

**Subject:** E-Scooter Trial

**Report to:** Economic Development Committee – 31<sup>st</sup> January 2022

**Report by:** Tracey Read, Project Manager

### **Executive Summary**

The report is an update to Members on the progress made with the Department for Transport led E-Scooter trial, alongside the communications strategy for the launch of the trial.

### **RECOMMENDATIONS**

- 1) to note progress of E-Scooter trial
- 2) to note timescale around increase to fleet numbers
- 3) to note extension of the trial to 30<sup>th</sup> November 2022

## **1 BACKGROUND AND INTRODUCTION**

- 1.1 In July 2020 the Government announced local authorities could apply to become an E-Scooter trial area. This followed a public consultation that ran from 18 May 2020 to 2 June 2020. This consultation is part of the 'Future of transport regulatory review' for which the Government are running a call for evidence, which includes seeking evidence on micromobility vehicles (including e-scooters), flexible bus services, and mobility as a service.
- 1.2 The feedback from the consultation set the rules for e-scooters and their users. The trials are being used to assess whether e-scooters should be legalised in the UK.
- 1.3 Before the Government can decide whether to fully legalise them and determine the rules that should apply, they need to understand their impacts. That means gathering evidence on their safety, how people use them, whether the potential benefits can be realised, and how to manage the downsides. Therefore, controlled trials will run in many places.
- 1.4 E-scooters offer the potential for fast, clean and inexpensive travel that can also help ease the burden on transport networks and allow for social distancing – especially short journeys which would otherwise be undertaken by car.
- 1.5 Trials were able to begin in September 2020 and can run for up to 12 months, current DfT end of trial date is 30<sup>th</sup> November 2021, there is a possibility this will be extended as a number of other locations, including London, Portsmouth and Rochdale have yet to start their trials.
- 1.6 After Member sign off (at the Great Yarmouth Transport and Infrastructure Members

- Group), the Great Yarmouth Borough Council E-Scooter Trial application was submitted to the Department of Transport on 28th August 2020 and approved on 19<sup>th</sup> October 2020. Submission was made as part of the Town Deal Connectivity Delivery Group.
- 1.7 Progress of the trial will be reported to the Great Yarmouth Transport and Infrastructure Members Group as well as the Town Deal Board.
- 1.8 Two stakeholder engagement sessions have been held, 19<sup>th</sup> and 24<sup>th</sup> November, including stakeholders from local disability and vulnerable user groups. The stakeholder engagement will help inform the trial and will be used as evidence for amending TRO's.
- 1.9 A Members engagement session, for wards affected by the e-scooter trial service area, was held on 1<sup>st</sup> December and both Leader's in full support.
- 1.10 Following an options appraisal on E-Scooter providers presented to ELT on 16<sup>th</sup> September 2020, Ginger were appointed as the provider for the Great Yarmouth trial.
- 1.11 Nplaw have made amendments to identified TROs, experimental TRO's are in place to allow E-Scooter use along cycle paths.

## **2 PROJECT PROGRESS TO DATE**

- 2.1 The trial launched 30<sup>th</sup> March 2021.
- 2.2 Please see below some statistics for the trial from launch up until 15<sup>th</sup> December:
- Total Registered Riders: 11,300
  - Total Journeys: 52,800
  - Total Mileage: 121,000 miles
  - Average Journey Distance: 2.4 miles
  - Average Journey Length: 35 minutes
  - The average Great Yarmouth rider has taken 5 rides with Ginger Scooters, GY's most active rider has taken 219 rides with Ginger
  - 86% of recent journeys (within the past month) have been point to point (i.e from one designated parking bay to a different designated parking bay)
  - Estimate CO2 saving as a result of the trial: 31 tonnes of CO2
  - Total Bays: 74 (additional bays can be added where needed based on feedback and demand)
  - Users banned: 21
  - Warnings issued: 86 warnings issued by text
  - Only two serious incidents reported (serious incident defined as an accident that required medical attention)

- Scooters have stickers on them saying 'no pavements please'
- Ginger will receive DfT data around usage – NCC have received data to say 15% shift from private vehicles, some of this was a shift from taxi use

