

# Marketing Strategy and Action Plan for Kingston Town Centre Loading and Unloading Zones



Prepared for



The Royal Borough  
of Kingston upon  
Thames

by



Draft Report

Version 2.0 March 2010

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### **ANNEX A: TRADE PRESS AND LOCAL PRINT MEDIA**

## 1 INTRODUCTION

The focus for this marketing strategy and plan for the loading and unloading zones in Kingston town centre is provided by the recommendations made in the report to the Kingston Town Neighbourhood Committee meeting held on the 7 February 2008. The report highlighted that:

- *It is clear that businesses knowledge of the signs and their purpose is very limited, but despite this it is also apparent that they now recognise their value and say they should be maintained.*
- *Again, it is apparent that delivery firms recognise the value of these signs and support your continuance. But increased publicity is clearly needed.*

The marketing plan will set out the actions to be taken to market the zones to both business in Kingston, and the delivery and servicing organisations that support them.

## 2 BUSINESS SURVEY

The responses received to the business survey carried out by The Royal Borough of Kingston upon Thames in 2007 contained various comments that highlighted a number of issues with the loading and unloading zones. These comments have been considered in the development of the marketing plan to maximise its success.

The first related to the use of agency, or seasonal staff making deliveries to Kingston from other parts of the country and potentially from abroad. The responses highlighted that they were unsure of local delivery and loading arrangements. The information developed to promote the scheme should be capable of being made available in an electronic format that can be publically accessed in the UK and abroad via the internet. Businesses receiving deliveries from remote suppliers need to be made aware of this facility so that they can pass this information to them.

Some businesses responded that they felt that the zones were not relevant to them for a variety of reasons. This reflects a common scenario in the logistics industry where there is a disconnect between the business and the organisations, either internal or external to the business, that supplies them. The message that all businesses suppliers may require this information should be included as part of the marketing of the zones.

A few businesses commented on the difficulties faced by delivery drivers, customers and colleagues in finding their location in Kingston. The marketing strategy ensures that information on the loading and unloading zones, including the signage, is available prior to arrival in Kingston and that it is in a format that complements and enhances the usefulness of the road signs.

Reference was also made to the parking requirements for businesses receiving goods and services. Information regarding on, and off-street public parking should also be included within any materials produced to inform people of the loading and unloading zones.

Various comments were received regarding the role played by Civil Enforcement Officers in enforcing loading bays and loading and unloading activity. It is suggested that the Parking Policy and Enforcement teams are involved in the process of developing the new publicity for the zones as it will assist them in the performance of their duties. Also, that they are used to assist with the dissemination of the publicity material as part of their customer service duties whilst undertaking their daily rounds.

The final relevant response contained in the survey was that some businesses had given directions to drivers by mobile phone to facilitate their arrival at the desired location. The design of the map and associated information should assist people giving directions by mobile phone.

### **3 MARKETING STRATEGY**

#### **3.1 Aim**

The aim of the marketing strategy is to raise the profile of the loading and unloading zones in Kingston town centre. This will be achieved by increasing awareness of the zones with the businesses in Kingston town centre and the delivery and servicing companies that support them. The development and dissemination of information on the loading and unloading zones to these and other relevant organisations will maximise the opportunities for their use, so benefitting business in Kingston Town Centre and improving traffic management for all road users.

#### **3.2 Target Audience**

There are two distinct groups that require information on the loading and unloading zones. These are the goods receivers and the delivery drivers / servicing personnel. The goods receivers need to be aware of the scheme, require information to understand how it works and need information in a format that they can pass to delivery drivers in writing or on the telephone, a point highlighted in the survey responses. Delivery drivers require information on the zones themselves and as indicated above, information on other factors that will affect their choice of route. The information provided will be required to meet the needs of both these groups.

#### **3.3 Key Messages**

The key messages of this marketing strategy are set out below. These will be emphasised in the publicity that is being developed to raise the profile of the loading and unloading zones.

- Loading and unloading zones have been created in Kingston town centre to make delivery and servicing easier
- Use of the zones will assist traffic management so improving the town centre environment for shoppers and road users alike.

- Businesses' need to inform their suppliers of the zones
- Use of the zones by delivery companies will increase their operational efficiency and assist with compliance with loading and unloading regulations.

## **4 MARKETING PLAN**

The marketing plan has two objectives. The first is the development of a map of the loading and unloading zones, which will also contain all associated information required to make a successful delivery in Kingston town centre. The second is the development of an action plan for the dissemination of the map which will target town centre businesses and the freight and servicing organisations, and their employees, that serve Kingston town centre.

### **Map of Loading and Unloading Zones**

Currently there is no publically available information regarding the loading and unloading zones in Kingston town centre, either in hard copy or on either the Borough, or the Kingston First / Kingston Town Centre management web sites. The only published map of the zones is that produced as part of the consultation on the use of the loading and unloading zones that informed the report to committee in February 2008.

The focus of the map is to publicise the loading and unloading zones. However, it will be beneficial to include further information on the map that is directly relevant to freight and servicing activity so that drivers have one source of information for delivery and servicing activity in Kingston Town Centre. This additional information will include:

- Loading bays and car parks
- Loading restrictions
- Weight, height and width restrictions
- One way streets
- Pedestrianised areas

The Royal Borough of Kingston upon Thames is able to provide the base mapping and all the relevant mapping data in a suitable format (.dxf) for the production of the map. The map will also contain portions of text that will be provided by TTR.

