

pedal me

Cargo Bike Rider Training



ASSURED





www.pedalme.co.uk

Since 2017, **Pedal Me** has trained over 150 people to be expert cargo bike riders. It's why we're market leaders in what we can move, how much we can move, and how fast we can move it, and it's why Pedal Me has grown so fast.

If you need professional cargo bike riders, you're in the right place.



Everyone who has passed our training has been verified as capable of carrying loads of up to 150kg.



Our clients love our professionalism, speed, confidence and reliability



Our service is greener, faster, and cheaper than traditional logistics solutions. One that contributes to making our cities better.

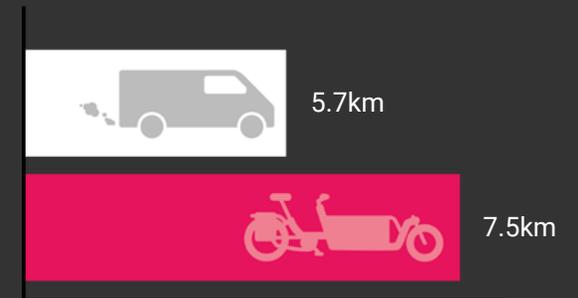


Our vocational training will ensure your staff can deliver all of the above with confidence.



We can make your business better and cleaner. No compromise needed.

Distance travelled in 30 min (Central London)



Pedal Me collected GPS data from 37 bikes in September 2020. In central London, the average speed of our bikes was 15km/h vs 11.4km/h for cars / vans. For Inner London, 16.4km/h for bikes against 18.7km/h for cars/ vans. However, the average bike trip was also 6% shorter than by car / van, and trips under 5km were on average 8% shorter, with 25% of trips at least 10% shorter.

Due to shorter trips and comparable speed, even in Inner London, within 3-5 mile radius of the centre, bikes are likely to be much more efficient than vans.

[pedalme.co.uk/why-cargo-bikes](https://www.pedalme.co.uk/why-cargo-bikes)

“We absolutely loved it, and it resulted in everyone becoming confident, competent, and happy riders of an e-cargo bike around the streets of London, whatever the payload.”

— Alex Woollacott Sterling Landscapes



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Why choose Pedal Me Rider Training?



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Why is cargo bike freight the solution?

- **Fast** - E-Cargo bikes are faster than motors in cities, and can safely navigate and bypass congestion bringing huge time and money savings.
- **Future Proof** - Motor traffic is being phased out of city centres as we move to a low carbon economy. Not only are e-cargo bikes efficient and green, they will secure and improve your access to trade in cities, and help maintain business continuity.

Why training professional riders in best practice is important for your business

- **Professionalism** - our City & Guilds 'assured' Cargo Bike Training is setting the industry standard for cycling logistics. By choosing us, you add credibility to your brand while maintaining good customer service.
- **Trust** - you can be confident your staff can maximise potential of cargo bikes safely, while also maintaining the delivery standards your business already has in place.
- **Brand Protection** - with a high standard of road etiquette, and vehicle control you significantly reduce risk to goods in transit, and uphold the reputation of your brand.

What we offer

- Four years experience in researching and developing in-house bespoke, vocational, multi-stage training specific to e-cargo bikes that address real world situations and risks.
- Consistent training standards and processes, recognised and ratified by City & Guilds with their 'assured' status.
- Staged progression from observation to assessment, in live traffic environments, with fair, objective 'pass or fail' judgement.
- Training partnered with the City of London Corporation.
- Consultancy based around the Urban Arrow XL cargo bike, tailoring what you need from this supremely versatile vehicle to your business needs.



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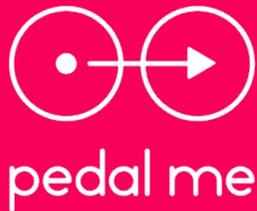
City & Guilds

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URBAN
ARROW

Our Training Model



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Expert led

- Our trainers and assessors are unique. We are all company riders, and qualified cycling instructors. This industry-first expertise marries professional 'on the job' experience with appropriate roadcraft techniques. No-one knows e-cargo bikes, or how to ride them better than us.

Business / Professional focus

- We produce riders that are acutely aware of their on-road responsibilities, and can be trusted both with the brand, and setting the appropriate high standard demanded of professionals in any other field.

