

Bikes for Business

3Cycle: making window washing sustainable



About the project

Working with businesses along London's Low Line corridor in Southwark, Bikes for Business is making zero-emission cargo bike deliveries the mainstream solution for business freight.

Now in its second phase, the project offers businesses up to £1,000 in subsidies and step-by-step advice through the transition to using cargo bikes.

Business introduction

Founder, Felipe Ramirez-Castrillon, started 3Cycle, a window cleaning company, after accompanying a friend on a job and seeing first-hand the environmental footprint of conventional cleaning companies.

Since starting over a year ago, 3Cycle provides environmentally sustainable window cleaning services to storefronts and restaurants in central London, counting household brands among his clients, all with zero tailpipe emissions.

Action

Felipe started his business on a standard pedal bike but soon realised this was an inefficient way to carry water to multiple jobs.

The Bikes for Business team discussed Felipe's requirements, taking into account the equipment, cleaning supplies and ability to transport water, and helped him choose the right bike for his business: an Urban Arrow XL, which was purchased through Fully Charged.

The Urban Arrow XL is fitted with a lockable container which has a 600 litre capacity and can carry up to 150 kg. With a 500wh battery, the cargo bike can be used all day without having to stop to recharge.

**By using cargo bikes,
your business can
benefit from:**



**Up to £1,000
in subsidies**



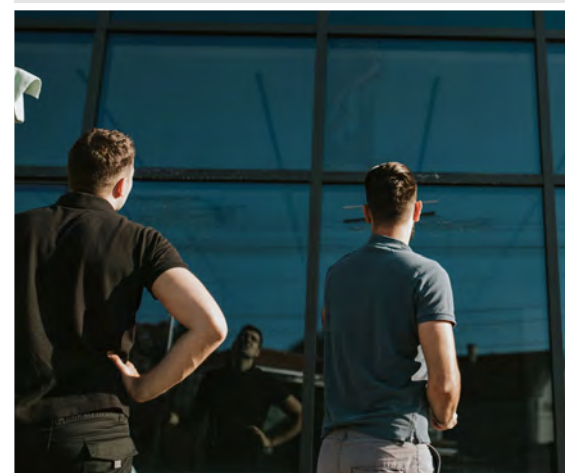
**Time
Savings**



**Positive
PR**



**Cleaner
Environment**





Outcome

Reduced emissions Covering more than 3,300 miles in a year, using a cargo bike has helped 3Cycle to avert approximately 850 kg of CO2 emissions.

Faster service As cargo bikes are able to use cycle lanes and side streets and don't need to use a parking spot, 3Cycle can complete more jobs in a short space of time.

Health Riders are active and burning calories, rather than sitting behind the wheel of a van.

Great PR Having a cargo bike has proven popular with 3Cycle's clients, particularly their corporate clients, and has helped to attract and retain customers.

Cost-effective The cargo bikes have significantly lower upfront and running costs than a van and there are no parking fines to contend with.

Cargo bikes for your business

Are you considering using a cargo bike service, or purchasing a cargo bike for your business? We can help. Bikes for Business is available until March 2023 and eligible businesses along the Low Line in SE1, SE16 and SE17 can get:

- Up to £1000 towards purchasing a cargo bike; or
- Up to 50% off the cost of using a cargo bike service over a two-month period

Contact the Bikes for Business team at bikesforbusiness@mpsmartertravel.co.uk or call 0207 960 2582.



Such a good transition. I don't know why more people don't do it."

Felipe
Founder
3Cycle