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PizzaExpress

256 Shinfield Road, Reading

Delivery & Servicing Plan

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1 INTRODUCTION

- 1.1 This document sets out the basis of the Delivery & Servicing Plan (DSP) that will be adopted for the 'Development' at No. 256 Shinfield Road, RG30 8EY, within Reading Borough Council.
- 1.2 This DSP has been prepared in support of the planning application for the development which will provide a PizzaExpress Delivered at the site.
- 1.3 This DSP outlines the measures that will be implemented with regards to servicing activity associated with the Development. In addition, it sets out the way in which goods delivered to the Development will be managed and monitored for the life of the building.
- 1.4 The Development comprises the following:
- A5 hot food take away use at ground floor level;
 - Motorbike parking for delivery of orders; and
 - Cycle parking facilities for staff.

Objectives

- 1.5 The primary objectives of the DSP will be to manage deliveries and servicing to, from and within the premises in order to ensure that servicing activity and the delivery of orders by motorbike is undertaken successfully and without conflict between vehicles and/or pedestrians.
- 1.6 The DSP will manage deliveries and servicing to the premises in order to:
- Ensure that there is minimum impact from motorbikes at / near the development associated with delivering orders.
 - Ensure that, where possible, deliveries are planned so that there is no need for delivery vehicle arrivals to coincide, therefore reducing the time waiting on-street at any time.
 - Ensure that, where possible, deliveries are undertaken by small to medium sized vehicles.
 - Ensure that vehicles load/unload for the minimum time necessary, in order to ensure that the Development and adjacent highway is not obstructed or congested and is available for incoming vehicles whenever possible.

Scope of the Report

1.7 The remainder of the DSP is set out as follows:

- Section 2 sets out the Development's servicing arrangements;
- Section 3 identifies the initiatives of the DSP;
- Section 4 details the monitoring and review of the DSP; and
- Section 5 provides a conclusion.

2 SERVICING ARRANGEMENTS

- 2.1 Servicing will be undertaken from the street which is consistent with how the Development site has historically been served.
- 2.2 Access to the building is to / from Shinfield Road. There is a forecourt in front of the site which will be used for motorbike parking for the delivery of orders. There is an existing crossover and dropped kerb onto Shinfield Road which will facilitate movement for motorbikes and there is good visibility in either direction.
- 2.3 There are double yellow lines on Shinfield Road immediately in front of the site which restrict parking. There are on-street parking bays in front of the row of shops adjacent to the site which will be available for use by servicing vehicles.

Servicing Movements

- 2.4 All servicing activity is expected to occur during the normal working day. A national operator such as PizzaExpress would generate a relatively low demand for deliveries as items are grouped together / consolidated. The number of deliveries at the development will be up to 8 per week.
- 2.5 It is expected that the number of deliveries will be similar to that experienced at the existing building which is currently in use as a discount store selling alcohol which will have generated a number of trips per day for deliveries of stock.

Types of Vehicle

- 2.6 It is anticipated that the majority of regular deliveries will be undertaken by small to medium sized vehicles e.g. 7.5t vehicles or transit vans. However, some deliveries will be required to be undertaken by larger vehicles.
- 2.7 **Table 2.1** indicates the anticipated deliveries to the PizzaExpress Delivered unit. The applicant has advised on the frequency of deliveries, the types of vehicles used and the expected loading times which are shown within the table.

Table 2.1: Deliveries to the Proposed Development

Supplier	Product / Service	Frequency	Type of Vehicle	Expected loading time
Bidvest	Frozen / drinks etc.	Once / twice per week	18 tonne or 26 tonne rigid vehicle	30 – 45 minutes
Bidvest CE	packaging etc.	weekly/fortnightly	3 tonne transit van	15 minutes
Reynolds	Fresh foods	Three times per week	7.5 tonne to 18 tonne vehicle	20mins
Initial Washroom Services	Air fresheners, nappy / sanitary bins	Weekly / fortnightly / monthly	Transit Vans or smaller	Up to 20 minutes
Banner	Stationary	Weekly / fortnightly	Transit Vans or smaller	Up to 10 minutes

Scheduling

- 2.8 With reference to the table above, typically, the average duration of stay would be less than 20 minutes, with a small proportion needing to stay for longer.
- 2.9 It is not considered necessary to seek to schedule deliveries as there is no cumulative impact issue arising.