The intention is that the map will be made available electronically on the internet, with only a limited number of hard copies being made available. The map will be produced in a format suitable for reproduction in two sizes. Firstly it will be produced as a hand held folded leaflet, secondly it will be available electronically for printing and use as a wall map. The map format will be similar to that produced for Chessington Industrial Estate.

### **Action Plan**

The action plan will include a variety of organisations that have an interest in the efficient and effective functioning of Kingston town centre. Their involvement will maximise the success of the plan. These organisations include:

- The Royal Borough of Kingston upon Thames
- Kingston First / Kingston Town Centre Management
- Businesses in Kingston town centre
- The South London Freight Quality Partnership
- Delivery and servicing organisations serving Kingston town centre
- Transport for London
- Trade Associations representing delivery organisations

The suggested role of each organisation is set out below.

- The Royal Borough of Kingston upon Thames

Various departments have an interest in the successful working of the loading and unloading zones. It is however, of direct interest to the neighbourhood highways engineers who verse the zonal scheme, and the parking enforcement team. The neighbourhood team oversee the scheme and will be involved in preparing for its relaunch, including hosting information on the zones on the Borough web site and arranging a relaunch event. It is important that the Parking team are involved in the promotion of the loading and unloading zones as they have a direct impact on their work. They should be involved in the preparation of the map to ensure that it aligns with their enforcement functions and could assist with the dissemination of the map as part of carrying out their enforcement duties in the town centre. They should also be involved in the provision of feedback on the working of the zones once they have been relaunched.

- Kingston First

Kingston First is the Business Improvement District (BID) of Kingston town centre, which is also the Kingston Town Centre Management organisation, could assist with publicising the zones through its membership and ongoing work and on their web site. They should also be involved in the provision of feedback on the working of the zones once they have been relaunched.

- Business in Kingston Town Centre

Businesses in the town centre require the publicity information for their own purposes as well as dissemination it to their suppliers and servicers. Their role could range from just informing their suppliers which zone that are located, to providing them with a link to electronic copies of the map or copies of the hard copy map. A further suggestion is that they display a sticker showing within which zone they belong.

- South London Freight Quality Partnership

The South London Freight Quality Partnership will publicise the zones on their website and disseminate the information amongst its members. It will liaise with the Transport for London Freight Unit for information dissemination to the members of the Freight Operator Recognition Scheme (FORS) and with trade associations for dissemination of information to their members. This will highlight that the information could also be used by companies when training their staff and potentially when their drivers are completing the driver Certificate of Professional Competence (CPC). It is hoped that these organizations will host a link on their web sites to the information contained on the Borough web site.

Subject to funding being elicited, it is suggested that a sticker is produced that highlights the respective loading and unloading zone. The sticker would be made available to business in the town centre to display in a prominent position at the front of their premises. This would reinforce the use of the zones with business and inform delivery and servicing staff of the zone that they were currently in.

A table listing the actions comprising the action plan is set out below.

<b>Action</b>	<b>By Whom</b>	<b>By When</b>
Production of map showing the loading and unloading zones.	TTR / RBK	31 March 2010
Post information on The Royal Borough of Kingston's web site.	RBK	30 April 2010
Write to Business informing them of the zones and their relaunch.	RBK	30 April 2010
Arranging relaunch event for loading and unloading zones.	RBK / Kingston First	Link with next Kingston First meeting.
Production and circulation of press release for the relaunch to trade press, London wide and local media.	RBK / TTR	30 April 2010
Liaise with TfL, delivery organisation trade associations, South London Business, Kingston First and other local web sites to promote the loading and unloading zones.	TTR	30 April 2010
Investigate the production of a 'sticker' for town centre business's to affix to their premises.	RBK	30 April 2010

**ANNEX A: TRADE PRESS AND LOCAL PRINT  
MEDIA**

<b>Specialism</b>	<b>Periodical</b>	<b>Name 1</b>	<b>Name 2</b>	<b>Title</b>
Freight Transport	Freight Magazine	Robin	Mecszes	Editor
Parking	Parking Review	Mark	Moran	Editor
Planning	Property Week	Giles	Barrie	Editor
Planning	Estates Gazette	Peter	Bill	Editor
Planning	Building Design	Amanda	Baillieu	Editor
Planning	Regeneration and Renewal	Richard	Garlick	Editor
Road Transport	Roadway Magazine	Peter	Shakespeare	Managing Editor
Road Transport	Commercial Motor	Justin	Stanton	Editor in Chief
Road Transport	Motor Transport	Steve	Hobson	Editor
Road Transport	Truck and Driver	Brian	Weatherley	Editor in Chief
Road Transport	RoadTransport.com	Toby	Clark	Editor
Transport	Transport Times	David	Fowler	Editor
Transport	Chartered Institute of Logistics and Transport	David	Jinks	Editor
Transport	New Transit	Robert	Jack	Managing Editor
Transport	Local Transport Today	Andrew	Forster	Editor
London Media	Evening Standard	Geordie	Greig	Editor
London Media	Metro	Sarah	Getty	News Editor
Kingston Media	Kingston Guardian	Andrew	Parkes	Group Editor
Kingston Media	Kingston Informer			