

# West of England e-scooter trial

Information for businesses  
and employers



# Introduction



A 12-month e-scooter trial is being led by the West of England Combined Authority (WECA) in partnership with the constituent authorities:

- Bath & North East Somerset Council
- Bristol City Council
- South Gloucestershire Council

and will be delivered by e-scooter operator, [Voi](#)

The trial will begin in October 2020, with a hop-on hop-off scheme enabling residents and visitors to hire e-scooters for short trips between key locations in central Bristol and Bath. Week by week, we'll expand the operating areas, and also launch in Bristol's North Fringe.

We'll also be launching a personal lease model later in 2020.

# Trial objectives

The West of England's e-scooter trial aims to:

- Provide evidence to the DfT on whether/how e-scooters should be legalised permanently\*
- Understand how people use e-scooters
- Provide residents and visitors with a new transport option
- Provide transport option in areas with poor public transport coverage
- Understand how/whether e-scooters can safely and equitably be introduced as a mode of transport in the region
- Understand the demand for e-scooters

# What are we trialling?

## **Hop-on hop-off (free-floating) model**

- Pick up on street and use for short trips and first/last mile
- Central Bristol, Central Bath, and named North Fringe cluster sites\*
- Drop off at any virtual parking bay or permitted parking location

## **Personal lease model**

- Long-term lease for people to have the use of an e-scooter for a prolonged period and store and charge at home
- Lock with bike lock to bike stands, or at home/workplace etc.
- Work with travelwest business engagement team to connect with businesses and universities

\*Parkway, Patchway and Filton Abbey Wood stations, UWE (all sites), Aztec West, Bristol and Bath Science Park, Cribbs

# Legislation

Our Administrative Order will permit e-scooters hired as part of the WECA trial to:

- Travel anywhere within the West of England Combined Authority area\*
- Travel wherever cycles are permitted\*
- Travel up to 15.5mph\*

\*Local geofencing will establish no-scoot, go-slow and no-park zones.

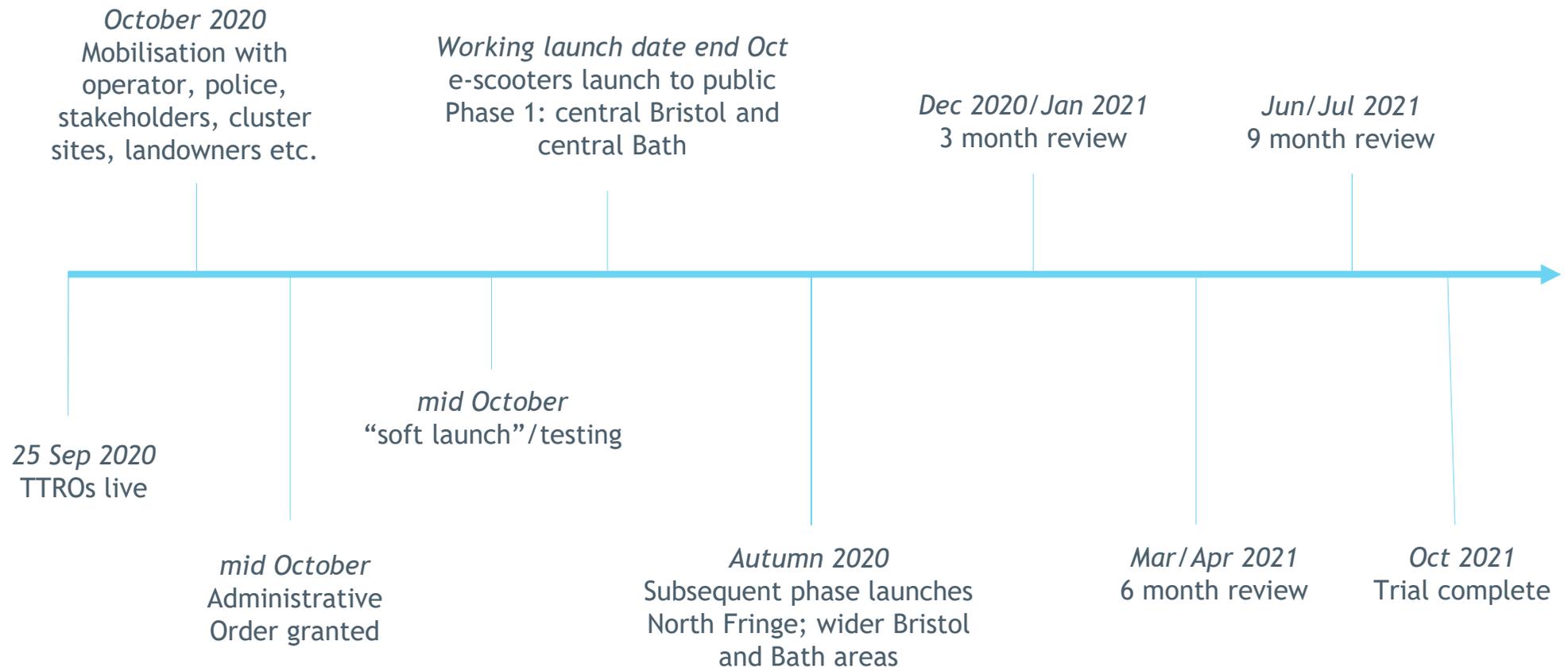
## **The use of privately owned e-scooters remains illegal on the public highway**

