

# Cycle freight toolkit

Tool 3: Case study – Bikes for Business



# Case study: Bikes for Business

The London Bridge Cycling Strategy was developed in 2018

The Bikes for Business project followed on from this and seeks to maximise business use of cargo bikes in a given geographic area in central London.

## Snapshot

### Challenge

- Set up by Team London Bridge BID, the BID area contains a variety of very large organisations including Guy's Hospital, iconic buildings like The Shard, as well as small businesses, shops and cafés
- All receive deliveries and collections by diesel or petrol-powered vehicles

### Solution

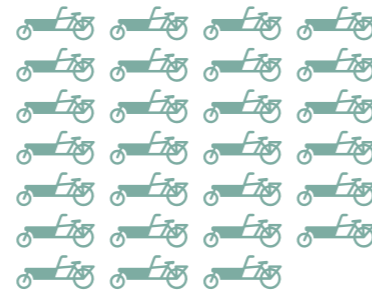
- Engaged with local businesses to encourage them to make the change from using vans to cargo bikes
- Developed resources on its website including an overview of types of cargo bikes available with their dimensions, weight and volume
- Held a cargo bike summit where operators brought their bikes along and talked to individuals about the type of loads they can carry
- Ran cargo bike trials so businesses could try out the services and give feedback

## Achievements

Bikes for Business worked with Guy's and St Thomas' hospitals to use cargo bikes rather than motorbikes for pathology deliveries between their two central London sites. This small, simple switch achieved:

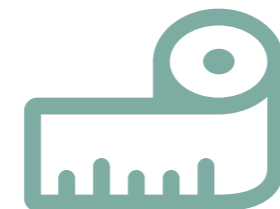
270

deliveries per month



2 tonnes

reductions of CO<sub>2</sub>



1,134

miles travelled per month



Using cargo bikes reduces the number of polluting vehicles on the road



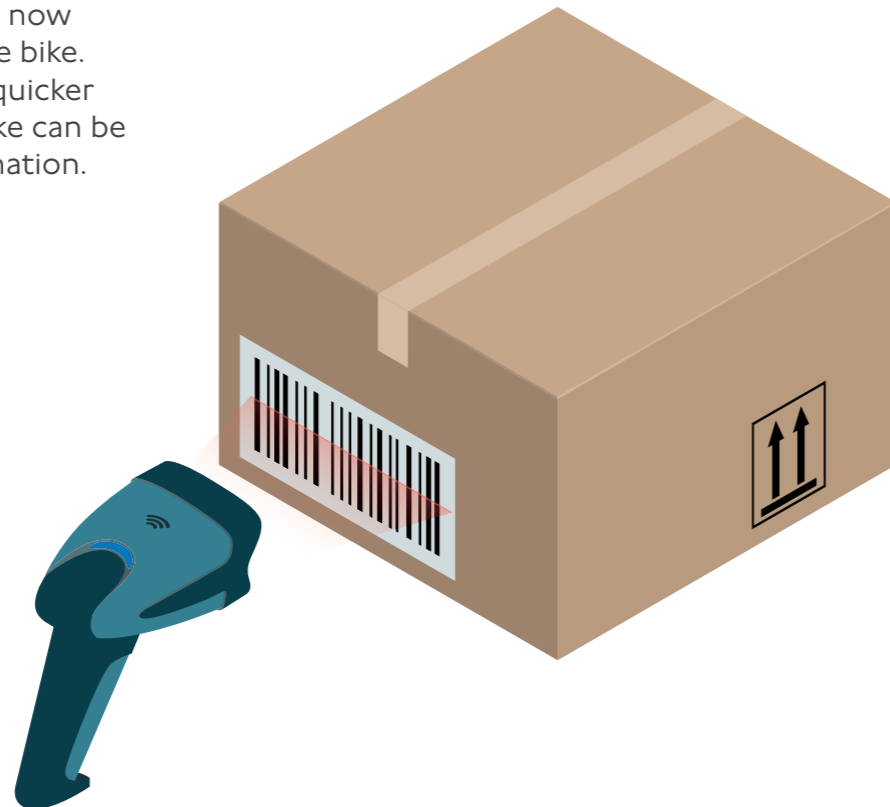
# The details

## What happened?

Bikes for Business made contact with cargo-bike operators in the area to gather information on costs, insurance, and if they pay the London living wage. These details are relevant to businesses when they consider their own procurement. The resulting list has been made available to local businesses so they can decide which cargo bike operators to use.

It also helped Bikes for Business draw up a Code of Conduct for cargo bike services to sign if they wish to operate in the BID area. Tool 4 is a template created using the Bikes for Business Code of Conduct model, which can be adapted for use by other business groups.

The project recently helped the Fruit Tree café to purchase a cargo bike and it now averages 10 deliveries a day with the bike. These journeys have proved to be quicker than those by van and the cargo bike can be parked closer to the delivery destination.



## Going forward

The project is being monitored and outcomes, such as air pollution reduction, are being evaluated. Feedback from businesses on operator performance, testimonials and case studies is being collated. This will establish information to promote recommended services to other businesses and demonstrate the success of the trips that have been converted.

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For more information about Bikes for Business, go to:

[www.teamlondonbridge.co.uk](http://www.teamlondonbridge.co.uk)



Cargo bike journeys can be quicker than those by van

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