

CHIEF ENGINEERS AND PLANNING OFFICERS GROUP (STRATEGY)

Date: 5TH October 2007

CANAL FREIGHT FEASIBILITY STUDIES

1. PURPOSE OF REPORT

- 1.1. The report outlines the findings of completed Canal Freight Studies undertaken on lock-free sections of the Birmingham and Coventry Canal Networks and seeks approval to undertake a proposed way forward.

2. RECOMMENDATIONS

- 2.1. That CEPOG
- i. Notes the findings of the Canal Freight Studies;
 - ii. Agrees to the proposed Way Forward;
 - iii. Agrees to the proposed commissioning and funding allocation outlined.

3. BACKGROUND

- 3.1. The Regional Freight Strategy sets out to identify the key issues we must address and seeks to provide a robust framework to allow the Region to move towards more efficient and sustainable freight movements. The Strategy has sought to bring together a variety of freight transport work to help achieve national and regional objectives and is aimed at all stakeholders in the Region and beyond who have an interest in cost effective distribution and services.
- 3.2. A key action of the strategy is to promote the use of inland waterway freight movements where practical in a manner consistent with avoiding adverse environmental impacts, whilst recognising the importance of waterways for leisure use within the region's Tourism Strategy. This is in-line with the Local Transport Plan (2006) Inland Waterways Strategy which seeks to investigate the potential for freight.
- 3.3. Further to CEPOG (Operations) approach in January 2007, Birmingham and Coventry City Councils, The Highways Agency and Warwickshire County Council with the help of Milton Resources Ltd, British Waterways, The West Midlands Freight Quality Partnership (WMFQP) and the Regional Freight Quality Partnership (RFQP); have completed the feasibility studies in and around Birmingham and separately in Coventry and Warwickshire to examine the potential of canal freight in lock-free sections across the region. The extent of the canal network examined in each study is indicated in Figures 1 and 2 respectively, these can be found in Appendix A. The core objective of the studies were as follows:
- The identification of general factors and constraints that will influence the viability of the carriage of freight on the West Midland Waterways;
 - Investigation of businesses and sites which may make use of canal freight potential, together with origins and destinations of such traffic; and
 - Identifying canal-side locations suitable for economic development and new freight facilities.

4. CANAL FREIGHT FEASIBILITY STUDIES – FINDINGS

- 4.1. In summary, the studies undertaken by Milton Resources Limited have highlighted that there is the potential for the re-introduction of freight onto lock-free sections of the West Midlands canal network. In particular the studies have identified opportunities for transporting bulk materials, such as waste/recycling, construction materials and aggregates.
- 4.2. The findings of the feasibility studies are outlined in more detail within a combined Executive Summary located in Appendix B. Figures 1 – 6 will be distributed at the meeting, these figures illustrate the location of all identified Businesses, Industrial Estates/Retail Parks, potential Loading and Unloading points and Freight Development Sites.
- 4.3. The findings of the studies have been forwarded to partner organisations and key stakeholders and comments have been received.

5. THE WAY FORWARD - REALISING THE POTENTIAL

- 5.1. Milton Resources Ltd have identified a number of approaches to take forward the findings of the above studies; these are outlined in Appendix C. These approaches have been discussed in detail between partner organisations, as outlined in 4.3, and a wider consultation exercise has been undertaken to seek the views of other key stakeholders.
- 5.2. The consensus reached at this stage is to progress the Canal Freight Feasibility Studies in a phased manner. The WMFQP, British Waterways and West Midlands Canal Forum will take forward elements of Marketing, Promotion and Publicity workstreams and Policy Level activities. These activities will seek to support the work to be undertaken by Milton Resources Limited related to Business Opportunities workstreams identified in the table below. It is considered this workstream has the greatest potential to produce detailed proposals for the implementation of sustainable canal freight trials. The successful outcomes of this workstream are likely to require a wider package of supporting work to facilitate the introduction of a trial.

Table 5.1 – Business Opportunities Work Package

Ref.	Action item	Description
B.1	Identify top opportunities	Based on businesses identified in initial surveys, rank businesses in order of perceived opportunity. If visits to businesses (see B.2) are to be carried out by more than one individual or organisation, preparation of short pro-forma recording sheets may be desirable to maintain a consistent approach.
B.2	Visit top businesses	Visit 15 businesses in order of priority identified in B.1 to establish: <ul style="list-style-type: none"> • Interest in, and potential for, using canals for freight; • Nature and quantity of freight; • Whether freight is inbound, outbound or bi-directional; • Current methods of freight handling & transport; • Loading & unloading locations relevant to business; • Business constraints, business opportunities.
B.3	Lower priority businesses	Send questionnaires and the WM FAP executive summary to businesses lower in the priority rating to disseminate information about the potential for freight on the canals, and identify those most interested in further visits and / or studies. Report on questionnaire responses.
B.4	Further studies	Based on the findings of B.1, B.2, and B.3 undertake a short report on the five businesses with the greatest potential providing details of canal freight routes, indicative timings, indicative schedules, load types, vessel configuration options, potential wharves, loading and unloading methods and likely costs. Based on the findings of the short reports undertake two detailed feasibility studies.

