



WOOLWORTHS CASE STUDY

Overnight delivery success

In June 2016, Woolworths opened a Metro store on the corner of York and Barrack Streets, one of the busier parts of the Sydney CBD where loading space is difficult to find during normal business hours.

Woolworths and Transport for NSW collaborated on changes to kerbside conditions before light rail construction, focusing on how to adequately service stores in differing delivery windows and how to avoid competing for scarce daytime loading zones.

When the opportunity to open the York Street store arose, Woolworths and Transport for NSW worked together to determine a suitable solution for deliveries outside daytime loading zones. This involved collaborating with the City of Sydney for the loading zone to be operational between 9pm and midnight to facilitate night time deliveries.

The process took around three months, as it involved going to the City's Local Pedestrian, Cycling and Traffic Calming Committee for approval but the results have been worthwhile. Deliveries outside daytime business hours make it easier to find space, so less time is spent circling the block looking for or waiting for a free loading zone space. A more efficient delivery schedule allows for a greater volume of deliveries and a less labour intensive process.

Woolworths' Head of Transport, Chris Brooks, said delivering during quieter times ensures minimal impact to pedestrians and surrounding businesses and enables Woolworths to efficiently service the CBD outside of peak congestion.

"Most importantly, delivering overnight to metropolitan areas significantly reduces the impact on our community," he said. "However, by working collaboratively with authorities, we've also ensured our team can service Metro stores with minimal downtime and better operational efficiencies."

"This trial demonstrates the productivity benefits that operators and businesses can unlock by taking a collaborative approach to working in the CBD outside peak periods," said Marg Prendergast, CBD Coordinator General for Transport for NSW.

If you would like to discuss opportunities for similar kerbside changes to help your business, send an email to CBDFreight@transport.nsw.gov.au