

IMPLEMENTING A **CARGO BIKE SCHEME** FOR BUSINESS IMPROVEMENT DISTRICTS



PROJECT STEPS

- 1 ESTABLISH LOCAL INTEREST
- 2 WHO SHOULD BE INVOLVED?
- 3 DECIDE ON THE RIGHT SERVICE
- 4 BIKE STORAGE AND ACCESS
- 5 SECURE FUNDING
- 6 MONITORING USAGE

CLEAN AIR VILLAGES PROGRAMME

This case study was commissioned by Cross River Partnership (CRP), a non-profit and impartial partnership organisation delivering projects that positively contribute to the social, environmental and economic health of London.

This case study was developed as part of the Clean Air Villages 2 project, funded by Defra's Air Quality Grant. The project aims to reduce emissions in 13 hotspot 'villages' of poor air quality across the London Boroughs of Lewisham, Camden, Hammersmith & Fulham, Lambeth, Wandsworth, The Royal Borough of Kensington and Chelsea, and the City of Westminster. Within these villages, CRP is working with businesses and communities to make deliveries and servicing more efficient, using both individual and collective action.

In 2020-21, the project is expanding into new areas as part of [Clean Air Villages 3](#).

For more information about the project, and to access further resources and case studies, please visit: crossriverpartnership.org/projects/clean-air-villages-2/



Department
for Environment
Food & Rural Affairs

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CLEAN AIR VILLAGES**

INTRODUCTION

In this best practice document you will be guided, step by step, through the processes, challenges, and solutions in setting up the InStreatham BID shared cargo bike scheme, from establishing initial interest from businesses, to the long-term approach to ensure successful management of the scheme.

Cross River Partnership (CRP) and InStreatham BID worked together to initiate the idea and implement this scheme which has been made possible thanks to Transport for London funding. The bike and rider, free for InStreatham BID businesses to use, forms part of an innovative trial aiming to address air pollution in a highly congested area.

“

BIKES ARE DEFINITELY THE BEST WAY TO DELIVER DELICATE PLANTS, AS WELL AS THE BEST ENVIRONMENTAL OPTION. OUR SHOP IS LOCATED AT A POLLUTION HOTSPOT AND WE WANT TO DO WHAT WE CAN TO REDUCE THE IMPACT. WE WOULD LIKE TO CONTINUE TO ALWAYS OFFER A CARGO BIKE DELIVERY OPTION TO LOCAL CUSTOMERS.”

Anne Fairbrother
Cornercopia



“ THE FEEDBACK FROM BUSINESSES THAT HAVE USED OUR CARGO BIKE SCHEME HAS BEEN INCREDIBLY POSITIVE. ON TOP OF ALL OF THE ENVIRONMENTAL BENEFITS, IT IS MUCH FRIENDLIER TO BE ABLE TO DELIVER A LOCALLY MANAGED SCHEME WHERE TECHNOLOGY SUPPORTS THE HUMAN INTERACTIONS AND DOESN'T REPLACE IT. ”

**LOUISE ABBOTTS
BID MANAGER
INSTREATHAM BID**



1

ESTABLISH LOCAL INTEREST AND REQUIREMENTS

Engage with the local business community to find out whether a shared cargo bike scheme would be useful, how they might use it and what type of scheme and bike they would need.

! CHALLENGE

Businesses were not familiar with cargo bikes.

✓ SOLUTION

Bring images and cargo bike to display at workshops.

! CHALLENGE

Businesses were concerned about the safety of an employee riding a bike on the main road.

✓ SOLUTION

Offer mandatory cargo bike competency training for employees, or provide an experienced rider.

+ ADDITIONAL INFORMATION



1

ESTABLISH LOCAL INTEREST



+ ADDITIONAL INFORMATION

As part of the first year of the Defra-funded, Clean Air Villages project, CRP worked with InStreatham BID and businesses in the Streatham Hill area to raise awareness of the air quality issue.

CRP engaged with businesses and offered advice on ways to reduce congestion and pollution in the local area in relation to deliveries and servicing. CRP held an air quality workshop for local businesses to discuss their issues and to come up with a local solution. The concept of a shared cargo bike, something previously explored by the BID, attracted interest from local businesses.



+ ADDITIONAL INFORMATION



2

ARE THE RIGHT PEOPLE INVOLVED?

Work out which stakeholders need to be involved to ensure the funding, management and communication of the project are delivered effectively.



[+ ADDITIONAL INFORMATION](#)



ADDITIONAL INFORMATION

CRP and InStreatham BID engaged with local businesses to generate interest in a cargo bike scheme and collaborate in its launch. Balfe's Bikes (a local bike shop) were involved from the beginning, helping choose a model and provide storage. The BID then applied for funding and were highly committed to managing the scheme, with support from CRP on business engagement and air quality monitoring. London Borough of Lambeth, a partner on the Clean Air Villages project, were supportive of the scheme, and cycle competency training was provided by Cycle Confident. As safety was paramount, all riders of the cargo bike had to complete essential training.



