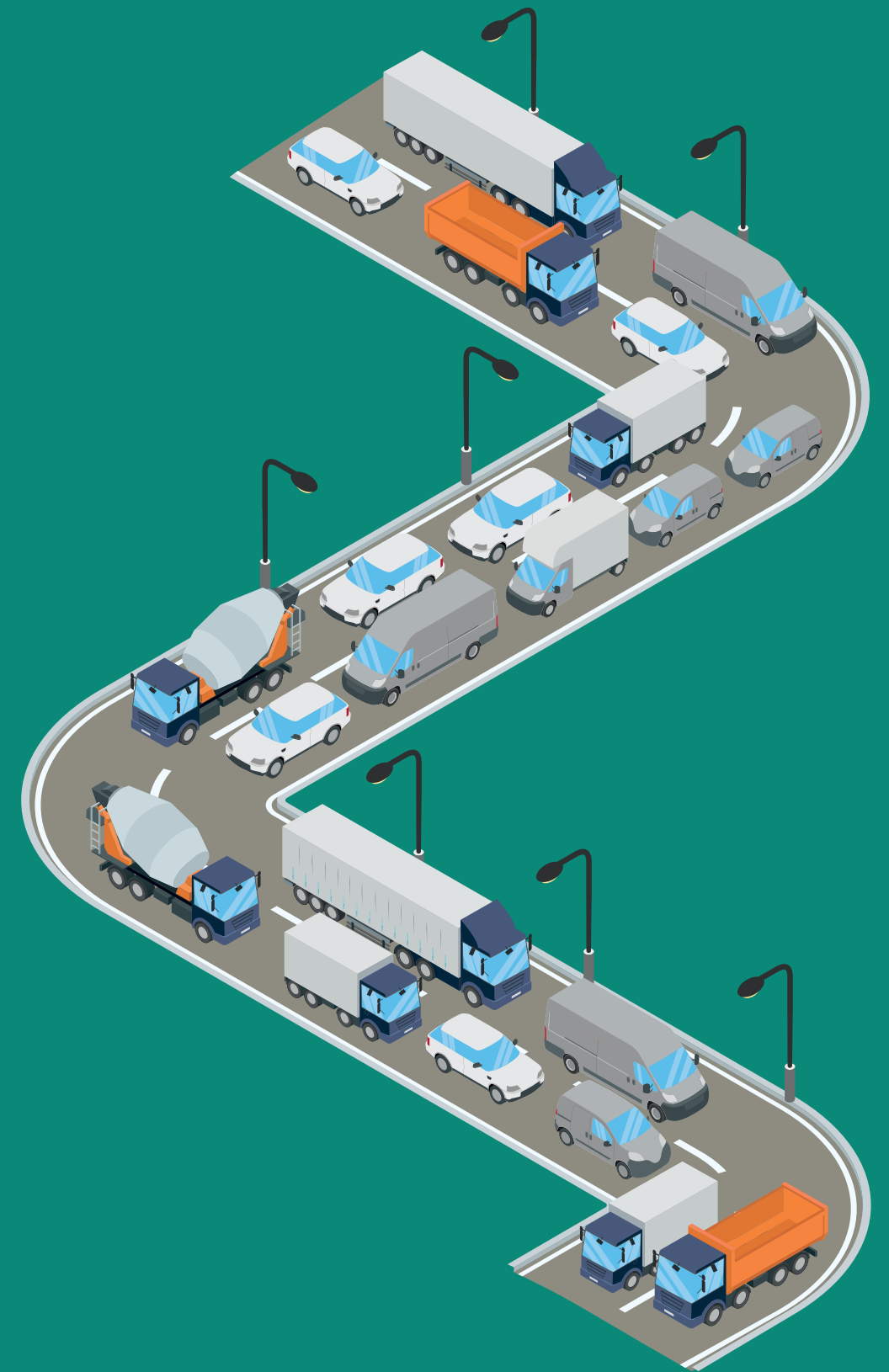


# Cycle freight toolkit

Introduction



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# Introduction

All businesses need to receive essential deliveries every working day. Unfortunately, these contribute to London's congestion and poor air quality. As a customer, a business can influence the vehicles used for its own deliveries, and can choose alternatives. For example, cargo bikes – which are zero emission and require less road space than cars or vans – are a good alternative to help improve local air quality and ease congestion.

Whether you're a large or small business, a group, Business Improvement District (BID) or any other organisation, you operate your own van(s), or use couriers, parcel carriers and others to make deliveries on your behalf. Whatever your organisation and its functions, here you'll find the tools to empower you to make your deliveries by cargo bike. This will help create more pleasant streets in your local area, where people will want to visit, stay, work and also play.

