

LONDON SMOKE & CURE USE

STREATHAM BID'S FREE SHARED CARGO BIKE FOR DELIVERIES

Local smokehouse increases delivery efficiency and customer satisfaction

"The shared cargo bike system has been a great success for our business! It's allowed us to transport larger deliveries and meet our customers face-to-face."

**Ross Mitchell –
Founder,
London Smoke & Cure**

ISSUE



High initial cost of purchasing own cargo bike



Increasing quantities of product to transport



Little support for small businesses

ACTION



Joined InStreatham BID, enabling free use of the shared cargo bike



Now deliver smoked goods via cargo bike across London

RESULTS



89.6kg of CO₂
emissions saved
per year

173.3g of NO_x
emissions saved
per year



Face-to-face deliveries have improved customer satisfaction



Ability to deliver multiple orders in a single trip by bike



No risk of incurring parking fines



Saving time by cutting through traffic in central London



Improved staff health and wellbeing associated with cycling

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
- Shepherd's 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

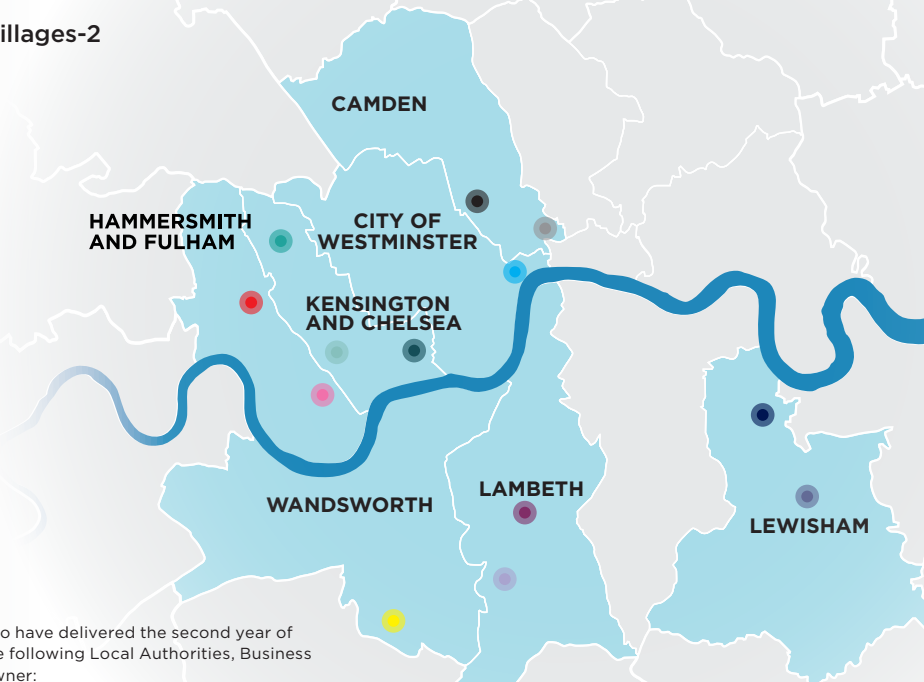


THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA

Lambeth



Wandsworth



MIX
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