- 2.3 Since launch Ginger have been instructed to move ten parking bays based on feedback received by local residents. Ginger are able to implement these changes within 24 hours of instruction. We will continue to act on feedback throughout the trial to ensure its safety and effectiveness.
- 2.4 Dismount zones have been implemented in the Market Place, Victoria Arcade, St George's Park, Great Yarmouth Seafront Beach side promenade, Marine Parade running alongside Pleasure Beach, St Nicholas Car Park, Pleasure Beach Gardens, the A47 and Gorleston High Street.
- 2.5 Ginger have launched an 'end journey photo' feature within the app. This means that all journeys can now only end when the user takes a live photo of their scooter to show its end state. This is to promote positive user behaviour for good, upright parking and to ensure users leave the vehicles in a roadworthy state. It will help Ginger identify any problem parkers or damaged vehicles earlier, allowing the fleet managers to respond faster.
- 2.6 To help support issues around inclusion and access for 16-18 year-olds it was agreed that the trial would include this age group to give a cheap, convenient, green form of access for commuting to college and/or work. 16-18 year-olds must still have a valid driving licence and do have to go through an additional verification process to access the app.
- 2.7 Ginger extended their *Free Rides for Heroes* offer, which provided free journeys on Ginger scooters for NHS and other key workers, until 31st December 2021. The campaign was tremendously successful with Ginger having provided free scooter journeys to well over 1,000 key workers nationwide.
- 2.8 Ginger have said this is one of the most successful launches they have worked on and is outperforming all other Ginger trial areas.

### **3 FEEDBACK AND RESPONSES**

- 3.1 Reports of misuse have reduced considerably over the course of the trial as users become more comfortable with the e-scooters, the amount of complaints received over the last few months is very low. Ginger are receiving very few reports of misuse and complaints in comparison to the high usage.
- 3.2 There has only been one report of a serious incident involving an authorised trial e-scooter, a

- Ginger user collided with a six-year-old child on a bicycle, the child was uninjured but there was slight damage to the bicycle. The Ginger user did not stop but was later identified by Ginger and banned from future use.
- 3.3 Ginger responds to all reports of misuse and are able to identify the user by time, date and location. Warning or bans are issued depending on the severity of the misuse. Ginger will continue to react to all reports of misuse, complaints and requests.
- 3.4 There has also been some very positive feedback, including requests for additional e-scooters and bays, particularly within the residential areas of Bradwell and Gorleston for commuter use. Some examples of feedback: "Get them to Hopton! Then I can scoot to Yarmouth instead of drive", "These are a great idea and it's exciting to see how their uses and applications will evolve as we move towards more sustainable and inclusive alternatives to the car. Keep up the good work", "Cheaper and cleaner way for people to travel locally. If driven the right way!!" and "A great addition to the town".
- 3.5 GY Police are continuing with their operation, 'Operation e-Scooter', carried out to raise awareness of legalities of e-scooters. On average one privately-owned e-scooter is seized per month. This is an ongoing operation and the Police will continue to report back to the Officer Working Group on progress.
- 3.6 Privately-owned e-scooters are illegal to use on public land and if caught, the rider could face a £300 fine, their e-scooter confiscated and points on their driving licence if they have one. The police will continue to relay this message.
- 3.7 Communications will continue by both GYBC and GY Police around safety and proper use of the e-scooters.
- 3.8 The agreed messaging for the trial is around a resident/commuter focus rather than a tourism focus. The messaging will comprise social distancing, green transport, alternative method for short journeys and commuting.
- 3.9 The Officer Working Group comprises GYBC, NCC Highways, Ginger, GY Police, Great Yarmouth Town Centre Partnership and GYTABIA, which gives a good opportunity to engage with prominent town centre stakeholders.
- 3.10 Officers recognise it is not easy to differentiate between a Ginger e-scooter and a privately-owned e-scooter as they are all mostly black. This can be confusing to members of the public, especially when reporting misuse. Ginger first trialled placing reflective tape on all trial e-scooters to make them easier to identify. Feedback received was that this was not enough to differentiate between Ginger and privately-owned, therefore, Ginger have now

added new 'wraps' to all of the e-scooters which are much bigger and white to stand out against the black e-scooter, Appendix 1. Moving forward this will help us deal with issues/complaints around trial e-scooters. Ginger are continuing to revise branding to ensure Ginger e-scooters are recognisable and stand out as part of a trial.

