Buckinghamshire Council

Freight and Logistics Strategy

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Executive Summary

Freight and logistics is an essential sector for Buckinghamshire's economy and daily life, enabling the movement of goods to businesses, homes, and services. Whilst we recognise the importance of this sector, there are also local challenges. The movement of goods by road in Heavy Goods Vehicles (HGV) and Light Goods Vehicles (LGV) poses challenges for our communities.

This strategy has been developed to set out how we will support the movement of goods, address the challenges and improve our partnership working. The strategy has been developed in support of our Local Transport Plan 5 (LTP5). It also builds on and replaces our previous Freight Strategy which was published in 2018.

In order to guide this strategy we have developed 6 objectives. These objectives align with the overarching LTP5 vision and objectives and are then supported by our actions. Our Freight and Logistics Strategy objectives are:

- **Planning** – Promote the consideration of freight and logistics in our decision making and land use planning.
- **Environment** – Protect our environment and support reducing emissions from freight.
- **Economy** – Support efficient movement of goods to connect our economy and support the productivity of local businesses.
- **Appropriate** – Protect our communities through use of the most appropriate modes of transport and routes for the movement of goods.
- **Safety** – Improve the safety of freight movement and reduce risk to other road users.
- **Collaboration** – Work with internal and external stakeholders to enhance the performance of freight and logistics operations without negatively impacting on our communities.

In order to deliver our objectives and guide future work on freight and logistics, we have identified 10 broad action areas. These are the main areas where we believe action is required. Within the action areas there are 23 specific actions which are summarised in the table below. The strategy will be a 'living document' and we will conduct reviews to ensure it remains relevant. As part of this review actions are subject to change as they are delivered, adjusted or removed.

Action area	Action
Land for freight and logistics	1 – Local Plan
	2 – HGV rest and parking facilities

New developments and major infrastructure schemes	3 – New developments and infrastructure schemes
	4 – Freight management plans
Transport emissions	5 – Alternative fuels
	6 – EV charging
	7 – Modal shift
Last mile	8 – Cargo bikes
	9 – Parcel lockers
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	13 – Promoting appropriate routes
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Introduction

Freight is the physical movement of goods. Logistics is the broader systems, planning and processes that support the movement of goods. This includes activities such as warehousing and transport planning. Freight and logistics play a key role in Buckinghamshire supporting businesses and residents. The transportation of goods by road and rail services Buckinghamshire's industry, communities and enables our economic development. Freight and logistics also offer our residents and businesses choice, allowing them to grow, thrive and develop.

Whilst we recognise the importance of freight and logistics there are also local challenges with the movement of goods, particularly by road. This includes freights contribution to transport carbon emissions and local traffic or road safety issues. The effective management of freight and logistics is therefore vital to the local economy and our resident's quality of life.

This strategy has been developed to set out how we will support the movement of goods, address the challenges and improve our partnership working. The strategy has been developed in support of our Local Transport Plan 5 (LTP5) which is a statutory requirement of the Transport Act (2000). LTP5 sets out our long-term priorities for transport and is supported by more detailed strategies and an implementation plan.

This strategy also builds on and replaces our previous Freight Strategy which was published in 2018 in support of Local Transport Plan 4. An updated strategy is required to reflect changes to consumer habits, technological advancements, and the movement of goods since 2018. The development of a new strategy is also needed to ensure alignment with our new vision and objectives for transport outlined in LTP5.

Another important reason for developing a new Freight and Logistics Strategy is the opportunity to align with the new Local Plan for Buckinghamshire. The Local Plan will set out the vision and policy framework for future housing and employment development in the county. We have therefore worked to align this strategy with the new Local Plan and ensure the future freight needs of the county are supported. Linkages with the Local Plan are a key reason why we have added logistics to the strategy name and embedded logistics considerations throughout.

We have developed this strategy to be action focused setting out our priorities for freight work. It will be a 'living document' and we will conduct review to ensure it remains relevant. As part of this review actions are subject to change as they are delivered, adjusted or removed.

Challenges and Opportunities

We have analysed a range of data to understand the transport challenges and opportunities for Buckinghamshire. This data analysis includes freight and has been published in the separate LTP5 evidence base report. A summary of some of the key findings, challenges and opportunities for freight is summarised below. The understanding gained through this work has informed the actions included in the strategy.

