



Cycle freight toolkit

Tool 8: Case study – InStreatham BID

Case study: InStreatham BID

This south London project demonstrates the steps needed to buy a cargo bike and make your own deliveries

Snapshot

Challenge

- Identify the need and potential demand for using a cargo bike for deliveries
- Secure funding to purchase a cargo bike and associated costs including insurance, cycle training, publicity materials

Solution

- The project was successful in applying to the TfL Healthy Streets Fund for Business, which provided match-funding for the project to purchase a bike and insurance, and pay for rider training
- InStreatham worked with an independent bike shop to purchase the bike. The shop also agreed to carry out maintenance and repairs, and to provide secure storage for the bike



The InStreatham scheme has bought its own cargo bike

The details

What happened?

The project aimed to identify businesses willing to train employees to undertake their own, and potentially other shopkeepers', deliveries by cargo bike. After holding workshops and engaging directly with businesses, InStreatham launched in September 2019 at a local farmers' market.

It arranged Electric Cargo Bike Insurance for Hiring purposes including public and personal liability and Goods in Transit. Two companies offering this type of insurance are [Yellow Jersey](#) and [ETA](#).

Lambeth Council and Cycle Confident supported InStreatham by offering free training to business owners in both road cycling and specialist cargo bike training. Bike training should be at least to Level 3 of the Bikeability scheme.

Other areas that need to be considered are developing a booking app, which allows for a password protected booking system to ensure riders are fully trained, and creating branding – so people know what the scheme is, what it does and who to contact for more information.



Going forward

The project is being monitored to see how many times the bike is used, what goods are commonly carried and what the most popular times are. Users and customers are being asked for feedback to improve the service and tackle any problems.

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For more information about InStreatham's cargo bike project, go to:

www.instreatham.com



Riders must be trained in road cycling and properly insured

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