

Shared E-Cargo Bike Scheme in the London Borough of Islington

Helping local businesses to deliver goods sustainably



Picture credit: Peddle My Wheels

CRP worked with the [London Borough of Islington](#) and [OurBike](#) to deliver a shared e-cargo bike scheme, which aims to support and encourage Islington businesses to use e-cargo bikes for sustainable local deliveries. The two shared e-cargo bikes are located in Highbury Barn and on Blackstock Road in Islington and managed by OurBike.

[Hotblack Desiato](#) and [Nourished Communities](#) were selected as the two host businesses to act as local stewards for the shared e-cargo bikes. The scheme also aims to reduce levels of congestion and air pollution created through local deliveries in the two areas.

Identifying locations and host businesses

To deliver the project, CRP worked with LB Islington and OurBike to identify:

- Suitable areas for the shared e-cargo bikes where multiple independent businesses expressed an interest in being involved in the scheme.
- Suitable infrastructure requirements including a place to lock the e-cargo bike and sufficient footway space to allow pedestrians to pass between the business and locking location.
- Host businesses willing to steward the shared e-cargo bikes, host and recharge battery, and report any maintenance issues to OurBike.



Picture credit: Peddle My Wheels

Highbury Barn and Blackstock Road areas were identified as locations for the shared e-cargo bikes due to the location and cluster of independent businesses interested in the scheme. Local businesses in the two areas were engaged with the project and [Hotblack Desiato Estate Agents](#) (Highbury Barn) and [Nourished Communities](#) (Blackstock Road) were selected as the two host businesses.

Once the key details and permissions had been agreed and approved with all the project partners and host businesses, the shared e-cargo bikes were installed and ready to be used for sustainable local deliveries.

Key Statistics

"We are working hard to ensure that people in Islington can enjoy greener, healthier neighbourhoods. We are delighted to support local businesses through the provision of these shared use e-cargo bikes and are grateful to the businesses who have agreed to host the bikes which will help businesses cut costs, reduce congestion, and help minimise the health effects of air pollution."

Councillor Rowena Champion, Islington Council's Executive Member for Environment, Air Quality and Transport



2 independent business clusters located



Suitable locking infrastructure identified



2 host businesses selected



2 shared e-cargo bikes installed

"We are really pleased to be hosting an OurBike at Highbury. All our staff travel on foot or by bike when visiting properties in the area, and now we can offer clients lifts in the cargo bike. Neighbouring traders also plan to use it for deliveries and customers will be able to take home bulky buys or heavy goods with ease. A true community resource."

Alasdair Macdonald, Director, Hotblack Desiato

Excited to welcome our new bike to the community! We hope this will be helpful to local businesses and it was great that Clay Time signed up to use it on the day we started hosting. It'll also help with deliveries and is a perfect convenient and eco-friendly way for our customers to take home our seasonal veg boxes.

Rory Gillies, Manager, Nourished Communities

What is a Cargo Bike and How Does It Work?

Cargo bikes are bikes that are designed to carry more than just their rider. In the context of cycle freight, a cargo bike can carry anything that can be delivered to another business or customer, parcels, packages or letters to cases of beer, coffee, office supplies, flowers, and much more.

Benefits of using cargo bikes:

- Fast & efficient last-mile delivery times - even more reliable than vans in much of London.
- Zero tail-pipe emission, so better for health and for businesses' sustainability, CSR and ESG targets.
- Reduction in levels of congestion caused by local deliveries.