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 ADDITIONAL INFORMATION



3

DECIDE ON THE RIGHT SERVICE

Owning the cargo bike ensures that the BID can offer a long term, financially viable, zero-emission delivery solution.

! CHALLENGE

Some small businesses felt they would not be able to use the bike because they could not spare staff time to ride it.

✓ SOLUTION

Feedback from business engagement was diverse and it was accepted that a scheme would not be able to fit the needs of every business. Changes were later made to the scheme to adapt to this feedback (see Step 6).

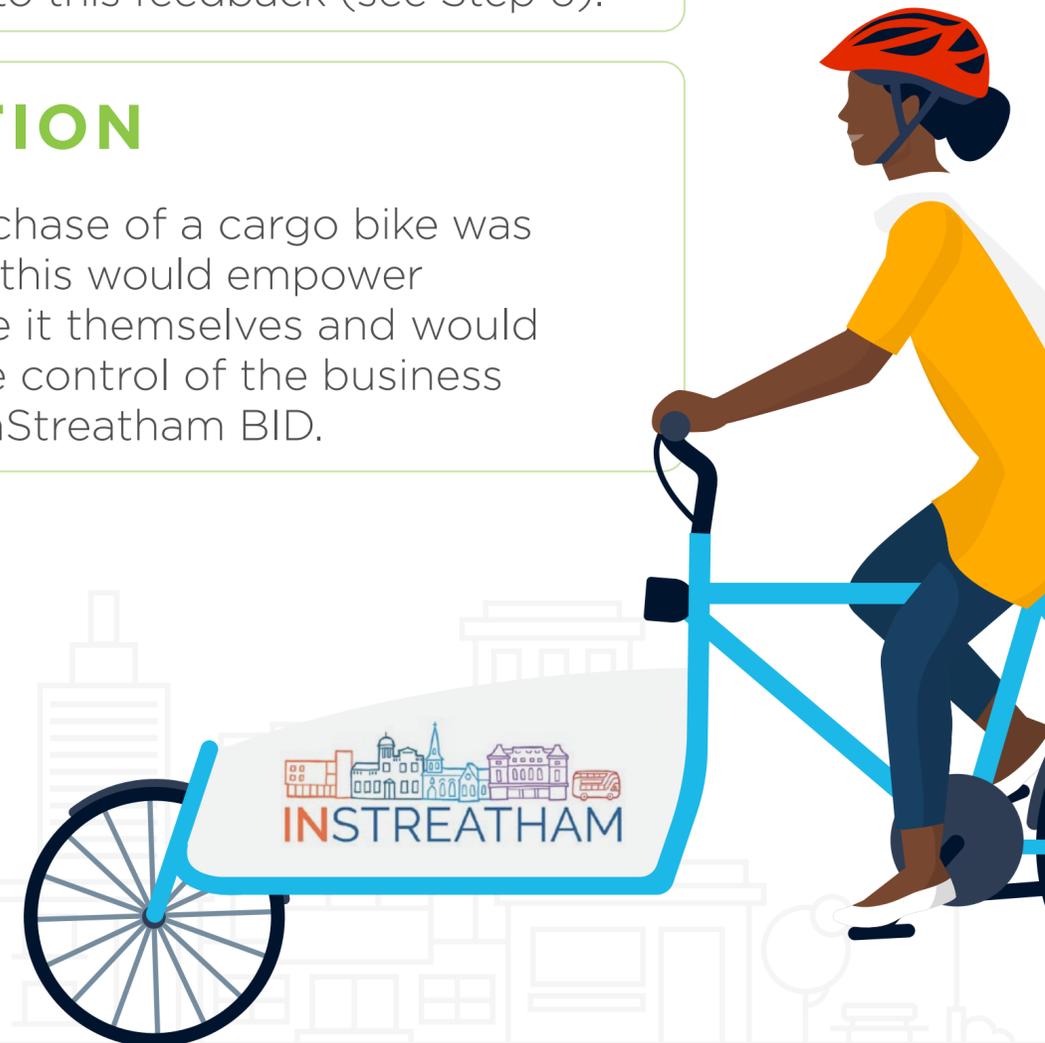
! CHALLENGE

Deciding between cargo bike ownership versus using a cargo bike scheme with a rider.

✓ SOLUTION

The outright purchase of a cargo bike was decided upon as this would empower businesses to use it themselves and would keep it within the control of the business community via InStreatham BID.

+ ADDITIONAL INFORMATION





+ ADDITIONAL INFORMATION

Why not use a third-party provider?