- 3.11 Great Yarmouth Police have provided the following feedback: Actual reports to us of misuse are still low; they have been working with their Roads Policing Teams to devise a Norfolk wide approach to E-Scooters; Police Communications Team has been working with GYBC Communications Team and NCC Communications Team to devise a strategy with Police taking the lead around privately owned E-Scooters; all officers have now been sent a guide to the legalities of E-Scooters, and; reports of anti-social behaviour relating to E-Scooters can be feedback to the Police via 101 or via their website by hitting the *report it now* button on the front page.

#### **4 FLEET SIZE AND EXTENSION TO THE TRIAL**

- 4.1 There is a desire from members of the public to increase the fleet size and have more parking bays, particularly in the more residential areas of Bradwell and Gorleston. The Department for Transport trial has approved 100 e-scooters within the Great Yarmouth trial, we currently have all 100 live e-scooters deployed. Ginger have proposed raising the number of e-scooters to 450. Not all 450 e-scooters will be deployed unless demand is proven, this does mean, however, that wear and tear on e-scooters is kept to a minimum and other e-scooters are available to replace those taken away from the trial for repairs, this will also ensure all bays have available e-scooters, which with the current fleet size is not possible.
- 4.2 GYBC, in partnership with Ginger, will apply for a project adjustment to enable the fleet number to be increased. The project adjustment will need to be approved by the Department for Transport; there is no guarantee this will be approved.
- 4.3 Further increase to the 'live' e-scooter number of 100 would need to be evidenced based on demand. Trial statistics are monitored by the Officer Working Group on a monthly basis, the December report is appended to this report as Appendix 2.
- 4.4 Any increase to the number of deployed e-scooters will be based on data collected by Ginger on the need and demand for e-scooters. 450 e-scooters will not be deployed across the trial area at any one time; there will be a gradual increase over a period of time until need and demand is met, any increase to number of deployed e-scooters will also be driven

by feedback and any complaints and/or rise in number of reports of misuse.

- 4.5 GYBC Officers will continue to work in partnership with GY Police and Town Centre Partnership to identify appropriate E-Scooter parking bays, ensuring where possible bays fall within CCTV network.
- 4.6 Department for Transport have announced that all e-scooter trials have been extended to 30<sup>th</sup> November 2022, enabling insight to be gained regarding ongoing use and use through the winter months to ensure a robust evaluation can be produced.

## **5 FINANCIAL CONSIDERATIONS AND IMPLICATIONS**

- 5.1 The trial poses no financial implications to the Council. All costs associated with the trial will be accepted by Ginger.

## **6 RISK IMPLICATIONS**

- 6.1 No risk to GYBC. No commitment to the provider beyond the approved trial period.
- 6.2 Provider will produce a risk assessment and continue to monitor risks associated with the trial.

## **7 EQUALITY IMPLICATIONS**

- 7.1 The trial is available to anyone over 16 years of age who have a full or provisional driving licence.
- 7.2 The trial will not discriminate outside of the above restrictions.
- 7.3 Disability and vulnerable user groups will continue to be engaged with throughout the life of the trial.

## **8 CONCLUSION**

- 8.1 This report is an update to Members on the progress of the 20-month E-Scooter Trial in Great Yarmouth along with outlining the communications approach for the launch.

## **9 RECOMMENDATIONS**

- 9.1 That Members note progress of E-Scooter trial
- 9.2 That members consider proposed project change request to increase fleet size
- 9.3 That Members note extension of the trial to 30<sup>th</sup> November 2022