Key findings

- Overall freight movement in the UK has decreased since the 2000s but there has been an increasing trend in recent years[1].
- Road freight has been the primary way of moving goods since the 1960s and moved around 80% of total goods in the UK in 2023[2].
- The amount of freight moved by rail has been relatively stable since 2016 and moves around 8% of goods in the UK[3].
- In the England's Economic Heartland (EEH) subregion there are significant flows of road freight to the East and South East. Most Heavy Goods Vehicle (HGV) traffic is focused on trunk roads and motorways with the M1, M25 and A14 having the highest HGV traffic flows[4].
- Within Buckinghamshire, HGV flows are highest on the M40, M25 and A41, but overall are much lower than other parts of the region.

Challenges

- Existing challenges with HGVs using inappropriate routes in the county and further major infrastructure and housing construction planned.
- Light Goods Vehicle (LGV) traffic is growing and is forecast to significantly increase over the next 30 years[5].

Opportunities

- Buckinghamshire has a strong economy and several key enterprise and innovation clusters which transport can support and enable to grow.
- East West Rail unlocks new cross-country options for rail freight and may help to reduce the number of HGVs passing through the region.

[1] Department for Transport – Domestic freight transport by mode, annual from 1953
[2] Department for Transport – Domestic road freight statistics, United Kingdom: 2023
[3] Department for Transport – Domestic freight transport by mode, annual from 1953
[4] EEH Freight Action Plan
[5] Department for Transport – National road traffic projections

Objectives

LTP5 outlines an overarching vision for transport and three supporting objectives which guide LTP5 and all supporting strategies. The vision and objectives are for all of Buckinghamshire and have been developed using evidence, the key challenges and opportunities and through engagement with residents and key stakeholders. They are also closely aligned with the Local Plan vision and objectives.

In order to provide more detail about our approach to freight and logistics we have developed 6 objectives to guide this strategy. The following sections provide an overview of the relevant LTP5 objectives and our Freight and Logistics Strategy objectives.

LTP5 vision and objectives

Within the LTP5 objectives there is a specific sub-objective related to freight. The objective seeks to minimise the negative impacts of freight movement on local communities and ensure it is appropriate and efficient to support local business. This objective reflects freight's importance to the overall transport system and will ensure freight and logistics are considered in wider transport planning work. It also provides the high-level context for what we are seeking to deliver through this strategy. The full vision and objectives can be found in LTP5.

Freight and Logistics Strategy objectives

Our Freight and Logistics Strategy objectives align with and support the overarching LTP5 vision and objectives. The Freight and Logistics Strategy objectives guide this strategy and our more detailed work on freight. Our objectives are:

- **Planning** – Promote the consideration of freight and logistics in our decision making and land use planning.
- **Environment** – Protect our environment and support reducing emissions from freight.
- **Economy** – Support efficient movement of goods to connect our economy and support the productivity of local businesses.
- **Appropriate** – Protect our communities through use of the most appropriate modes of transport and routes for the movement of goods.
- **Safety** – Improve the safety of freight movement and reduce risk to other road users.
- **Collaboration** – Work with internal and external stakeholders to enhance the performance of freight operations without negatively impacting on our communities.

Actions

In order to deliver our objectives and guide future work on freight and logistics we have identified 10 broad action areas. These are the main areas where we believe action is required in order to deliver both the LTP5 and Freight and Logistics Strategy objectives. Within the action areas there are 23 specific actions. The actions have been identified through data analysis, review of best practice and engagement with key stakeholders. A summary of how the actions align with the objectives is provided at the end of this section.

Action area 1 - Land for freight and logistics

Land availability is extremely important to the freight industry and is an area that the council can support as the planning authority. Ensuring suitable land is available for freight and logistics is essential to support economic development in the county. It is also important to ensure that facilities are located appropriately to minimise negative impacts on our communities. Outside of land for new facilities, other considerations include land for HGV rest and parking facilities to support driver welfare.

Local Plan

As previously outlined, work is ongoing to develop a new Local Plan for Buckinghamshire. The Local Plan will set out the vision and policy framework for future housing and employment development in the county, as well as associated infrastructure. As part of the Local Plan, Local authorities are required to plan for the modern economy; this includes freight and logistics.