This toolkit is a basic introduction to cargo bike operations and is not intended to be used as regulations or as safety guidance.



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For more info on electric bikes visit:

[www.gov.uk/electric-bike-rules](http://www.gov.uk/electric-bike-rules)

[www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk)



Delivery vans are more polluting than cargo bikes





Motorised vehicles are much more expensive to run than cargo bikes

# Why use cargo bikes for deliveries and collections?

Cargo bikes can often offer a practical alternative to using a van as:

- They come in a wide range of sizes (see Tool 3, [Bikes for Business website](#))
- They can transport goods that require specific conditions, such as refrigeration
- There is no requirement for special loading or parking facilities
- Both manual and electric models of cargo bike are available
- Journey times can be more reliable than when using vans as cargo bikes can use cycle lanes and rarely get stuck in traffic. If your business frequently uses taxis or couriers to transport goods between sites, a cargo bike could be a more efficient option, especially if the journey is time-critical
- There are financial benefits in replacing a diesel van with a cargo bike, including saving the costs of buying or leasing a van, and running costs such as fuel, parking charges and maintenance (see Tool 1, a case study describing how The Toy Project, Islington switched from making deliveries by diesel van to using a cargo bike courier. It estimated making savings of more than £140, and 30 hours of staff time, per month)

Businesses that own a cargo bike or have sole use of an operator's cargo bike(s), can display their organisation's brand, as they would on a van. Branded cargo bikes are therefore a mobile advertising and publicity vehicle, raising awareness of the business and attracting new customers.

The Ultra Low Emission Zone (ULEZ) currently operates in the Central London Congestion Charging zone. This means that vehicles that do not meet low emission standards are charged a fee to enter the zone. From 25 October 2021, the ULEZ will extend to the North and South Circulars. Businesses in or near to the extension area can prepare for the change by specifying their deliveries are made using cargo bikes wherever possible. More information on this can be found at [tfl.gov.uk/ulez](https://tfl.gov.uk/ulez)





# Who can make the change and how to go about it?

It is possible for any business to make the change to obtaining its deliveries and making collections by cargo bike. Below are a few examples:

- An individual business making local deliveries to customers replaces its own diesel van(s) with a cargo bike(s)
- A business management group, such as a BID, implements a preferred supplier scheme with a cargo bike operator for courier collections of business mail or packages, and deliveries of personal shopping parcels for its members
- A business with multiple premises transports goods between sites by cargo bike instead of by taxis or diesel van
- A tradesperson, such as an electrician, uses a cargo bike in areas where parking is scarce and expensive

The first step of any scheme is to understand the current delivery and servicing activities taking place. This can be done by producing a log detailing all deliveries and collections over a two to four-week period. You can then analyse this data to show the number and timings of deliveries and collections, as well as the suppliers, and the vehicles and fuel used. From this analysis, you will be able to identify those deliveries and collections that could easily be moved to cargo bike. The log will also provide benchmark data for monitoring and the evaluation of changes made. See Tool 2 for an example of a delivery log sheet.

Think about your area and the other businesses nearby, or in the building you occupy. Consider if you could approach them to join you in switching deliveries and collections to cargo bike. If so, like you, they would need to complete the data collection for two to four weeks to understand their current delivery and collection activity.

It can be easier to switch collections to cargo bike as these will be organised directly by the businesses themselves. If your building has multiple businesses using a number of different couriers, arrange a communal collection point from which the pick-up can be done once per day, or more frequently if required.

Every scheme will need promotion and business engagement to enable it to grow and become cost-effective. The effort and persistence required for this should not be underestimated when planning the project.

It is important to be aware that there is no 'one-size-fits-all' process for introducing cargo bikes. In this toolkit, we describe three real-life examples of schemes set up by BIDs, and the steps taken to make the changes (see Tools 3, 5 and 8). It could be that you can replicate one of the schemes described as it aligns to your own business model. In most cases, a combination of approaches, tailored to your particular business operation, is required.



Any business, whatever the size, can switch to using a cargo bike

# Overview of tools

Tool 1

Case study: The Toy Project



Tool 2

Delivery monitoring log



Tool 3

Case study: Bikes for Business



Tool 4

Operator Code of Conduct



Tool 5

Case study: Parcels not Pollution



Tool 6

Draft email templates



Tool 7

Parcels not Pollution – sign-up instructions



Tool 8

Case study: InStreatham BID



