

40.

Inner city Service Netherlands

////////////////////////////////////

A viable,
clean and safe
Inner city

recentre



Frank Sanders © Muriel Thies

Limited accessibility, increased transport movements, insecurity, bad air quality and undesired effects of the restricted unloading times for shops' supply... The problems of the inner cities have been a much discussed topic for a long while both in the transport sector and in the inner cities themselves. Solutions are sought all the time, but often still without lasting success. *Binnenstadservice Nederland* has come up with its own solution a few years ago and it seems to be successful. Through efficient logistic solutions such as decreasing the number of vehicle movements to and from the centre they try to make the inner city cleaner, more viable and safer, and improve the shopping climate. *Binnenstadservice Nederland* is an initiative of Max Prudon and Birgit Hendriks. Based on the idea that it should be possible to reduce distribution in the inner city they have created the foundation 'Eco2City'. The first resulting office of the *Binnenstadservice* was opened in Nijmegen three years ago. Dutch cities Den Bosch, Arnhem, Gouda, Rotterdam, Utrecht, Tilburg and Maastricht too followed this example two years ago. *Stichting Binnenstadservice Nederland* now grants franchises and in that role the foundation supports the operational branches of *Binnenstadservice* and advises on sustainable urban distribution. In Maastricht location manager Frank Sanders runs the branch of *Binnenstadservice*, supported by a volunteer and the foundation management.

We collect all the parcels here and drive to the inner city once a day to deliver all the parcels for that day to the shops registered with us. This enables us to remove quite a few journeys from the city.

////////////////////////////////////

Frank: "At *Binnenstadservice Maastricht* shopkeepers from the inner city whose goods are delivered daily by several suppliers can get assistance. It is not always convenient for them to have to interrupt their work to receive goods. They can communicate a change of address and



↑
© Binnenstadservice Maastricht

have all the goods destined for them in one day delivered in our location on the Kotterweg in Maastricht. We collect all the parcels here and drive to the inner city once a day to deliver all the parcels for that day to the shops registered with us. This enables us to remove quite a few journeys from the city. And, most of all, we do so with a car fuelled by natural gas. We do the same for the return flows and transport shop parcels from the city. We have made arrangements with DPD PakketSERVICE for that. We collect the parcels before 11 am during our delivery round and DPD later collects all the parcels from us in one go. This means that our clients do not have to leave their shops. Very handy, in particular for one-man businesses and also for DPD, because they only have to go to one address and can avoid the inner city. Again a win/win situation!” According to Frank it is important to optimise the communication with fellow transporters in the inner city. Frank: “We have succeeded to make good arrangements with each other over the past years to promote the flow. That enables everyone to do their job quickly and smoothly, without anyone getting blocked and traffic jams occurring. The sooner we are out of the city the better.” *BinnenstadSERVICE* also provides a number of additional services such as the (temporary) storage of goods in the warehouses of the *BinnenstadSERVICE* for example. In addition they can unpack, check, price deliveries and deliver them to the customer in the desired way.

I would like to raise the reputation of the *BinnenstadSERVICE* and get new shopkeepers involved in our project.

////////////////////////////////////

BinnenstadSERVICE also collects the waste paper the parcels are delivered in. Frank: “That paper is recycled. The same applies to the coat hangers and the plastic packaging we collect. At that level we have national deals with waste processor Van Gansewinkel who processes it into other raw materials. That makes it into a full circle.”

But according to Frank there still are a few hurdles that are currently addressed. Frank: “A problem we are now trying to resolve is that not all transporters can get here before 10 am and we therefore cannot take all the goods of the same day with us. We have to be out of the city by 11 am. A solution is searched by the national organisation. A shift in allocating priorities and transporters who adapt their routes and first go to the branches of *BinnenstadSERVICE* will improve the service even more. In the first instance our service is only intended for shopkeepers. But the business and catering & hospitality sectors support our organisation too. We also receive support from the municipality in the shape of subsidies. That is very important to us. ”

It actually does not fit in our principles to drive to the city repeatedly.

////////////////////////////////////

Frank has been involved in *BinnenstadSERVICE Maastricht* from the start. He is fully dedicated to the concept and the sustainable idea behind it . Although he is pleased with the results so far, there still is a lot to do. Frank: “I would like to raise the reputation of the *BinnenstadSERVICE* and get new shopkeepers involved in our project. That is currently difficult because I am on my own. In Nijmegen for example, you see that the volume of the goods they take to the city is a lot greater and the staff and car fleet can therefore expand. At the acquisition I notice that many shopkeepers are stuck in a fixed pattern and are used to get their goods in the morning. That cannot always be guaranteed in all circumstances. The support for our initiative is growing. We continue to work at expanding our client base in Maastricht. Sometimes a client calls to ask whether we can quickly bring him something and you would then like to serve him quickly, but it actually does not fit in our principles to drive to the city repeatedly. We remain alert to that, because that is what we stand for and what we aim for. ”



Sanne Tummers for REcentre
Interviewee /
Franks Sanders, Location manager

Binnenstadservice Maastricht
Kotterweg 18 (hal 5)
6222 HR Maastricht
The Netherlands

www.binnenstadservice.nl

Sector • Transport

Year of foundation • 2008

Number of employees
Maastricht • 1

Turnover • N/A