**The DfT also stipulated:**

- That users must have full or provisional driving licence (legislation treats e-scooters as motorised vehicles)
- Cycle helmet encouraged but not mandated

<https://www.gov.uk/guidance/e-scooter-trials-guidance-for-users>

# Timescales



# Ongoing engagement

## **Stakeholder advisory board**

To be set up to provide a key input into the trial. It will represent a wide range of interests (equalities, business, tourism etc.) to come together and discuss views and input with a collective voice.

## **Equalities stakeholder meetings (monthly)**

Sam Green (BCC) and Amanda Edmondson (WECA) will be holding monthly stakeholder meetings for equalities groups

# Next steps

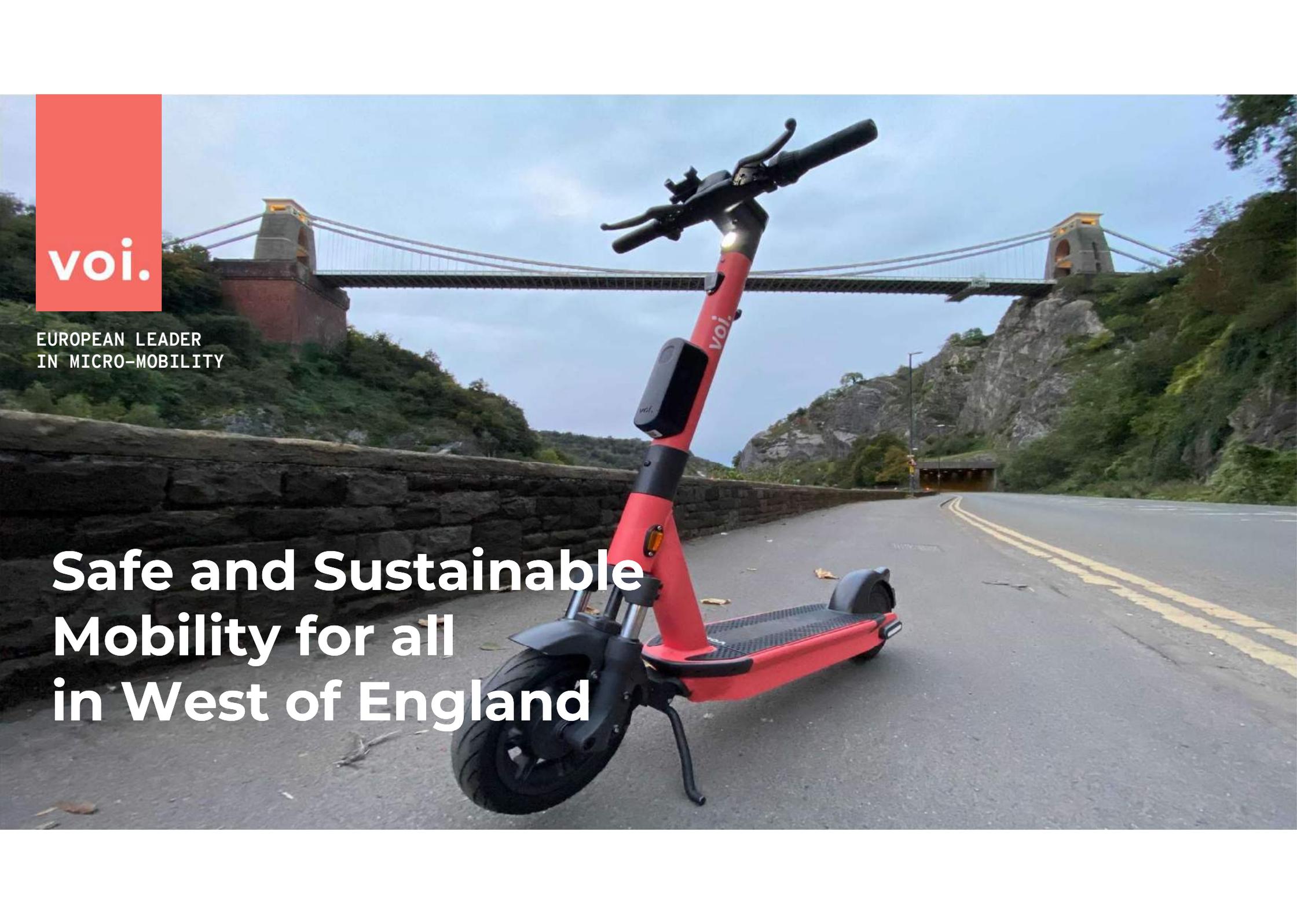
## Geofencing

Voi has drafted geofencing maps of the region which incorporates requests and suggestions from stakeholder groups, the local authorities, and landowners.