“ Speaking from personal experience, riding a cargo bike is not as easy as you may think. For those who are serious about being professional, I say it is a must that they complete the type of training Pedal Me supply. ”

Michael Barratt MBE

Experiential risk approach

- Our training framework focuses on dynamic risk assessment and management. When riding cargo bikes, it is crucial that riders have an professional understanding of how and when an error can turn into a potential incident and mitigate accordingly.

Consistent, realistic and credible

- Core to Pedal Me training is that Trainers deliver consistent, comparable training from a syllabus with focused outcomes for each activity. The end result of training is a confident, risk aware and professional rider who has been judged on their ability and successfully passed a set assessment.

Externally assured

- We engaged City & Guilds to assure our vocational training programme. Assurance guarantees businesses that they will receive a high quality product that can be benchmarked and externally recognised as delivered consistently, regardless of who is delivering the training.



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Our Course



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We offer an attractive price, based on actual contact time. Sessions entail dedicated time with two trainers, and can be intensive, or spread over a number of days / weeks where necessary.

Timings

- Typically, training takes place over four half-day sessions, each of which focus on the core skills needed to become expert.
- Progression is outcome based, ensuring that by passing the course you know your riders can manage any task with confidence.
- Over the course of the sessions, your riders will learn how to work with a fully laden bike in a variety of conditions of escalating complexity:
 - Basic handling skills in an off road setting
 - Advanced handling skills in an off road setting
 - Level 2-3 'Bikeability'; riding in complex and busy environments
 - Observed on road assessment of control and etiquette.

Timings

- Training starts at £700 per head - contact us for further details.
- To get the best return on your investment, training costs scale most efficiently for pairs of trainees (i.e. 2,4,6 etc).

Our Bikes

Urban Arrow and Pedal Me

- We have built Pedal Me around Urban Arrow's extremely versatile 'Cargo XL'. We've tried other bikes, and nothing comes close in terms of feel, control and reliability.
- Made in Amsterdam, the latest version of these bikes feature front suspension, 4 piston disc brakes, super reliable Rohloff 'Speedhub 14' hub gears and Bosch 'Cargoline' e-bike motors.
- Urban Arrow's cover 40,000km a month across our fleet. We know this package can handle anything.

Leasing and sales

- Businesses that participate in our rider training can take advantage of our Urban Arrow dealership status with access to leasing, sales and after care / maintenance packages at a favourable price.

Consultancy to meet your needs

- We can help you select the specifications and payload set up that will suit your business's scale and ambition, and help you plan and achieve the transition to a low carbon, cheaper alternative to van based urban logistics.



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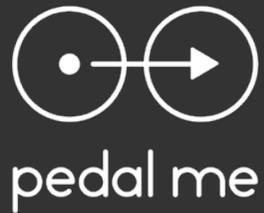


“The training boosted the confidence of the team when riding with heavy loads, and highlighted the importance of a positive demeanour when riding in the city!

The training from Pedal Me helps build trust. Clients are satisfied that their kit is safe on the bike.”

Will Greig Gripvan

About Us



Pedal Me is a logistics company harnessing the power, efficiency, and versatility of electric assist cargo bikes to move people and goods.

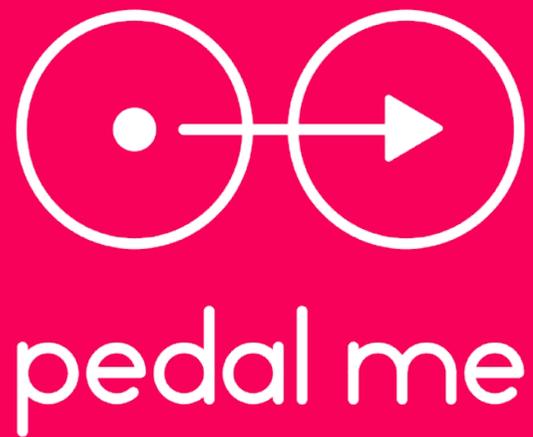
Founded in 2017, Pedal Me has grown rapidly to a current fleet of over fifty bikes, five trailers and sixty employees.

We pride ourselves on our professional attitude and dedication to providing sustainable, zero carbon transport choices. The foundation of everything we do is our rigorous training standards that hold up to the highest level of vehicle control on the UK's streets.

Our rider training is certified to City & Guilds 'assured' status, which means our teaching methodology and outcomes have been independently verified as 'excellent'.

Our training team is comprised of experienced cycling instructors, taking their knowledge and reshaping it to create a method and syllabus suited to the needs of the professional market.





Contact Us



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[@pedalmeapp](#)