## APPENDIX 1: New 'wraps'



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# GINGER

## GREAT YARMOUTH

Last Updated  
31/12/2021

Reporting Month  
December

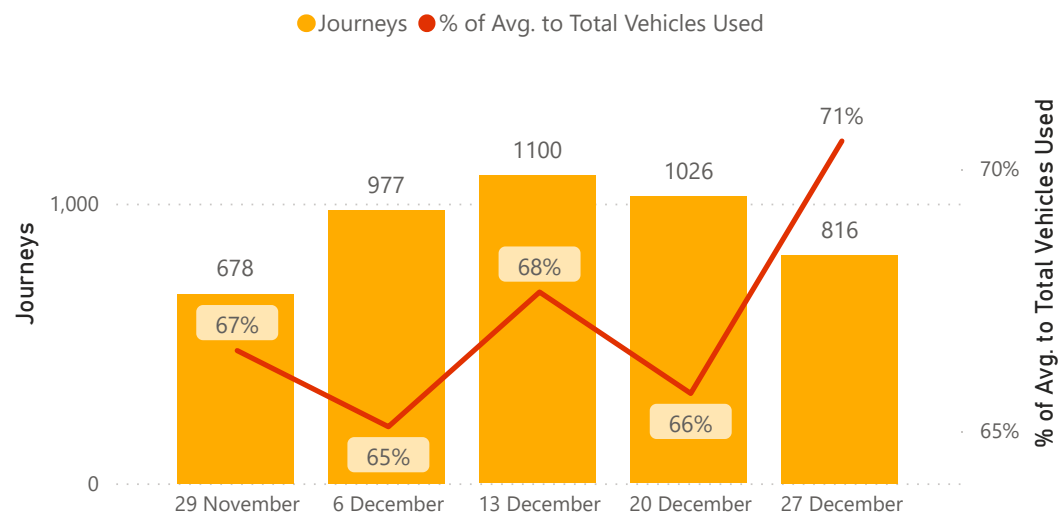
### Vehicle Usage Statistics

Week Starting	Journeys	Avg. Vehicles Used per Day	Rides per Vehicle	Total Vehicles Used per Week	% of Avg. to Total Vehicles Used
29 November	678	65	0.99	98	67%
6 December	977	64	1.41	99	65%
13 December	1100	69	1.54	102	68%
20 December	1026	66	1.47	100	66%
27 December	816	67	1.23	95	71%
<b>Total</b>	<b>4597</b>	<b>66</b>	<b>6.31</b>	<b>104</b>	<b>64%</b>

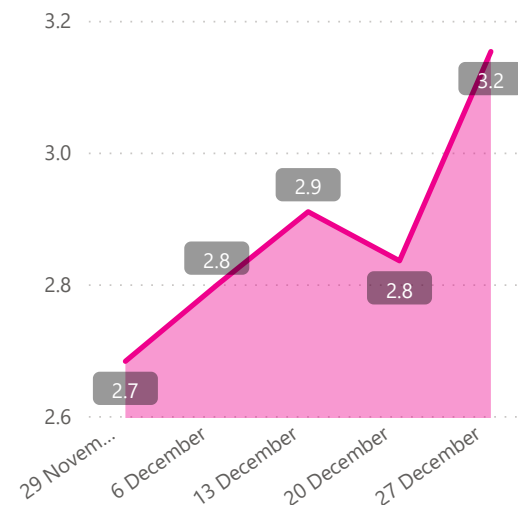
### Journey Distance Statistics

Week Starting	Avg. Distance (km)	Total Distance (km)	Avg. Duration (mins)	Total Duration (hours)
29 November	2.7	1806.7	17	190
6 December	2.8	2699.0	16	251
13 December	2.9	3100.8	17	305
20 December	2.8	2875.8	18	305
27 December	3.1	2505.4	19	258
<b>Total</b>	<b>2.9</b>	<b>12987.7</b>	<b>17</b>	<b>1309</b>

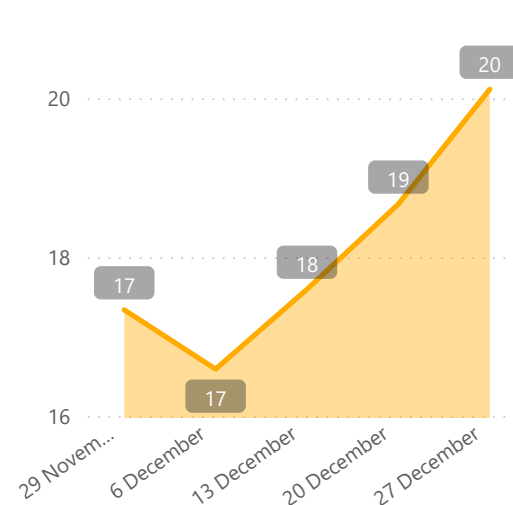
### Journeys with the % of Average Daily Vehicles Used to Total Vehicles Used



### Average Journey Distance (km)



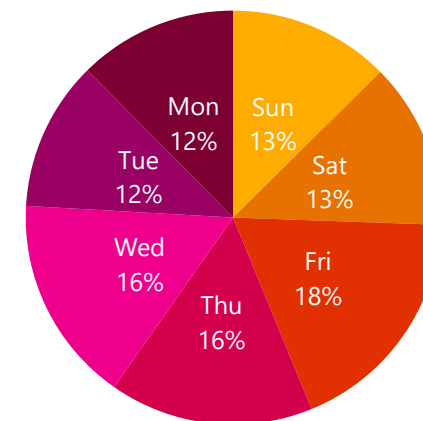
### Average Journey Duration (mins)



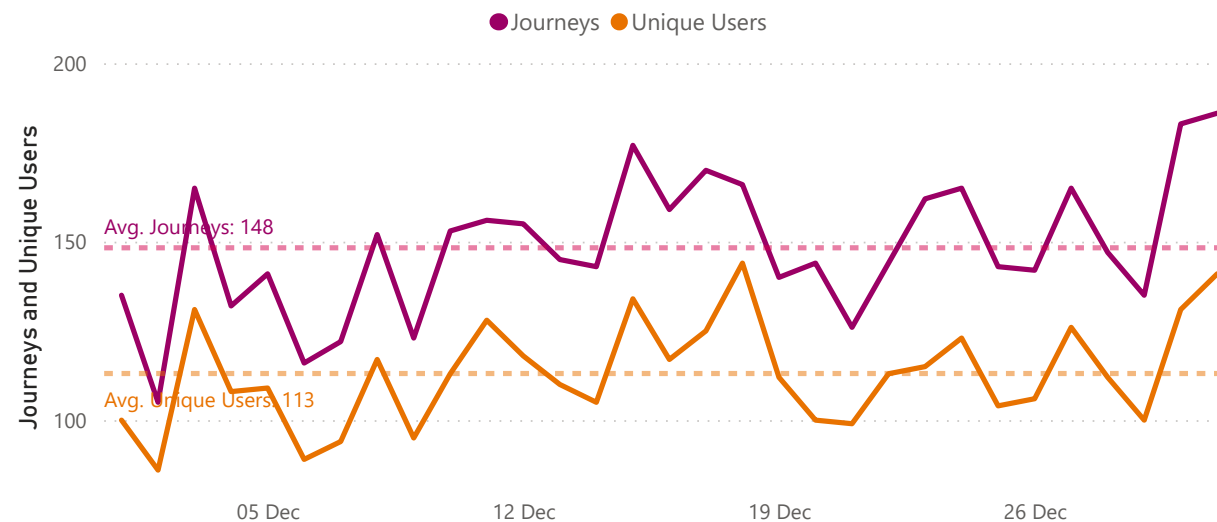
### Journeys by Date

December 2021						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1 135	2 105	3 165	4 132	5 141
6 116	7 122	8 152	9 123	10 153	11 156	12 155
13 145	14 143	15 177	16 159	17 170	18 166	19 140
20 144	21 126	22 144	23 162	24 165	25 143	26 142
27 165	28 147	29 135	30 183	31 186		

### Journey Share by Day of Week



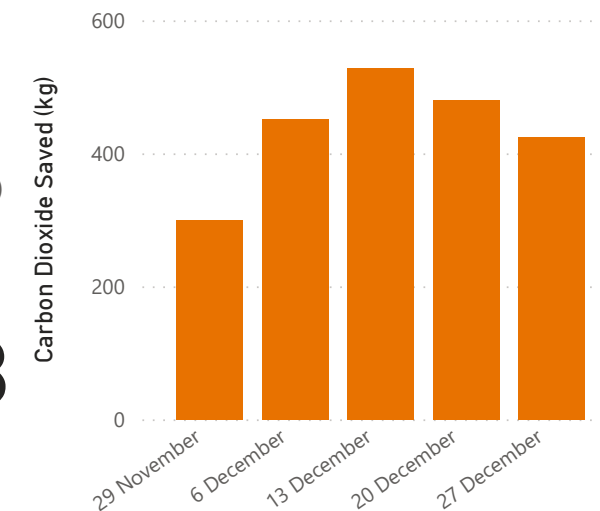
### Journeys and Unique Users by Date



**1224**  
Unique Users (This Month)

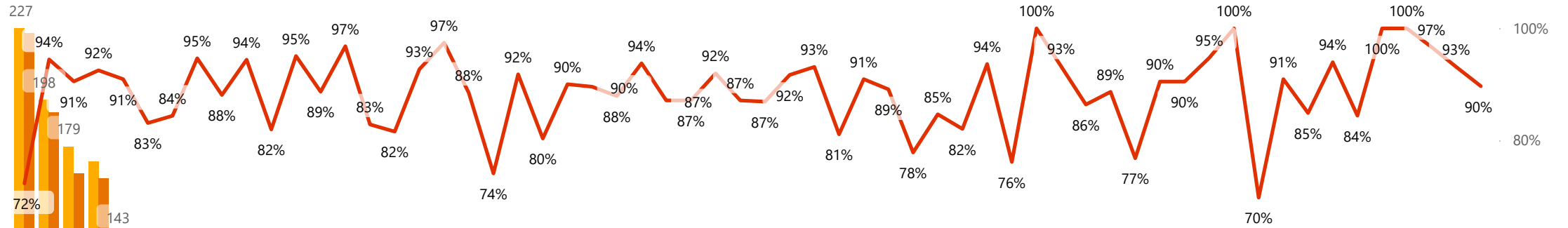
**2,184.08**  
Kg of Carbon Dioxide Saved

### Carbon Dioxide Saved (kg) by Week

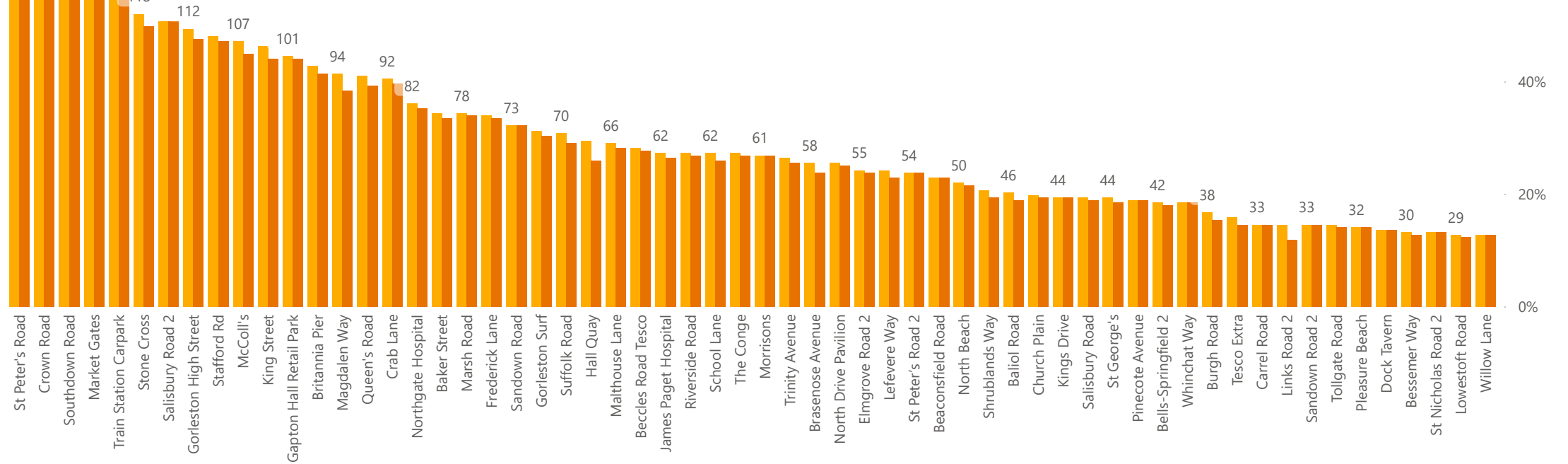


## Journey Starts, Stops and % Direct Journeys by Bay

● No. Journey Starts ● No. Journey Stops ● Portion of Point to Point Journeys

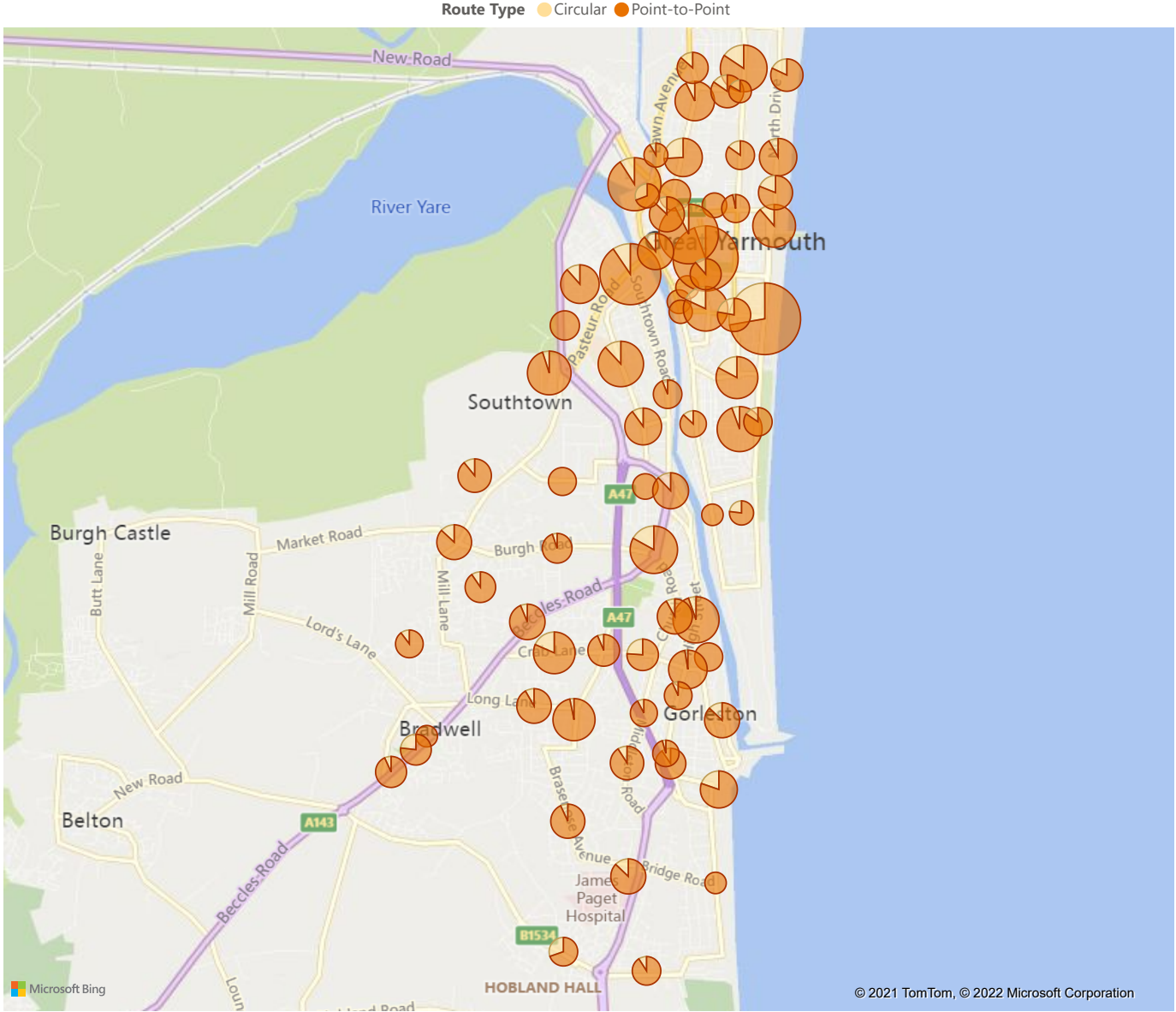


## Percentage of Point to Point Journeys from Each Parking Bay



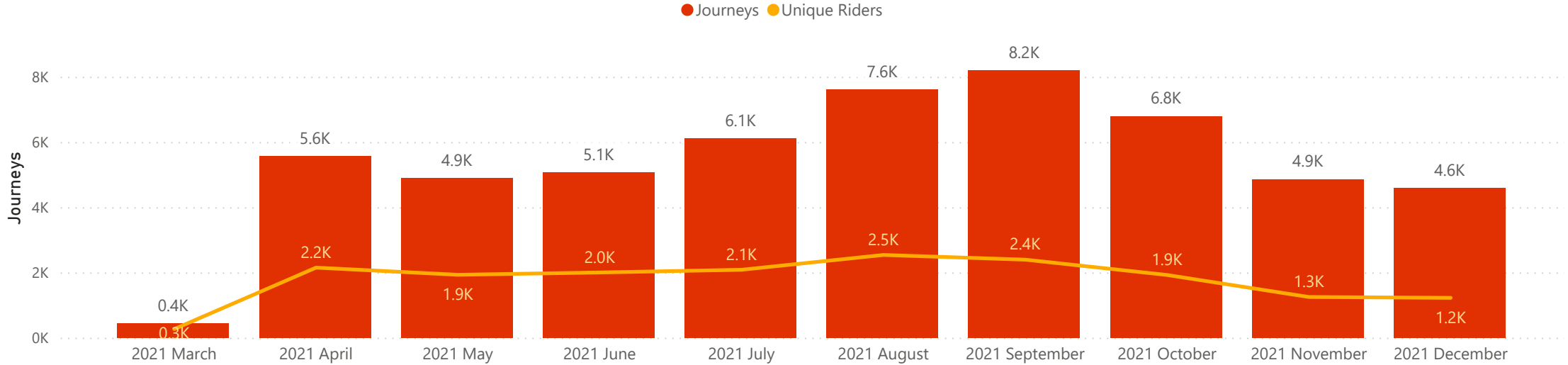
Parking Bay

Parking Bay by Ward - Size Proportional to Ride Activity

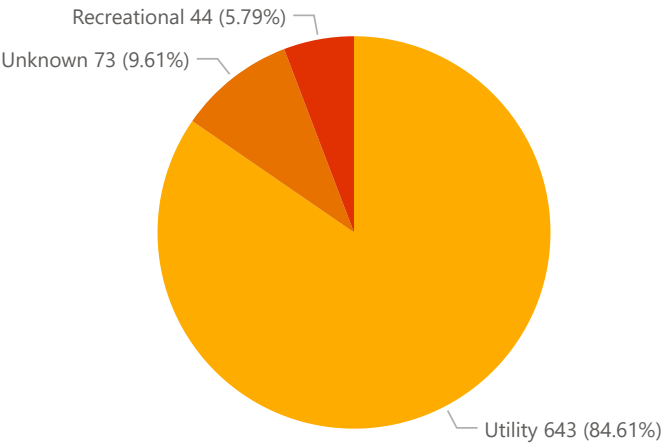


Parking Bay	No. Starts	No. Stops	% of Point-to-Point
St Peter's Road	227	225	72%
Crown Road	198	193	94%
Southdown Road	179	168	91%
Market Gates	173	166	92%
Train Station Carpark	143	133	91%
Stone Cross	118	113	83%
Salisbury Road 2	115	115	84%
Gorleston High Street	112	108	95%
Stafford Rd	109	107	88%
McColl's	107	102	94%
King Street	105	100	82%
Gapton Hall Retail Park	101	100	95%
Britannia Pier	97	94	89%
Magdalen Way	94	87	97%
Queen's Road	93	89	83%
Crab Lane	92	90	82%
Northgate Hospital	82	80	93%
Baker Street	78	76	97%
Marsh Road	78	77	88%
Frederick Lane	77	76	74%
Sandown Road	73	73	92%
Gorleston Surf	71	69	80%
Suffolk Road	70	66	90%
Hall Quay	67	59	90%
Malthouse Lane	66	64	88%
Beccles Road Tesco	64	63	94%
James Paget Hospital	62	60	87%
Riverside Road	62	61	87%
School Lane	62	59	92%
The Conge	62	61	87%
<b>Total</b>	<b>3037</b>	<b>2934</b>	<b>88%</b>

Journeys and Unique Riders by Month since Launch



Type of Riders



Riders are defined as 'Recreational' where at least two thirds of their rides are circular and 'Professional' where two thirds of their rides are point to point

User Sign-ups by Month with Running Total

