

Cycle freight toolkit

Tool 5: Case study – Parcels not Pollution



Case study: Parcels not Pollution

This Hammersmith-based project demonstrates how to set up a micro-consolidation hub

Snapshot

Challenge

- To encourage council offices and local businesses to make deliveries by cargo bike and become loyal customers
- To enable more final deliveries by cargo bike, helping to ease congestion and improve air quality in the town centre

Solution

- Third party operator e-cargobikes.com chosen to run the consolidation centre and make the deliveries
- Promotional information (see next page) on the service distributed by email and hard copy to local businesses

Achievements

- More than 50 local businesses and 79 individuals signed up to use the service in its first 10 weeks of operation
- Using the electric cargo bike has reduced traffic in the area

50+

local businesses signed up to use the service in its first 10 weeks of operation



The Parcels not Pollution scheme has been extended to Shepherd's Bush

The details

What happened?

Parcels not Pollution was launched by Hammersmith BID in 2019 after a feasibility study for an ultra-low emission vehicle last-mile freight hub was completed in 2018.

The initial proposal was a service for inbound goods only. However, owing to customer demand, this has expanded to incorporate movement of goods between sites and a local collection and delivery service run by e-cargobikes.com. Goods arriving at the depot by 15:00 are delivered the same day at no extra delivery cost to the customer.

The BID provides a dedicated engagement resource to reach all potential customers. Engagement with local users includes meetings with building managers and tenants; pop-ups at local businesses; walk-in visits about the service; and promotion on emails, newsletters and social media.

Going forward

The project is being monitored regularly for customer numbers and satisfaction. The reduction in vans operating in the area as a result of the project is also being measured.

Testimonials are being collected to use to promote the scheme to new customers.

The London Borough of Hammersmith and Fulham has now secured funding from DEFRA to enable expansion of the service to include Shepherd's Bush town centre, with extended operational hours, Monday to Friday.

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For more information, go to:

www.hammersmithbid.co.uk



Cargo bikes can make emission-free deliveries direct to your door

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