

# CARGO BIKE SPEEDS UP CURED MEAT DELIVERIES

BUSINESS  
CASE  
STUDY

Cannon and Cannon Wholesale Carve Out Niche Using Pedal Me For Deliveries



*"Changing to Pedal Me has given us an advantage over our competitors. We are now able to deliver on the same day and more quickly than before, with couriers who care about the environment."*

Mikaela Skog (Fulfilment Manager, Cannon & Cannon)

## LOCAL ISSUE



Unable to deliver to customers as quickly as would like



Delivery vans getting stuck in traffic

## ACTION



Switched to e-cargo bike delivery service where possible



Staff time freed up to scope new business

## RESULTS

**5.33kg**

of NOx  
**saved**  
per year





**265g**

of PM2.5  
**saved**  
per year

**1,777kg**

of CO2 emissions  
**saved** per year,  
enough to power  
an average house  
for 50 days

## also

-  Faster delivery times than competitors
-  Time saved from chasing courier companies
-  Pedal Me professional, friendly and reliable
-  Gained business due to speed and efficiencies

# 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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