The Local Plan Modern Economy Study found that freight and logistics is the most established modern economy presence within Buckinghamshire. Freight and logistics represented 72.1% of modern economy roles in Buckinghamshire in 2023. In addition, there are many businesses within the wider freight and logistics supply chain. Most prominently, these businesses are wholesalers, including pharmaceuticals, food and agricultural products, and office machinery and equipment. These businesses are positioned along key road connections, with clusters in and around the main settlements and business parks. Whilst Buckinghamshire has a relative lack of strategic freight infrastructure, such as ports, there is considerably stronger demand conditions for logistics, which includes warehousing and storage[6].

[6] Buckinghamshire Modern Economy Study

We will therefore work to embed freight and logistics policies in the Local Plan that reflect the objectives of this strategy and the Local Plan supporting evidence. This will include supporting the council's goals for growing economic development, enabling sustainable freight and logistics activities and supporting the efficient movement of goods and services whilst minimising the impact on the local communities and landscape.

Action 1 – We will work to embed freight and logistics policies in the Local Plan that reflect the objectives of our Freight and Logistics Strategy.

HGV rest and parking facilities

There is a national shortage of HGV parking facilities, particularly for overnight parking[7]. Due to limits on driving time HGV drivers must take rest periods and facilities are needed near destinations or along routes to enable this. A lack of spaces means that HGV drivers often have to search for spaces and may park in lay-bys or on streets which do not offer toilet, shower or food facilities. Parking on residential streets can also lead to complaints from local communities.

There is also a shortage of HGV drivers in the UK with poor working conditions one factor impacting recruitment. The need for improved rest and parking facilities is therefore a key ask from the freight industry to government.

At the local authority level there is an opportunity to explore and support opportunities for HGV parking facilities. This will support the freight industry by improving driver welfare and efforts to increase recruitment which are essential to both the local and national economy. Improving HGV parking facilities will also help to mitigate the negative impacts of inappropriate HGV parking on our local communities.

Due to the strategic nature of HGV movement, we believe that work to develop new HGV rest and parking facilities is best done in collaboration with neighbouring local authorities and sub-national transport bodies to prevent duplication and explore opportunities across the region. To complement this work, we will also conduct engagement with local stakeholders. This will include engaging with business parks and large employers who receive HGV deliveries to encourage provision of safe and appropriate parking facilities for drivers from the company/business park and visiting drivers.

Alongside existing employment clusters and business parks, it is also important that we ensure any new employment sites consider the need for HGV rest and parking facilities. We will therefore work the embed these considerations into the Local Plan.

[7] Department for Transport – National Survey of Lorry Parking

Action 2 – We will:

a. Collaborate with neighbouring local authorities, sub-national transport bodies and other stakeholders to identify suitable rest stops, overnight parking and vehicle charging and refuelling facilities for HGVs.
b. Engage with local stakeholders to encourage provision of safe and appropriate parking facilities.
c. Embed considerations into the Local Plan about HGV rest and parking facilities in new employment sites.

Action area 2 - New developments and major infrastructure schemes

In addition to the businesses in Buckinghamshire, there is also major infrastructure construction and housing construction that generates freight movements. This includes major construction work of the HS2 and East West Rail (EWR) rail lines across the county which is beyond the Councils control. There is also delivery of over 6,000 homes per year in the county until 2029. Under the government's new housing target Buckinghamshire will be required to deliver around 91,000 new homes in the county by 2045. We therefore need to ensure the associated freight movements are well managed to protect our environment and communities.

New developments and infrastructure schemes

To minimise the impact of freight movements from new developments and infrastructure schemes we need consideration of freight in the scoping, planning and design process for residential proposals, commercial proposals and major infrastructure schemes. This includes the consideration of future freight needs such as charging or refuelling facilities for zero emission HGVs. This will ensure freight is properly considered, planned for and mitigating measures put in place where necessary.

Action 3 – We will work with internal partners and external stakeholders to seek the inclusion of freight considerations in significant new residential developments, commercial developments and major infrastructure schemes.

Freight management plans

Within the planning process there are two types of plans that can be used to provide specific detail on freight considerations. These are Construction Traffic Management Plans (CTMP) and Delivery and Servicing Plans (DSP). These plans can only be implemented through the planning process and cannot be introduced retrospectively.

CTMPs cover the construction phase and set out how vehicle and pedestrian movements will be managed in and around a construction site. They generally cover key areas such as vehicle routing and scheduling, traffic control measures and pedestrian routes. They are particularly important where there is a risk of disruption to the local community during construction and help to create a safe and efficient environment.

