



Brighton Gin

01273 448092 | brightongin.com

Spotlight on the business

Hand-made, small batch British craft gin

Gluten free & 100% vegan product and packaging

Distillery tours

Pop up bars and bartender training

Delivering gin by electric-assist cargo bike

Spotlight on original operations

Brighton Gin have completed zero-emission bike deliveries in the past, but always struggled up the hills as they used regular bicycles. The majority of city-centre deliveries were completed by van.

- 85-90 weekly van miles in the city centre
- Issues of traffic, parking and high fuel costs
- Trialled non-electric cargo bikes

Brighton Gin were taking on new inner-city customers and were searching for a more efficient form of delivery.

Action

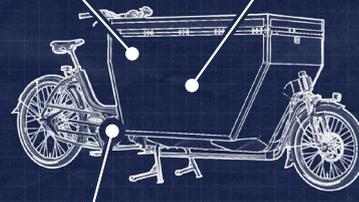
Brighton Gin received impartial advice to help them select the best eCargo bike for their needs.

“ Our e-cargo bike has already replaced the vast majority of Brighton Gin van trips around town. ”

ECARGO BIKE SPECIFICATION

MANUFACTURER: URBAN ARROW // MODEL: CARGO XL

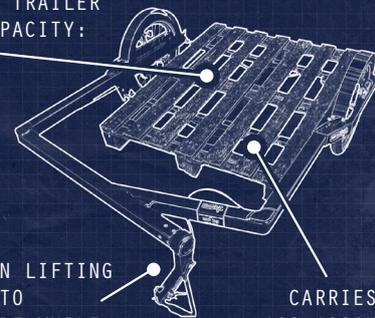
150KG PAYLOAD
600L MAXIMUM VOLUME



A 500WH BATTERY KEEPS THE BIKE RUNNING FOR A FULL DAY OF DELIVERIES

MANUFACTURER: FLEXIMODAL // MODEL: BICYLIFT TRAILER

MAXIMUM TRAILER LOAD CAPACITY:
180KG



BUILT IN LIFTING SYSTEM TO WALK/RIDE WHILE CARRYING A PALETTE

CARRIES 120x100CM PALETTES



Outcome

In the first three weeks of operations, the eCargo bike has already covered 150 miles. Switching to eCargo bike deliveries has offered:

- £ £147 monthly savings on fuel, insurance and parking
- 🚚 Delivery staff do not require a driver's licence
- ⬆️ Easily deliver heavy loads up hills

- 🏠 Can now deliver to previously inaccessible addresses

The bike has also allowed non-drivers to participate in deliveries, better sharing the workload. Rider confidence has been boosted through free eCargo bike training, delivered by Brighton & Hove City Council.

Riders now have the ability to deliver directly to previously inaccessible addresses, while preparing the business for a proposed car-free city centre.

We support local businesses and organisations to switch to eCargo bikes for deliveries of goods and services. **This contributes towards Brighton & Hove City Council's Carbon Neutral 2030 goal and proposed car-free city centre.**

Considering a cargo bike?

Then we can help! Get in contact with us for:

- A subsidy of £125 towards switching to eCargo bike deliveries, which are offered on a first come first served basis
- Impartial expert advice on the best eCargo bike to suit your budget and business needs
- Free rider training
- Marketing and promotion of your business as a showcase of good practice for clean and sustainable business deliveries



“ We have already covered more than 150 miles in our first three weeks of usage.

—Brighton Gin

 brighton-hove.gov.uk/ecargobikes

 transport.projects@brighton-hove.gov.uk

