



InStreatham launches Electric Cargo Bike Scheme with match funding from Transport for London's Healthy Streets Fund for Business

Residents in Streatham are set to benefit from free local delivery as InStreatham launches their innovative shared Electric Cargo Bike for local business use. This scheme will enable small and medium sized independent businesses to replace cars and vans with cycle freight free of charge.

InStreatham are proud to have been awarded funding from Transport For London's Healthy Streets Fund for Business to trial the pilot which will give local traders access to a shared pool bike for local deliveries.

The scheme hopes to replace local deliveries and collections currently made by cars or vans therefore reducing carbon dioxide (CO2) emissions in Streatham.

Goods vehicle movements in the capital have increased by around 20 per cent since 2010 and this contributes to poor air quality, congestion and road danger.

The Healthy Streets Fund for Business was set up with the aim to reduce traffic, ease congestion and improve air quality as part of the Mayor's Transport Strategy to work with the boroughs, businesses and the freight and servicing industry to reduce the adverse impacts of freight and service vehicles on the street network.

Louise Abbotts, InStreatham Manager said: "We are a high road of independent businesses who are passionate about improving air quality and growing the offer for our local customers. InStreatham BID is therefore delighted to have been chosen for support from the Healthy Streets Fund for Business to help to deliver our ambitions of providing alternative ways for customers to get their goods in Streatham. The shared cargo bike scheme will offer businesses a choice for making local deliveries and hopefully influence the ways in which customers travel to the High Road to make bulk purchases."

Streatham is a unique town in that it is a key arterial route as well as a much loved local high street. In recent years it has become a magnet for shoppers looking for independent and quirky finds and is now growing into a hub of boutique cafes and bars. As more people choose to dwell in Streatham, it is a fitting time for InStreatham to tackle air quality matters.

Emily Herreras-Griffiths, TfL's Travel Demand Management Programme Director, said: "We've seen from our work with businesses across the capital the value that small changes to the way that deliveries and other services are made can bring. Using the same suppliers as your neighbour and embracing alternatives such as cycle freight can cut congestion, clean up our air and save money. We're really pleased to be working with these business groups to invest in areas across London."



InStreatham have collaborated with Balfe Bikes, a local Bike shop offering sales and repairs to local cyclists, to run the shared scheme in Streatham. The Bike which will be stored at, and maintained by Balfe's, available 7 days a week and will be bookable on a first come first served basis using the handy app: youcanbook.me

The scheme will be available to all local businesses in the area, free of charge and full training is provided beforehand.

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About InStreatham:

InStreatham is Streatham's Business Improvement District (BID) established in February 2013. The BID was voted back in after completion of its first five-year term achieving an overwhelmingly positive YES vote of 95%.

InStreatham is a placemaking organisation working to shape and grow Streatham. Future-proofing our town for success, a vibrant high street lies at the heart of our ambitions with spaces to work, eat, drink, shop, live and play.

InStreatham provides a strong collective voice for more than 500 businesses in Streatham and supports projects that invest in the development and promotion of the area and its businesses. We lobby statutory stakeholders to share our vision for a successful Streatham.

Healthy Streets Fund for Business

Healthy Streets Fund for Business is a new funding introduced in early 2019, to help businesses tackle congestion and poor air quality on London's high streets. The 170,000 fund is split between five business groups for innovative projects to make deliveries more efficient, reduce congestion and enable employees to walk and cycle to work.

The funding from TfL's Healthy Streets Fund for Business will be matched by the business groups themselves.

As outlined in his Transport Strategy, the Mayor wants to work with the boroughs, businesses and the freight and servicing industry to reduce the adverse impacts of freight and service vehicles on the street network. The Mayor and TfL are also aiming for 80% of journeys in London to be made by walking, cycling and public transport by 2041.

InStreatham - A voice for business, a vision for community.



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