Picture credit: Peddle My Wheels

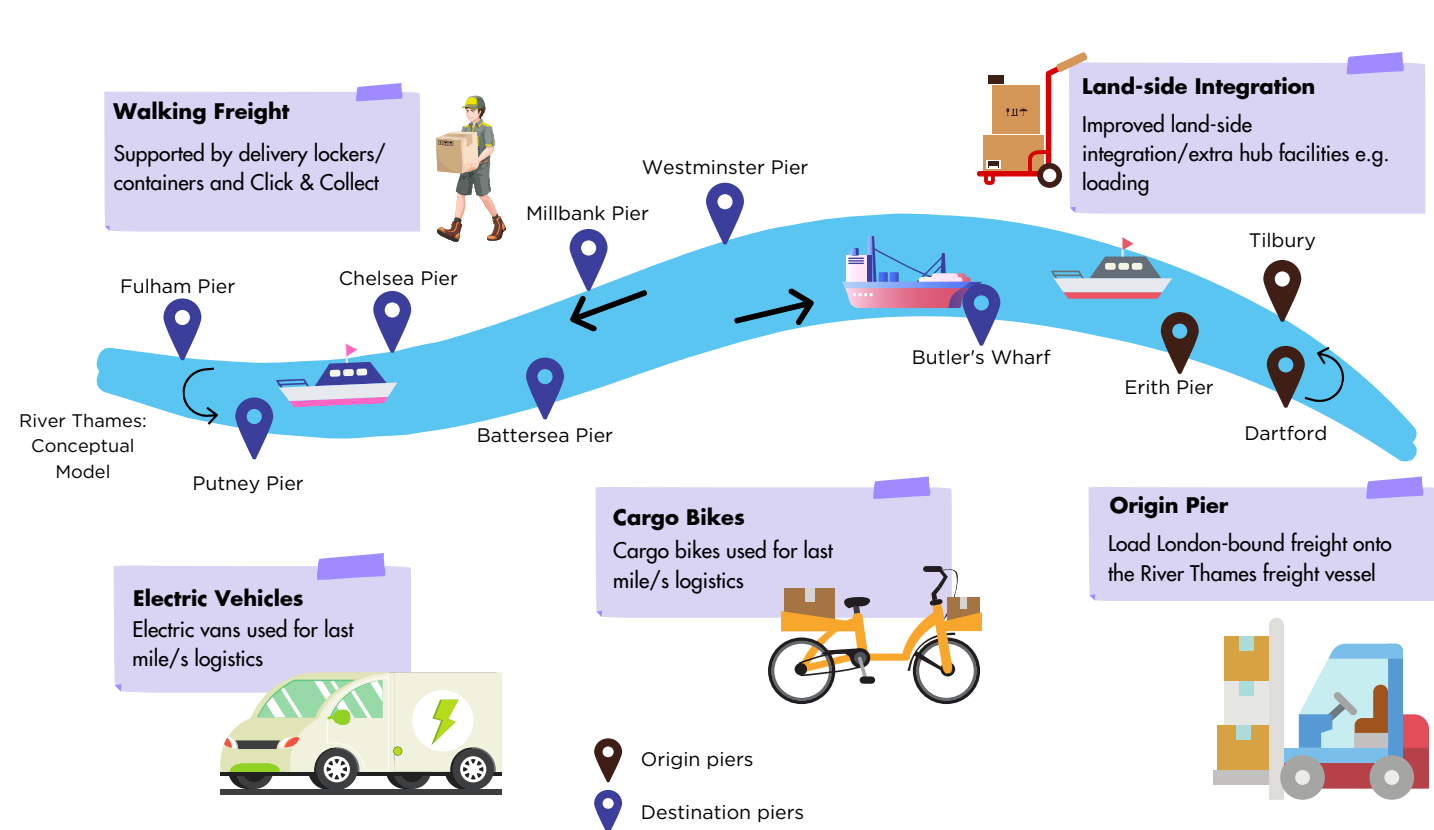


Visit CRP's [Business Cargo Bike Guide](#) for further information on procuring and using cargo bikes for business, as well as the [different types](#) of cargo bikes available!

What is Clean Air Logistics for London?

Cross River Partnership's [Clean Air Logistics for London Programme](#) (CALL) is a Defra-funded project led by Westminster City Council in collaboration with 12 project partners. The project aims to move more freight into London via river rather than road, supported by zero emission delivery methods in Central London. CALL will build on the success of CRP's [Clean Air Villages 4](#) programme.

The CALL project will expand river freight in London, reducing both congestion and pollution at the same time. A lack of light freight being moved by river has been highlighted and investment in infrastructure is required to increase the viability of this. CALL locations have been chosen to reflect GLA Air Quality Focus Areas and the importance of the River Thames for freight. The CALL project will support the delivery of [Defra's Clean Air Strategy](#), [Westminster City Council's Air Quality Action Plan \(AQAP\)](#) and other's partners air quality objectives.



Project Partners

Cross River Partnership is proud to be working with the following Local Authorities and other partners.