

Bleeding Heart

Restaurant significantly reduces deliveries in central London

Snapshot

Challenge

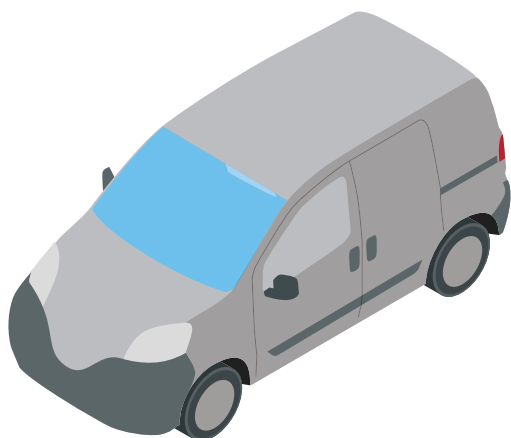
- Bleeding Heart wanted to reduce their impact on the environment while continuing to offer their customers a high standard dining experience

Solution

- Reviewed all deliveries
- Installed a best-in-class water filtering system to remove the need for any bottled water
- Began using pedestrian portage instead of a diesel van to deliver freshly baked goods to other restaurants

Benefits

- 100% reduction in emissions from bottled water and bakery deliveries which are no longer taking place
- Time saved on handling deliveries
- Restaurant has increased its self-sufficiency, offering customers fresh products



MAYOR OF LONDON



Achievements

50,000 ▼

Water filtering system installed, removing the delivery and collection of 50,000 bottles of water per year

4:00am

On-site bakery receives goods at 4:00am, avoiding the morning peak



100%

Using pedestrian portage for baked goods led to a 100 per cent emission reduction – over 600,000 grams of CO₂



Reduce

Self-sufficient rooftop garden now grows own herbs to reduce deliveries



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‘By reviewing the deliveries that were coming into our restaurants we soon identified an opportunity to reduce bottled water deliveries completely by installing a new water filtering system.’

Owner

The details

What happened?

Bleeding Heart is a restaurant group with four locations across central London.

After attending a Transport for London Efficient Deliveries workshop, Bleeding Heart reviewed its deliveries and servicing and identified multiple solutions to dramatically reduce its freight footprint and increase the sustainability of its operations.

Solution

Bleeding Heart’s approach was two-fold: investing in products needing minimal deliveries, while minimising impact of deliveries that have to take place.

Annually, Bleeding Heart used 50,000 bottles of water, in four weekly deliveries – generating emissions from delivery vehicles, as well as the plastic wastage from bottles. Bleeding Heart recognised the environmental impact of this, and installed a state of the art water filtering system. This removed altogether the need for bottles, their associated deliveries and glass water bottle recycling.

The restaurant is also adopting a similar approach for some of their culinary supplies - keeping it local with a self-sustaining rooftop garden for their herbs, courgettes and tomatoes.

Addressing the impact of unavoidable deliveries was also top of the agenda for the restaurant group.

Although their onsite bakery had already taken steps to receive goods outside of London’s morning peak, Bleeding Heart recognised there was still more to be done. With delivery of baked goods identified as an opportunity area, the restaurant employed a pedestrian portage strategy: delivering fresh bakery items on foot and public transport, eliminating the need for vans – saving over 600,000 grams of CO₂.

How can your business benefit?

By reviewing your deliveries and servicing portfolio, you can identify opportunities to enjoy business benefits like Bleeding Heart.

Visit tfl.gov.uk/efficientdeliveries to unlock the benefits of making your deliveries and servicing trips more efficient.