

# Cycle freight toolkit

Tool I: Case study – The Toy Project



# Case study: The Toy Project

A north London charity saves money and reduces its environmental impact by switching to cycle freight deliveries

## Snapshot

### Challenge

- Excessive staff time spent on collection and delivering toys across the city
- High running cost of diesel vans, including parking and congestion charges, fuel and vehicle servicing

### Solution

- Discovered Pedivan, a local cargo bike courier service
- Reviewed the cost of running own van compared to using a cargo bike
- Began making collections and deliveries of toys by cargo bike

## Benefits

**100%**

reduction of emissions from its collections and deliveries



**30 hours**

of staff time per month saved

**£140**

per month approximately saved by switching to cargo bike courier



## Achievements

**3,000**

miles of diesel van deliveries eliminated per year



**Flexible**

and environmentally friendly service



**1,069g**

NOx reduction

**1,060kg**

CO<sub>2</sub> reduction



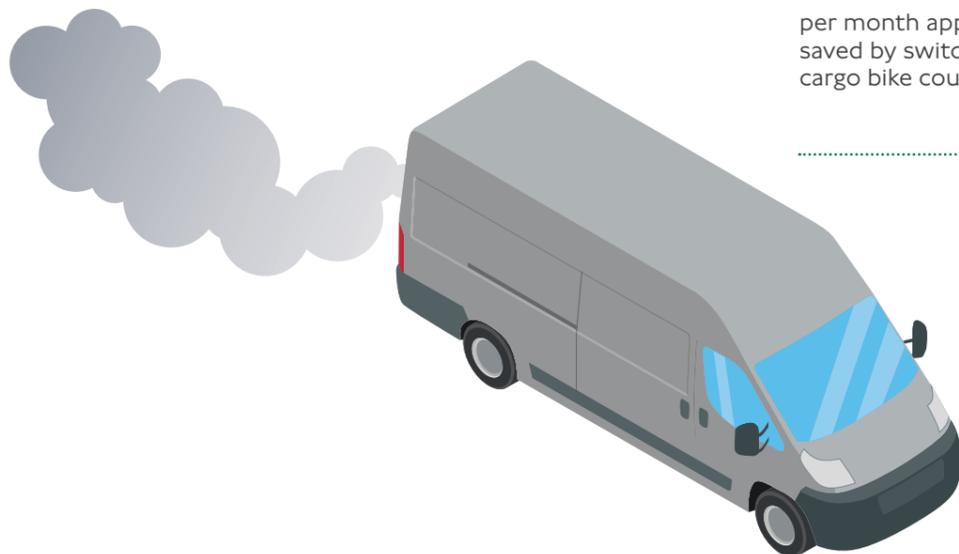
**Supporting**

local courier business



'Pedivan has allowed us to plan carefully, save money and help the environment. It has changed the way we work for the better!'

Jane Garfield – Founder/  
Director, The Toy Project



# The details

## What happened?

The Toy Project is a local charity in Archway that recycles unwanted new and used toys. The project relies solely on the support of the public. Its main source of funding is donations of toys collected in schools, workplaces and from private homes.

Being part of Archway Town Centre Group, it became aware of new options for using local cargo bike supplier, Pedivan. Pedivan is part of the Cleaner Deliveries, Smarter Business programme funded by the Healthy Streets Fund for Business from TfL.



## Solution

The Toy Project had its own van, used for collection of unwanted toys across London. The running cost of the van and the staff time involved in collections were the major factors for switching to cargo bike courier, but looking into the future the charity also considered the environmental impact of a diesel van going into schools for collections and into hospitals for their drop-offs.

In recognition of current air pollution issues and the possibility of zero emissions collections and deliveries, it signed up to use the Pedivan deliveries for a trial period. It quickly decided to give up the diesel van as there was no longer any need for it.

The Toy Project has also inspired other neighbouring businesses in its local area to consider the switch towards sustainable deliveries, to make cost savings and eliminate the need for petrol and diesel vehicles whenever possible.

## How can your business benefit?

By reviewing your deliveries and servicing portfolio, you can identify opportunities to enjoy business benefits like The Toy Project. Visit [tfl.gov.uk/efficientdeliveries](https://tfl.gov.uk/efficientdeliveries) to unlock the benefits of making your deliveries and servicing trips more efficient.



The Toy Project has saved £140 per month by switching to a cargo bike

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