The benefits of using a third-party provider are that a cargo bike service is offered which includes a rider. This option would also include insurance, maintenance, customer service and storage. However, long-term costs would limit the viability of this option for small businesses in Streatham. Additionally, businesses would lose out on the personal touch that would result from a community-owned cargo bike scheme which they would use to deliver items themselves.



4 BIKE STORAGE AND ACCESS

If purchasing a cargo bike outright, it is very important that there is a secure place for it to be stored. There will also need to be a booking system in place to enable businesses to reserve the use of the shared cargo bike.

! CHALLENGE

Cargo bikes take up a lot of space and are a highly coveted item for theft.

✓ SOLUTION

Find a secure space to store the bike in a location that is easily accessible and practical for those who will be using it.

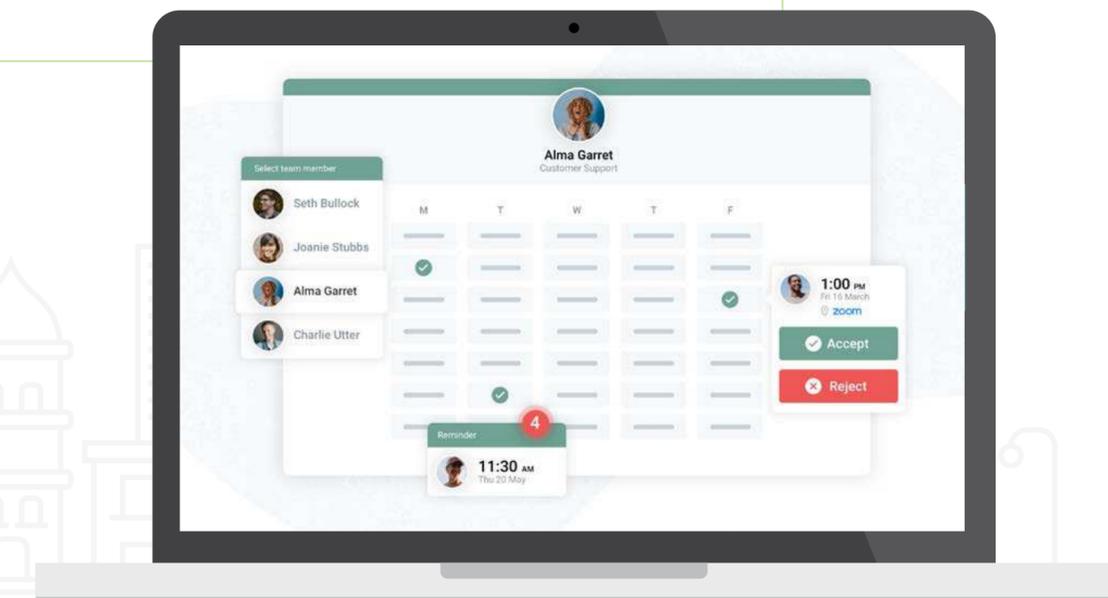
! CHALLENGE

The cargo bike was to be shared amongst the Streatham business community and would therefore need a booking system that was inexpensive and easy to use.

✓ SOLUTION

After trialling a few booking apps, InStreatham BID decided on youcanbook.me. Businesses can book the bike on its own or with a rider. Once booked, the app sends an email to the BID, Balfe's and the rider.

