

SHARED ELECTRIC CARGO BIKE FOR STREATHAM BUSINESSES

**BUSINESS
CASE
STUDY**

InStreatham BID and Balfe's Bikes Collaborate to Run a Shared E-cargo Bike Service



"This pilot will encourage a range of local businesses to use a zero emission vehicle to transport goods, which we hope will introduce long term behaviour changes that will improve local air quality and also be good for trade."

Louise Abbotts (Project Manager, InStreatham BID)

ISSUE



Heavily polluted main road



Lack of parking for customers



Struggling high street

OUTCOMES



Free delivery vehicle for local businesses



Reduce emissions



Encourage active travel for employees

ACTION



InStreatham BID and Balfe's Bikes secured TfL's Healthy Streets funding for a shared e-cargo bike



Local bike shop to store and maintain the bike

ESTIMATED SAVINGS

For every mile travelled via e-cargo bike versus a diesel car:

1.25g
of NOx **saved**

309g
of CO2 emissions **saved**,
enough to power a
lightbulb for 24 hours

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**. The project is working across 10 air pollution hotspots – the 'villages' – within 5 London boroughs.

For more information, please see www.crossriverpartnership.org



VILLAGES

- | | | | | |
|--|--|---|--|---|
|  Brixton |  Deptford High Street |  Fulham Town Centre |  Archway |  Earl's Court Rd & Warwick Rd |
|  Streatham Hill |  Lewisham Town Centre |  Shepherds Bush |  Bunhill / Old Street |  Ladbroke Grove & Westway |



LOCAL SOLUTIONS

In partnership with local businesses and communities, localised solutions are being implemented to improve air quality. These include:

-  Sharing suppliers with neighbouring businesses
-  Switching to suppliers that use low or zero emission vehicles
-  Reducing delivery frequency

PARTNERS

Cross River Partnership is proud to be delivering this DEFRA funded project and to be working with the following Local Authorities:



Emissions reductions are estimations based on data provided