

Bikes for Business

Genuine Dining Caters by Cargo Bike



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

Founded in 2010, Genuine Dining is a value-driven contract catering business based in London.

With social responsibility and environmental sustainability at its core, Genuine Dining wanted to find a way to reduce their transport emissions from delivering food and equipment to their clients.

Action

Before working with Bikes for Business, Genuine Dining was already using electric vans but wanted to go further in reducing transport emissions by purchasing their own cargo bike.

Genuine Dining discussed their requirements with the Bikes for Business team and trialled several cargo bikes from a local retailer. This ensured they purchased a suitable cargo bike that could carry food trays as well as serving and display equipment, securely across the city.

The cargo bike they purchased with the subsidy was the Urban Arrow Cargo L (Electric Cargo). The bike can be set up as a flat bed or with a lockable front box. Boxes for this bike can carry between 260-350 litres and up to 150kg.

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



**Up to £1,000
in subsidies**



**Time
Savings**



**Positive
PR**



**Cleaner
Environment**





Genuine Dining

Outcome

Reduced emissions In one day, Genuine Dining cycle around 15-20 miles per day in their cargo bike, equating to 4,550 miles per year which saves 1,500 kg worth of Co2.

Speedy deliveries Cargo bike riders use side streets and cycle lanes to bypass London's congested roads saving time delivering items as they don't need to find a parking spot.

Great PR Their cargo bikes have proven popular with the public as well as current and prospective clients.

As one of the only contract caterers using cargo bikes, this has helped to promote their business and protect the environment.

Cost-effective To date, running costs for their cargo bikes have been lower than for their vans and, there are no parking fines!

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.



Customers absolutely love the cargo bikes – it fits with their sustainability goals.”

Robbi Laidlaw
**Business
Development
Director**