

Cycle freight networks are growing in cities across the UK but Leicester – the first ever environment city – was in danger of falling behind.

Now the city council is encouraging businesses to support schemes that reduce transport emissions and help the environment.

It is estimated at least half of freight deliveries could be transferred to bike delivery for “the last mile”.

The council hosted a forum at Highcross shopping centre in January where businesses could share transport ideas.

The meeting was part of the council’s Fit 4 Business programme being delivered by Go TravelSolutions.

Managing director Robin Pointon said: “There is a growing opportunity for cities like Leicester to develop commercial cycle courier services.

“They offer the flexibility to serve parts of the city, particularly the city centre, more efficiently and effectively than motorised options. Plus it’s carbon-free.”

The forum heard from Rob King, of Outspoken Delivery, which runs a cycle freight service in Cambridge.

He said there was a huge opportunity for cycle couriers to develop in cities, reducing traffic and pollution in the process.

“The main challenge remains people’s perception,” he said.

Chris Beattie, of WEGO Couriers, a bike delivery service based in Nottingham, is poised to move into Leicester.

WEGO already runs a bike delivery service linking Nottingham to Leicester and London by rail, and is now eager to step up its presence by serving businesses in Leicester city centre.

The company is hoping to secure premises near Leicester railway station.

According to Chris, the reason they have never fully served the city is because the



link to London in conjunction with 5PL LTD has also given us the confidence to expand to Leicester.

“We have just completed health and safety and time trials at Leicester station and we now have the ability to link businesses in Leicester with London, Derby and Nottingham 20 times a day – but cheaper, faster and greener.

“We are in the process of finding secure premises and cycling talent to cover the deliveries in Leicester and aim to have this completed by March 1, if not sooner.”

Meanwhile, a food takeaway is operating its own cycle delivery service from its premises in Leicester.

Zukimi, a vegetarian takeaway set up by Rajiv Shah in Rushey Mead, follows an ethos on how to create a business that cares about the environment.

Rajiv said: “Our product is delicious, natural, sold at a fair price, has packaging that is truly biodegradable and reusable plus a delivery system that is sustainable.”

The bicycle, a Bicitapace, is a hand-made cargo bike from Milan and has a recycled PVC bag that has been made into a coolbox, which is sustainable, biodegradable and recyclable.

doorstep we can arrange for packages to be delivered all over the UK.

“For many years, we have been delivering in and out of Leicester so it was a natural development for us to set up a service there.

“The success of our high-speed parcel

cycling infrastructure was not previously up to it.

He said: “Now that initiatives and improvements have been consciously made, with cycle paths and the road infrastructure, it is a viable enterprise and we are happy to move here and serve the city.”

WEGO Couriers started in 1998 to provide an alternative delivery service to traditional van-based courier companies.

They began with just two cycle couriers and quickly grew as its reputation for speed and reliability developed in the local business community.

“We were able to offer more of a comprehensive courier service by investing in cycle trailers, load-carrying freight bikes and then electric-powered vans,” said Chris.

Reducing pollution, carbon and congestion while offering a friendly and reliable service is at the heart of the company.

Chris said: “Even though it may be one of our local cycle couriers that arrives on your



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