

Wimbledon Cargo Bike Scheme: Running an Engagement Event for Businesses

The Wimbledon cargo bike launched 9th May 2022, with a successful event. It was a collaboration between Cross River Partnership, London Borough of Merton, Love Wimbledon Business Improvement District (BID), XeroE and part-funded by CRP's CAV4 programme.

Promotion

Prior to the day, Love Wimbledon BID sent targeted emails to a large number of the businesses in the area. This sparked further conversations via email and phone to let interested organisations know about the day, which attracted multiple businesses to the event.

Information about the day was also included in the BID's newsletter and on the BID's website.



Click for a look at the whole day, including the stall set up at Wimbledon Piazza and the maiden voyage of the cargo bike!



The Launch Day

On the day, staff from the London Borough of Merton, Love Wimbledon BID, XeroE and Cross River Partnership all gathered at Wimbledon Piazza with the cargo bike on display and special guest The Wombles! This allowed businesses to see the cargo bike dimensions and sign up to use the scheme.

Whilst the cargo bike was in the square, the CRP team engaged directly with businesses in Wimbledon Town Centre, handing out flyers and directing them to the bike outside.

The event ended with a cargo bike delivery courtesy of XeroE, which can be seen, along with more from the day in the above video.

[For a picture gallery from the day click here.](#)








Craig Hurring, CEO of Love Wimbledon BID, who were key to launching the project, on the scheme's importance and how they organised the day.

"The cargo bike trial is going really well. It would be ideal for boxes and compost bags, and we made the most of the cargo space."

The rider, Emmanuel is one of the nicest, friendliest, most can-do-attitude people I've met. I'm sure he'll put a smile on everyone's faces when he delivers to them."

Ramya, Sustainable Merton

-  **5** businesses signed up to the cargo bike
-  **18** businesses spoken to on the day
-  **40** kg of CO2 saved
-  **129** successful deliveries
-  **120** Cargo bike hours used



Ramya from Sustainable Merton, who signed up to use the cargo bike on the day, talks about how it will help her organisation grow.

