

# THEATRE OF WINE USES CARGO BIKES TO DELIVER BY ZERO EMISSION

BUSINESS  
CASE  
STUDY

Wine Retailer Reduces Reliance on Diesel Van, Frees Up Staff Time and Saves Money



*"Converting to a local cargo bike delivery service for smaller orders made business sense. Pedivan are flexible, reliable and environmentally-friendly."*

Mariana Fonseca (Assistant Manager, Theatre of Wine)

## ISSUE



Company used to drive 22 miles between stores to make local deliveries



Excessive staff time spent driving



High costs of diesel

## ACTION



Discovered local cargo bike courier service



Began making local Archway deliveries by cargo bike

## RESULTS

8-10 trips

reduction per month in mileage due to multi-trip journeys

£250-300

cost saving per month by switching supplier

2,748g

of NOx saved per year

135g

of PM2.5 saved per year

949kg

of CO2 emissions saved per year, enough to power a house for 20 days

also



Supporting a local courier business



More flexible and efficient deliveries



Increased customer demand for cargo bike deliveries



25 hours of staff time saved each month











# 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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