



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY

Agenda Item No: 2.4

Report title: E-Scooter Trial and E-Bike Update

To: Transport and Infrastructure Committee

Meeting Date: 14 March 2022

Public report: Yes

Lead Member: Mayor Dr Nik Johnson

From: Rowland Potter, Head of Transport

Key decision: No

Forward Plan ref: N/A

Recommendations: The Transport and Infrastructure Committee is recommended to:

Recommend to the Combined Authority Board that it:

- a. Approve the extension of the e-scooter trial to 30 November 2022;
- b. Approve market engagement and a procurement process to enable the expansion of the e-bike service region wide; and,
- c. Delegate authority to the Head of Transport in consultation with the Chief Finance Officer and Chief Legal Officer to enter a contract with the successful tenderer

Voting arrangements: A simple majority of all Members present and voting

1. Purpose

- 1.1 To seek a recommendation to the Combined Authority Board to approve an extension to the e-scooter trial in Cambridge; and to seek approval to undertake market engagement and procurement for expanding e-bikes to our market towns.

2. Background

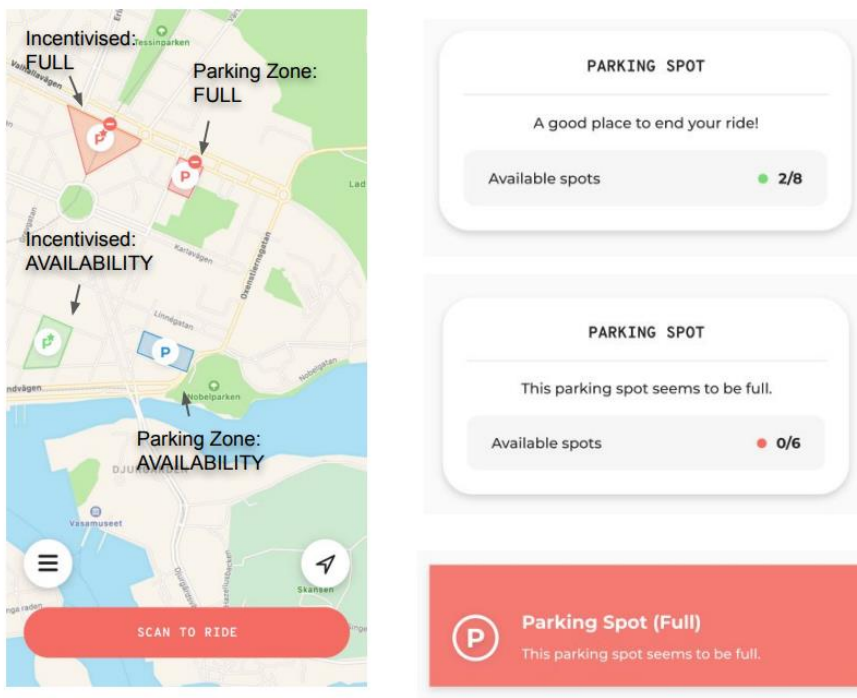
- 2.1 In the summer of 2020 the Department for Transport (DfT) fast tracked the introduction of trials for e-scooters to support a green restart of local transport. The Combined Authority with its partners and operator Voi, launched in October 2020 the e-scooter trial in Cambridge with e-bikes in circulation since February 2021.
- 2.2 E-bikes were also made available in Peterborough; however, these were withdrawn for a period whilst the e-bikes were made more secure. E-bike operations are expected to resume in Peterborough by the end of March.
- 2.3 In September 2021 the Transport and Infrastructure Committee recommended the extension of the trial period from October 2021 to March 2022. This was later ratified by the Combined Authority Board alongside the recommendation to expand the e-bike service to market towns across the Combined Authority area.