Vehicle Routing

- 2.10 Vehicles approaching the site from outside of Reading are likely to have travelled using the M4 which is a strategic east / west route.
- 2.11 Shinfield Road (the A327) is a north / south route that connects to Reading town centre to the north and the A30 to the south.
- 2.12 Whitley Wood Road is accessed at the junction to the north of the site which connects to the B3031, a north / south route and the A33 Basingstoke Road via Bennet Road.
- 2.13 Vehicles exiting the site will be able to do so in either direction onto Shinfield Road.

3 INITIATIVES OF THE PLAN

Motorbike Deliveries

- 3.1 It is expected that 90% of turnover will be deliveries by motorbike. Motorbike parking for the delivery of orders will be split between the existing forecourt area in front of the site, accessed to / from Shinfield Road, and the on-site parking area at the rear of the building. The forecourt area will enable up to 5 motorbikes to be parked at any one time and there will be space for 10 motorbikes to park at the rear of the site.
- 3.2 It is expected that the busiest time periods will be lunchtimes and Friday and Saturday nights between 18:00 – 21:00, outside of the usual commuter peak hours. Staff numbers will reduce after 21:00 as less orders are made. It is expected that on most days there would be 2 drivers during the late evening.
- 3.3 The following initiatives will be adhered to which will seek to ensure there is minimal impact on the local area:
- The motorbikes will be electric which emit limited noise and have zero emissions.
 - Staff will undergo training on bike parking within local council laws.
 - There will be no loitering, smoking or communication allowed outside the store at any time.
 - After 21:00 everything will happen inside the store.
 - Drivers will be in the vicinity for a maximum of 20 seconds from exiting the building and 5 seconds on return.

Servicing

- 3.4 A 'Goods In Manager' or dedicated member of staff will be appointed to oversee servicing operations and to ensure servicing activity is undertaken safely and efficiently.
- 3.5 The Goods In Manager will be aware of forthcoming servicing activity, particularly, if/when exceptional activity is planned/expected.
- 3.6 In order to meet the objectives of the DSP, the following initiatives will be adopted:

- The Goods In Manager will issue written/email instructions to the main supplier (and subsequently delivery drivers) setting out the delivery procedures that need to be adopted / agreed.
- Deliveries of non-perishable items will be programmed to take place in the afternoon, if necessary, in order to ensure there is sufficient capacity to undertake deliveries of perishable food items in the morning.
- Deliveries will be programmed so as to avoid waste/recycling collections.
- Drivers will be informed that vehicle engines must be switched off whilst goods are being loaded/unloaded (i.e. when their vehicle is stationary).
- Vehicles not associated with the delivery of goods will be discouraged from parking/waiting in the vicinity of the Development. Contractor's vehicles will either be parked in pay & display bays on nearby local roads or elsewhere in the immediate vicinity of the Development.
- The Goods In Manager will be responsible for the smooth and efficient operation of the "Plan".

4 MONITORING AND REVIEW OF THE PLAN

- 4.1 The Goods In Manager will maintain a record of servicing, which will include the following information:
- Day;
 - Date;
 - Type of vehicle;
 - Goods carried;
 - Time of arrival;
 - Time of departure; and
 - Any other comments.
- 4.2 The Goods In Manager will constantly monitor/review the success of the Plan and, if considered necessary/appropriate, will propose changes to the Plan to be approved by Reading Borough Council.
- 4.3 As part of the monitoring/review of the Plan, The Goods In Manager will take into consideration any other developments in the locality which could potentially affect, or be affected by servicing activity associated with the Development.
- 4.4 The Plan will be the subject of a regular review (six months after first occupation and annually thereafter) with Reading Borough Council, unless the Council confirm (in writing) that a formal review is not necessary.
- 4.5 The Goods In Manager will review any comments received from occupants of the Development and/or third parties regarding servicing activity and notify the Council if necessary/appropriate during the next annual review of the Plan.

5 CONCLUSION

- 5.1 Overall, the DSP will ensure the successful operation of servicing activity on a day to day basis.
- 5.2 The DSP will ensure that the likelihood of conflicts with pedestrians and other vehicles will be minimised and that the servicing of the site will not affect the free flow or environmental condition of the public highway.

Statement

- 5.3 *"The agreed contents of this Delivery and Servicing Plan must be complied with unless otherwise agreed in writing with the Council. The Goods In Manager shall work with the Council to review this Delivery and Servicing Plan as above. Any future revised plan must be approved by the Council and complied with."*