

BOROUGH QUARTER



**CARGO
REVOLUTION**

GLIMPSE

mp
Smarter
Travel

CleanCities

Impact
on Urban
Health

1 IMPROVING INTERNAL LOGISTICS

- Assess the feasibility of bringing cargo bikes into the borough fleet and provide cargo bike training for council staff.
- Work with contractors, including a review of the borough procurement guidelines and suppliers list (if used), to ensure goods and services are delivered by cargo bike where possible, including compliance with equitable employment charters, such as the Mayor's Good Work Standard and Living Wage Foundation.

2 SUPPORTING BUSINESSES MAKING THE SWITCH

- Promote cargo bikes among local businesses.
- Explore grants to support business adoption.
- Highlight and promote businesses using cargo bikes in the area.

3 IMPROVING INFRASTRUCTURE FOR BUSINESSES AND INDIVIDUALS

- Audit existing infrastructure to ensure cargo bikes are supported, including cycling lanes and sufficient parking and storage for cargo bikes, and removing existing infrastructural barriers that prevent cargo bikes and adapted cycle access.
- Train local authority staff to use cargo bike friendly design principles.
- Help to progress consolidation hubs including an audit of appropriate landscape to understand the potential for unlocking land for cargo bike usage.
- Help to progress courier hubs in strategic locations which could offer riders a place to rest, charge phones etc.

4 MAKING COMMUNICATIONS CARGO BIKE FRIENDLY

- Identify local cargo bike case studies and include them in communications, e.g. by spotlighting specific businesses or individuals through social channels.
- Engage council leaders to highlight cargo bike adoption.
- Promote cargo bike hire schemes.
- Ensure diversity, equity and inclusion reflected in your cargo bike communications.

5 MAKING IT EASIER FOR RESIDENTS TO SWITCH TO CARGO BIKES

- Support individuals to buy or loan cargo bikes by exploring grant options and providing advice on applicable bike models, including subsidising hiring rates for residents on low incomes.
- Connect residents with local maintenance and cargo bike training providers.
- Develop cargo bike hire schemes.
- Help ensure near misses, close passes and other road aggressions are reported and taken seriously.



THE CARGO BIKE REVOLUTION HAS STARTED.

From passionate councillors to pioneering businesses, trailblazers are leading the way in the transition away from polluting vans and towards fast, clean cargo bikes. But as well as leading the way, our early adopters are also shining a light on the stumbling blocks and barriers to mass take up. And helpfully, lots of them are within the power of local authorities to address.

The Cargo Revolution Borough Charter is an opportunity for Local Authorities to be part of the transition to a greener economy, and help make sure local businesses and residents have the best possible chance of making the switch to cargo bikes.

By joining the charter, Local Authorities are making a commitment to becoming cargo bike friendly boroughs, where everyone who wants to use a cargo bike is supported. We've worked with businesses, researchers, councillors and other stakeholders to identify five key areas where cargo bike accessibility in boroughs can be improved.

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