)

‘TfL Construction Logistics Plan Guidance for Planners (TfL, April 2013)


Industry and Professional Associations


“Night-time deliveries – Wandsworth trial” (Freight Transport Association, 2007 http://www.fta.co.uk/export/sites/fta/_galleries/downloads/night_time_deliveries/nighttime_deliver_wandsworth.pdf)

Previous Guidance


Appendix A

How to introduce a Quiet Deliveries Scheme
Menu of Measures for Retailers and Freight Operators
(based on Transport for London’s code of practice for quieter out-of-hours deliveries)

General guidance – activities mainly within your control

- Think about the potential noise impact of any out-of-hours activity on local residents, and review the likely sources and consider how to address these by:
  - Using newer and quieter delivery vehicles and equipment, where possible
  - Making sure all equipment – both on the vehicle and at the delivery point – is in good working order and maintained or modernised to minimise noise when in operation
  - Ensuring all staff involved in delivery activity are briefed and trained appropriately, in accordance with the code of practice
  - Ensuring all suppliers and carriers receive copies of the code and are aware of its importance

General guidance – activities that you will need to collaborate on

- Liaising with your local Borough/District Council and contacting the Environmental Health Officer (responsible for noise issues) to explain the plans to manage night-time delivery and servicing activity. This needs to happen in partnership with your key customer/retailer.
- Liaising with your local Borough/District Council and contacting the Planning Department to identify and help address any variations to planning conditions required and the process for carrying this out. This needs to happen in partnership with your key customer/retailer.
- Liaising with clients, colleagues, other local businesses, suppliers and carriers to minimise the likelihood of more than one vehicle arriving at the same time

Ensure all drivers/deliveries/loading/unloading personnel follow the guidance below:

The delivery point

- Ensure delivery bay doors, gates and shutters are well maintained to minimise noise when opening and closing
- Switch off any external tannoy systems
- Avoid using external bells at delivery points
- Switch off the radio when delivery point doors are open
- Ensure the delivery point and surrounding areas are clear of obstructions so vehicles can manoeuvre easily
- Keep doors other than the delivery point closed to ensure noise does not escape
- Where possible, prepare all empty handling units, salvage and returns behind closed doors. Check they are in the correct condition and position and at the
right height before taking them out. This will minimise outdoor activity and unnecessary noise

- Think about how to minimise contact between hard surfaces, particularly metal on metal, during the unloading/loading processes. For example, use rubber matting and buffering material on doors
- Service any delivery equipment in advance to minimise noise
- Make sure the delivery point is ready for the vehicle before it arrives – gates and doors should be open to avoid the vehicle idling
- Make sure the driver knows the precise location of your delivery point and is aware of any local access issues
- Ensure staff do not shout or whistle to get the attention of the driver

The driver

- Plan ahead to ensure you know the location of the delivery point and the appropriate access route
- Adjust or restrict routings for evening/night-time deliveries to avoid housing areas
- If early for your delivery slot, do not wait near residential property and switch off the engine
- As you approach the site and manoeuvre your vehicle into position, remain aware of the effect noise levels can have on local residents
- Do not sound your horn
- Reversing alarms should be switched off or modified for white noise, if not subject to health and safety requirements or localised risk assessment issues (e.g. proximity to a cycle route). Use a qualified banksman instead, if available
- Engines should be switched off immediately when not manoeuvring, however, try to minimise start-ups and avoid over-revving
- Refrigeration equipment should be switched off in advance of arrival at premises
- If the radio is on, ensure the cab windows are closed and switch the radio off before opening the door
- Minimise the frequency of opening and closing vehicle doors, and do so quietly
- Allow extra time if needed to unload as quietly as possible. Take particular care to minimise rattle from metal-on-metal contact when moving roll cages
- Where practical, notify staff at the delivery point in advance of arrival to ensure they are ready for you
- Be aware of how far your voice can carry when talking outside at night
- If opening a gate/cellar flap/roller shutter door to gain access, do so gently and as little as possible
- Lower flaps on tail-lifts carefully and quietly
- Do not whistle or shout to get the attention of store employees
- When moving gates, locks and load restraint bars ensure they are placed gently in their resting position/stowage point – do not drop or drag them on the ground
- When safe to do so, use sidelights rather than headlights while off-road and manoeuvring, to minimise light intrusion
- Minimise excessive air brake noise
• When working in the vehicle load space avoid banging cages into the vehicle walls
• When finished unloading/loading, close up the vehicle quietly
• For keg deliveries, ensure that dropping beds are always used when dropping kegs into and out of the vehicle. If rolling kegs to the delivery point, use rubber matting. Consider using a sack truck with pneumatic tyres to move kegs from the vehicle to the delivery point
• Show the same consideration when leaving the site as when arriving
PROPOSED ‘QUIET DELIVERIES’ SCHEME

NAME OF LOCAL AUTHORITY / NAME OF RETAILER/PARTICIPANT

LOCATION - INSERT AREA/TOWN CENTRE LOCATION

Specimen Memorandum of Understanding –
Agreed Actions and Working Processes

(Add list of Working Group Members/Stakeholders and contact details)

Agreed Specifics of Proposed Scheme/Trial

- Start dates of proposed QDS scheme (and review date if it is a pilot)
- Times of deliveries that will be the focus of the scheme;
- Possible involvement of local residents who have previously raised issues to the operator/retailer involved in the working group and to keep noise log records during the trial;
- Inclusion of any planned / foreseen events that could impact upon the scheme, (e.g. store maintenance);
- Provision to meet to address any complaints or unforeseen circumstances; and
- Arrangements for any meeting requirements, including management of any cross-boundary issues if the QDS scheme affects multiple local authority areas

- Sources of any ‘core’ data that is being collected anyway as part of the process (e.g. noise data to meet a planning condition requirement)

Agreed Responsibilities and Actions

- Key reporting arrangements between all parties if complaints received;
- Local authority to advise elected members of proposed scheme;
- Retailer supply chain / transport department to produce a “driver charter” to ensure detailed briefing of drivers engaged in servicing the store during the trial;
- Retailer to invest in and deliver any relevant staff training needed for the trial;
- Retailer to circulate regular report to all parties, advising of any issues arising;
• Retailer to advise supply chain if any delivery is non–compliant with the agreed operational aspects of the scheme; and

• Retailer to have implemented all relevant noise mitigation measures emanating from the site assessment report prior to start of the scheme (e.g. servicing of delivery bay doors, switch off tannoy system, etc ....)

• Agreement on who is going to monitor and measure performance. Note that this should not be onerous but instead be a relatively easy task that is inbuilt into existing processes.