3. E-Scooter Extension

- 3.1 E-scooter trials nationally had been expected to end at the end of March 2022 and transitioning into pilot schemes. The DfT, however, has asked that current trial areas participate in a trial extension to 30 November 2022. Extending the current trials, rather than transitioning to pilots, will allow DfT to continue to fill data gaps and assess and utilise new data sources.
- 3.2 In Cambridge there are 900 scooters and 250 e-bikes in circulation covering an area approximately 40km² and 48,000 unique users (those with the Voi app). Since the start of the trial, 639,030 rides have taken place with over 1,670,608km ridden. That is an estimated total of 210,880 car trips replaced with a CO2 reduction of 112.6 tonnes.
- 3.3 The data collected by Voi has shown that Cambridge was the only city in which they operate to have an increase in both e-bike and e-scooter utilisation in the winter. A total of 26% more rides took place between October and December 2021, and this is likely due to a mild winter and students returning to university.
- 3.4 In the summer Voi undertook a summer survey of its users to understand riders' reasons for using the service and whether e-scooters influenced mode shift. The survey showed that the main reason for riding an e-scooter was for leisure (31%), followed by commuting (22%) and running errands, like shopping (19%).
- 3.5 Importantly, 33% of respondents noted that they would have used a private car for their journey if an e-scooter had not been used. Followed by 30% who would have walked and 23% who would have cycled. Although there is an effect on active travel, there is a significant mode shift from the private car to e-scooters.

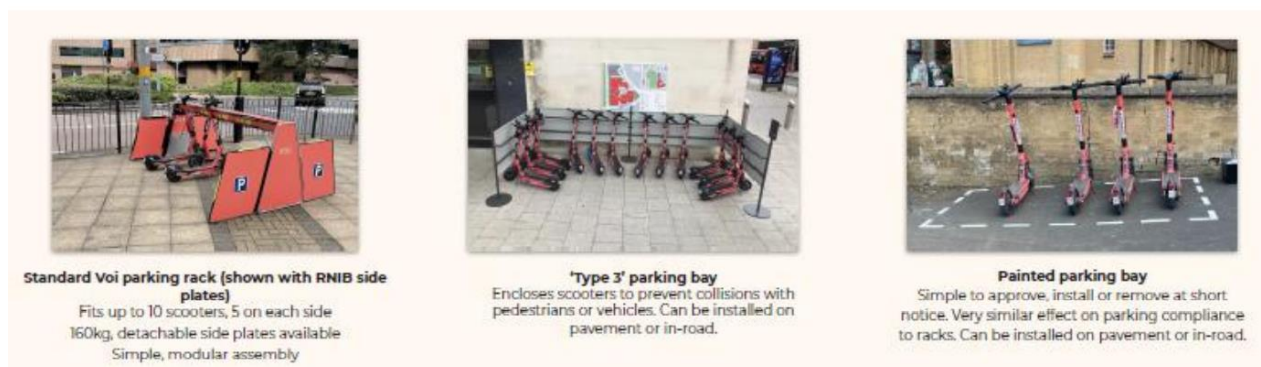
- 3.6 To better appreciate the utilisation of e-scooters, further data is required to understand demand without the disruption of Covid 19, when there is a steadier and regular demand for the service.
- 3.7 Parking and tidiness of e-scooters is being closely monitored. All parking areas for e-scooters are capped to manage capacity and an end of ride image is taken and assessed by Voi operatives. As a result, parking compliance has gradually increased and is at approximately 90% compliance.

Image 1, Voi, In-app virtual parking locations availability



- 3.8 To improve parking compliance further, Voi are preparing to introduce parking infrastructure, physical racks or markings to encourage tidy parking by users.

Image 2, Voi, Parking infrastructure options.



- 3.9 Parking and hub locations are regularly discussed with Cambridge City Council and Cambridgeshire County Council to continually seek improvements to the service offered.

Particularly, looking at improving utilisation of e-scooters. Voi are operating a pre-emptive rebalancing of e-scooters to ensure availability of e-scooters in areas of demand whilst also managing parking capacity. This has led to more Cambridge University hub locations becoming active whilst minimising the idle e-scooters in areas of low demand.

