



BORDEAUX PLAINE  
DE LA GARONNE

# Tourville Logistics Hotel - La Poste

Opened at the end of 2017, the Tourville Urban Logistics Hotel (ULH, *hôtel logistique urbain*) has enabled the La Poste group to unify the sorting and delivery activities of three of its subsidiaries on the same site. Its goal is to block together parcel flow, to divide the operating areas by three, and thus to reduce polluting emissions by setting up shared deliveries. It's one of the many urban logistics actions that have been done locally.

## AN URBAN LOGISTICS HOTEL ACHIEVING MANY GOALS

By means of the agreement signed in 2018, La Poste and Bordeaux Métropole committed to implementing an urban logistics policy meeting major challenges:

- to calm the city's traffic down, remove congestion from traffic flow and thereby limit negative impacts on citizens,
- to reduce environmental and health impacts, to lower fine particulate matter emissions and greenhouse gas emissions,
- to keep the dynamic and the economic model in the heart of the city by integrating urban logistics into the dense urban fabric,
- to promote the development of local circuits and better traceability, particularly in the food sector,
- to integrate urban logistics more into the increasingly constrained and dense urban fabric.

The Tourville Logistics Hotel is located on a Bordeaux Seaport right-of-way in the north of the city, near the Rocade.

## KEY DATA

- > + €12.5 M of investment including € 1.1M of State subsidies (real estate)
- > 15 loading docks
- > 5013 M<sup>2</sup> in time sharing (space and occupation time sharing)
- > 32 electric vehicles of 5 m<sup>2</sup> departing from the ULH
- > 55 power outlets for electric vehicles
- > 14,500 parcels per day

The building, owned by La Poste Immobilier, is rented by the Mail Service Division (which includes Colissimo), which itself sublets spaces and slots to two other organisations: Chronopost and DPD (La Poste subsidiaries).

## A BIG INNOVATION: TIME SHARING

The pooling of facilities between four organisations (and in the long term certainly extended to external structures), sharing not just space but also time ("time sharing"), has made it possible to reduce the need for space from 14,000 m<sup>2</sup> to just 5,500 m<sup>2</sup>.

The ULH became active in October 2017, scaling up progressively until spring 2018, which has entailed the closure of agencies and allowed for multi-flow delivery to be installed.



## DIRECT

“It is the future of cities that is at stake. The number of lorries will double in the next seven years. Flows must be concentrated to prevent the lorries from running three-quarters empty, as is often the case.”

**Philippe Wahl**  
Chairman and CEO of the La Poste group

## A COMPLEX LEGAL ARRANGEMENT

The ULH project, which is based on a complex legal arrangement, relating to social, mechanical and IT aspects, has raised various difficulties because of:

- different societal commitments between structures using the same centre of operations (working conditions, number of hourly pickings, etc.),
- the need to ensure that the machines can be used beyond the time slot reserved in the event of delivery delay on the part of the carriers,
- significant seasonal expense variations, especially during Peak Periods,
- questions about equipment guarantees, the operating rate of which varies depending on the user,
- information systems initially not compatible with each other, in fact it is necessary to work on the interoperability of the computer systems within the different parcel operators so that the customer can obtain information.

Despite the many difficulties encountered with installation and use, this grouping has allowed:

- a dialogue to be created between the different user organisations,
- space to be optimised and the sorting machines used,
- delivery pooling for Bordeaux centre to be initiated, and therefore electric vehicle flows from the Tourville ULH to be blocked together.

## KEY FIGURES

- > **46%** reduction in transport GHG emissions
- > **85%** reduction in particulate matter (PM) emissions
- > **24%** decrease in distances travelled
- > **27%** decrease in roads occupation



## THE BORDEAUX PLAINE GARONNE ECOCITY, MELTING POT OF EXPERIMENTATION IN URBAN LOGISTICS

With development geared towards fair, viable, local and easier living, the mobility policy of Bordeaux Métropole is principally based on optimising flows of goods, with various actions undertaken, some of which are supported by the Investment for the Future Program:

- delivery by staged timetables (minimal noise pollution),
- support for private initiatives to specify soft distribution,
- creation of a Local Logistics Space, work on the Line D tramway),
- integration of urban logistics into new neighbourhoods (Bassins à Flots...),
- harmonisation of Métropole traffic regulations,...

The La Poste group has contributed significantly to this dynamic:

- creation of a hybrid place with fitness and pop-up shops,
- deployment of a low-carbon fleet (7 NGV utility vehicles, 80 electric vehicles...),
- thinking about the supply of NGV (taken up to the departmental level), etc.