

# Multimillion pound investment in cargo bike couriers

The UK's largest cargo bike delivery network [Zedify](#), which has a base in Edinburgh has secured a further £4m investment from Barclays Sustainable Impact Capital, Mercia Ventures, the Midlands Engine Investment Fund (MEIF) and Green Angel Syndicate.

The funding will enable the company to expand into more cities in the UK including the launch of a new Midlands hub later this year. The company also plans to enhance its technology and significantly expand its teams of riders, sales and customer care staff.

Zedify expects to create 80 new jobs, including 20 in the new Midlands hub, and to triple its turnover in the year ahead.

Founded in 2018, Zedify works with major retail brands like Zara along with parcel carriers and independent businesses to provide more sustainable last mile deliveries using cargo bikes, which have been shown to save over 80 percent of CO<sub>2</sub>e emissions per kilometre compared to electric vans.

Currently delivering in Brighton, Bristol, Cambridge, Edinburgh, Glasgow, London, Manchester, Norwich and Plymouth, it plans to operate in 51 UK towns and cities within the next five years.

The print edition of The Edinburgh Reporter is distributed by Zedify from its Leith hub.

Rob King, co-founder and CEO of Zedify, said: "We are seeing a real appetite from leading retail brands and UK-wide businesses looking to transform their last mile logistics and invest in more sustainable delivery models, which is why we have ambitious plans to triple in size this year. This investment will be paramount to that growth, helping us scale to meet the needs of our rapidly expanding customer base."



Zedify have taken over the business of Farr Out. Print editions of The Edinburgh Reporter are delivered to our stockists by bike PHOTO ©2024 The Edinburgh Reporter