

CITYLAB

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'Instant deliveries' by bike: new jobs and new questions for cities



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CITYLAB Observatory of Strategic Developments Impacting Urban Logistics

http://www.citylab-project.eu/deliverables/D2_1.pdf

=> Among the new trends identified: bike courier services for instant deliveries



'Instant deliveries'



- On-demand delivery within **two hours** by connecting shippers, couriers and consumers via a **digital platform**

(Dablanc, L., Morganti, E., Arvidsson, N., Browne, M., Woxenius, J. The rise of instant delivery services in European cities. *Supply Chain Forum, an International Journal*, 2017)

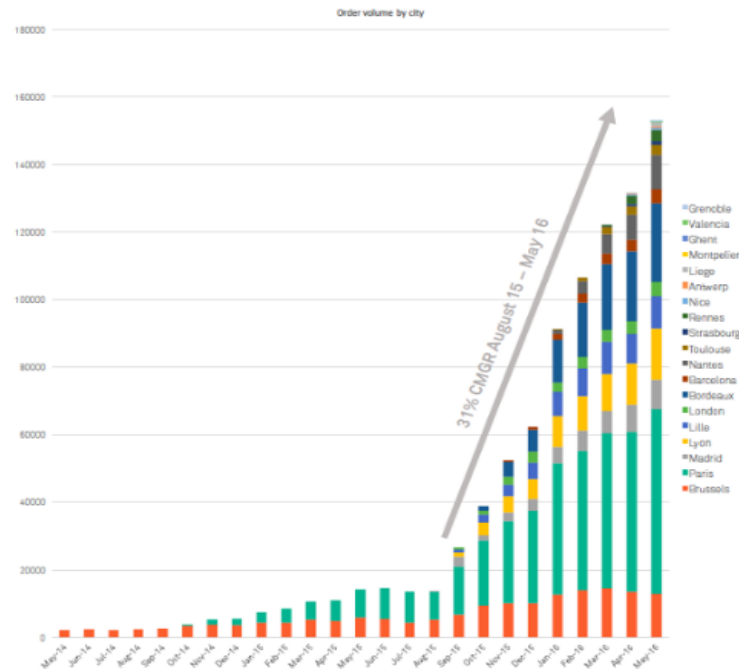
- In full development in Europe (Deliveroo, Foodora, Stuart, Amazon Prime Now, UberEATS), the US, Asian cities
- Delivery movement primarily **by bike** in Europe
- In France, a delivery company using a motor vehicle must have a freight transport license
- Most instant delivery platforms contract with bicycle users



Fast growth, unstable business models



- TakeEatEasy was bankrupt in 2016
- 2016: 160 employees, pool of **3000 couriers**, 3200 partner restaurants, 60,000 deliveries a month, 350,000 customers in 20 cities in Europe





Two surveys in Paris



- A preliminary data collection on 40 companies (mostly Europe +US & Asia) from specialized press, literature, websites and several interviews of managers
- Two surveys: Oct-Dec 2016 and Jan-March 2018 (on-going) towards 100 bike couriers in Paris with a questionnaires administered face to face

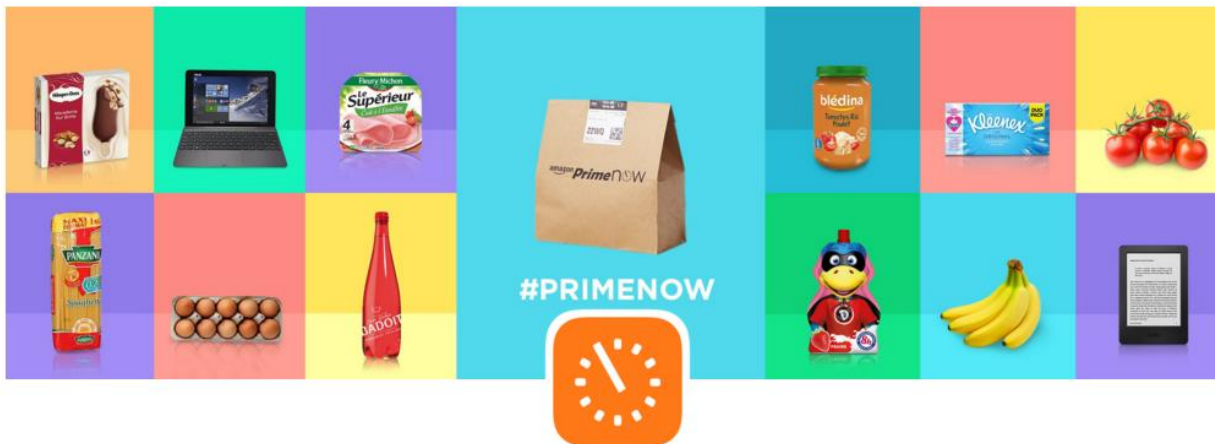




5% of total daily deliveries in city of Paris (2016)

