SOCIAL ENTERPRISE USES ELECTRIC MILK FLOAT
Cheap and Reliable Vehicle Serves Business for Ten Years and Counting

“Going electric is imperative environmentally and economically – petrol cars are unsustainable, unreliable, expensive, dangerous and becoming rapidly obsolete.”

James Swayne (Co-director, Father Nature)

<table>
<thead>
<tr>
<th>LOCAL ISSUE</th>
<th>RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero emission vehicle needed for green business to transport gardening equipment and materials</td>
<td>1.2kg reduction of NOx per year</td>
</tr>
<tr>
<td>Bought an electric milk float</td>
<td>30g of PM10 saved per year</td>
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<tr>
<td>Found a multi purpose vehicle (DJ platform, Mobile cinema)</td>
<td>392kg of CO2 saved per year, enough to power an average house for 11 days</td>
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also

- Unique vehicle that turns heads
- 3 tonne payload
- 10 mile range, sufficient for the majority of their needs. Milk floats with a longer range are available.
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)

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:

VILLAGES

- Brixton
- Deptford High Street
- Fulham Town Centre
- Shepherds Bush
- Bunhill / Old Street
- Ear’s Court Rd & Warwick Rd
- Ladbroke Grove & Westway

April 2019

Emissions reductions are estimations based on data provided