DSPs cover deliveries and servicing to a site once there are businesses, employees, tenants or occupiers in place. The DSP usually covers how the design of the site provides adequate provision for day-to-day delivery and servicing, policies and measures that will be implemented to appropriately manage deliveries and how environmental impact will be minimised.

By working with internal partners and external stakeholders to encourage use of CTMPs and DSPs in the planning process, we can minimise the negative impacts of new developments on local communities.

Action 4 – We will:

a. Work with internal partners and external stakeholders to make Construction Traffic Management Plans a default requirement for all planning proposals of a significant scale or where there is a reasonable expectation that there would be a risk of disruption to the local community during the construction phase.
b. Work with internal partners and external stakeholders to encourage the use of Delivery and Service Plans in the planning process.

Action area 3 - Transport emissions

Reducing transport emissions is one of our overarching LTP5 objectives with the target of reaching net-zero emissions by 2050. Freight currently contributes 31% of carbon dioxide emissions in the county (15% from LGVs and 16% from HGVs) and also contributes to air pollution. Measures are therefore needed to support the industry to reduce emissions.

Alternative fuels

Electric vehicle technology is well developed for cars and LGVs but there has been less progress for HGVs. This is due to challenges such as the size and weight of HGVs. The alternative fuel that will become widespread for HGVs is unknown at this time. Whilst the development and adoption of alternative fuel technology will be led by the freight industry, the council can play a role by understanding the charging or infrastructure requirements and exploring opportunities to support these.

Similar to HGV parking, HGV refuelling or charging infrastructure may also be better considered from a regional perspective to ensure there is strategic coverage. Therefore, we will continue to engage with neighbouring local authorities and sub-national transport bodies to explore opportunities for alternative HGV fuel infrastructure across the region. This is likely to be closely linked to work to explore rest and parking facilities due to the potential benefits of co-location.

Action 5 – We will engage with external stakeholders to understand alternative fuel requirements and explore opportunities to support.

EV charging

Whilst there is uncertainty about future HGV fuels, the electric LGV market is well developed. Promoting the uptake of electric LGVs will help to reduce transport emissions. LGVs are commonly used for last mile deliveries so supporting the uptake of electric vehicles will reduce noise and air pollution in our towns and neighbourhoods.

Many operators will charge at depots; however not all companies follow this model with some employees taking vehicles home. Provision of electric vehicle charging on street and in our car parks will help to support these employees and enable companies without depot charging to adopt electric vehicles.

Similarly, by installing electric vehicle charging we can support those who may need to charge vehicles during their working day. As part of electric vehicle charging work we will consider the needs of the freight industry and futureproofing requirements to ensure chargers support a variety of users both now and in the future.

Action 6 – We will actively support a switch to electric LGVs and commercial vehicles by delivering electric vehicle charging infrastructure and considering the needs of the freight industry and futureproofing requirements in electric vehicle charging work.

Modal shift

To reduce transport emissions, we will also support and encourage the shift of road freight to alternative modes. Reducing the amount of freight moved by road will help to reduce transport emissions and vehicle traffic in our towns and villages. This will deliver additional benefits such as reduced traffic noise, improved safety and improved quality of life.

Increasing the amount of freight moved by rail is a key area of focus. A single train can replace up to 129 HGVs and a tonne of freight moved by rail produces about a quarter of the emissions it does by road[8]. A scheme run by DP World to transfer freight from road to rail at Southampton Port removed 63,400 HGV journeys between 2023 and 2024 demonstrating the potential for rail to reduce the number of HGVs[9].

There are currently limited opportunities for rail freight within Buckinghamshire however, the opening of East West Rail may have benefits by providing alternative access to Milton Keynes and reducing the number of HGVs passing through the county.

There may also be opportunities to utilise waterways for the movement of freight. The Canal and Rivers Trust promote use of their waterways for the moving of freight and welcome engagement to explore potential opportunities.

Action 7 – We will work with the Strategic Transport Bodies, industry stakeholders, Canal and Rivers Trust and others to promote modal shift where possible to take freight off our roads.

Action area 4 - Last mile

The last mile refers to delivery from a distribution centre to the customer's doorstep. Last mile delivery is a critical step to support our local economy by delivering goods to businesses and resident's. Every home, shop and business in the county will likely need to receive deliveries at some point. It is therefore important to ensure that we plan for freight and logistics throughout our work.