- 5.3. Milton Resources Limited have indicated that the cost of undertaking the proposed approach would be in the order of £25,000. The Highways Agency has agreed to provide a contribution of up to £2,000 and British Waterways will provide a contribution of £5,000. It is proposed that the residual level of funding at £18,000 will be provided through the West Midlands LTP Technical Development Budget for 2007/2008.
- 5.4. Subject to an agreement on funding arrangements Milton Resources Limited would be commissioned through Birmingham City Council (BCC). The study will commence in November 2007 with completion in Spring 2008. BCC will manage the commission and report findings through the WMFQP and CEPOG (Operations)

6. FINANCIAL IMPLICATIONS

- 6.1. The residual level of funding can be met through the LTP Technical Development Budget for 2007/2008. It is considered that the proposed work will take forward the LTP Inland Waterways Strategy and that it is an appropriate use of the development budget.

7. CONTACT

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FIGURE 1 – BIRMINGHAM AND WOLVERHAMPTON CANAL FREIGHT STUDY

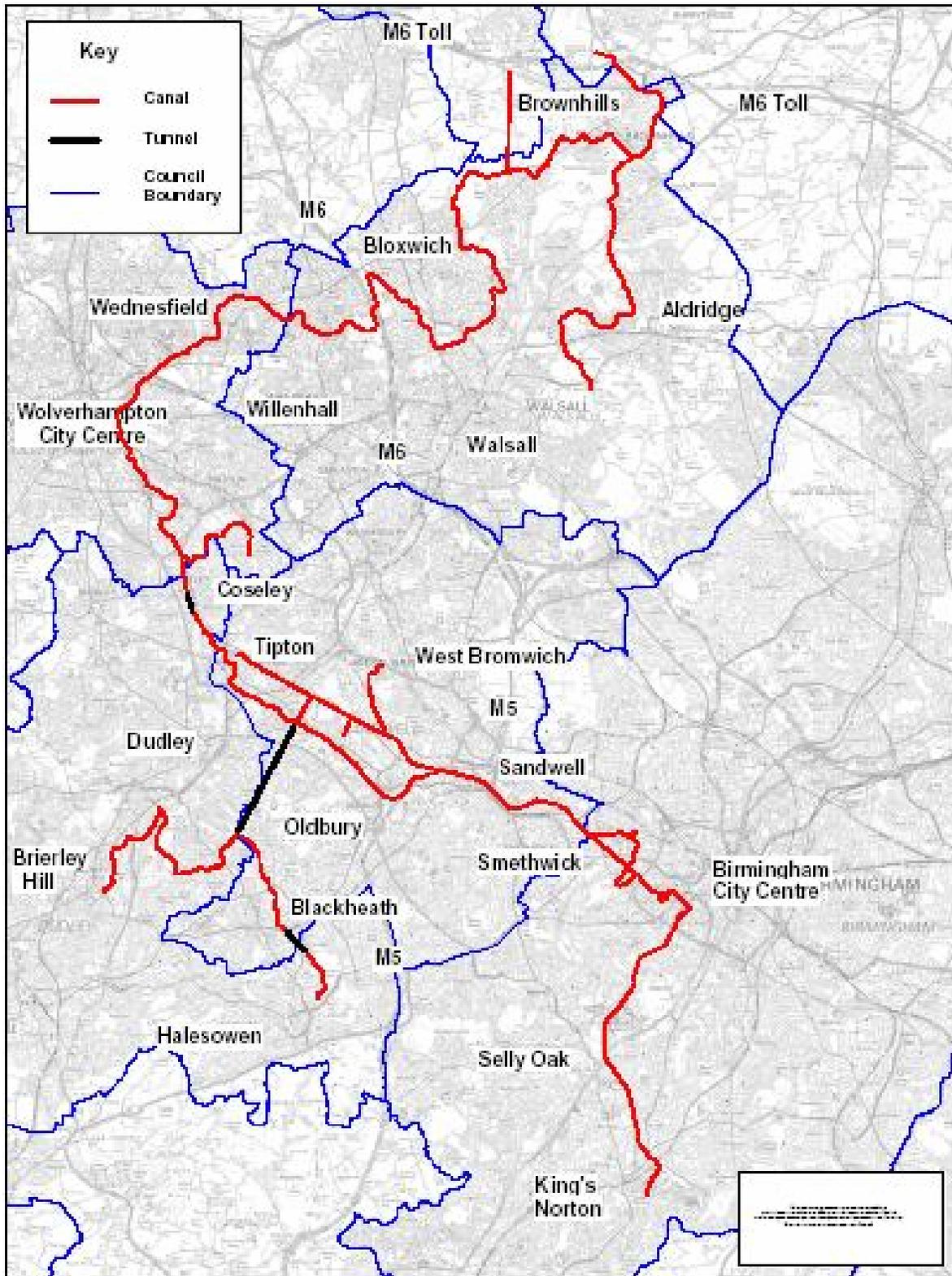
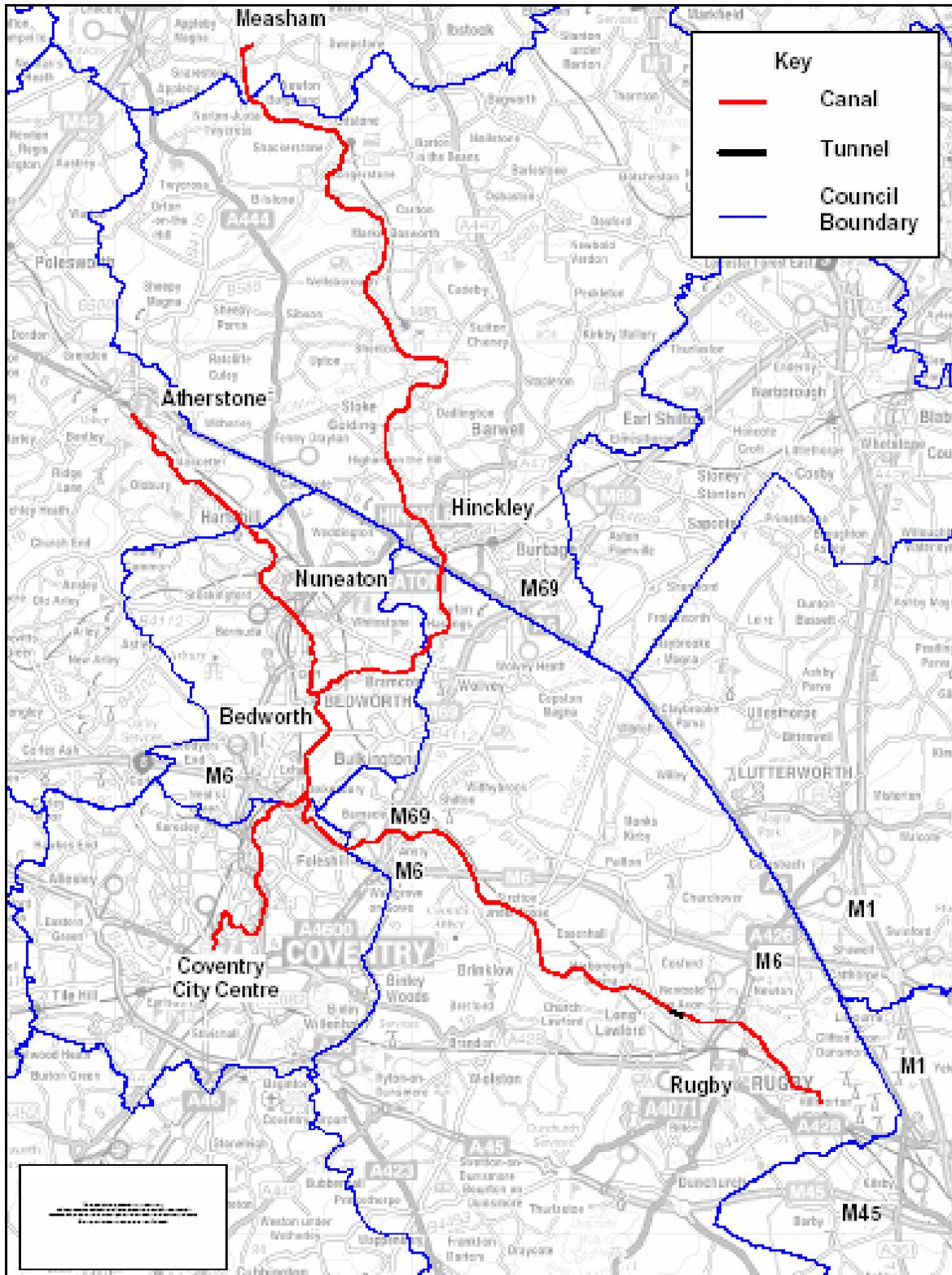


FIGURE 2 – COVENTRY AND WARWICKSHIRE CANAL FREIGHT STUDY



BIRMINGHAM, WOLVERHAMPTON, COVENTRY & WARWICKSHIRE CANAL FREIGHT FEASIBILITY STUDIES

COMBINED EXECUTIVE SUMMARY

This document presents the executive summary of the Freight Action Plan for the West Midlands waterways, specifically the Birmingham and Wolverhampton Levels, and the canals in the Coventry area.

Introduction

The West Midlands Metropolitan Area Congestion Management Study 'Gridlock or Growth – Choices and Challenges for the Future' highlights the current state of the region's transport network:

“...congestion and weaknesses in the West Midlands metropolitan transport links are already affecting the economy and quality of life. This position is set to worsen between now and 2021.”

