

No Barriers to Success

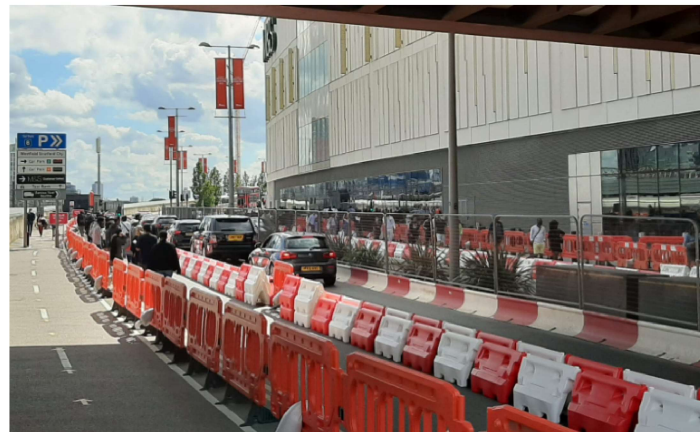
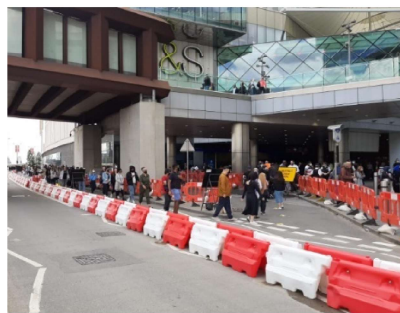
Issue

After months of lockdown, retail shops in the UK could reopen, under the proviso that the appropriate social measures be adhered to. A large shopping centre in Newham, London is home to 350 retailers, all of whom have been hoping to get their businesses back on track and get some much-needed income.

The challenge for the shopping centre is that they do not know when and how many people are coming. What they do know is that they have reduced opening hours and instead of four separate entrances and exits they are only opening one entrance and one exit to ensure there is a clear path through the retail space.

City Traffic Management Facts:

- 🚧 **Established in 2009**
- 🚧 **Fleet of over 60 specialised Vehicles**
- 🚧 **Directly employs nearly 100 staff**
- 🚧 **Specialising in ALL aspects of Traffic Management**
- 🚧 **Dedicated 24/7 Emergency Response Teams**
- 🚧 **Operating from 3 Strategic locations across Southern England**
- 🚧 **Phone our specialised Operations team to see what we can offer your company**



Solution

The large shopping centre in Newham, east London, part of Newham council, contacted one of their supply chain partners to get barriers and crowd control in place. This all sounds simple, but factor in the need for two kilometres of barriers, plus the need to ensure it all gets to site and setup ahead of time within a few days' notice. The council's supply chain partner was given estimates of three weeks to supply that amount of barrier to site, keeping in mind that everyone else was trying to do the same thing, a country wide grand opening.

Based on past performance, the supply chain partner called City Traffic Management and we did what we do for all our clients, went above and beyond to deliver. A few calls later, the wheels were set in motion, between the barriers that we stock and, thanks to our own supply chain, stock we were able to obtain, we had the ability to provide a solution to the problem. 2000 metres of barrier were delivered to site within the day, and our team were setting them up by 5am the following morning.

Outcome

With barriers in place and the shoppers sticking to the social distancing guidelines the grand opening went ahead, without a hitch. The retailers were happy, the council were happy, and the customers were in good spirits. At City Traffic Management, we did in nine hours what others were struggling to do in three weeks.

When you speak to our team or Mat Field, Managing Director there is no boasting or shouting about our ability to deliver on promises and supply solutions to difficult problems. This is all perfectly normal and just what we do.



“ City Traffic Management, as usual went above and beyond, they did more than we could reasonably expect from anyone. The success of this project was down to the people involved and the collaborative working. COVID19 restrictions, although necessary, have been hard on the community and it was great that we could open the doors and start to get back to some sense of normality. This would not have been possible without the support of our supply chain and everyone involved. We look forward to delivering more solutions with our supply chain partners in the future.

Alex Purcell, Senior Officer (Highways), London Borough of Newham

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