Last mile delivery is typically done in LGVs. There has been a significant increase in LGV traffic over the last 10 years due to the rise in internet shopping. The increased number of LGVs is causing challenges in Buckinghamshire such as contribution to congestion.

The majority of last mile traffic is in our towns and villages as deliveries are made to resident's homes. It therefore has an increased impact on health due to more people being exposed to air pollution emissions and there is increased interaction with people walking, cycling or wheeling which can create road safety challenges. To address these challenges we are supporting measures that reduce the number of LGVs whilst still enabling efficient last mile delivery.

[8] Department for Transport: Rail freight growth target
[9] DP World

Cargo bikes

Cargo bikes enable goods to be transported, and deliveries made by bike. Cargo bikes have potential to be an alternative to LGVs in urban areas reducing traffic, emissions and noise. Research from London has found that they can also achieve more reliable journey times[10]. There are examples of existing cargo bike operators in Cambridge and Oxford within the EEH area.

We recognise that existing cargo bike operators are primarily in dense urban areas such as Oxford, Cambridge, Bristol and London. Buckinghamshire does not have comparable urban areas and so we will conduct further investigation into the feasibility of cargo bike usage in the county. This work will help to justify whether a trial is possible in the county. A trial would help local businesses to try cargo bikes with no risk and improve understanding of the costs, operation and benefits.

Action 8 – We will investigate the commercially viable use of cargo bikes in Buckinghamshire and provide justification for a trial in the county to demonstrate the cost and benefits.

Parcel lockers

Parcel lockers have become increasingly common at shops, post offices, transport hubs and local centres. They enable people to collect or return deliveries at their own convenience and are often easily accessible by walking, wheeling or cycling. If well located, people can also collect deliveries as part of another journey such as when going to the shops or work.

Parcel lockers also provide cost and efficiency benefits for logistics companies by reducing the number of failed deliveries and enabling multiple deliveries to one location. Suitable locations can reduce the number of LGVs in our neighbourhoods and deliver associated benefits such as reduced emissions, noise and improved quality of life.

Action 9 – We will work to incorporate the siting of parcel lockers in residential developments, commercial developments, communal spaces and public car parks.

[10] Transport for London: Freight and Servicing Action Plan

Consolidation

Freight consolidation is the process by which multiple smaller shipments are combined. For last-mile delivery, consolidation and micro-consolidation centres have the potential to reduce HGV and LGV movements and emissions. This is done by having goods delivered to the consolidation centre and then combined onto cargo bikes or electric LGVs for the final delivery.

Consolidation is a key part of the supply chain and logistics companies already consolidate within their own supply chain. Whilst models exist where local authorities and third parties establish consolidation centres that can be used by multiple operators, these are uncommon and not generally supported by the industry due to reduced efficiency in the supply chain, increased cost, liability issues and brand protection.

However, there are other approaches to consolidation that could provide benefits in Buckinghamshire. This includes engaging with logistics companies to understand their requirements and where appropriate, identify suitable land for consolidation and sustainable last mile delivery within their own supply chain.

There may also be opportunities to work with large employers to consolidate incoming deliveries or work with independent high street retailers and small businesses to consolidate deliveries and reduce the number of delivery vehicles in our town centres. This type of local consolidation could reduce emissions and traffic noise, improve safety and support the creation of places that put the needs of people first.

Action 10 – We will seek to identify and support opportunities for consolidation in Buckinghamshire by engaging with logistics companies, large employers, small businesses and independent retailers.

New development last mile considerations

It is vital that last mile delivery is considered as part of the planning process to ensure solutions are built in from the outset. This includes ensuring infrastructure is designed to enable cargo bike usage and consolidation facilities or parcel lockers are provided in suitable locations. We will therefore work to build last mile considerations into the planning processes.

Action 11 – We will work to embed last mile policies in the Local Plan and ensure consideration during the planning process.

Action area 5 - HGV routes

HGVs are the primary way goods are moved in the UK carrying around 80% of goods. Efficient HGV movement is essential to supporting residents everyday lives, the local economy and the national economy. HGVs are permitted to use any classification of road for access and deliveries. However, there are issues with HGVs using inappropriate routes in the county for through trips which negatively impacts on our communities. Through trips are those that pass through a specific area, town, village, or restricted zone without stopping for local deliveries, collections, or to access a destination within that area. To help address this we are proposing a number of measures to promote appropriate routes, protect our communities and support the freight industry to move goods efficiently.