One contributing factor to congestion is the rapid increase in road freight. Between 1995 and 2005, goods moved by road within the former metropolitan councils (FMC) and the West Midlands increased from 13,889 million tonne-kms to 16,505 million tonne-kms. In 2005 this amounted to 104 million tonnes of freight transport within the FMC and the rest of the West Midlands. In addition to this, 68 million tonnes was transported by road to other locations within the UK.

The West Midlands waterway network, although now largely used for leisure and as a focus for regeneration, has considerable potential to alleviate some of the impacts of freight. At the end of the 19th Century the Birmingham Canal Navigations alone carried some 8.5 million tonnes annually over a canal network of 160 miles (255 kms), using horse-power. Although competition from railways and roads reduced the network to some 100 miles (160kms), in the 1950's it still carried around 1 million tonnes annually.

These historical figures illustrate the capacity of the waterways and show that there is potential for transferring some of the 104 million tonnes of road freight carried within the West Midlands Region onto the canals. This would make better use of the West Midland's multi-modal transport network, and alleviate some of the impacts of road freight. This study, the West Midlands Freight Action Plan for the West Midland Waterways, commences the investigation of the canals' potential, specifically the Wolverhampton and Birmingham Levels, and separately in the Coventry area, to enable such a modal shift.

By clearly documenting the potential, opportunities and constraints of using the canal network for the carriage of freight, this study will help Local Authorities and developers to consider how the canals can play a part in meeting sustainable transport solutions. The core objectives of the overall Freight Action Plan include:

- The identification of general factors and constraints that will influence the viability of the carriage of freight on the West Midland Waterways.
- Investigation of businesses and sites which may make use of canal freight potential, together with origins and destinations of such traffic.
- Identifying canal-side locations suitable for economic development and new freight facilities.

Policy Context

The impact of transport on the environment is currently the subject of policy documents at all levels of Government.

The West Midlands Regional Freight Strategy published in April 2007 sets out to identify the key issues to provide a robust framework to move towards more efficient and sustainable freight movements. A key action of the Strategy is to promote the use of inland waterways for freight movements, recognising the importance of waterways for leisure use within the region's Tourism Strategy. This is in-line with the Local Transport Plan 2006 Inland Waterways Strategy, which seeks to investigate the potential for freight on the waterways.

Nationally, government responsibility for the waterways lies primarily with DEFRA. Its report "Waterways for Tomorrow" highlights the Government's commitment to urban and rural regeneration. It identifies waterways as making a major contribution to this by acting as a catalyst for economic and social regeneration.

The current transport policy of Central Government is presented in the Department for Transport's White Paper "The Future of Transport – a network for 2030" issued in July 2004. The core policy is focussed on extending investment plans to 2014 –2015, to manage the growing demand for transport. The strategy is built around three key themes:

- Sustained investment in transport networks.
- Improvements in transport management through better use of available finance and capacity improvements.
- Planning ahead, to ensure that transport decisions are taken alongside wider considerations.

The environmental objectives of the White Paper include minimising the environmental impacts of new and existing transport infrastructure, and seeking to reduce the impact of emissions.

Other key national government direction which addresses the need to reduce the impact of transport on the environment, and the need to achieve modal shift from the roads include:

- The Stern Review on the Economics of Climate Change.
- The Eddington Transport Study
- Traffic Management Act 2004
- The Transport Innovation Fund

The Benefits of Canal Freight

Environmental Benefits

Moving freight by canal will benefit the environment in three key ways:

Physical environment improvements can be achieved by reducing the noise, wear and tear and vibrations resulting from less road freight. Noise can be reduced with less engine and tyre noise. Wear and tear from heavy vehicle axles including damage from driver error (bridge strikes & cutting across kerbs), can also be reduced with less road freight. This could also reduce vibration damage to the highway and surrounding structures. Waterborne transport produces very little noise as engines can be lagged and the water has a deadening effect; regarding vibrations the canal water cushions loads, unlike on the roads.

Secondly canal freight movements are more sustainable to run with less fuel used, when compared to road freight. As canal freight transport has not been used on narrow canals since the 1960's, exact comparative figures with modern engines are currently not available although the use of one tug to haul four boats the equivalent of four 44 tonnes lorry-loads, is a more efficient way to move freight with a single engine when considering the fuel it consumes to deliver freight.

Finally canal freight produces fewer emissions. In particular moving freight by water produces lower carbon emissions than either road or rail. The Select Committee on Environmental Audit in April 2006

was told that CO₂ emissions for water freight are 63% lower than for roads and 25% lower than for railways.

Safety Benefits

In 2005, there were 1,131 persons killed or seriously injured on the Former Metropolitan County of the West Midlands. A further 1,543 persons were killed or seriously injured in the rest of the West Midlands, making a total of 2,674 in a single year. While this figure is not directly attributable to the 53,300 goods vehicles licensed in the West Midlands, any reduction in the number of road vehicles or road miles will help to alleviate the impacts of freight traffic on road safety. In addition, by the very nature of canals, use of waterway freight would segregate freight traffic from pedestrians, vulnerable road users and other vehicles.

Road Traffic Impacts / Benefits

The West Midlands Area Multi-Modal Study (WMAMMS) and other policy documents highlight the need for maximum use to be made of existing transport systems. At present there are sufficient funds to stem the deterioration in roads, but not to make improvements. At the same time, the waterway network of the West Midlands provides an alternative transport network whose potential has been unrealised since the end of effective freight carrying in the late 1960's.

Even small-scale reintroductions of freight to the inner urban canals of the West Midlands could result in reductions to congestion. This was shown by a study into the potential for the carriage of retail freight by canal, which examined the route between Pudding Green Junction near Oldbury and Monument Road Basin near Birmingham City Centre. The study showed that if a retail freight consolidation centre were built by the canal near Oldbury close to Junction 2 of the M5, it would be possible to use a single tug boat pulling a train of four boats, to complete six round trips in a 24 hour period, a total of 24 boat loads using a single tug boat. As each Joey boat has a maximum payload equivalent to a 44 tonnes lorry, (29 tonnes net) this equates to a saving of 247 urban lorry miles per 24 hours. This would result with 700 less tonnes of freight on sensitive urban roads each day. If this were operated for 250 days a year, this would save 61,750 urban lorry miles and 175,000 tonnes annually. (*Consideration of Options for Carriage of Retail Freight on the BCN*. Milton Resources Ltd. Sept 2005)

The Freight Action Plan for the West Midlands Waterways – Reports

The Freight Action Plan for the West Midlands Waterways, which commenced in January 2007, has already produced a number of key reports. These are summarised below.

Reports on the Potential for Freight on the Birmingham & Wolverhampton Levels, and in the Coventry Area.

In spite of the West Midlands Waterways being used to carry freight up until the 1960s, no single summary document exists that addresses the overall potential for the carriage of freight on these waterways, and the possible constraints that may be involved. As part of the Freight Action Plan, a summary document has been prepared which provides an overview of the potential for freight. This report documents the opportunities and constraints for the movement of freight using the Birmingham and Wolverhampton Levels, and in the Coventry Area of the West Midlands Waterways. The information presented in this report is drawn from a number of recent and historical documents, combined with data gathered in the preparation of the FAP. This report is one of the chief outputs of the Freight Action Plan and provides a much needed overview of the potential for freight on the canals: as such it will be a useful tool to inform and advise potential freight generators of the possibilities available.

Record Sheets for Loading and Unloading Sites

In the course of route investigation, all viable existing, derelict and potential sites were recorded, some 49 sites in all for the Birmingham study, and 27 sites for the Coventry study. It should be noted that the

list of sites is not a “listing of protected wharf sites”, rather it is an identification of what potential currently exists.

The list includes some wharves that have only limited potential for freight due to site constraints or amenity use. They are listed for completeness and to record the potential for the collection / loading of boaters’ refuse or, for example small bottle-bank recycling material. Classic examples of this type of wharf can be found at Birmingham Water-bus stop at the Mailbox, which has a narrow access road and no space to turn large vehicles, but would provide potential for removal of bottle and other recycling from adjacent bars and retail outlets. In Coventry this is also evident at Coventry Basin which has historical and amenity relevance, and limited space to turn large vehicles, but would provide potential for removal of smaller loads of local recycling.

The surveys of potential loading and unloading sites involved a visual inspection of the wharf. No structural investigation was made, and the surveyors did not enter premises, therefore mention of hard standing in the record sheets only indicates that a hard surface was visible. A structural survey would be advantageous before any site is brought into freight use. In some cases, there are a number of potential wharf sites that lie close together.

Record Sheets for Businesses

All of the businesses that have the potential to generate freight for carriage have been identified. The investigations identified 78 businesses in the Birmingham Study that have the potential for transporting Waste & Recycling, Building / Construction materials, Aggregates / Quarry products, Steel and Retail Goods. In the Coventry Study 12 businesses were identified that have the potential for transporting Waste & Recycling, Building / Construction materials, Aggregates / Quarry products and Retail Goods.

The potential for using the canals would need to be investigated further on a business-by-business basis. Whether or not these businesses could use the canals would depend upon a range of issues to be addressed in later stages of the Freight Action Plan. These could include:

- The desire / potential for the business to transfer freight traffic to the canals.
- Existing contracts with hauliers that may prevent modal switch in the short term.
- Origins / destinations of freight traffic related to the business.
- The frequency and quality of freight movements
- The nature of the freight conveyed, and the ease of transshipment.
- The comparative economics between waterborne and other transport modes.
- Availability of financial (and other) assistance to effect such a modal change.

Record Sheets for Industrial Estates and Retail Parks#

Investigations into businesses which could use the canal for freight identified a number of small businesses which individually would not generate sufficient freight for the canals. Many of these small businesses were situated on industrial estates, trading estates or retail parks which, if considered as a collection of individual businesses, might generate sufficient freight to make use of the canals viable. Where several small industrial estates or areas are close together they have been grouped together in one record sheet rather than being considered individually. In the study 90 and 36 clusters of industrial estates and retail parks - were identified close to the canal in Birmingham and Coventry Studies respectively - and located further a field but with good road links to potential loading / unloading sites. The same criteria for Businesses were used to identify potential freight movements.

Three main potential types of freight were identified for industrial estates and retail parks; these are waste and recycling, building materials and retail goods.

Potential Development Sites

The success of developments such as the Brindley Place re-development in central Birmingham has stimulated regeneration and development around the UK Canal network. The success of developments such as Coventry Basin and the Electric Wharf re-development in Coventry has stimulated localised regeneration and development. For the Birmingham and Coventry Studies these projects relate primarily to housing and business developments by canals, and to date have not considered the opportunities these present for freight. All these developments have opportunities for bringing heavy loads, and removing waste and recycling.

A list of 12 and 6 potential freight development sites are identified for the Birmingham and Coventry Studies respectively, sites which have the greatest potential for either moving materials and products, or removing waste and recycling. Other potential opportunities for development could include:

- Freight consolidation centres
- Construction material consolidation centres
- Material recovery facilities and other waste and recycling opportunities

Conclusions

As a result of the potential offered by canals to alleviate the impacts of freight on the West Midlands transport network, supported by the strong policy background, the West Midlands Freight Quality Partnership together with British Waterways initiated this study to examine the potential of canal freight in lock-free sections across the region.

The work undertaken for the Freight Action Plan for the West Midlands Canals, has highlighted considerable potential for the re-introduction of freight on the canals. The Birmingham Study identified 78 businesses, 90 clusters of industrial estates and retail parks, 49 wharfs and 12 freight development sites. The Coventry Study identified 12 businesses, 36 clusters of industrial estates and retail parks, 27 wharves and 6 freight development sites.

In Coventry the regeneration of the canals have produced additional property and tourism developments, the potential for the carriage of freight and the business opportunities it provides can add a third type of canal regeneration. The three canals serving the area around Coventry provide an opportunity to relieve the impacts of freight traffic on the networks of other modes, particularly for freight journeys into the centre of Coventry.

There is spare capacity on the canals around Birmingham and Coventry which could be used to transfer freight from congested, polluted urban roads onto cleaner, greener waterways. Using the canals to carry freight could have significant environmental benefits, with lower carbon emissions, reduced urban lorry miles and lower fuel consumption.

The information collected in this stage of the Action Plan provides an ideal basis for continuing work to divert some freight off the congested roads of the West Midlands conurbation, onto the canals which have considerable spare capacity. In light of the potential opportunities identified in the survey reports, consideration is currently being given to the progression of the opportunities identified.

THE WAY FORWARD – REALISING THE POTENTIAL

This document proposes a way forward for the West Midlands Freight Action Plan for Canals. Since January 2007, Milton Resources Ltd working on behalf of the West Midlands Freight Quality Partnership have conducted investigations which form the first stage of developing a Freight Action Plan for the West Midlands Waterways. The investigations highlighted the potential viability of using the West Midland Waterways for freight, identified businesses and sites which may make use of canal freight potential and noted canal-side opportunities for development as canal freight handling sites.

Two areas of the West Midlands Waterways have been investigated: the Birmingham and Wolverhampton Levels of the BCN and associated canals, and the canals around Coventry. For each area a number of documents have been prepared including:

- The Potential for Freight: identifying the opportunities and constraints of using the waterways for freight.
- Businesses record sheets: businesses that have potential to make use of canal freight.
- Industrial estates & retail parks record sheets: details of industrial estates, business parks and retail parks which might be able to realise the freight opportunities offered by the waterways.
- Loading & unloading sites record sheets: the location, details and current state of potential “common user” canal side freight facility sites, new commercial wharves, and basins.
- Potential development sites: potential canal side commercial freight development sites.

This proposal recommends a number of approaches for taking the current research forward, and identifies individuals and organisations who might take the different work elements forward. The tables on the following pages present the work required to take the WM FAP forward, and include:

- Business Opportunities
- Industrial Estate & Retail Park Opportunities
- Sectoral Opportunities
- Marketing, Promotion And Publicity
- Policy Level Activities
- Management & Co-Ordination

A further area of work which may be desirable at a later stage is to expand the survey area outwards from the Birmingham and Wolverhampton Levels to examine additional canals. These include the Birmingham & Fazeley Canal, Grand Union Canal, Rushall Canal, Tame Valley Canal, Walsall Canal, and smaller connecting waterways. It is recommended that the investigation of additional waterways is seen as a separate but linked element of the WM FAP and is not included in this proposal.

BUSINESS OPPORTUNITIES

Ref.	Action item	Description	Key actors
B.1	Identify top opportunities	Based on businesses identified in initial surveys, rank businesses in order of perceived opportunity. If visits to businesses (see B.2) are to be carried out by more than one individual or organisation, preparation of short pro-forma recording sheets may be desirable to maintain a consistent approach.	Consultants
B.2	Visit top businesses	Visit businesses in order of priority identified in B.1 to establish: <ul style="list-style-type: none"> • Interest in, and potential for, using canals for freight • Nature and quantity of freight • Whether freight is inbound, outbound or bi-directional • Current methods of freight handling & transport • Loading & unloading locations relevant to business • Business constraints, business opportunities. 	Consultants
B.3	Lower priority businesses	Send questionnaires and the WM FAP executive summary to businesses lower in the priority rating to disseminate information about the potential for freight on the canals, and identify those most interested in further visits and / or studies. Collate / report on questionnaire responses.	Consultants
B.4	Further studies	Businesses may desire further studies that can be circulated internally. These may range from a quick overview based on the initial WM FAP reports, through to a more detailed study into feasibility of transferring some of their freight to canals. These studies could also include the identification of support funds which may be available to businesses.	Consultants
B.5	Trials & Roll-out	Trial loads of freight may be undertaken by existing vessels or carriers to establish the viability for businesses. These could be one-off test runs, or more extensive short term trials prior to roll-out. Roll-out.	BW CBOA Carriers

Table 1 - Business Opportunities: Strategy for follow-up

INDUSTRIAL ESTATE & RETAIL PARK OPPORTUNITIES

Ref.	Action item	Description	Key actors
E.1	Contact with Local Authority estate managers	Initial internal contact with estate managers to highlight WM FQP Freight Study (possibly combined with E.2)	WM FQP
E.2	Survey of estate managers	Send questionnaires and the WM FAP executive summary to estate managers of industrial estates & retail parks to disseminate information about the potential for freight on the canals, and identify those most interested in further visits and / or studies. Collate / report on questionnaire responses.	WM FQP Consultants
E.3	Visit interested industrial estate & retail park managers	Visit interested estate managers identified through E.2 to discuss: <ul style="list-style-type: none"> • Interest in, and potential for, using canals for freight • Nature and quantity of freight • Whether freight is inbound, outbound or bi-directional • Current methods of freight handling & transport • Loading & unloading locations relevant to estate • Business constraints, business opportunities. 	Consultants
E.4	Further studies	Estates & Retail Parks may desire further studies that can be circulated internally. These may range from a quick overview based on the initial WM FAP reports, through to a more detailed study into feasibility of transferring some of their freight to canals. These studies could also include the identification of support funds which may be available to businesses.	Consultants
E.5	Trials & Roll-out	Trial loads of freight may be undertaken by existing vessels or carriers to establish the viability for businesses. These could be one-off test runs, or more extensive short term trials prior to roll-out. Roll-out.	BW CBOA Carriers

Table 2 - Industrial Estate & Retail Park Opportunities: Strategy for follow-up

OPPORTUNITIES FOR SECTORS OF THE BUSINESS COMMUNITY

Ref.	Action item	Description	Key actors
S.1	Construction materials	Promote the opportunity of bringing construction materials to development sites close to the canals to manufacturers of construction materials, and to developers. This could be achieved using stages B.2 to B.4 of Section 2, and M.2, M.4 & M.5 of Section 5. Businesses to contact could be identified by monitoring planning applications and liaising with planning officers at local authorities. As key developers of the waterside of the West Midlands, Advantage West Midlands and Isis should be made aware of the opportunities which waterborne freight presents.	WMFQP AWM Isis / BW LA Planning Officers
S.2	Construction waste	Promote canals to Local Authority planners, developers and waste handlers as a means of removing construction / demolition waste with minimum impact on the existing built environment. Approaches proposed for S.1 could be used here.	WMFQP, AWM WM Waste Forum Isis / BW
S.3	Retail freight	Highlight opportunities to individual major retailers, retail parks and traders' associations for canals to bring retail freight from distribution centres near the outer edges of the built-up areas of the West Midlands to the City Centres and Retail Parks. There are potential links to proposals for using electric vehicles for retail freight deliveries to city centre shops. Approaches proposed for S.1 could be used here.	WMFQP WM Waste Forum LA's
S.4	Industrial waste	Promote canals to waste handlers as a means of removing commercial waste from businesses, industrial estates and retail parks. (See Sections 2&3). This includes Scrap metals. Approaches proposed for S.1 could be used here.	WMFQP WM Waste Forum LA's
S.5	Domestic waste & recycling	Promote canals to local authority planners, fleet managers and their contractors as a means of removing domestic waste & recycling from residential estates lying close to the canals, particularly new canal-side developments. Approaches used in S.1 could be used here.	WMFQP, LA's, WM Waste Forum

Table 3 – Business Community Opportunities: Strategy for follow-up

MARKETING, PROMOTION AND PUBLICITY

Ref.	Action item	Description	Key actors
M.1	Press releases (general)	Local media, Local business press, National media, Waterways press Focus on potential to relieve traffic congestion, improve environment (LGV's, emissions etc) make better use of waterway capacity	WM FQP LA's BW
M.2	Press releases (freight & business)	Business Link, FTA, RHA, Retail, Construction Emphasise "new" opportunity, potential for businesses to reduce impact on local / national environment, improve West Midlands road capacity, potential funding assistance to effect modal shift.	WM FQP CBOA/carriers Businesses
M.3	Press releases (local authority)	Local Transport Today, internal / West Midlands newsletters. Highlight potential and report on progress of establishing waterborne freight on narrow canals especially in WM	WM FQP Canal Forum LA's
M.4	Conferences	Presentations at conferences: local, national and international transport policy, business sectors (eg FTA/RHA), waterways (e.g. Sea and Water). Highlight potential and report on progress of establishing waterborne freight on narrow canals especially in WM. Raise potential of waterways to alleviate roads.	WM FQP LA's BW
M.5	Events	Promoting the potential for canal freight at key events. These include waterways events which could be attended by carrying companies / contractors. Other events could include commercial freight trade fairs. Raise profile of waterways as a potential freight carrier. Provide opportunity to carriers to exhibit their potential.	WM / LA's BW CBOA
M.6	Publicity material	Creation of marketing material for freight carriage on the canals. With decentralisation of freight responsibility in British Waterways, need to ensure information is available.	BW CBOA

Table 4 – Marketing, Promotion & Publicity Opportunities

POLICY LEVEL ACTIVITIES

Ref.	Action item	Description	Key actors
P.1	Planning policy	<p>Consider need to ensure that proposed developments do not “design-out” opportunities for freight use of the canals. Developments that might be detrimental to the potential for freight could include: 1) Severance of poorly used (for leisure) canals to reduce costs of development. 2) Creation of housing or industry in such a way that access for passengers or freight is prevented. 3) Developments which result in no viable wharves remaining in a geographical area (eg Monument Road basin being the only viable city centre wharf for substantial freight handling in Birmingham).</p> <p>Such policy considerations would need consultation with key stake holders including: District, Shire and Regional authorities, CEPOG & PT subcommittee</p>	WMFQP Canal forum LA Planning Officers AWM BW / Isis
P.2	Wharf locations	<p>Need to consider whether canal-side developments could impair potential for using canals for freight use, and how these should be addressed.</p> <p>Management / promotion of freight in British Waterways is now handled by regional “Freight Champions” based in each of the nine regional offices. Cross-regional liaison may be required. Liaison with Isis would also be likely.</p>	BW CBOA Carriers
P.3	Potential Freight development sites	<p>Potential profitability of residential developments may reduce the employment opportunities presented by freight development sites. Need to ensure that freight opportunities are considered by developers and planners when considering sites identified in the Potential Freight Development Site reports</p>	WMFQP Canal forum LA Planning Officers AWM BW / Isis

Table 5 – Policy Level Activities: Strategy for follow-up

MANAGEMENT & CO-ORDINATION

Ref.	Action item	Description	Key actors
C.1	Management of WM Canals FAP	Overall management of WM FAP to ensure direction of content remains consistent. Also provides a focus to drive work forward. Overall management should come from the funders – primarily the WM FQP.	WM FQP Canals Forum
C.2	Coordination & Monitoring of progress	With the WM FAP potentially progressing on several fronts simultaneously there may be a need to ensure that there is a central reference point for coordination and monitoring of progress. Coordination / monitoring of progress should ideally be the remit of the FQP although contractors could assist if internal staffing was insufficient.	WM FQP Contractors
C.3	Identification of funding support	There are a number of paths to funding to assist with implementing waterways freight. These may be international, national or regional. Funding channels may vary through time, changes in government at national and local level, and the nature of the loads to be carried. Identification of funding support will help with the rapid realisation of potential freight opportunities. Ideally this should be held by the WM FQP. It may be that contractors could address this on the FQP's behalf. An alternative route could be for the FQP to provide pointers to organisations experienced in this such as Business Link, although lack of knowledge of canal freight can hamper opportunities for "lateral thinking".	WM FQP Contractors
C.4	Identification of potential carriers, contractors, boatbuilders	Businesses interested in moving forward would need to consider options for vessels – whether to use existing carriers, use tugs & dumb barges (operated by contractors or in house), have new fleet built etc. The ultimate decision will be one for businesses looking to put freight on the canals, however this key issue provides opportunities for Key Actors such as commercial carriers, boat builders and consultants to provide assistance, guidance and services.	CBOA/carriers CBA/boat builders Consultants

Table 6 - Management & Coordination