

The Brewery Romford – Temporary stockrooms/pre-ordering

With less than a year to go until the London 2012 Olympic and Paralympic Games, now is the time to plan and ensure your business will be able to operate effectively.

London will be packed with visitors during the Games, on top of the millions who live and work in the Capital. The Olympic Route Network will be in operation, meaning that some routes through London will be busier than usual.

If your business needs to move around London, or you rely on deliveries and freight, make sure you are prepared well in advance of next summer.

The Brewery is a retail and entertainment venue in Romford town centre, with a mix of more than 30 shops, attractions and restaurants. It has parking for more than 1,700 vehicles and annual footfall of around 15 million visitors.

The centre is a mile south of the A12 Eastern Avenue. This forms part of the Alternative Olympic Route Network, to be used in case of problems on the main routes.

The Brewery management team is planning early for the Games and encouraging businesses to stockpile goods where possible, reducing the number of deliveries needed during Games time.

To allow this, they have provided a number of large containers to be used as temporary stockrooms with availability and amount of space is being based on the needs of each tenant. The on-site 24-hour security team will monitor the containers and the cost of the containers is being funded by the standard service charge.



The containers are being positioned in service yards across the site. The locations have been chosen to be convenient for tenants loading and unloading stock, without interfering with visitors to the centre.

Uptake from retailers has been strong as all available units have been taken. The management team is considering increasing the number of containers on site to allow more retailers to take part in the scheme.

Other measures such as out-of-hours delivery to the supermarket on site are also in place as some items, like fresh food, can't be stockpiled.

Next steps:

- Make best use of available space to build up stock
- If you need extra space, speak with other local businesses to see if you can club together
- Contact your suppliers now to ensure you'll be able to get the extra stock you need and arrange finance/credit