

## eCargo Bikes – Try Before You Buy

Mobility | Manchester, UK



Photo source: Manchester City Council

Manchester City Council leased four electric-assist cargo bikes and trailers for “Try Before You Buy”, were made available on short term loan to local businesses, universities and city departments free of charge. They make the delivery of goods both low carbon and convenient. Some users went on to buy and become long term users. For example Lunchbrakes, a local caterer delivering to venues, the locksmith at Manchester Metropolitan University and the residence manager at the University of Manchester. The Linkalock system was trialled for tracking and shared use.

### Measured Impacts

**2891** days of use  
Average **3** trips a day  
Over **4** years

### Benefits

- Carbon savings
- Reducing use of fossil fuel
- Reducing operational costs
- Reducing GHG emissions
- Decreasing energy consumption
- Decreasing energy costs

project scale

**City wide**

development type

**New initiative**






### Lessons learned

- Cargo bike expertise is essential
- A ‘cycling champion’ in partner organizations.
- Training and protective equipment e.g. helmets
- Leasing model provide users to try a range of different options

### Challenges

- Storage of a larger than average bicycle
- Modal shift – driving to cycling is behavior change
- Driving culture and perception of cycling vs. vehicles
- Market is still maturing e.g. tracking systems, different models of bikes

### Supporting factors

-  **infrastructural** A company to provide support, maintenance and management
-  **financial** Reducing transport costs  
Emissions savings
-  **geographical** City wide
-  **social** Contributing to city targets for carbon reduction 2038  
Reducing congestion
-  **partners** Manchester City Council / Manchester Bike Hire / University of Manchester / Manchester Metropolitan University

### Films

<https://youtu.be/ACFeyVznmwA>

### Contacts

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