As highlighted in action area 2, there is currently major infrastructure construction in the county with HS2 and EWR. These projects generate a significant number of HGV trips in the county which are beyond the Council's control.

Lorry route map

As part of our previous Freight Strategy we produced lorry route maps to help haulage companies and HGV drivers identify the recommended route for their journeys in Buckinghamshire. As the road network has changed since 2018 we will review and update the route map. This will include working with neighbouring local authorities, reviewing neighbouring local authorities maps to ensure alignment and showing these where applicable.

Action 12 – We will review, update and publish a new lorry route map.

Promoting appropriate routes

To raise awareness of our lorry route map we will make information available on the Buckinghamshire Council website and share it with industry bodies and stakeholders. We will also work to make information about width, height and weight restrictions more widely available. This work will help support the freight industry to plan efficient routes and protect our communities.

Action 13 – We will make information about appropriate lorry routes and restrictions available on the Buckinghamshire Council website and share it with industry bodies and stakeholders.

Interventions and enforcement

Whilst we seek to promote use of appropriate routes our lorry route map only identifies preferred routes for HGVs in Buckinghamshire and they are not statutory routes. HGVs are permitted to use any classification of road for access and deliveries. Therefore, we sometimes need to introduce interventions to restrict access and encourage use of the appropriate routes. Most commonly this is done in the form of a Traffic Regulation Order (TRO) which restricts use a road based on height, width or weight.

It is important to note that where restrictions are in place there are often exemptions for loading or local access. This means that local HGV traffic, such as those delivering to houses or businesses in the area are still permitted to use the road. The difference between through traffic and local traffic is a key factor that requires data collection and assessment when considering enforcement or action.

Since 2023 we have gained additional powers to enforce moving traffic offences under part 6 of the Traffic Management Act 2004. These powers enable us to issue fines to vehicles that break certain moving traffic offences which includes some weight restrictions. We are able to enforce these offences using automatic number plate recognition cameras. We will support the enforcement of weight restrictions using our moving traffic offences powers, promoting locations for enforcement based on data of TRO breaches and relevant public input.

Outside of weight restrictions, there are a range of potential interventions. Other localised interventions to encourage use of appropriate routes may include voluntary routing agreements with operators, advisory signage or highway schemes.

Where action is needed to address challenges and protect our communities or environment, we will give consideration to localised interventions to encourage use of appropriate routes where there is a robust justification and value for money. This will include data collection to understand reported challenges and feasibility study to look at the intervention options available.

Action 14 – We will:

a. Support the enforcement of weight restrictions using our moving traffic offences powers, promoting locations for enforcement based on data of TRO breaches and relevant public input.
b. Give consideration to localised interventions to encourage use of appropriate routes where there is a robust justification and value for money.

Action area 6 - Innovation

There is a range of new technologies being developed in the freight and logistics sector which may help to improve efficiency and reduce emissions. Whilst many of these innovations are being developed and implemented by the freight industry, it is important that we are prepared for them, adaptable and identify opportunities to support delivery where feasible.

Drones and air mobility

Drones are aircraft without a human pilot on board. They can be remote controlled or fly autonomously using pre-defined flight paths. In freight and logistics they have potential to assist with transporting and delivering goods. There is particular potential to assist with transporting urgent items such as blood samples between hospitals, as in London between Guy's and St Thomas' hospitals[11]. There may also be potential for delivery to customers homes with Amazon planning to trial drone deliveries in Darlington[12].

At a Local Authority level there are several considerations for us to be aware of and explore. These include the potential need for infrastructure, take-off and landing facilities and planning considerations. We will therefore look to identify the opportunities and concerns presented by the introduction of drone and air-mobility technologies and work with internal and external stakeholders to explore the need for drone and air-mobility infrastructure.

Action 15 – We will:

a. Identify the opportunities and concerns presented by the introduction of drone and air-mobility technologies.
b. Work with internal and external stakeholders to explore the need for drone and air-mobility infrastructure.

Innovation monitoring and appraisal

Whilst drone and air mobility technology is becoming well developed, other freight innovations are at an earlier stage and the potential impact on the industry is unknown. We will monitor and appraise other new innovations and technologies which could impact on the Freight and Logistics Strategy and movement of goods in the county. Preparing and planning for these innovative approaches will ensure our strategy remains fit for purpose and we can support the freight industry to take advantage of new technologies.