Please get in touch with Sam and Erik from Voi (contact details at end of slide pack) if you do/do not want your site to be included in the trial operating zone, and to discuss your specific requirements so that the geo-fencing can be amended accordingly.

The geofencing can incorporate no scoot, go slow, and no park zones, as well as incentivised parking zones.

As we launch, if you identify areas which require tweaking, please let us know. This will be an ongoing process during the trial.

A red Voi electric scooter is parked on a paved road. The scooter is the central focus, with its handlebars, deck, and wheels visible. The background features a suspension bridge with two towers, set against a backdrop of green hills and a cloudy sky. The overall scene is outdoors, likely in a park or scenic area.

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EUROPEAN LEADER  
IN MICRO-MOBILITY

**Safe and Sustainable  
Mobility for all  
in West of England**

# voi. Table of Contents

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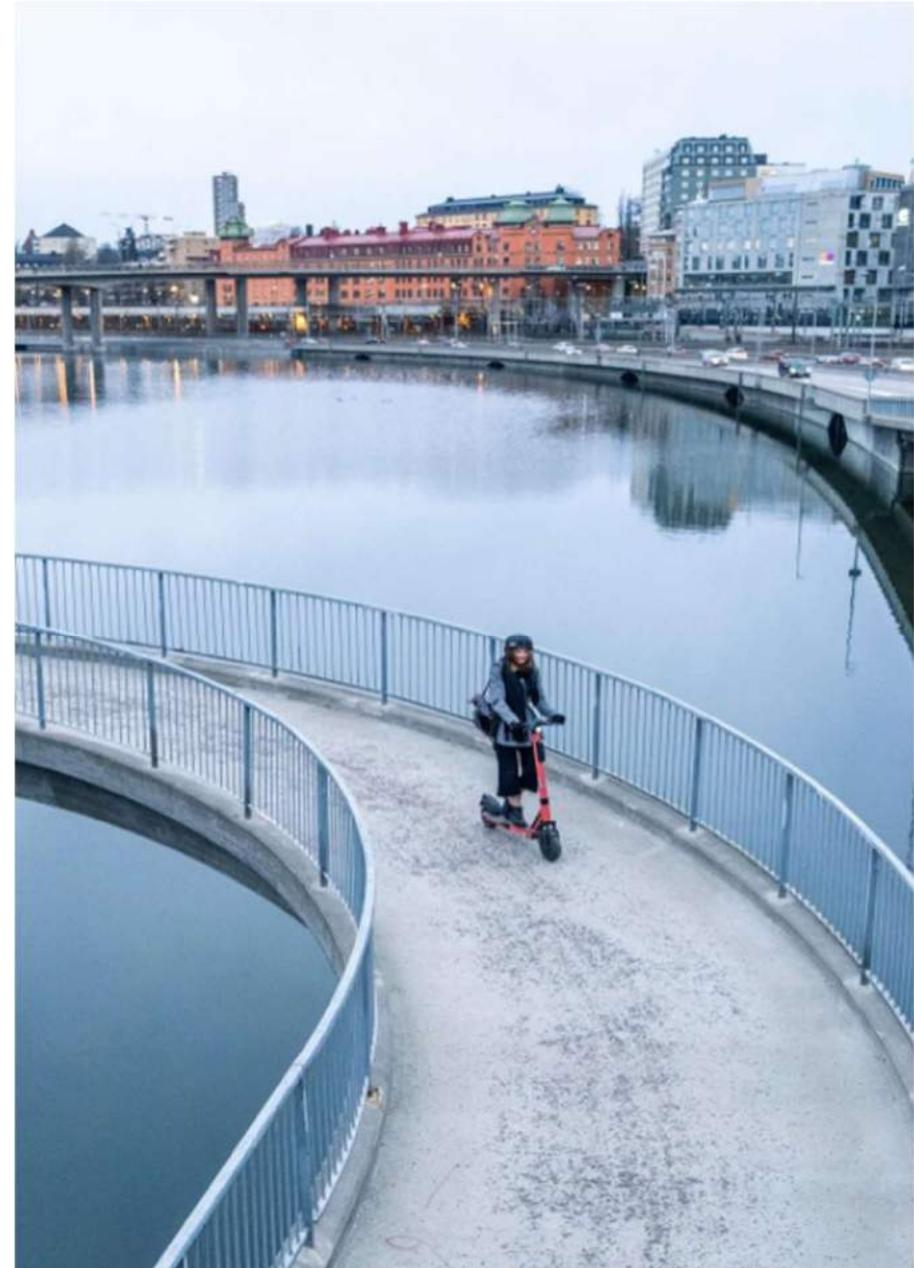
02 - UK regulation

