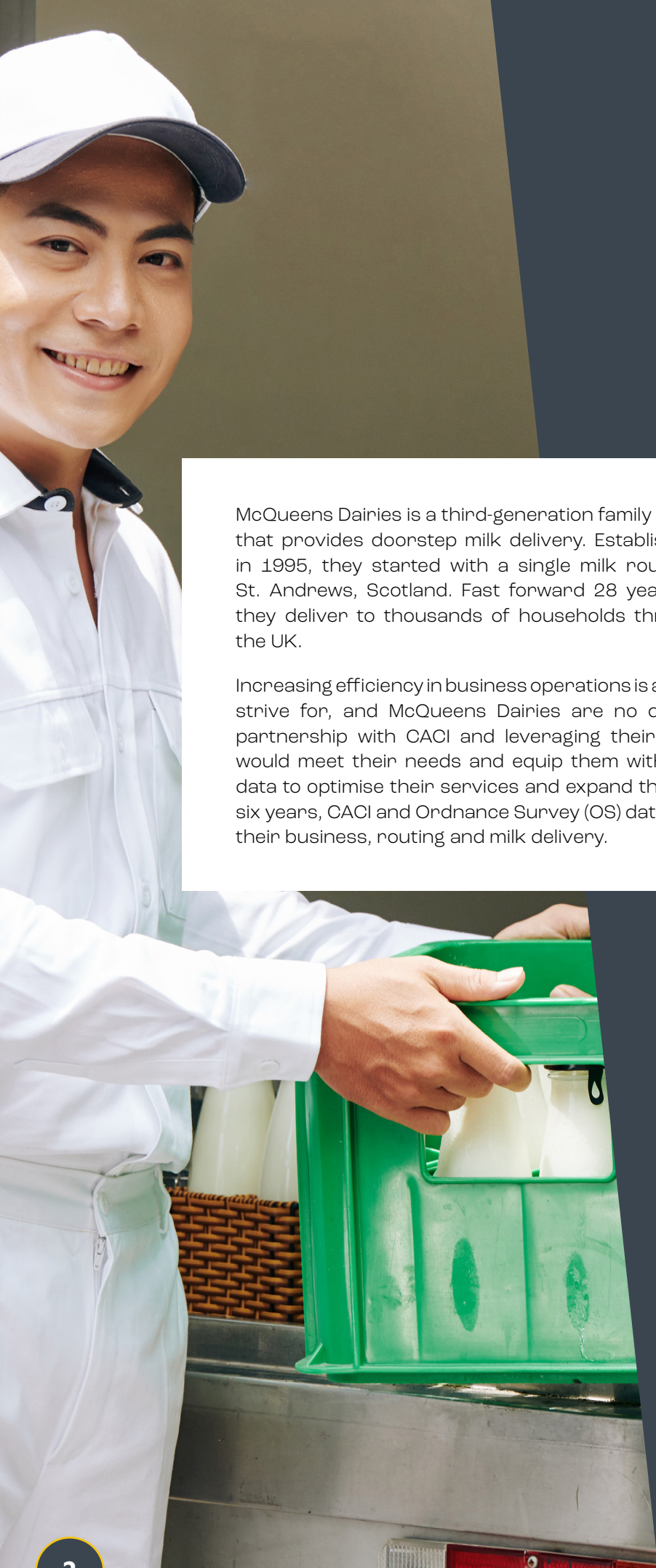


# MCQUEENS DAIRIES CASE STUDY



Ordnance Survey

CACI | LOGISTICS



McQueens Dairies is a third-generation family firm that provides doorstep milk delivery. Established in 1995, they started with a single milk round in St. Andrews, Scotland. Fast forward 28 years and they deliver to thousands of households throughout the UK.

Increasing efficiency in business operations is a goal all organisations strive for, and McQueens Dairies are no different. They recognised that a partnership with CACI and leveraging their StreetServicer tool's capabilities would meet their needs and equip them with the necessary location-oriented data to optimise their services and expand their customer reach. Over the last six years, CACI and Ordnance Survey (OS) data have been helping them enhance their business, routing and milk delivery.



# Challenge

---

While we are tucked up in bed, milkmen are out in the cold and dark delivering milk and other dairy products. Delivering in the dark, especially in rural areas, is not always easy. If it is dark and the driveway is long, how can you be sure the property you're looking at is number 27?

House numbers are not always sequential, and in dense housing areas, you can't always drive to the front of every house. The larger distances that must be travelled in rural areas in addition to the added number of minutes per delivery from where a driver can park to a property's front door can become costly for the business. Moreover, while the average postcode contains 15 properties, some postcodes can contain up to 100. As a result, even having the correct address does not always eliminate ambiguity.

With this in mind, McQueens Dairies got in contact with OS partner CACI in 2017 with the aim of optimising their routing and reducing that ambiguity to effectively reach customers on a broader scale.





# Solution

---

To optimise their vehicle routing, McQueens Dairies have been using a bespoke solution from CACI called StreetServicer. Underpinned by OS AddressBase, StreetServicer is ideal for microlevel routing, such as meter-reading, milk deliveries or refuse collection. McQueens selected CACI's StreetServicer as it proved to be the superior solution compared to what the other providers they spoke to could offer, and they recognised the tremendous efforts made by CACI to ensure the project would operate successfully.

OS AddressBase matches 29 million Royal Mail postal addresses to unique property reference numbers (UPRNs). Since every addressable location in Great Britain has a UPRN, these remove ambiguity and guarantee that everyone refers to the correct location. Instead of knowing where the road, house number and postcode are, McQueens Dairies drivers using StreetServicer can be certain of precisely where the house is.

Microlevel routing from StreetServicer also informs delivery drivers on what side of the road to walk on and when to cross the road. This provides the most optimised journey possible, whether they are in their milk float or they must park it to carry out the rest of the journey on foot.

StreetServicer has been supporting McQueens by equipping their drivers with the most efficient delivery routing rounds down to the exact coordinate.




A woman in a white shirt and blue jeans is holding a wicker basket filled with glass milk bottles. She is smiling and looking down at the basket. The background is a metal fence.

## Benefits

---

- Since adopting CACI and OS data, McQueens Dairies have **reduced their fuel consumption by approximately 100,000 miles per year.**
- **30 minutes per delivery shift have been saved** thanks to routes being mapped out for drivers in microlevel detail.
- A **significant reduction in the burden on administrative staff** has been experienced, as it would have taken two full-time staff to manually route all rounds every day.



Calum McQueen, Commercial Director at McQueens Dairies, explained how these savings, combined with UPRN level address information, has helped the business flourish.



**“We had a significant ambition to rapidly expand in our market, but we needed a solution that would allow us to take high volumes of new business on,”** he said.

**“This has been made possible thanks to the authoritative data from OS and CACI, as it has allowed us to expand and progress in the most efficient way possible.”**

We will continue to support McQueens in reducing their fuel consumption, optimising their delivery routes and continue to refine their ongoing growth plans.

To find out more about how  
CACI can help you support your  
organisation, please get in touch.

| **Call:** +44 (0)20 7602 6000

| **Email:** [locationintelligence@caci.co.uk](mailto:locationintelligence@caci.co.uk)

| **Web:** [caci.co.uk/logistics](https://caci.co.uk/logistics)

**CACI** | **LOGISTICS**