

SOCIAL ENTERPRISE USES ELECTRIC MILK FLOAT

BUSINESS CASE STUDY

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)

LOCAL ISSUE



Zero emission vehicle needed for green business to transport gardening equipment and materials

ACTION



Bought an electric milk float



Found a multi purpose vehicle (DJ platform, Mobile cinema)

RESULTS

1.2kg
reduction
of NOx
per year


30g
of PM10
saved
per year

392kg
of CO2 **saved** per
year, enough to
power an average
house for 11 days

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



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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