



Mid Sussex Electrical

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Spotlight on the business

Family run business in Brighton and Hove, trading since 2006

Electrical & pump engineering

Cover Brighton, London and the rest of the South

Work with domestic, commercial and industrial clients.

An electrician and their eCargo bike

Spotlight on original operations

Mid Sussex Electrical used to only use diesel vans for site visits. They struggled with:

- Time wasted in traffic and while finding parking
- High Central London congestion and emissions charges

“ In just 18 months, the eCargo bike has covered over 5000 miles.

Action

Inspired by a weekend in Amsterdam, and with funding from the DfT's eCargo bike grant fund, Mid Sussex Electrical purchased their own eCargo bike.

Mid Sussex electrical was the UK's first electrical contractor to adopt eCargo bikes.

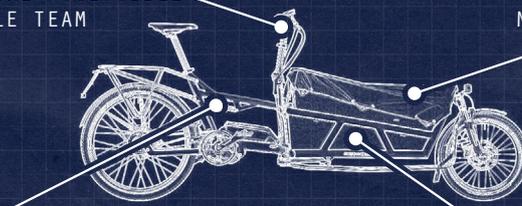
Through the eCargo Bike Accelerator Project, Mid Sussex Electrical is being advertised to other Brighton & Hove businesses.

ECARGO BIKE SPECIFICATION

MANUFACTURER: RIESE AND MÜLLER
MODEL: LOAD 75

INTERCHANGEABLE RIDING POSITIONS
MAKE THE BIKE ACCESSIBLE
TO THE WHOLE TEAM

A 160KG
MAXIMUM LOAD



FULL SUSPENSION OFFERS A
COMFORTABLE ALL-DAY RIDE

A MODULAR FRONT BOX CATER
TO A LARGE RANGE OF LOADS



Outcome

Switching to using an eCargo bike has brought a number of advantages for Mid Sussex Electrical, including:

-  Reduced fuel costs (£2 worth of charge offers up to 100km of range)
-  Zero parking and congestion charge costs
-  Riders receive fitness, improving their wellbeing
-  Zero emission travel

The eCargo bike has sufficient capacity to cater for 80% of site visits, with room to carry tools, heaters and even ladders. The bike can also be brought into businesses and homes, acting as a mobile toolbox.

The eCargo bike brings a novelty factor, making it eye-catching and a great marketing opportunity.

Mid Sussex Electrical see using a zero emission vehicle as a very tangible way of showing customers their commitment to reducing their environmental impact.

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

eCargo Accelerator Project



“ Our commutes to work now include The Undercliff Walk, The South Downs Way, Richmond Park, The Thames Pathway and many other routes inaccessible to vehicles..

—Mid Sussex Electrical

 brighton-hove.gov.uk/ecargobikes

 transport.projects@brighton-hove.gov.uk

