

**NEW CLEAN AIR VILLAGES CARGO BIKE SCHEME LAUNCHED IN LONDON BOROUGH OF BRENT FOR  
WILLESDEN GREEN BUSINESSES**

A new cargo bike scheme launched on Monday 23<sup>rd</sup> May in Willesden Green as part of a free trial. This forms part of the Defra-funded [Clean Air Villages 4 \(CAV4\)](#) programme, with partners [Cross River Partnership](#), [London Borough of Brent](#) and cargo bike provider [eStreet Services](#).

London Borough of Brent is the second most culturally diverse borough in the UK and its long history of ethnic and cultural diversity is not only one of their greatest strengths and assets but valued by those who live and work in the area. Willesden Green is in eastern Brent. The High Road forms the centre of an 'X' of roads connecting Neasden and Church End with Cricklewood and Kilburn. In 2019, Willesden Green was shortlisted for 'Rising Star' in the Great British High Street Awards.

After an initial soft launch, the scheme is now being expanded to all businesses, community organisations, non-profits and charities in the Willesden Green area who wish to reduce their carbon footprint and make use of this local and free scheme.

This service which is provided by [eStreet Services](#), is available to book via an online platform, with a set number of FREE hours available for businesses to use as part of the scheme. The cargo bike delivery service (which involves a bike and rider) aims to highlight the ease of switching to cargo bikes for deliveries, ultimately reducing local air pollution and saving costs for local businesses.

You can book free zero-emission deliveries via eStreet Service's booking platform [here](#).

Need assistance? Watch CRP's tutorial videos on how to book a delivery [here](#).

To register your interest, please email CRP Project Manager Fiona Coull [fionacoull@crossriverpartnership.org](mailto:fionacoull@crossriverpartnership.org) for more information.

**ENDS**

**May 2022**

## **NOTES TO EDITORS**

[https://estreetservices.com/collections/willesden-high-road-deliveries?usf\\_sort=bestselling](https://estreetservices.com/collections/willesden-high-road-deliveries?usf_sort=bestselling)

### **Cross River Partnership**

[Cross River Partnership](#) (CRP) is a partnership delivering environmental, economic and community-focused projects. We support public, private and voluntary organisations to address creatively challenges around Air Quality, Transport, Placemaking and Wellbeing.

We are experts in delivering positive change. CRP has a history of over 27 years of achievements, spanning public, private, voluntary and community sectors.

### **Clean Air Villages 4**

CRP's [Clean Air Villages 4 \(CAV4\)](#) project is a [Department for Environment, Food and Rural Affairs \(Defra\)](#) funded project led by [Westminster City Council](#). CRP is working with 26 project partners to improve air quality across different London 'villages', where both air pollution and population density levels are high. These locations reflect the Greater London Authority's Air Quality Focus Areas. The CAV4 freight solutions implemented incorporate Consolidation, Distribution, Mode, Technology and Policy.

### **London Borough of Brent**

Brent council acknowledges the impact of poor air quality on health and the need for action to reduce or eliminate air pollution where possible. In July 2019, Brent Council declared a climate and ecological emergency and committed to do all in its gift to strive for carbon neutrality by 2030. This target is borough-wide, not just council-only emissions, because of how urgent this issue is.

### **eStreet Services**

eStreet is a local zero-emission delivery service located in the London Borough of Brent. eStreet's own employed drivers use zero-carbon (e)bikes and cargo boxes to carry out their deliveries. After customers have placed their order online, drivers simply collect customers' shopping from local high street retailers, independent shops and farmers markets and deliver them directly to customers' homes or offices. eStreet's focus is the promotion of a healthy and active high street to support the local community.

Image to accompany Press Release (if desired by publications)