[11] NHS Foundation Trust
[12] Amazon UK

Action 16 – We will monitor and appraise new innovation and technologies, adjusting the Freight and Logistics Strategy to support stakeholders to take advantage of new innovations where required.

Action area 7 - Collaboration

Collaboration is key to delivering our objectives. The freight and logistics industry is privately owned and commercially operated therefore much of it is beyond the council's control. As a result, we need to engage with the industry to understand their needs and how the council can support delivery of mutual goals.

The complexity and scale of the freight and logistics industry also means that some issues are more appropriate to be dealt with at a national or sub-national level. There are forums that enable us to provide this input and engage on a wider level. However, we continue to recognise that many freight issues are locally specific within Buckinghamshire and we need to engage with our communities to understand these.

Communities

Communities across Buckinghamshire are affected by freight with issues often caused by HGV routing. When these issues arise engagement with the local community is essential to help us understand the issue. In order to help us fully understand the issues and identify appropriate next steps there is additional information that would be beneficial. We will give communities affected by freight guidance on the information required as well as providing information to help communities manage their own freight issues.

Action 17 – We will give communities affected by freight guidance on information required and access to information to help manage their own freight issues.

Freight forums

Due to the strategic nature of freight and logistics some issues are more appropriate to approach from a regional level such as HGV parking. EEH is our sub-national transport body and there is an EEH Freight Officer Group. We are a member of this group and will continue to play an active role to take advantage of and where appropriate promote a more regional approach. The group also allows us to work with neighbouring authorities, share best practices and learning.

More widely, we are involved in the in the Wider South-East Freight Forum. The forum is a collaboration between Strategic Transport Bodies, Government, freight representative bodies, commercial organisations and limited Local Authorities. We will continue to play an active role in the

forum to help promote, shape and find solutions to challenges in the freight and logistics sector. We will also engage with and play an active role in any future relevant freight forums that are established.

Action 18 – We will play an active role in the EEH Freight Officer Group, Wider South-East Freight Forum and any future relevant freight forums.

Industry bodies and operators

Engaging with freight and logistics industry bodies and operators is essential due to the commercial nature of the industry. As well as engaging with operators through the freight forums, we will also engage with industry bodies and operators in Buckinghamshire. This will include to help develop solutions or provide support, promote our lorry route map, investigate reported issues and address poor driver behaviours through voluntary agreements.

Action 19 – We will work with industry bodies and operators to support delivery of the Freight and Logistics Strategy.

Action area 8 - Data and monitoring

Freight data is challenging to obtain, especially at the local level, due to commercial sensitivity. Therefore, we will explore and make use of all available sources to improve our understanding of freight in Buckinghamshire. This will help us to identify inefficiencies and challenges that need to be addressed.

Where there are issues it is essential that we have robust evidence to quantify and understand these. We will use data to understand issues and where applicable evidence intervention proposals. Once any intervention has been delivered, we will conduct monitoring to understand its impact and effectiveness.

Data collected by the Council may also be helpful to the freight industry. Information such as planned road closures or road works may be able to help with route planning, supporting efficient movement. We will work to make relevant data available and engage with the freight industry to understand data requirements.

Action 20 – We will:

a. Explore and make use of all available date sources to improve our understanding of freight in Buckinghamshire.
b. Ensure localised interventions are supported by evidence and monitoring is conducted to understand impacts and effectiveness.

c. Work to make relevant data available and engage with the freight industry to understand data requirements.

Action area 9 - Road safety

LTP5 seeks to improve safety for all road users and deliver places that put the needs of people first and are safe and accessible for all. As part of this we need to consider freight vehicles and how we can reduce road danger from freight as part of the Safe System approach. HGVs are a particular area of concern for vulnerable road users such as people walking, wheeling and cycling due to their larger size. HGV collisions can also be particularly damaging due to the size and weight of vehicles. To address this we will explore ways to reduce road danger from freight and HGV collisions. When considering any freight specific safety measures, we will ensure these are consistent with other areas.

We will ensure there are freight safety considerations in future planning and scheme design. This is particularly important for town centre regeneration work to ensure the delivery needs of local businesses are supported whilst creating a safe and high-quality space for people walking, wheeling and cycling.

