

Cycle freight toolkit

Tool 6: Draft email templates



Draft email templates

Examples from Parcels not Pollution

No. 1: Example email to senior management or Human Resources to let them know about the service

No. 2: Example email to all employees to let them know about the service

No. 3: Example email to businesses that have signed up to use the service



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Signing up your business is easy

Just follow the link below and fill in the form to be registered:

[Parcels not Pollution sign-up form](#)

Thank you for doing your bit for our local environment!

Hammersmith BID, Hammersmith and Fulham Council and e-cargobikes.com

No. 1: Example of email to senior management or Human Resources

Parcels not Pollution

Hammersmith BID, Hammersmith and Fulham Council and e-cargobikes.com are working together to trial a more sustainable way to deliver goods in your local area.

We want your assistance to transform our local environment

- **Clean air** – By keeping diesel and petrol vehicles away from our streets, we can lower pollution levels in the air
- **Lower congestion** – London has the highest levels of congestion in the UK, and delivery vans are a huge part of that. By switching to cargo bikes our streets will be cleaner, safer and less congested
- **Same-day service** – you won't notice any difference in service: goods will arrive at the e-cargobikes.com warehouse and be delivered to you on the same day

No. 2: Example of email to all employees

Zero-emission deliveries are coming to your office!

Hammersmith BID, Hammersmith and Fulham Council and e-cargobikes.com are working together to create a more sustainable way to deliver goods in your local area.

We want your assistance to transform our local environment

- **Clean air** – By removing the need for petrol and diesel vehicles, we can lower air pollution levels in our streets and in our communities
- **Lower congestion** – London has the highest levels of congestion in the UK, and delivery vans are a huge part of that. By switching to cargo bikes, our streets will be cleaner, safer and less congested
- **Same-day service** – you won't notice any difference in service: goods will arrive at the e-cargobikes.com warehouse and be delivered to you on the same day

Getting your goods delivered by e-cargo bike is easy

When you order something to be delivered, instead of your usual address, just enter the one below:

Your name
Your company name
c/o e-cargobikes.com
Unit 3-4
69 St. Mark's Road
London W10 6JG

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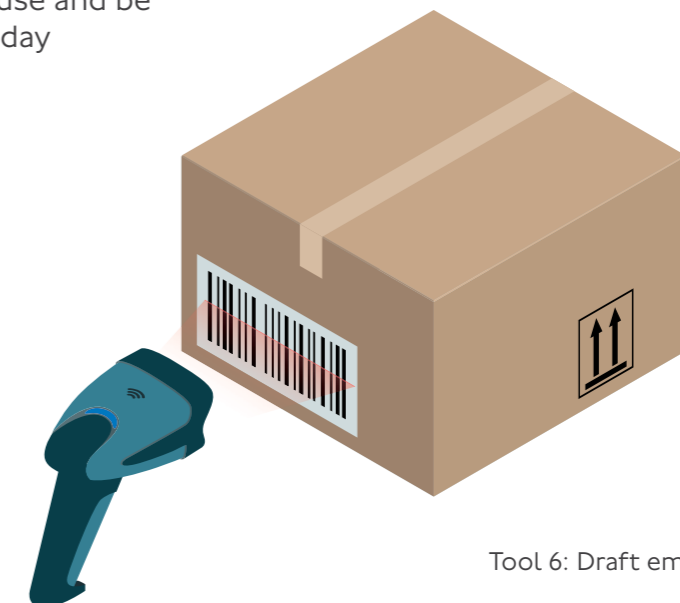
For an update on your delivery, contact us at:

Telephone: 0208 960 9848 (10am-6pm)

Email: pnp-support@e-cargobikes.com

Thank you for doing your bit for our local environment and community!

Hammersmith BID, Hammersmith and Fulham Council and e-cargobikes.com



No. 3: Example of email to businesses that have signed up to use the service

Dear XXX

Thank you for registering to use the Parcels not Pollution service.

