

# SHARED ELECTRIC CARGO BIKE FOR STREATHAM BUSINESSES

## BUSINESS CASE STUDY

InStreatham BID and Balfe's Bikes Collaborate to Run a Shared E-cargo Bike Service



*"This pilot will encourage a range of local businesses to use a zero emission vehicle to transport goods, which we hope will introduce long term behaviour changes that will improve local air quality and also be good for trade."*

Louise Abbotts (Project Manager, InStreatham BID)

## ISSUE



Heavily polluted main road



Lack of parking for customers



Struggling high street

## OUTCOMES



Free delivery vehicle for local businesses



Reduce emissions



Encourage active travel for employees

## ACTION



InStreatham BID and Balfe's Bikes secured TfL's Healthy Streets funding for a shared e-cargo bike



Local bike shop to store and maintain the bike

## ESTIMATED SAVINGS

For every mile travelled via e-cargo bike versus a diesel car:

**1.25g**  
of NOx **saved**

**309g**  
of CO2 emissions **saved**,  
enough to power a  
lightbulb for 24 hours











# 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

April 2019