As well as specific freight interventions, our wider transport planning work and delivery of LTP5 will help to reduce road danger from freight. Delivery of new and improved walking and cycling infrastructure will improve safety for people walking, wheeling and cycling. The delivery of schemes that introduce off-road infrastructure will particularly help by reducing interactions between HGVs and vulnerable road users.

Action 21 – We will:

a. Explore ways we can reduce road danger from freight and the number of HGV collisions.
b. Incorporate freight safety considerations in planning and scheme design.

Action area 10 - Freight awareness

There is a lack of awareness about the way the freight and logistics system operates and how decisions can affect it. Addressing freight blindness is a key priority for the sector and we will work to support this by raising awareness of freight and logistics in Buckinghamshire and council decision making.

Raising awareness

The things we buy and use determine what freight needs to be moved. It's important that we understand the ways in which our decisions, behaviour and consumption could affect HGV and LGV movements. Online shopping, home deliveries and consumer desire for next day delivery are particular factors affecting the way freight is moved and the growth in LGVs. To help improve the public's understanding we will seek opportunities to raise awareness about freight.

Action 22 – We will seek opportunities to raise awareness about freight.

Council decision making

To facilitate delivery of the Freight and Logistics Strategy we will also need to include consideration of freight and logistics in council work and decision making. There are a range of council decisions that can affect freight and logistics such as those in planning and transport. Raising awareness of freight and logistics and how it supports the council's aspirations for a thriving economy will help to reduce conflicts and support delivery of this strategy.

Improving internal understanding and awareness will ensure freight and logistics are embedded as a consideration throughout all work. The Wider South-East Freight Forum are currently producing online training and briefing papers that we will use to help improve internal awareness.

Action 23 – We will raise awareness of freight and logistics within the council and include consideration of freight and logistics in decision making.

Alignment with objectives

Action area	Action	Planning	Environment	Economy	Appropriate	Safety	Collaboration
Land for freight and logistics	1 – Local Plan	■		■			■
	2 – HGV rest and parking facilities	■		■	■		■
New developments and major infrastructure schemes	3 – New developments and infrastructure schemes	■		■	■	■	■
	4 – Freight management plans	■			■	■	■
Transport emissions	5 – Alternative fuels		■				■

	6 – EV charging						
	7 – Modal shift						
Last mile	8 – Cargo bikes						
	9 – Parcel lockers						
	10 – Consolidation						
	11 – New development last mile considerations						
HGV routes	12 – Lorry route map						
	13 – Promoting appropriate routes						
	14 – Interventions and enforcement						
Innovation	15 – Drones and air mobility						
	16 – Innovation monitoring and appraisal						
Collaboration	17 – Communities						
	18 – Freight forums						
	19 – Industry bodies and operators						
Data and monitoring	20 – Data management and monitoring						
Road safety	21 – Road safety						
Freight awareness	22 – Raising awareness						
	23 – Council decision making						

Delivery

We will work with partners to deliver the actions in this strategy in a number of ways. This includes engagement, communication, data collection and where feasible the delivery of interventions or trials. There is limited funding available for the delivery of freight work so we will continue to monitor and bid for suitable government funding to support delivery and engage with stakeholders.

To help guide delivery of the strategy and prioritise resources, we have outlined an implementation plan with indicative timescales for the delivery of actions. Actions have been identified as short term (next 2 years), medium term (2-5 years) or long term (5 years plus). As part of our review we will make any updates required to the implementation plan.

Action area	Action	Short	Medium	Long
Land for freight and logistics	1 – Local Plan			
	2 – HGV rest and parking facilities			
New developments and major infrastructure schemes	3 – New developments and infrastructure schemes			
	4 – Freight management plans			
Transport emissions	5 – Alternative fuels			
	6 – EV charging			
	7 – Modal shift			
Last mile	8 – Cargo bikes			
	9 – Parcel lockers			
	10 – Consolidation			
	11 – New development last mile considerations			
HGV routes	12 – Lorry route map			
	13 – Promoting appropriate routes			
	14 – Interventions and enforcement			

Innovation	15 – Drones and air mobility			
	16 – Innovation monitoring and appraisal			
Collaboration	17 – Communities			
	18 – Freight forums			
	19 – Industry bodies and operators			
Data and monitoring	20 – Data management and monitoring			
Road safety	21 – Road safety			
Freight awareness	22 – Raising awareness			
	23 – Council decision making			