



Workshop: *Setting up and running a cycle based delivery business*

Recent research has highlighted that **25% of trips within urban areas involve carrying light goods and could easily be transferred from motorised vehicles to cargo bikes**. In addition parking fines, delivery deadlines, congested streets, low-emission and restricted access areas all contribute to making delivery by lorries and vans increasingly difficult.

Cargo bikes have been around for over a century but only recently as our urban landscape changes are we seeing the positive impact they could have on urban logistics.

Outspoken Delivery the innovative and successful delivery company based in Cambridge, UK has developed a workshop aimed at individuals and companies interested in setting up and running a cycle based delivery business using cargo bikes.

Topics to be covered include:

- business planning
- choosing the right bicycle
- market research
- service types
- pricing & delivery area
- marketing & promotion
- potential customers
- staffing
- unique selling points
- set-up and running costs

In addition there will be an opportunity to try out a range of cargo bikes in the Cyclelogistics Pavilion

Workshop Arrangements

When: *Tuesday 8 October 2013, 14.30 to 17.00 hrs*

Where: *ecologistiek 2013 at AHOY Rotterdam - Dock 2 Conference Room*

Cost: *Free of charge*

To reserve a place email: *gary.armstrong@outspokendelivery.co.uk*

Please note the workshop will be delivered in English. For more information contact: *gary.armstrong@outspokendelivery.co.uk*



Outspoken Delivery are one of nine partners involved in the EU funded CycleLogistics project which has been set up to promote the use of cycles for carrying cargo. See www.cyclelogistics.eu for more information.

