

Freight Management Strategy

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Introduction

Freight distribution is the physical carriage of goods and services by any mode of transport (by road, rail, air, water, and pipeline). This includes the provision of services and utilities and the movement of waste.

The logistics industry (freight) serves all sections of industry and society: producers, consumers, importers, exporters, service industries, agriculture, extractive industries and manufacturing. Our economy and way of life are highly dependent upon effective freight activity. Equally, the freight and logistics sector is a significant industry in its own right. It is worth £74.5 billion to the economy and employs 2.3 million people across 190,000 companies.

Freight activity has risen with the lengthening of supply chains in the increasing global economy. Britain's international gateways generate major freight flows and while freight transport has continued to grow, it has been doing so at a slower rate than the recent growth in gross domestic product. Road transport continues to dominate, but the mix of traffic has changed – the number of HGVs has reduced, while the number of vans has increased substantially. Despite the dominance of road freight, rail freight has grown significantly by almost 50% over the past decade.

Movement by road however, particularly where existing road networks are already well used and trafficked, can create and add to problems like congestion, have road safety implications, and harm the environment and quality of life of an area. Complaints made by local communities regarding vibration, intrusion, noise and air pollution are commonplace across many areas of the UK as well as the perceived and actual damage by Heavy Goods Vehicles to certain roads and the volume and size of such vehicles on many rural roads.

Freight movement and how it is routed therefore has implications for not just the national and strategic road networks but the communities and areas that the networks pass through or use. Bracknell Forest has an extensive network of secondary and tertiary routes which generally act as distributor roads from the main highways to locations within the borough. On occasions these routes are used by through HGV traffic and are a source of negative impacts and concerns on communities and the environment, and potentially a safety issue where roads are unsuitable.

In this context, balancing the needs of businesses and consumers alongside our aims to protect the environment in which we live clearly presents a number of challenges. Freight policies and strategic plans together with their implementation and delivery are needed to help protect our environment and communities whilst ensuring freight can move efficiently with limited adverse effect and disruption to all users.



The Freight Management Strategy forms part of Bracknell Forest Council's Local Transport Plan (LTP3) 2011-2026. It seeks to provide a strategic framework of key principles covering freight distribution on Bracknell Forest's transport network.

The primary purpose of the strategy is to support the development and delivery of freight management initiatives within the Borough, building on wider research and best practice from across the U.K. It aims to balance the need to transport freight effectively and efficiently to drive business competitiveness, jobs growth and prosperity, whilst managing the effect of this distribution on our local communities.

Working in partnership with stakeholders and interested parties will be essential to delivering the Freight Management Strategy. The likely parties central to delivery are:

- Freight companies, local businesses and specialist freight groups, such as the Freight Transport Association, to develop and operate best working practices
- Adjoining highways authorities to develop area wide approaches to freight issues
- Promoters of new development through the planning process to ensure that freight can be easily delivered or collected with the minimum of disruption
- Sustainable transport action groups and local residents to ensure that road safety issues around HGV movements are highlighted and addressed

Background

Bracknell Forest is home to many businesses and industrial units, including major national and international companies such as;