- 3.10 User behaviour on e-scooters is improving, the number of twin riding reports had reduced. Voi operate a three strikes approach for riders not complying with proper usage of the e-scooters. The first strike is a ban for 7 days, the second strike is a 30-day ban, and the third strike is a permanent ban. The number of strikes issued is also reducing.
- 3.11 Safety levels are continually monitored. A total of 307 incidents have been reported (including unverified reports) since the Voi service launched. 46% are damage only, 44% are slight and 10% are serious incidents. In order to address some of the concerns and issues, safety events are being planned, Voi have recently partnered with TTC Group which has over 25 years' experience delivering behavioural change in road safety training for drivers, cyclists, and pedestrians
- 3.12 Illegal use of private e-scooters remains a concern and we continue to liaise with DfT to look for ways to reinforce the message that private e-scooters are not permitted on the highway.
- 3.13 The Combined Authority continue to engage with the City and County Councils around the e-scooter programme. In February, a well-attended Councillor briefing took place, providing an update on the trial and an opportunity for members to provide feedback.

4 E-Bike Expansion

- 4.1 E-bikes are a valuable tool in encouraging cycling take up, improving air quality, supporting healthy lifestyles and increasing access to opportunities. In its meeting of 8 September 2021, the Transport and Infrastructure Committee agreed with the principle of expanding the e-bike offer to our market towns. This was later ratified at the September 2021 Combined Authority Board.
- 4.2 Since then, a workshop has taken place with the Combined Authority's constituent Councils to identify objectives and to understand the potential risks, challenges and opportunities in implementing e-bikes across the region.
- 4.3 The top three objectives from the workshop were,
 - Mode shift away from the private car;
 - Encourage healthier lifestyles; and
 - Attract people who would not normally cycle.
- 4.4 Analysis by CoMoUk, a leading charity in the UK's transition to integrated mobility solutions and the development of shared modes of transport, support these objectives. CoMoUk found that e-bikes can reduce car use. For example, in one commuter scheme 46% of regular shared e- bike trips were previously made by car. Additionally, e-bikes can help improve health and wellbeing. Regular users have reported, 58% felt happier and 41% felt healthier. Importantly, 1 in 3 of those using a shared e- bike scheme had rarely or never cycled before they started using the scheme.
- 4.5 The market towns and areas under consideration for e-bikes are,

- Ely
- St Ives
- Huntingdon
- Wisbech
- March
- St Neots

4.6 In addition, the Whittlesey to Peterborough walking and cycling route was suggested at the workshop as a location where the use of e-bikes should be actively promoted. The Combined Authority will continue to engage with constituent Councils to agree specific locations.

4.7 The next step for expanding e-bikes to the market towns is to undertake market engagement with potential operators. The purpose of this market engagement would be to ensure that the procurement specifications will enable a sustainable operating model. It is proposed that a concession contract is used whereby the operation of the e-bike service is met by the operator through revenue from the service.

4.8 The feedback received through the market engagement will inform the invitation to tender and programme particularly around mobilisation time.

4.9 Expansion of e-bikes within Peterborough is currently being discussed with Peterborough City Council officers and is likely to be delivered through the existing contract with Voi.

5. Financial Implications

5.1 As the costs of operating the existing Voi e-scooter and e-bike network are met by Voi there are no direct financial implications to extending the scheme.

5.2 Future expansion of e-bikes to market towns is being pursued through a concession contract which does not require any capital or revenue funding from the Combined Authority. All costs relating to purchase of equipment and operating costs will be the responsibility of the operator.

6. Legal Implications

6.1 None

7. Appendices

7.1 None

8. Background Papers

8.1 [Transport and Infrastructure Paper 8 September 2021](#)

8.2 Electric bike statistics from CoMoUK [Shared Bikes - Impacts and Research - CoMoUK](#)