

Total Logistics Secures London Cycle Hire Scheme

Total Logistics, the specialist supply chain consultancy, has been appointed by service company Serco to provide logistics support for the London Cycle Hire scheme, which will launch in the capital in summer 2010.

UK-based Total Logistics has been brought on board to develop the logistics plan for the installation phase, which will establish a staging warehouse to receive the street infrastructure and cycles from

Canada; store and assemble these and despatch them to an agreed schedule and to populate the terminals with the cycles for the designated launch date.

Les Beaumont, Project Director at Total Logistics, said: "This is a really exciting project that has stretched our team's thinking. It's not every day that we are asked to develop a plan to get 6,000 bikes securely onto London's streets in a very short timescale and we've had to look at several options before making our final recommendations to Serco."

"Our remit also included warehousing and the appointment of a third party logistics partner to carry out the import, consolidation and distribution of the BIXI equipment that has worked so well in Montreal. Total Logistics will oversee this logistical operation on behalf of Serco."

