

Press Release – June 2007

PF WHITEHEAD TAKES THE LEAD IN ‘GREEN’ TRANSPORT CONSOLIDATION

PF Whitehead, the long-established logistics and storage business, is leading the way in a “green” freight consolidation for London. The company is an active member of the South London Freight Quality Partnership (SLFQP), inspired by Transport for London and led by Croydon Council, which is creating a pioneering freight consolidation strategy to relieve the roads of heavy goods traffic.

Freight Consolidation Centres are seen as a way that the freight industry can tackle the mounting problems of congestion and pollution. Peter Whitehead, Director, said: “traffic levels in outer London are set to soar by 14 per cent in the next decade, fuelling a congestion and pollution nightmare. Consolidation is essential if that scenario is to be avoided. A consolidation scheme should see current heavy goods vehicles replaced with fewer and more environmentally-friendly alternatives, resulting in lower CO² emissions, reduced traffic congestion, lower noise levels, and other benefits to the local environment.”

Under the consolidation principle, loads are delivered, usually outside busy hours, to premises on the outskirts of town. Items are unloaded onto smaller trucks and delivered to retailers in the urban centre by drivers with local knowledge. PF Whitehead intends using the latest electric, gas and hybrid vehicles, especially important in areas designated as low-emission zones. Consolidation requires sophisticated IT systems so PF Whitehead is developing appropriate software from its vast experience of “Track and Trace” technology used by Palletways, Europe’s leading pallet network, which the company helped to found.

If a trial goes ahead, it could be implemented not only in Croydon but also Bromley, Lewisham, Wandsworth, Sutton, Kingston and Richmond.

Clive Woodhead is working with PF Whitehead to develop the concept to a point where it can be quickly implemented not only in South London but also in other parts of the capital and further afield.

Mr Woodhead said: “Consolidation is inevitable and logical but we have to convince everyone else. Many current deliveries coming into our town centres at present are either forming part loads on very large vehicles or worse are just the only items on a huge unsuitable vehicle. By providing a Consolidation Centre, these unsuitable vehicles can be removed from our town centres.

“These sporadic loads are then all consolidated onto smaller more practical environmentally-friendly vehicles and their loads are delivered into the town centre at pre-designated times that suit local authorities, congested loading bay managers and retailers. It’s win-win all round.”

Since PF Whitehead's involvement in the SLFQP, consolidation has risen up the agenda, and a feasibility study will be carried out over the next few months.

"TfL and Croydon Council are massively responsive," said Mr Woodhead. "Theirs is very much a can-do attitude."

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Notes to editor

Apart from Heathrow, where consolidation is compulsory for security reasons, the system is being piloted in Bristol's Broadmead Shopping Centre with considerable success.

PF Whitehead, ambitious Croydon-based firm with big name clients such as B&Q, IKEA, DHL and Wells and Young's Brewing Company, is poised to spearhead a revolution in the delivery of goods to urban centres.

PF Whitehead Transport Services Ltd, founded by company chairman Peter Whitehead in 1963 and now led by his son - also Peter - has doubled turnover in the past few years.

Peter Jnr and his father are determined to maintain and improve this rate of growth by developing existing services and adding environmentally-friendly consolidation systems.

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