- 300,000 B2B deliveries
- 100,000 B2C deliveries
- 20,000 instant deliveries

Primenow 10€ offerts sur votre 1ère commande avec le code PRIMENOW10 Voir conditions en bas de page*



Primenow
Comment ça marche:



1 Installez l'application Prime Now



2 Entrez votre code postal



3 Connectez-vous et faites vos courses

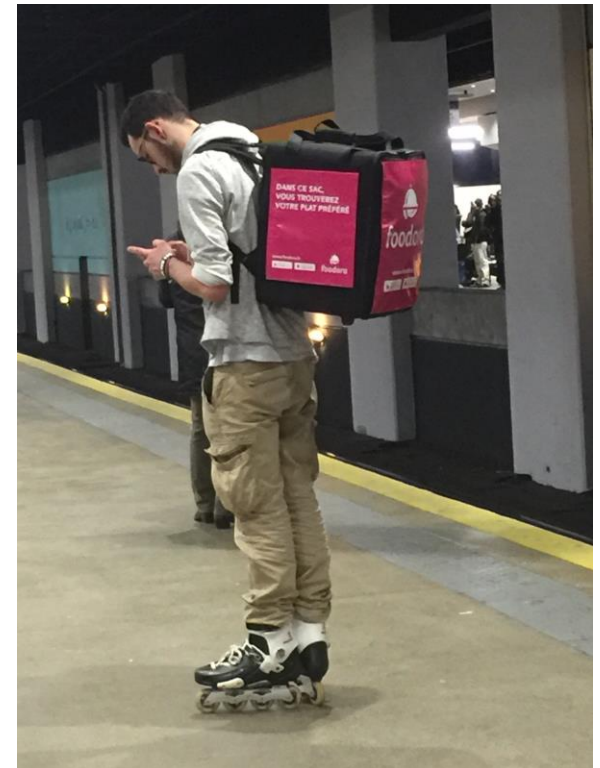


4 Choisissez votre créneau de livraison

87% bicycle

8% scooter/motorbike

5% other (rollers, private car,
cargocycle)





Two “generations” of couriers

The “dilettantes”

56% of first survey’s sample

Students

Bicycle/sport lovers

85% of them work less than five hours/day

Most live in Paris

The “newcomers”

26% of first survey’s sample (much more in second survey)