03 - Rollout plan

04 - How it works

05 - Health and Safety

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Who is Voi?

## voi. Intro to Voi

**2018**

FOUNDED IN SWEDEN

**+5m**

USERS

**+25m**

SAFE RIDES

**50+**

CITIES ACROSS  
11 COUNTRIES

**+500**

EMPLOYEES

**+20**

PUBLIC TRANSPORT &  
MAAS PARTNERSHIPS

# Carbon neutral

SERVICE SINCE JAN 2020

We aim to help the West of England reduce **carbon dioxide and other greenhouse emissions** to improve **air quality** and **quality of life** by supporting a sustainable modal shift away from cars.





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# Voi's UK operations comply with DfT requirements

Our extensive operational experience with numerous cities and local authorities across Europe ensures that Voi's products and services comply with the DfT's requirements.



Department  
for Transport

## ✓ **Type-approved**

Voi's 3 e-scooter models have all been approved and issued Vehicle Special Orders (VSO) by the Department for Transport (DfT).. They are also all type-approved under German regulations and compliant with European regulations.

## ✓ **Operational Compliance**

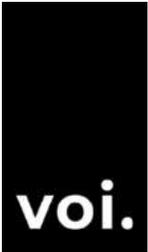
Voi ensures operational compliance and use of e-scooters in lawfully permitted areas in accordance with DfT guidelines (i.e. ban on pavements). We do so by leveraging our innovative GPS-enabled technology, responsive operations and user education.

## ✓ **Eligibility**

Voi has taken necessary steps to ensure compliance with DfT's user eligibility requirements. In partnership with Onfido, we are leading the market by implementing a fully integrated in-app automatic verification system to screen user driver's licences from 195 countries (as at August 2020).

## ✓ **Insurance**

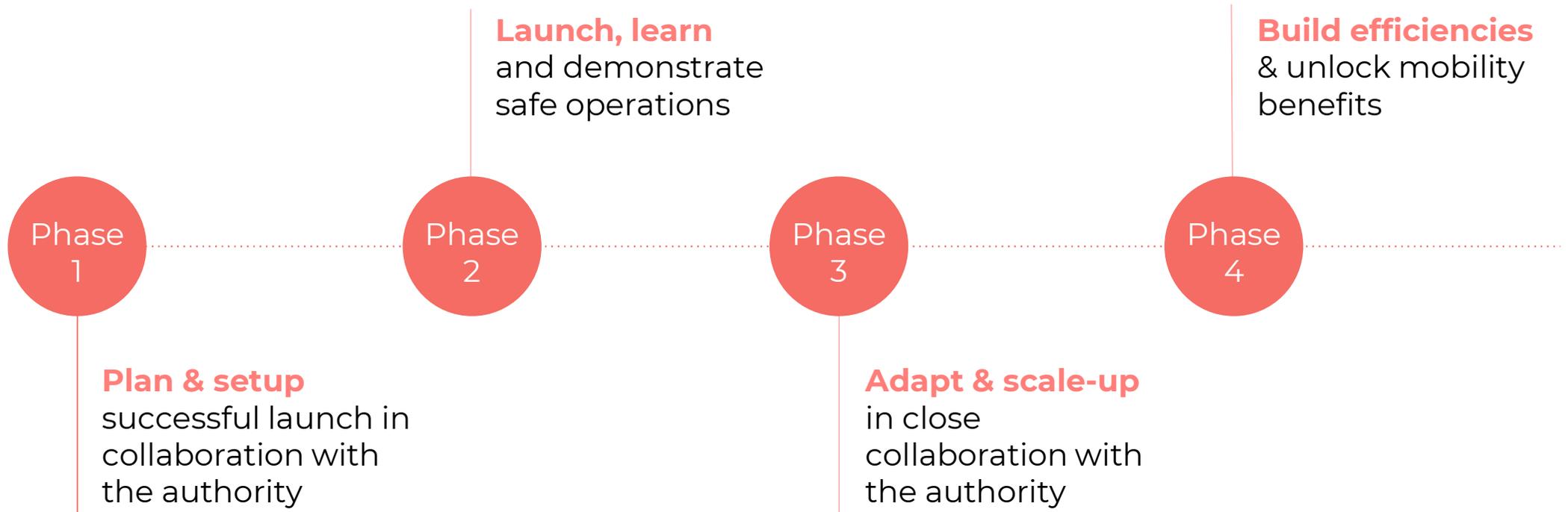
Voi provides fully comprehensive motor vehicle insurance cover for all of our riders (this feature exceeds the DfT requirements for 3rd Party Liability cover only)