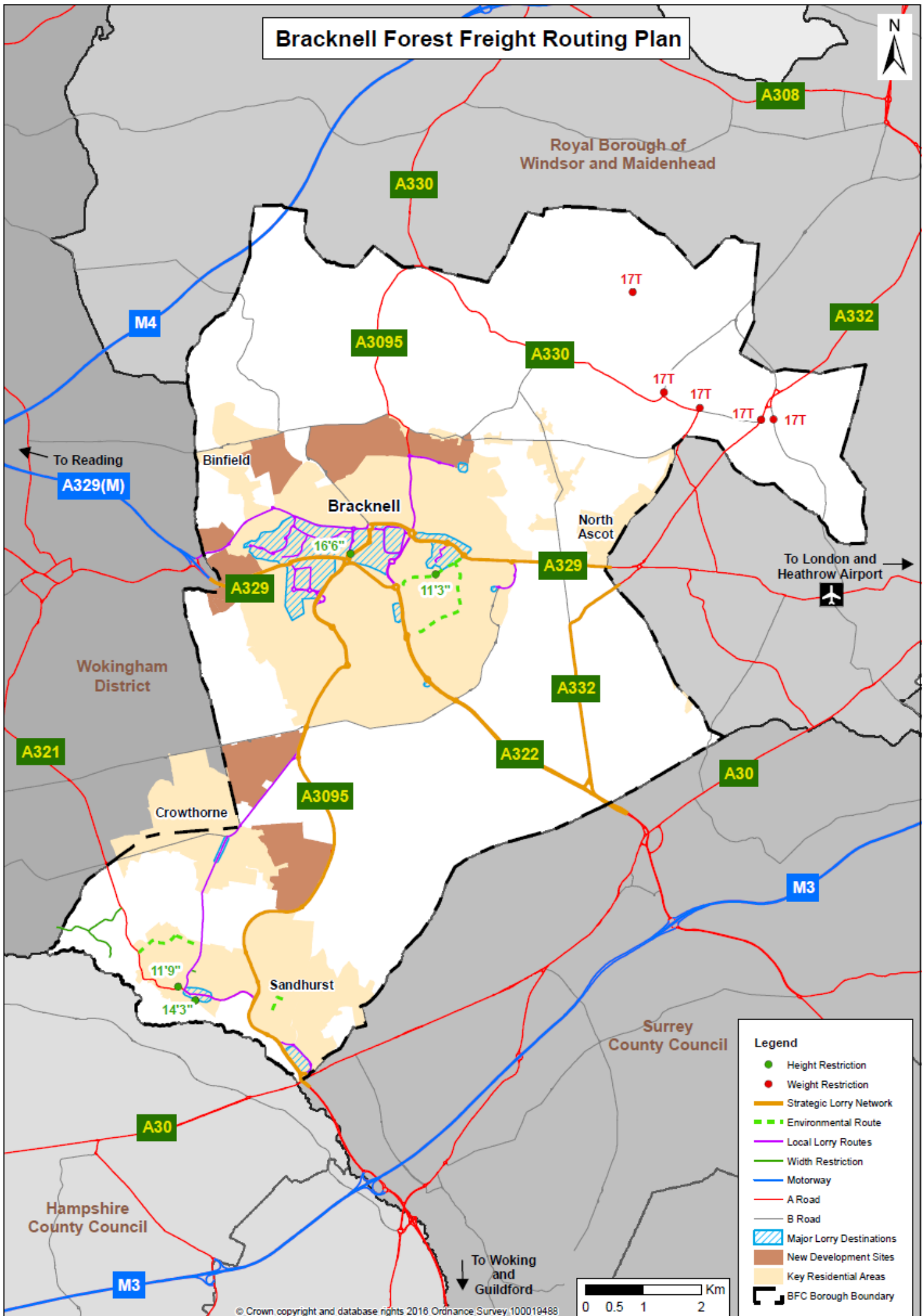
- 3M
- Hewlett Packard
- Dell
- Honda
- Waitrose
- Panasonic
- Fujitsu
- Vodafone

The borough is also growing significantly, with over 10,000 houses being built between 2011 and 2026, a multi-million pound regenerated town centre, and a further increase in available business and industrial units.

These factors, along with the borough's strategic position between the M3 and M4 motorways, Heathrow Airport and London, mean that Bracknell Forest faces already significant freight movements which are likely to increase further. Therefore, it is important that these freight movements are managed in a pragmatic and sustainable way, to ensure the continued vitality of the boroughs business, industry and communities.

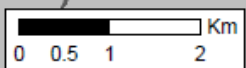
The map on the following page shows the Bracknell Forest Freight routing plan, along with major lorry destinations and new development sites.

Bracknell Forest Freight Routing Plan



Legend

- Height Restriction
- Weight Restriction
- Strategic Lorry Network
- - - Environmental Route
- Local Lorry Routes
- Width Restriction
- Motorway
- A Road
- B Road
- Major Lorry Destinations
- New Development Sites
- Key Residential Areas
- BFC Borough Boundary



National, Regional and Local Policy

National Policy

There is no over-arching National Freight Strategy for the UK which encompasses all modes. However, the Department for Transport does promote other freight-related initiatives. These include the provision of freight grants for businesses to encourage them to transport freight by rail or water, the introduction of a HGV road user levy that seeks to ensure that both foreign and UK registered hauliers make a financial contribution to the public purse when using the UK's roads, and trialling the use of longer HGV semi-trailers. In addition the Office for Low Emission Vehicles provides grants to encourage the purchase of electric-powered light goods vehicles.

The National Planning Policy Framework encourages local authorities to work with neighbouring authorities and transport providers to develop strategies for the provision of 'viable infrastructure necessary to support sustainable development, including large scale facilities such as rail freight interchanges, roadside facilities for motorists or transport investment necessary to support strategies for the growth of ports, airports or other major generators of travel demand in their areas'.

More specifically, the NPPF states that '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'.

The Rail Freight Utilisation Strategy, published by Network Rail in 2007 provides a detailed analysis of freight issues, requirements and proposals for accommodating growth and changes in current demand on the rail network. This is not of direct significance to Bracknell Forest as there are no rail freight facilities in the borough. However, that is not to say that business and industry should not consider rail freight for wider national or international movement of goods. Continued national promotion of rail freight stands to benefit a borough like Bracknell Forest significantly, given its position between two major motorways on the strategic road network.

The Strategic Freight Network (SRN) was published by the DfT in September 2009. The SFN both complements and integrates with the existing rail network. It provided plans for an enhanced core trunk network capable of accommodating more and longer freight trains, with a selective ability

Regional Policy

The policies of Bracknell's neighbouring authorities are influenced by their position on the strategic road and rail network, and the amount of business, industry and development generating freight movements within or around the borough boundaries. Whilst there are differences across Berkshire and other neighbouring authorities, the wider Thames Valley is recognised as one of the most economically important areas in the country for business and growth.

Joint working with neighbouring local authorities and the Thames Valley Berkshire Local Enterprise Partnership (TVB LEP) will therefore be crucial in terms of the successful delivery of this strategy. To this end, Bracknell Forest will continue to work collaboratively with adjoining

local authorities on cross-border freight matters and with the other Berkshire Unitaries through the Berkshire Strategic Transport Forum.

Local Policy

This Freight Management Strategy supports the development of our third Local Transport Plan (LTP) 2011 – 2026. Freight is specifically covered by LTP3 Policy TP15.

Policy TP15 – Movement of Freight states that the council will aid the effective movement of freight through the following objectives:

A Quality Partnership for Bracknell Town Centre related to deliveries to new and expanded retail units

The continued promotion of preferred routes for freight movement

Servicing facilities provided in new development through the development control process

Encouraging more environmentally-friendly freight, including the use of alternative fuels and low emission vehicles

Requiring the servicing of new development to be carried out (in special circumstances) by low noise vehicles

Promoting and enabling the provision of infrastructure to facilitate use of low emission vehicles.

Challenges

Weighing up the situation – SWOT analysis of Freight Management in Bracknell Forest

<p>Strengths</p> <ul style="list-style-type: none"> • Relatively modern highway network • Strategic location between M3 and M4, and proximity to London, ports (attracting major distributors such as Waitrose) • New Town Centre with good transport links • Many large employers in the Borough and its business parks • Expanded use of UTMC to provide a managed road network 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Physical constraints e.g. road widths • Structural constraints e.g. bridges • Noise and vibration affecting some buildings / communities • Difficult access to town centre businesses in Crowthorne and Sandhurst • Links to North through northern parishes, on to Windsor and Maidenhead restricted by lorry cordon • Reliance on highway – no rail or water freight options • No overnight lorry parking
<p>Opportunities</p> <ul style="list-style-type: none"> • Improved access to town centre businesses as part of regeneration • Design new routes as part of new and future development • Mapping and route signing • Partnership development and cross-boundary working • Implementing restrictions where practical, for social or environmental benefits • Use of modern vehicles to reduce noise, vibration and emissions • Improve reliable journey times on key highway network routes 	<p>Threats</p> <ul style="list-style-type: none"> • Availability of future funding to deliver this strategy • Impact of increased lorry movements generated by new development across the borough • Changes in the way freight is moved, e.g. increased tendency towards Light Goods Vehicles • Ability to change drivers' habits / perceptions • Increase in commercial vehicle ownership prompted by internet shopping • Damage to highway infrastructure from increased goods vehicles • Drivers following sat-navs along inappropriate routes

Considering the weaknesses and threats identified above, and in the context of the strengths and opportunities, it is worth exploring the main causes in more detail. These particular challenges will help us to identify where best to prioritise and invest as part of the Freight Strategy:

Challenge 1 – Servicing the significant number of shops and businesses

Challenge 2 – HGV through traffic

Challenge 3 – Lorry routing (preferred Lorry Route Hierarchy)

Challenge 4 – Freight routes and future development

Challenge 1 – Servicing the significant number of shops and businesses

The number of heavy goods vehicles (HGVs) and freight based companies with operational premises in Bracknell Forest is relatively high. The majority of these businesses and industries are based around the southern, western and eastern business areas in Bracknell town itself, generating significant HGV movements. However, there are also more dispersed HGV and freight operations around the Borough and in Crowthorne and Sandhurst.

Significant goods movements are also generated by the borough's shops and services. Bracknell's original 1960s town centre was designed and constructed with vehicular access in mind, although and this has evolved with the regenerated town centre. However, historic town or village 'centres' such as Crowthorne, which were built before the levels of motorised traffic we are used to today, can suffer as a result of day time deliveries which often have to park on the street, impeding traffic flow. Nevertheless, the scale and frequency of deliveries that are required by present day businesses in Bracknell have in many cases gone on to exceed those considered in the old town centre designs.

HGV freight operations fall into three main categories:

1. Operations that are based in the Borough
2. Operators that are making deliveries or collections to premises within the borough
3. Operators passing through the Borough

In addition to industry and enterprise, Bracknell Forest has a number of shopping centres that require HGV deliveries. These deliveries are the most visible parts of road freight and have the potential to have the greatest impacts in town centres, causing congestion, noise and pollution. The main shopping areas that attract freight movements are listed as:

- Bracknell Town Centre (inc. Peel Centre)
- Sandhurst Town Centre
- Crowthorne Town Centre
- Marshall Road (Sandhurst / Camberley)

Freight Operation and Delivery Time Restrictions

Late night or early morning noise can be a major issue for residents living close to freight depots, vehicle routes and close to where deliveries are made.

The Council has options it can use to limit the impact of deliveries, which are listed below:

- Planning can impose conditions covering hours of use/access
- Environmental health powers can deal with statutory nuisances
- Highways Traffic Regulations Orders (TROs) can restrict the weight, height and length of vehicles on particular routes

Challenge 2 – HGV through traffic

Bracknell Forest is situated between the M3 and M4 motorways. The majority of freight movements generated within the M25 catchment area, heading for the South Coast, Southwest and South Wales will use these corridors. Additionally freight coming from the west, or the south coast ports heading for London and the Southeast will use the M3 and M4.

The motorways are linked by the A322/A329, which is the busiest road corridor in the borough (carrying around 50,000 vehicles per day). Given the volume of traffic travelling between the two motorways, it is recognised that the movement of freight along this route has an impact on Bracknell Forest, and this can be compounded by any incidents or closures on either of the motorways.

Challenge 3 – Lorry routing (preferred Lorry Route Hierarchy)

Routing of HGVs is important because of the traffic, noise and air quality impact they can have on the areas that they travel through. The impact that HGVs have on both the urban and rural road network generally fall into three categories:

1. Environmental impact (including noise levels, vibration, air pollution)
2. Hazards (including personal injury collisions, speed of lorries, impact damage to buildings and structures, 'weight' damage to the highway, overloading and insecure loads)
3. Nuisance and congestion (including visual obstruction, intrusion and congestion)

As previously stated, the majority of the freight traffic routed through the Borough travels on the A322/A329 corridor. However, HGV through traffic does use the Borough's other roads. HGVs that are either starting their journeys (e.g. picking up goods) or finishing their journeys in Bracknell Forest can put pressure on local parts of the road network.

The current expectation from residents and businesses is that HGVs should use those roads in the particular locality most suited to HGVs. To this end the Council has developed a Preferred Lorry Route Hierarchy, which includes information regarding weight, width, height and length restrictions.

Implementing restrictions where practical, for social or environmental benefits

Prohibition of traffic

The Council has powers as highway authority to impose restrictions to manage the HGV usage of roads within its control. These restrictions are in the form of a Traffic Regulation Order (TRO) that prevents certain types of vehicles being able to legally proceed along a road. These restrictions generally prohibit access by vehicles over a certain weight, height, length or width. These restrictions can be placed for structural reasons such as a weak bridge or for environmental reasons to keep larger vehicles out of certain areas.

The procedures for making such a TRO are laid down by the Secretary of State and must be observed by the order making authority. The procedures require the authority to consult on

the proposed Order, publish notices on site and in the local press detailing the proposal and inviting any objections. Any objections received must be officially considered before a decision is made as to whether to proceed with the order.

Structural restrictions

Structural restrictions are generally implemented because of physical factors influencing which vehicles can use a road. The most common prohibition is a weak bridge order which prevents any vehicle over a certain weight using the bridge because the bridge is not strong enough to guarantee that the vehicle can cross safely. Other such prohibitions can be width restrictions preventing vehicles over 6' 6" from using a road due to a narrow pinch point ahead, a length restriction due to a tight bend ahead or a height restriction due to a bridge or overhanging building ahead.

Structural prohibitions are only implemented where there is a physical reason to implement the order to protect both the vehicle and the structure causing the restriction. Fortunately there are very few weak bridges in the Borough that restrict the free flow of freight vehicles over 44 tonnes. However, consideration must be given to ensuring that the current bridge stock is capable of maintaining and improving economic growth where possible.

Environmental restrictions

Environmental restrictions are implemented to prevent unsuitable vehicles from leaving the main routes through the Borough to go through less suitable areas. These areas are generally residential, rural or areas which have a specific character. The most common environmental restriction is a weight limit restriction that prevents vehicles over 7.5 tonnes from using a road. However, because there is no structural reason why a vehicle should not use these roads, environmental restrictions permit access to vehicles over this weight to undertake deliveries to premises, refuse collection and commercial activities within the restriction such as shops or farms. Environmental restrictions can also be width restrictions or indeed no motor vehicles.

Thames Valley Police (TVP) enforce all restrictions on the highway in Bracknell Forest. Structural restrictions are much easier for TVP to enforce as the restrictions do not have exemptions, in other words if a vehicle passes the restriction and is for example over the specified weight limit, the driver is liable for enforcement.

However, environmental restrictions except for access exemptions are more difficult for TVP to enforce as the police need to witness the vehicle enter and exit the restriction without having stopped to deliver. This is a more time consuming enforcement method and as such environmental restrictions can receive less enforcement.

Environmental restrictions are also enforced by trading standards, which is a function of Bracknell Forest Council. Like TVP, trading standards need to witness the vehicle enter and exit the restriction without having stopped to deliver. Trading standards are then able to take enforcement action via penalty notices to companies and drivers violating the restriction.

Physical restrictions

Due to enforcement difficulties, where possible physical measures could be introduced to prevent any abuse of the restrictions; the installation of signs alone can be largely ineffective. Restrictions will not be used if there is no suitable alternative route for the displaced traffic.

In more rural parts of the Borough we must be mindful that weight restrictions could possibly prevent vehicles such as tractors with trailers accessing land as well as other vehicles connected to agriculture such as milk delivery vehicles or HGVs containing feed and fertilizer getting to the destination farms.

Challenge 4 - Freight Routes and future development

In the years leading up to 2026 the highways network in the Borough will undergo a significant change due to development. The Council's Adopted Core Strategy sets out a plan for the development of over 10,000 new homes.
















An increase in the number of homes in the Borough is likely to have the effect of increasing the number of freight vehicles on the Borough's roads. This increase will be fuelled by deliveries of building materials associated with construction and an increase in the number of vehicles needed to service shops and local businesses that will need to expand as a result of localised economic growth.

This Strategy considers the options available to the Council that are either being implemented, or being considered to ensure that the Borough remains an attractive place to live and work, whilst accommodating growth and the associated pressures that this can bring in a sustainable manner.

Opportunities and Objectives

The objectives of the Freight Strategy are set out in LTP3. For the purposes of the Strategy, and for simplicity, these will be refined in to five key objectives rather than six, given the familiarities in policies related to new development.

By delivering on the five strategy objectives, we will address the four key challenges identified previously.

	CHALLENGES			
	Servicing the significant number of shops and businesses	HGV through-traffic	Lorry routing	Freight routes and future development
A Quality Partnership for Bracknell Town Centre related to deliveries to new and expanded retail units				
The continued promotion of preferred routes for freight movement				
Servicing facilities provided in new development through the development control process, and requiring the servicing of new development to be carried out (in special circumstances) by low noise vehicles				
Encouraging more environmentally-friendly freight, including the use of alternative fuels and low emission vehicles				
Promoting and enabling the provision of infrastructure to facilitate use of low emission vehicles.				

A Quality Partnership for Bracknell Town Centre related to deliveries to new and expanded retail units

The redeveloped town centre will bring huge benefits to Bracknell Forest, but it will also bring fresh logistical challenges. New shops will be bigger, and the town will have more restaurants, all of which require services and deliveries, often on a daily basis.

Whilst the planning process has ensured that adequate delivery facilities have been planned and designed in to the new buildings, other factors such as delivery timings can still create problems and disruption.

Bracknell Forest Council will seek a partnership with businesses (shops) and their associated haulage firms to ensure that deliveries are timed and coordinated so as not to impact on the quality of the town centre. More specifically, ensuring that pedestrians and the emergency services are not impeded or put at risk by delivery vehicles;

At a broader Borough-wide level, the Council will aim to continue to pursue an informal partnership approach to ensure that HGVs are able to use our highways network safely by working with stakeholder groups on a number of levels:

- Working with neighbouring authorities to ensure consistency when dealing with cross boundary issues associated with appropriate routeing
- Working with individual businesses and the Thames Valley Chamber of Commerce to ensure that their servicing and delivery needs are met in the most appropriate way, and that any issues arising are able to be resolved
- Working with Thames Valley Police who are responsible for enforcing any freight restrictions covered by a TRO
- Working with the wider local community and environmental groups to ensure that concerns regarding HGV movements and parking are heard and where possible acted upon

This aims to ensure that whilst the economy of Bracknell continues to thrive, noise and air pollution are minimised, and HGVs are not routed along inappropriate or sensitive roads.

Furthermore, Bracknell Forest will continue to work collaboratively with adjoining local authorities on cross-border freight matters and with the other Berkshire Unitaries through the Berkshire Strategic Transport Forum. Cross boundary working includes for instance, making representations where appropriate on planning applications outside of the Borough boundary where predicted freight movements are likely to have an undue impact on Bracknell, or ensuring that the advisory freight route network is complementary with similar networks promoted by neighbouring local authorities.

Key actions

Seek a partnership with businesses and their associated haulage firms to ensure that deliveries are timed and co-ordinated so as not to impact on the quality of the town centre

Develop town centre specific freight network maps (for the new town centre)

The continued promotion of preferred routes for freight movement

As freight movements in the borough are likely to continue to grow, and in conjunction with improvements to roads and junctions, we will continue to promote preferred routes for freight movement, to ensure adverse impacts on the environment and communities are minimised.

Addressing HGV Congestion

Traffic congestion can be exacerbated by freight vehicles because they take longer to negotiate junctions and can cause obstructions to other vehicles. Congestion, particularly on signed freight routes can lead to HGVs 'short cutting' and using inappropriate routes to avoid the inevitable cost to time that congestion produces. Congestion can also be caused by freight vehicles parking on narrow roads while loading/delivering, which can block the lanes and therefore create considerable congestion on the roads.

There are a number of opportunities available to the Council to address congestion caused by freight movements. The Council as the highway authority can use traffic management powers to enforce weight, height and length restrictions to restrict and limit HGV movements. Additionally, as the planning authority the Council can use conditions to regulate delivery times by implementing Delivery Service Plan and Construction Travel Plans and haulier routes to manage HGV movements. The Council is investing in the use of intelligent transport systems to better inform vehicles using the highways network, including freight movements. In particular, traffic signals have been applied to the key junctions along the strategically important A322 / A329 corridor. In some cases, such as the Coral Reef junction, these have been accompanied by junction layout changes (removing the roundabout and addition of lanes). These changes help to provide more flow consistency and journey time reliability in view of present and future predicted traffic increases.

New routes and infrastructure

New housing and business developments will be accompanied by significant new highways infrastructure, for example the Warfield link road, which will deliver new highway north of Bracknell town centre, offering improved access to new housing and business development in Warfield. It is important that where necessary, freight movements are considered, particularly on routes which are serving industrial or business units, or roads designed to bypass residential developments.

New routes will be signed accordingly and added to the Preferred Lorry Route Hierarchy as and when the schemes are delivered.

Weight restrictions

The Council will consider environmental weight restrictions where there is significant use by non-local HGVs and there is a more appropriate route elsewhere. The Council will continue to use legal restrictions as a freight management tool where appropriate. However the Council will also continue to be mindful of the limits of using such restrictions which include the issues surrounding the enforcement of the restrictions, the need for HGVs to access premises within a restricted area, and the availability of a more appropriate route.

Mapping and route signing

It is important that there is accessible and appropriate roadside information (i.e. signing) to provide guidance to HGV drivers on the most appropriate route for them to use. Routes that are on the Primary Route Network (PRN) are identified by green backed traffic signs, in accordance with the latest DfT requirements.

Signing within Bracknell Forest is already comprehensive on primary and principal routes, and is supplemented by HGV route signage on some key corridors. Business areas, such as the Southern and Western Business Areas are signed from the A322, and routes to the A329(M), M3 and M4 are also clearly denoted. Signing on the principle routes for trading estates, towns and centres are also generally clear and information boards at industrial parks are kept up to date.

We will work with partners to undertake a review of all the existing levels of signing in the following areas:

- Designated freight routes and HGV hot-spots, e.g. out of town shopping centres
- Adjoining freight routes at Borough boundaries

- In town centres – developing town centre specific signage
- In rural locations

Key actions

Update, publish and promote details of preferred routes for freight movements through the Borough

Ensure appropriate network management for major construction projects, and introduce weight limits (or other traffic management measures) to manage freight routes where appropriate

Periodically provide information to sat-nav organisations and the DfT to aide improvements in the direction of HGVs

Review signage throughout the Borough, and close to boundaries with partners (as considered above)

Servicing facilities provided in new development through the development control process, and requiring the servicing of new development to be carried out (in special circumstances) by low noise vehicles

The development control process offers the opportunity for the council to stipulate certain conditions on a new development, or in some cases an existing development. In the case of freight movements, these conditions can be applied from the planning application stage, through to construction, and on to the operational life of the building or development in question.

The use of Construction Travel Plans

To ensure that the impact of construction does not adversely affect the Borough's roads, the Council will require developers to produce a construction management plan. Construction management plans are used to mitigate the effects of HGV construction traffic and are secured as part of planning conditions. Conditions are likely to cover the following:

- Construction noise and vibration
- Construction lighting
- Construction dust management
- Traffic management plan
- Mud on roads
- Pollution control

Specific 'haulier routes' can be stipulated and agreed with developers and development as part of the planning process, so as to avoid unsuitable vehicles using unsuitable roads. Failure to use the stipulated routes will result in a penalty clause being triggered in the planning application condition.

Travel Plans

Freight movements are a key consideration in many new commercial developments, and the developer will usually be expected to have thoroughly considered the potential impacts of the development, and how they will be mitigated.

Once a development is completed, the council can ask the developer or occupier to produce a travel plan. With specific regard to freight (where appropriate) the travel plan will explain how the operation in question will manage and accommodate freight movements (which may be deliveries or pick-ups), and any measures or initiatives to ensure impact on surrounding routes or communities are mitigated.

If an operation is located in or close to a residential area, the council could stipulate that it is only to be serviced by low-noise vehicles, or at certain times of day.

If a Travel Plan is not produced, not complied with or a development is deemed to be causing unacceptable harm to its surroundings, the council can use enforcement powers to encourage compliance, or in extreme cases to close down an operation (although this is rare).

Delivery Service Plans

Delivery service plans are similar to work place travel plans but focus more on freight and services. Delivery service plans proactively manage deliveries to reduce the number of delivery and servicing trips, particularly during peak travel periods. The benefits of implementing a Delivery Service Plan can be realised by stakeholders beyond suppliers, retailers and freight operators. There are also benefits for local authorities, other road users and local residents.

Benefits to Suppliers, Retailers and Freight Operators are:

- Fuel savings from reduced mileage
- Increased certainty over delivery times
- Reduced risk of collision due to fewer journeys and less likely to unload in an unsafe location
- Less risk of having to park illegally and risking penalty charge notices
- Reduced environmental impact (Noise at inappropriate times)

Benefits for Local Authorities and Residents:

- Reduced levels of congestion at peak hours
- Improved local air quality as lower mileage results in reduced emissions
- Lower risk of collisions due to reduced journeys
- Improved quality of life due to reduced noise and intrusion

The Council will consider the use of delivery service plans to help minimise the impact of service deliveries, including night time deliveries. Where applicable planning applicants will be required to submit a Delivery Management Plan that demonstrates how the following have been considered:

- The provision, where feasible, of covered or enclosed loading/unloading areas to minimise noise impact
- Installations of measures for mitigating noise
- Installation of measures for mitigating odour from fumes
- Installation of measures to manage litter and refuse
- Levels of lighting, which do not cause detrimental impact on adjoining land uses
- The sharing of servicing arrangements.

Key actions

Ensure that the design and layout of new development is appropriate and practical for the expected access needs of HGVs

Require construction travel plans on major development projects, with freight considerations and mitigations

Use planning conditions to manage noise, time, route, access and size of vehicles for both construction and use of developments

Encouraging more environmentally-friendly freight, including the use of alternative fuels and low emission vehicles

Since 1992, the European Union has imposed increasingly strict limits on emissions from cars and lorries. The level of regulation on the amount of pollutants coming out of the tailpipe of diesel engine has increased in stages, from 'Euro I' to 'Euro VI' in 2014, facilitated by advancements in clean engine technology.

Euro VI regulation (for freight / HGV vehicles) requires that all new trucks and buses registered from January 2014 are equipped with a Euro VI engine. The reductions in emissions over the previous Euro V standards are significant (lower CO, NOx, Particulates), whilst the Society for Motor Manufacturers and Traders (SMMT) suggests that modern Euro VI engine produces just a tiny fraction of the pollutants emitted by a Euro I engine back in the early 90s.¹

This regulation helps at a local level by ensuring increasing numbers of trucks are less polluting. Transport for London's Low Emission Zone encourages vehicles which are Euro IV compliant or better (registered after October 2006). Older, more polluting lorries and buses either have to pay a charge, or fit their vehicles with pollutant reducing technology.

Operating a low emission zone in Bracknell would be challenging, and the borough does not suffer from emissions to the extent of Greater London. Nevertheless, the council will encourage businesses and haulage firms to consider low or alternative fuelled vehicles. Electric vehicle technology is not widely applicable to HGVs, but there are various LGVs available for light freight duties which are particularly useful for short trips.

Furthermore, Bracknell Forest requires that all buses operating within the borough are low emission vehicles.

Key actions

Encourage Bracknell Forest's businesses and freight operators to use fuel efficient driver training, for both car and goods vehicle drivers

Encourage installation of electrical charge points and uptake of electric LGVs, making businesses (and residents) aware of any Government OLEV funding opportunities as soon as they become available

¹ <http://www.smmt.co.uk/industry-topics/emissions/car-emissions-testing-in-the-uk/euro-6-what-is-it/>
http://www.cumminseuro6.com/customise/upload/files/20_a.pdf

Promoting and enabling the provision of infrastructure to facilitate use of low emission vehicles

Following on from the previous objective, it is likely that Government emissions regulations will effectively deliver increasingly clean, low emission vehicles. It could further be argued that (as with electric cars) the market will gradually start to deliver electrically powered freight solutions, although the technology is not as developed or adequate for HGVs.

Nonetheless, Bracknell Forest Council is requiring that 20% of new residential and commercial developments provide 'passive provision' for electric charging facilities. This means that cabling is pre-installed into the ground for the owner / occupier to connect an electric vehicle charger to at their convenience. Again, this may not mean that we see electric HGVs on Bracknell Forest's roads in the near future, but it should help to encourage the increasing number of LGV drivers to consider conversion to electric, and supports emerging 'hybrid' technologies which combine a combustion engine with an electric motor.

Partnership working and entering into dialogue with local businesses at every opportunity will be important in achieving this objective, particularly where government grant funding is available to help facilitate the goal. The Office for Low Emission Vehicles (OLEV) has provided grant funding for public and private sector bids to encourage uptake of electric vehicles, and is likely to continue to do so for the life of LTP3 and beyond. The Council will closely monitor any opportunities to secure funding which will help to achieve this objective across all goods vehicles and buses.

Key actions

Support businesses in their pursuance of Government's funding towards a conversion to low emission vehicles and facilitate this goal

Provide a sustainable travel pack to businesses, and require / encourage travel plans for businesses

Ensure 20% of parking spaces in all new development has passive EV charging provision (for further detail see Parking Standards Supplementary Planning Document)

Delivering Change

Implementation

The implementation of this strategy will require a partnership approach bringing together colleagues with responsibility for data collection, modelling, design and engineering.

In addition, there are a range of stakeholders who have an important role to play if the strategy is to be successful including freight operators, the Road Haulage Association, and the Freight Transport Association, along with local businesses and distributors, local members, Parish Councils, neighbourhood groups and residents.

Specifically, the council will:

- Consult with freight operators and trade bodies on freight-related local schemes, as appropriate;
- Involve freight operators and trade bodies in initiatives such as a Freight Delivery Service Plan;
- Work with other partners and stakeholders in the delivery of the Freight Strategy, including those impacted by the presence and routing of HGVs

Any schemes will be consulted on as necessary, and then taken forward as part of the overall Integrated Transport Capital Programme. Improvements featured within the overall programme are key to facilitating existing and future development within the Borough and thus contribute to the growth agenda.

Funding

Historically the overall Integrated Transport Capital Programme was funded from the Integrated Transport Direct Grant, Borough Capital and S106/CIL developer contributions for transport related improvements

To further support this the authority has, in recent years, secured additional funds from central government towards more strategic schemes aimed at unlocking growth. Therefore in accordance with the National Planning Policy Framework and to help achieve economic growth and bring forward stalled developments, the Local Authority will continue to work proactively to help meet the development needs of business and support an economy fit for the 21st century. This means the cost of these works are now trying to be met by the local authority with a mix of Capital and developer contributions

To date the Transport Development team has helped implement over £20m worth of transport improvements aimed achieving economic growth.

Much of this funding has been secured through Government Initiatives such as the Local Pinch Point Programme and the Local Growth Fund with the Authority providing a local contribution towards the scheme through a combination of Borough capital and developer 106 contributions.

Funding services for the Freight Strategy will also include other grants or challenge competitions linked to Intelligent Transport Systems and low emission vehicles.

Monitoring

Monitoring progress will be an important part of ensuring that the objectives of the strategy are being met. There are a range of publically available data sources and data routinely collected by the Council which will be used to provide a measure of our progress, along with anecdotal evidence from public comments and observations. This data is used to inform Key indicators, annual progress reports, DfT returns, evidence in reports etc.

The Annual Travel in Bracknell (TiB) report is an annual analysis of the changes in travel in and around the borough. Data are captured from a range of sources to inform on rail and bus use, cyclist and pedestrian movements, and traffic flow.

By reporting on any changes in freight routing, or identified issues, the Council can assess the progress being made towards delivering on the vision outlined in the LTP:

“To develop a sustainable transport system that supports the local economy, provides choice, and improves quality of life in a safe and healthy environment”