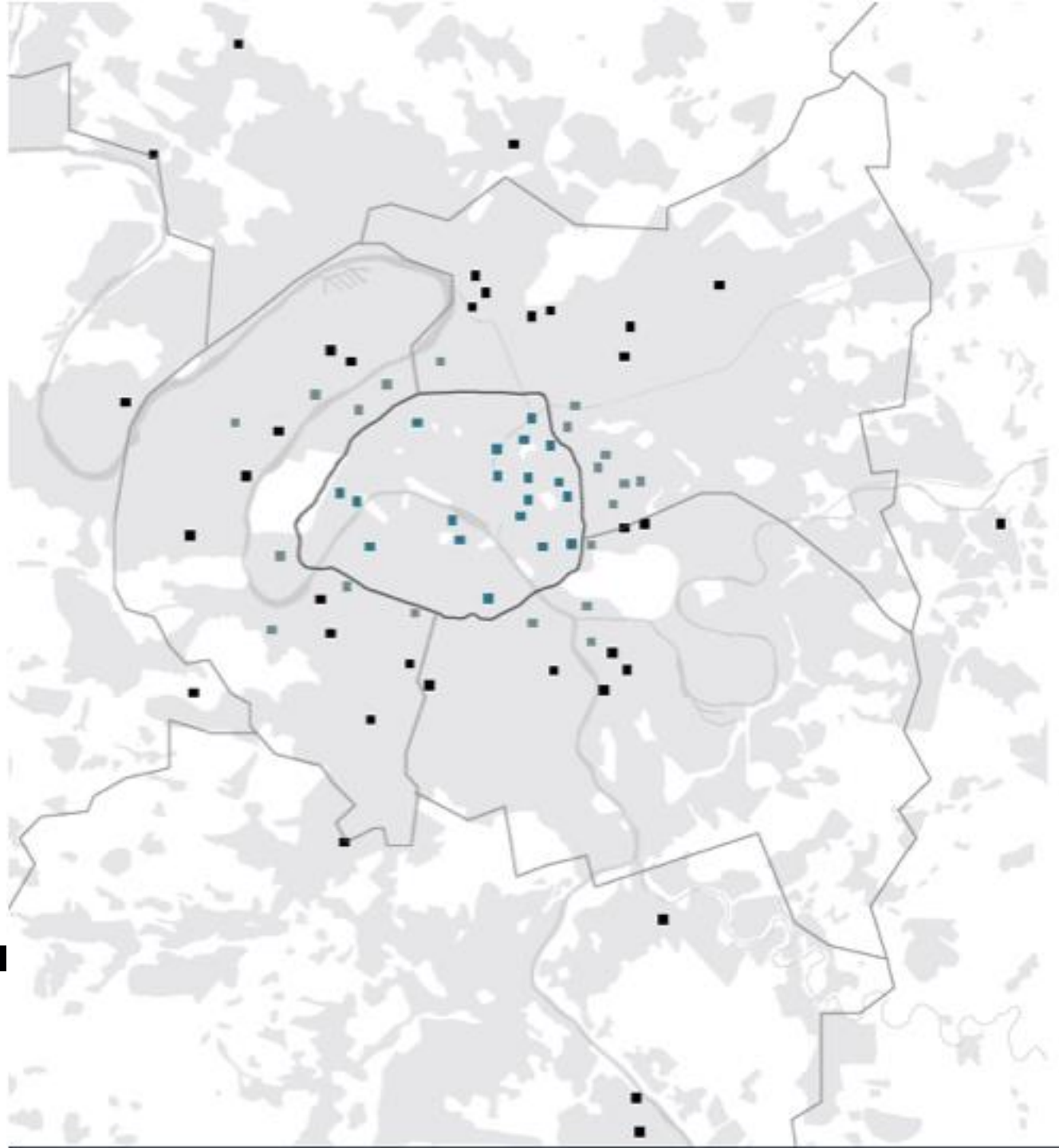
No high school education

82% work more than 5 hours a day

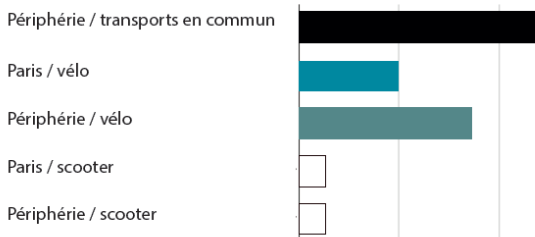
Mostly suburban minority neighborhoods kids



- 79% do not live in Paris
- Including 65% who use public transport (carrying their bikes)



Domicile / mode de transport





Main items of concern for couriers



- Rain, cold, bad weather conditions (21%)
 - Problems with app, GPS or smartphone battery (20%)
 - Congestion, pollution and traffic (19%)
 - Bicycle theft and bike problems (13%)
 - Lost time waiting for the order at restaurants (12%)
 - Bike lanes (absent or ill-conceived) (7%)
 - Other (8%)
- In new survey: first comes traffic safety, second comes difficulty using public transport to reach place of work





Labour issues

- Dependence/independence, poor working conditions
- Protests, strikes
 - Paris: summer 2017 in Paris (Deliveroo)
 - Milan: October 2016 (Foodora)
 - UK: summer 2016 (Deliveroo)
- Difficult to organize collective groups
- Strategies from groups and established unions: in the US, lawsuits for reclassification of independent workers as employees (with benefits); in Europe, gaining higher fees and cheaper insurance, paid training as free lancers



Road safety

- Second Paris survey: an emerging concern
- Invisible issue, very little data (no distinction b/w bike accidents for passenger trips and delivery activities)
- City of Paris released first data in a technical meeting mid-2017 (81 body accidents 2011-2016), but incomplete
- Companies increasingly provide insurance coverage





Resources

- CITYLAB Observatory of Strategic Developments impacting urban logistics
(http://www.citylab-project.eu/deliverables/D2_1.pdf)
- www.metrotrans.org/metrofreight
- VREF report:
<http://www.vref.se/download/18.1ffaa2af156b50867485a23/1471930170757/Why-Goods-Movement-Matters-SPA+-+June+2016.pdf>
- Dablanc, L., Morganti, E., Arvidsson, N., Browne, M., Woxenius, J. The rise of instant delivery services in European cities. *Supply Chain Forum, an International Journal*. 2017