



Making bike deliveries work: 'La Sajetta', Parma

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A practical and local bike delivery service for residents, businesses, shops and professionals.

'La Sajetta' is a privately-run bike delivery service, based in Parma, Italy. Operating without the expense of running a warehouse, collections are cost-effective and can be delivered within 30 minutes of pick up.

Established in 2013, La Sajetta now serves over 300 customers within a 5-kilometre radius of the city centre making over 9,000 deliveries and travelling around 50,000 km per annum.



A proven delivery method in a zone restricted to general traffic



Guaranteed delivery time, regardless of traffic

A cheaper option, with no fuel or access permit costs

CO₂

Lower environmental impact: reducing CO₂ emissions, no noise pollution

Creating a safe shared space for people

Scope of works

Based on the experience of delivering organic products once a week using an old bakers bike, it was realised that the opportunity existed for a wider-scale, cargo bike service in Parma city centre.

After visiting other small delivery companies in Italian cities, the operation began with only one cargo-bike in February 2013. This has now expanded to a total of 6 bikes (2 cargo bikes, 2 racing bikes and 2 with rear trailers for bulky goods) with a maximum capacity of 70kg.

Constantly developing the range of customers and goods carried has been essential to the success of La Sajetta. These now include:

- Professional firms (critical documents for lawyers, insurance companies etc.)
- Shops (stationery, high-end food products etc.)
- Large retailers (Conad Ghiaia)
- Home delivery to local residents
- Doctors and medical practices
- Flower shops
- Bakeries
- Home/office lunch deliveries

In the last two years the service has been promoted and developed by demonstrating the benefits to the wider community, for example:

- Organising sunrise bike tours, enabling residents to see their city with a new perspective
- Organising bike tours to visit local producers' farms
- A bike-library project – 'books on wheels'. Once a week during the Spring and Summer a cargo bike visits city parks with children books from local public libraries. Children can borrow books and return them to the cargo-bike the following week or return them to the library.

Outcomes

La Sajetta avoids the emission of approximately 20 kg CO₂ per year while providing a quick, reliable and resident-friendly local delivery service.

Lessons learnt

A local solution for local deliveries provides a guaranteed quick delivery. However, delivery reliability and accuracy are also critical to ensure continued customer satisfaction.

Continual development of the customers and service-offering has enabled the business to grow.

Future of the project

One of the options under consideration by the operator, is to expand the service to the evening for restaurant deliveries. There may also be potential to upscale the operation, with a small 'micro-hub' to enable the consolidation of deliveries from outside the local area, reducing the traffic entering the city centre.



Eco-friendly: reducing traffic and pollution in the city

Fast: bikes are not subjected to local access restrictions and deliveries can be made every hour of the day, despite the weather or traffic

Flexible: Cargo bikes can carry a wide range of deliveries and services

Bespoke bike trailers can be added to 'specialise' the delivery

Smart: Cargo bikes can bypass traffic jams and are often quicker than cars or vans



Cheap: Cargo bikes do not pay for access permits or parking



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