We can confirm your deliveries will go to:

NAME AND ADDRESS

If you would like to update any details, please advise us by email at pnp-support@e-cargobikes.com

As a reminder, when you order something to be delivered, instead of your usual address, just enter the one below:

Your name:

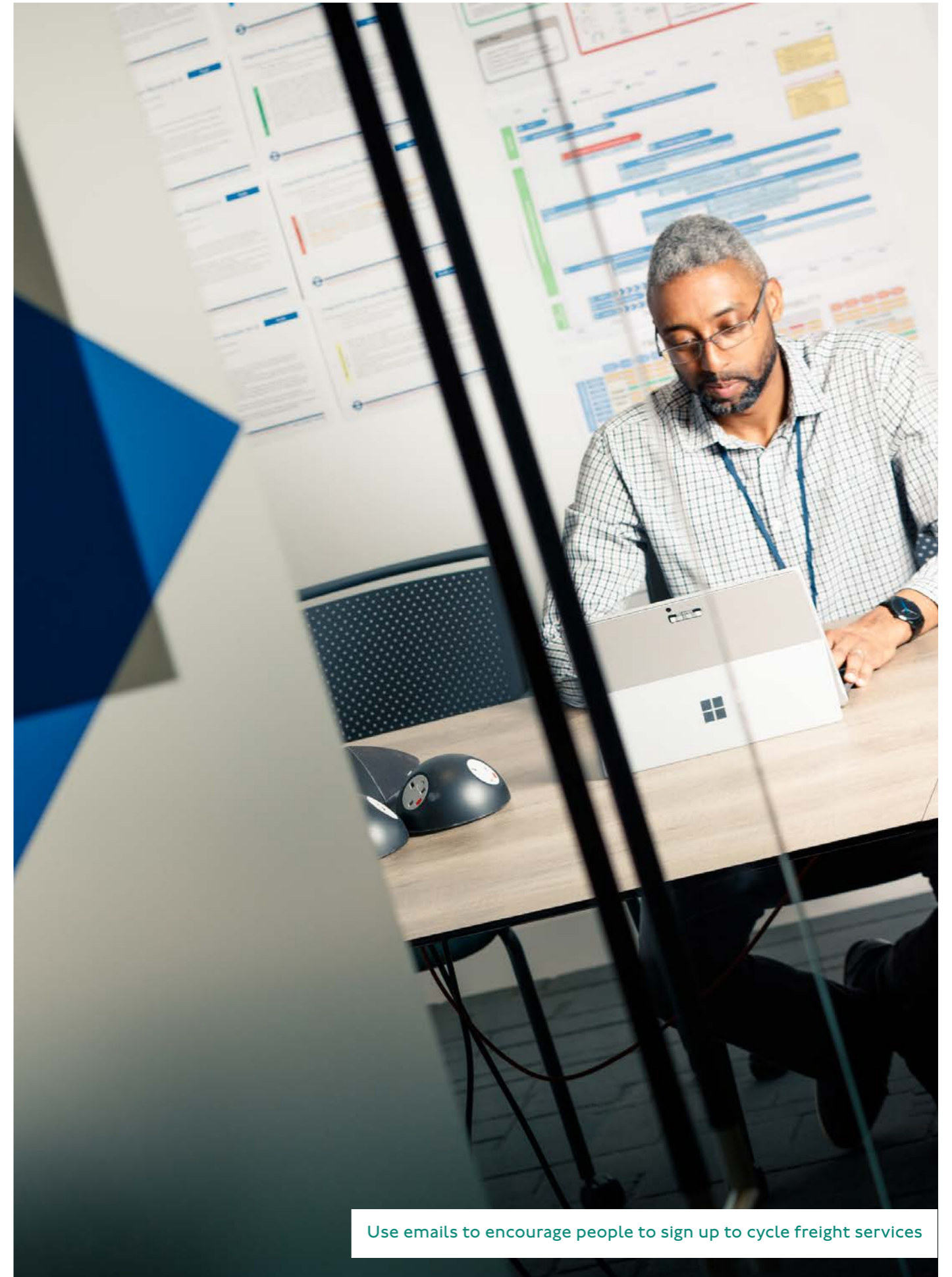
Your company name:

c/o e-cargobikes.com
Unit 3-4
69 St. Mark's Road
London W10 6JG

If you have any questions about your delivery, you can contact customer service at e-cargobikes.com on 0208 960 9848 or pnp-support@e-cargobikes.com

If you are interested in a delivery or collection service tailored to your business/property, please contact me.

Best wishes,



Use emails to encourage people to sign up to cycle freight services

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