

COOPER'S BAKEHOUSE DELIVERS

BREAD BY BIKE TO SAVE TIME AND EMISSIONS

Brockley-based bakery uses pedal power
to deliver locally in South East London



"For Cooper's Bakehouse, the decision to deliver by bicycle was inherent to the ethos of the organisation; to be truly local, to deliver fast and to put the environment first."

**Francis Cooper -
Founder, Cooper's Bakehouse**

ISSUE



Large number of
drop offs within a
3-mile radius



Wanted to deliver
in the local area
sustainably



Delivery vehicle
only required for
6 hours per week

ACTION



Deliver using bikes
and trailers



Use Zipvan to meet
larger volume of orders
over the weekend

RESULTS



3,852kg of CO₂
emissions saved
per year

4.09kg of NO_x
emissions saved
per year

280g of PM_{2.5}
emissions saved
per year



60,000 loaves per year delivered by bike



£1,300 per year saved by using Zipvan vs. vehicle ownership



Cyclists can cut through traffic to avoid congestion



Bike trailers can be folded down and stacked to save space



Improved fitness for staff from delivering by bike



Hired cyclists are paid London Living Wage

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. In its second year (2019-20) the project worked across 13 air pollution 'hotspots' (villages) within seven London boroughs. In 2020-21 the project is expanding into new areas as part of Clean Air Villages 3.

For more information, please visit:

www.crossriverpartnership.org/projects/clean-air-villages-2



As part of Clean Air Villages we work with businesses and Local Authorities to find out how they can be part of the solution to improving air quality.

Which solutions could work for you?



Switching to an electric vehicle



Using a cargo bike to deliver



Consolidating your suppliers



Installing electric vehicle charging points



Featuring on our CRP Clean Air Villages Directory

www.crossriverpartnership.org/directory

Villages

- Deptford High Street
- Lewisham Town Centre
- Hatton Garden
- Euston Road
- Covent Garden/Strand
- Fulham Town Centre
- Shepherds Bush
- Earl's Court
- Ladbroke Grove
- Cadogan
- Brixton
- Streatham Hill
- Tooting

Cross River Partnership is proud to have delivered the second year of this Defra-funded project with the following Local Authorities, Business Improvement District and Landowner:



Department for Environment, Food & Rural Affairs



CADOGAN



City of Westminster

EUSTON TOWN

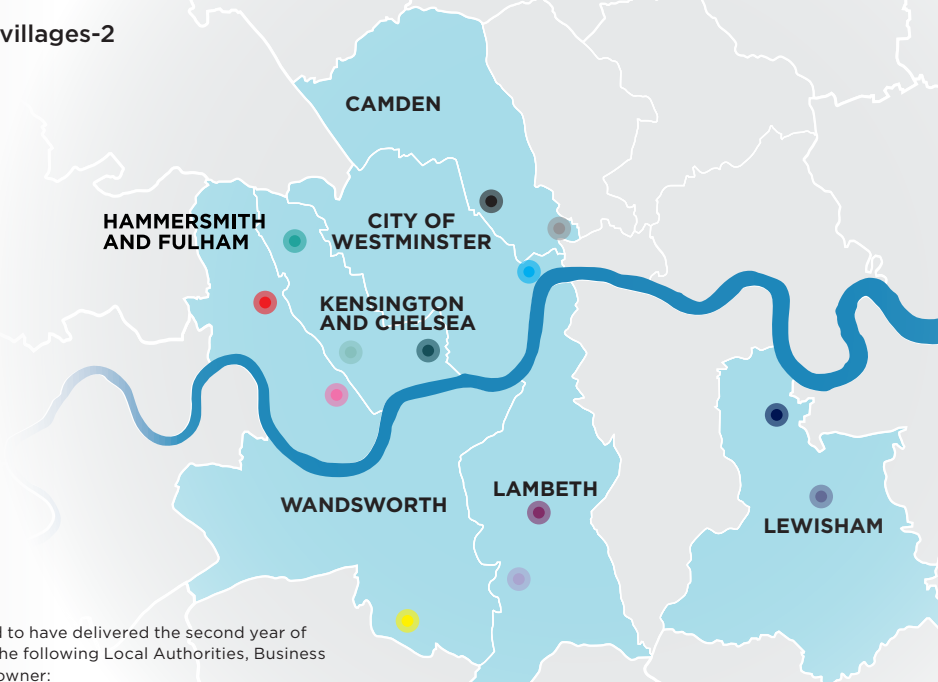


THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA

Lambeth



Wandsworth



MIX
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