

# BESPOKE BIKE COURIER SERVICE SAVES RETAILER TIME AND MONEY

BUSINESS  
CASE  
STUDY

Reducing Congestion and Pollution whilst Improving Local Air Quality



*"Zedify have simplified the way we transport stock around the business. They have been highly accommodating. They are much more flexible and consistent than bigger courier companies."*

Joe Bell (Head of Operations, Cubitts)

## ISSUE



Excessive staff time spent ordering couriers



Courier not able to do multi-trips between stores

## ACTION



Discovered that cargo bike capacity was more than expected (up to 150kg)



Changed supplier to Zedify, who offer a local, bespoke e-cargo bike courier service

## RESULTS

79%

reduction in mileage due to multi-trip journeys

£2,340

cost saving per year by switching supplier

1,276g

of NO<sub>x</sub> saved per year

67g

of PM<sub>2.5</sub> saved per year

728kg

of CO<sub>2</sub> emissions saved per year, enough to power a house for 20 days

## also



Staff time freed up to offer better service to customers



Less hassle in constantly booking couriers due to a regular service being setup



Regular riders improve relationship with courier











# WHAT IS THE CLEAN AIR VILLAGES PROGRAMME?

A Central Government-funded programme which aims to **enable and support businesses to reduce emissions from deliveries of goods and services whilst saving them time and money**. The project is working across 10 air pollution hotspots – the 'villages' – within 5 London boroughs.

For more information, please see [www.crossriverpartnership.org](http://www.crossriverpartnership.org)



## VILLAGES

- |  |  |   |  |   |
|--|--|---|--|---|
|  Brixton         |  Deptford High Street  |  Fulham Town Centre |  Archway               |  Earl's Court Rd & Warwick Rd |
|  Streatham Hill |  Lewisham Town Centre |  Shepherds Bush    |  Bunhill / Old Street |  Ladbroke Grove & Westway    |



## LOCAL SOLUTIONS

In partnership with local businesses and communities, localised solutions are being implemented to improve air quality. These include:

-  Sharing suppliers with neighbouring businesses
-  Switching to suppliers that use low or zero emission vehicles
-  Reducing delivery frequency

## PARTNERS

Cross River Partnership is proud to be delivering this DEFRA funded project and to be working with the following Local Authorities:



Emissions reductions are estimations based on data provided

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