+ ADDITIONAL INFORMATION



4

BIKE STORAGE AND ACCESS

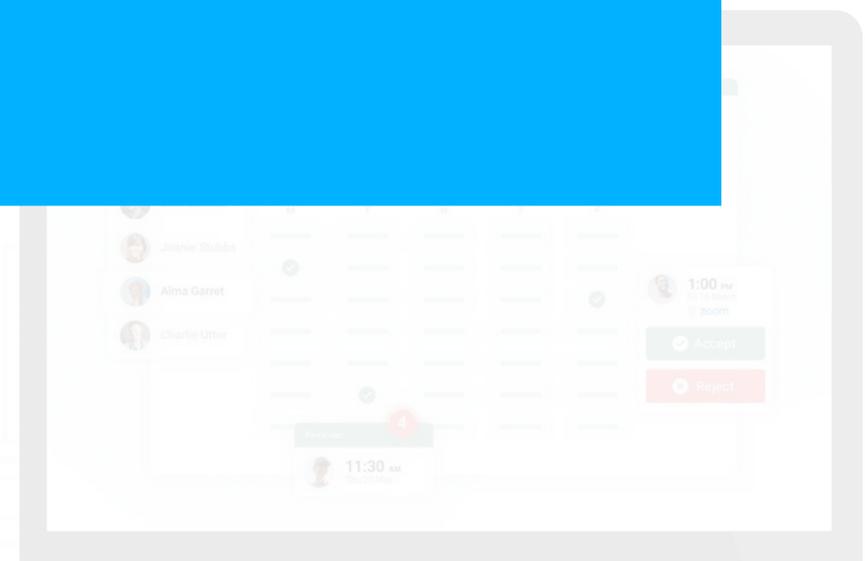


BIKES ARE A GREAT FORM OF TRANSPORT TO GET FROM A TO B AND THEY ARE ALSO VERY EFFECTIVE AT DELIVERING GOODS ACROSS LONDON. THE CITY HAS ALWAYS STRUGGLED WITH SPACE AND THE MAJORITY OF BUSINESSES DO NOT HAVE SPARE SPACE ON THEIR PREMISES. AS THE LOCAL BIKE SHOP IN STREATHAM, WE BELIEVED WE COULD BE PART OF THE SOLUTION BY STORING THE INSTREATHAM BID CARGO BIKE AND BE ABLE TO GIVE IT REGULAR MAINTENANCE.

THE CARGO BIKE SCHEME HAS BEEN A GREAT ASSET TO BUSINESSES IN STREATHAM, ESPECIALLY SINCE THE INTRODUCTION OF THE RIDER, WHICH I BELIEVE IS AN INTEGRAL PART TO ITS SUCCESS. IT HAS HELPED BUSINESSES FIND A MORE SUSTAINABLE WAY TO DELIVER THEIR GOODS AND SERVICES, NOT JUST LOCALLY BUT ACROSS LONDON AS A WHOLE. BIKE SHOPS HAVE A FUNDAMENTAL ROLE IN HELPING THESE SCHEMES BECOME A SUCCESS AND SUPPORT LOCAL BUSINESSES IN THE COMMUNITY.



RICHARD BALFE
OWNER
BALFE'S BIKES



5

ENSURE THE RIGHT FUNDING IS IN PLACE

Financing the cargo bike scheme is imperative to its implementation and ongoing success.

! CHALLENGE

Having decided to purchase a cargo bike outright, it was necessary to find a way to fund the scheme.

✓ SOLUTION

InStreatham BID successfully applied to the TfL Healthy Streets for Business grant and secured funds to purchase the bike, plus accessories and marketing costs. CRP was able to continue to offer business engagement support through the Defra-funded Clean Air Villages 2 project. Local independent bike shop, Balfe's Bikes were also integral to the scheme (see Step 2).

! CHALLENGE

Longevity of financing this scheme and understanding the cost implications for businesses in the medium term.

✓ SOLUTION

Initial funding of this scheme will enable costs to be calculated in order to apply for further funding. Provides businesses with a true cost calculation of their usage.

+ ADDITIONAL INFORMATION



+ ADDITIONAL INFORMATION

- InStreatham BID secured the funding which enabled them to not only purchase the bike, but to be able to put the scheme into place and to manage the bike scheme on behalf of BID members.
- Look at other funding options that could help with financing the purchase of a cargo bike e.g. Local government funds-Energy Saving Trust.
- CRP was able to quantify estimated air quality emissions savings from use of a cargo bike in place of a regular vehicle.



Longevity of financing this scheme and understanding the cost implications for businesses in the medium term.

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+ ADDITIONAL INFORMATION



6

MONITORING HOW THE CARGO BIKE IS USED

Following the launch of the cargo bike scheme, monitoring and feedback from local businesses revealed it was not being used to full capacity. Streatham BID decided to hire a local rider for the bike, removing a barrier for many businesses.

! CHALLENGE

The bike was being utilised on a regular basis by only two businesses, with many struggling to provide a member of staff to ride the bike.

✓ SOLUTION

A local rider was recruited for the cargo bike for businesses to make deliveries on behalf of those who did not have staff available.

! CHALLENGE

Funding a rider in the long-term.

✓ SOLUTION

Secure short term funding to employ the rider. For longer term funding, explore options around businesses making a contribution towards the bike scheme to fund the rider, with match-funding coming from the BID.

+ EXCEPTIONAL CIRCUMSTANCES

6

MONITORING HOW THE



“ DURING THE COVID-19 CRISIS, THE SERVICE REALLY CAME INTO ITS OWN AND WE HAVE BEEN DELIGHTED TO BE ABLE TO SUPPORT OUR BUSINESSES AT SUCH AN INCREDIBLY DIFFICULT TIME. THE SCHEME HAS BEEN USED FOR DELIVERING HOT MEALS, MEDICATION, PET FOOD AND DIY SUPPLIES AND HAS DEMONSTRATED THE VALUE OF THE INITIATIVE. POST LOCKDOWN I HOPE IT WILL CONTINUE TO PLAY A STRONG PART IN SUPPORTING STREATHAM’S CIRCULAR ECONOMY AND HELPING BUSINESSES AND RESIDENTS TO ENJOY CLEANER AIR. ”

**LOUISE ABBOTTS
BID MANAGER
INSTREATHAM BID**

+ ADDITIONAL INFORMATION