READY TO WORK WITH YOU.

## Mobilisation: A Phased Approach

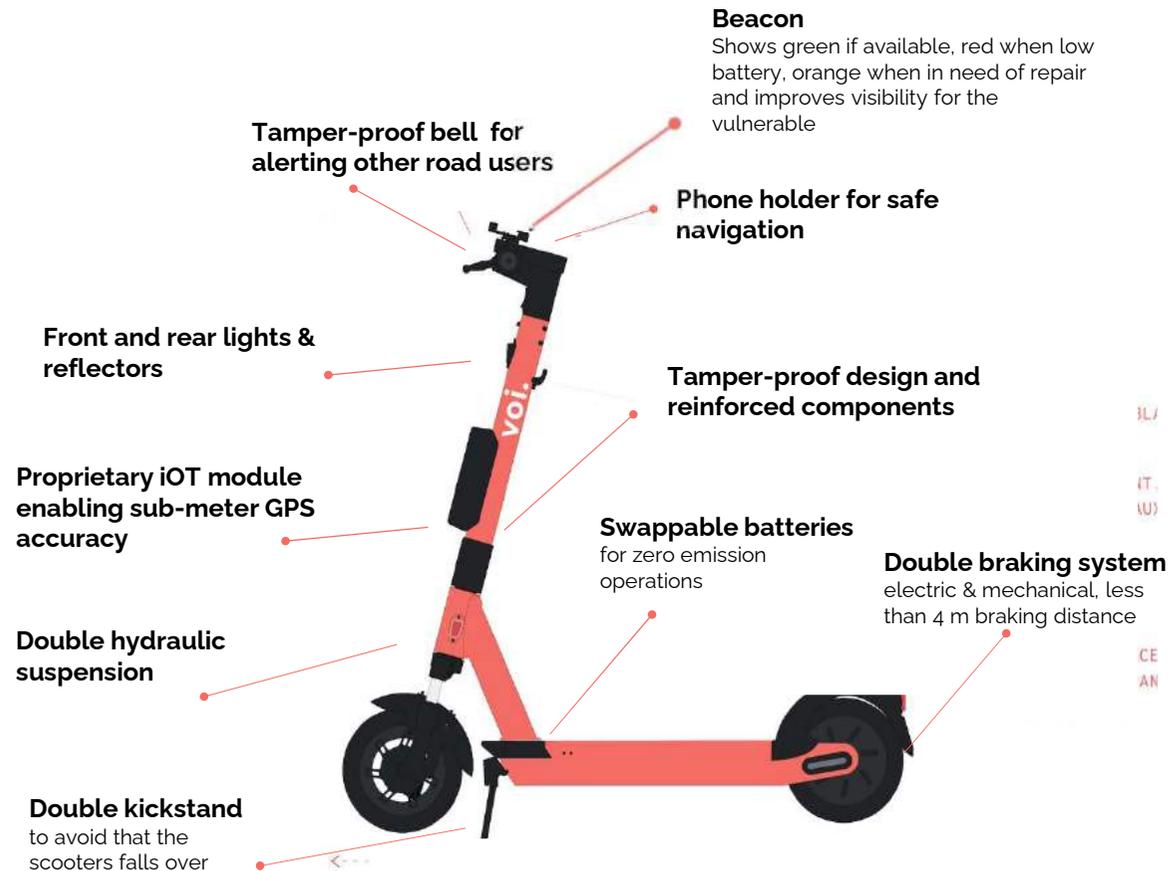
We scale responsibly and safely, based on utilisation and in close collaboration with cities with ongoing joint evaluation.



## