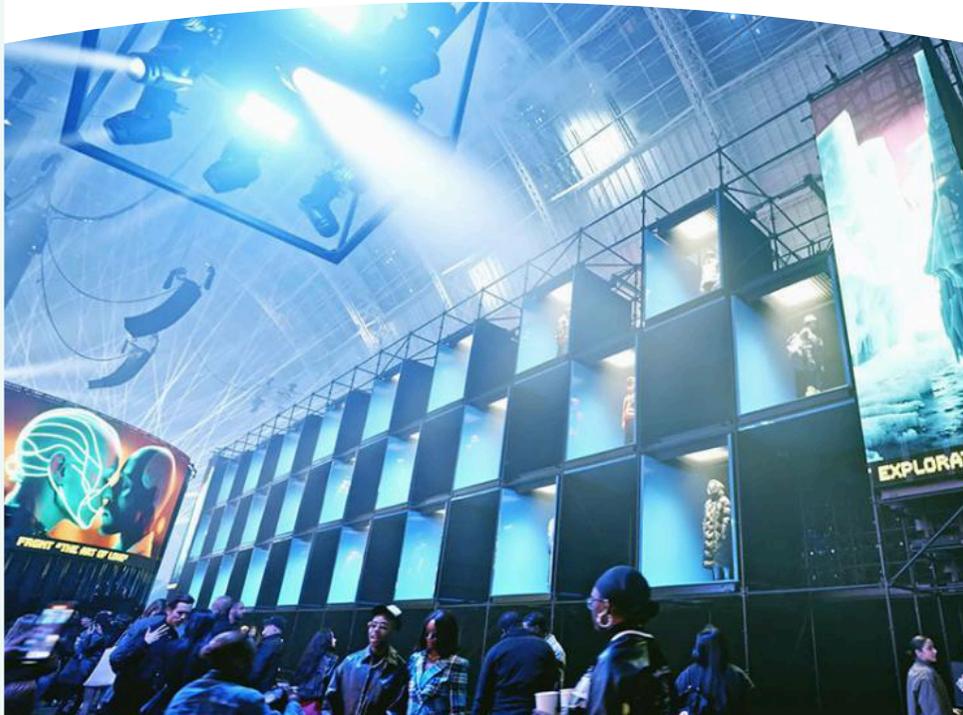




Enhancing Logistics with Voyage Control

OLYMPIA LONDON CASE STUDY



Olympia London's *Development Journey*



Olympia London, a historic event venue, has undergone a transformative journey to modernise its facilities, ensuring a bright future for the venue while preserving its historic buildings. The £1.5 billion development project will enhance internal space accessibility and flexibility for event organisers, accommodating a broader spectrum of events. The expansion also addressed the increased need for sustainability and optimised delivery management.

In the events industry, inefficient build, open, and breakdown procedures cause stress through the wastage of time and resource costs for exhibitors, event organisers, and security staff. Olympia London aimed to address these challenges, enhance the exhibitor experience, and reduce stress by introducing Voyage Control. Following the closure of Earls Court in 2014, and the increase in events expected to be held at Olympia, it was recognised that the team needed to improve efficiency at delivery gates and loading areas.

SUPPORTING OLYMPIA

Pioneer in Event Logistics Optimisation

Voyage Control, a trailblazer in logistics solutions tailored to event centres like Olympia London, was created in partnership with Olympia London as a response to challenges faced by venues. Olympia London recognised *"significant wastage in queuing, time, and manpower, impeding efficient daily operations."* This realisation marked the broader transformation within the venue and the greater events sector to invest in solving this problem. To address these issues, Voyage Control introduced a product specifically



designed for venues and events, aiming to enhance logistics flow management. This resulted in Olympia London being able to *"see on a day-to-day basis what you're dealing with; even with a 70% system uptake, you can still plan 70% of the day."*

One of Voyage Control's key features is a modern interface for organisations, including event organisers and exhibitors, empowering them to independently create event pages, book deliveries, and manage their time efficiently. This automated system replaced traditional methods involving phone calls and manual spreadsheet creation. The shift towards a user-centric, simple system and interface facilitated a streamlined booking process, prompting positive feedback from organisers who recognised the need for technology in improved delivery management.



Year after year, the system allows for building a comprehensive picture of operational trends. Manual data collection from site staff fills gaps, ensuring a complete dataset by year two, enabling resource allocation on a rolling basis. Pairing manual data collection with our current development and rollout of more meticulous data collection processes, such as a new Automatic Number Plate Recognition (ANPR) integration, will provide a robust foundation for analysing and extrapolating future scenarios.

Moreover, Voyage Control's platform reaches an audience with which the venue might not have direct contact. This capability enables direct communication with exhibitors, fostering interaction for managing site visits, communicating route alterations, and addressing specific needs. Organisers, appreciating the efficiency of the booking process, found post-event data beneficial in their journey to achieving net-zero goals. Voyage Control has accumulated a decade of data that organisers at Olympia London can rely on for continuous improvement and innovation. In essence, Voyage Control revolutionised logistics practices and empowered event organisers and exhibitors, contributing to a more sustainable and technologically advanced events industry.

Industry-Wide Adoption

Voyage Control's partnership with Olympia London marked a turning point in the events logistics landscape. Recognising the efficiency and effectiveness of their system, other venues and event organisers rapidly embraced the technology. Starting in 2008 with a focus on the events industry, Voyage Control's reach expanded to cover leading venues like the NEC Birmingham, ExCeL London, RAI Amsterdam, Tennis Australia/ the Australian Open, and numerous other venues and events globally.

ESG Initiatives

Voyage Control's platform significantly improved Olympia London's operations through efficient delivery management, ensuring just-in-time deliveries, real-time data collection, and carbon emissions tracking. This approach reduced congestion, enhanced productivity, and promoted environmentally friendly practices; it has also helped event organisers to report on Scope 3 freight-related emissions.

The events industry is known for generating substantial waste and carbon emissions. Voyage Control empowers event teams to track and manage logistics operations, from waste management to transportation, thereby reducing the overall carbon footprint. Tailoring venue availability to each event, Voyage Control allows large-scale event centres like Olympia London to plan logistics operations that minimise waste and maximise efficiency. This is crucial for minimising disruptions to local communities and mitigating the impact of idling vehicles entering and exiting parking facilities.

FUTURE OLYMPIA

Managing Construction and Events *Coping with Congestion*

As Olympia London continues to evolve with the logistics landscape, the venue is now seeking ways to overcome new challenges. A turning point in its history was marked by the permission granted for the development of underutilised space, leading to a reduction in available space for the venue, including the loss of additional holding space. This change, accompanied by shifts in planning laws, dramatically reduced the once expansive areas that all venues used to have, emphasising the urgent need to manage space more efficiently. Voyage Control plays a pivotal role in addressing these challenges by providing a balance between the ongoing construction of Olympia London's latest and most significant expansion while ensuring the venue's scheduled events remain a top priority.

This reduction in available logistics space has increased the need to manage logistics more efficiently. Voyage Control steps in as a strategic partner, optimising conflicting interests and ensuring that construction work does not disrupt the event schedule.

Process Automation and *Industry Consensus*

Olympia London recognised the significance of addressing marshalling costs to further enhance operational efficiency. The

existing challenges included drivers experiencing lengthy waiting times for deliveries, even with booked slots, leading to inefficiencies. In response, Voyage Control sought solutions to plan more effectively and reduce wait times, including ANPR, highlighting the potential for further consolidation in the logistics sector.

Recognising the impact of marshalling costs, Voyage Control has addressed inefficiencies and lengthy waiting times for deliveries. With ongoing redevelopment, the focus has been on managing finite space sensibly, minimising wastage, and enhancing the efficiency of the entire logistics chain. By ensuring the prevention of double booking of delivery spots, Voyage Control greatly assists Olympia London in managing the number of vehicles entering the venue. This prevents significant bottlenecks that would otherwise impact the surrounding community and reduces the excess production of CO2 resulting from numerous idling vehicles. Their involvement aims to ensure widespread adoption and standardisation, contributing to the continual industry-wide improvement of delivery management systems.

In conclusion, the decade-long partnership between Olympia London and Voyage Control showcases how innovative logistics solutions transformed the event industry. From preserving historical venues to enhancing environmental sustainability and operational efficiency, this case study demonstrates a successful collaboration with a profound impact on the events industry's future.

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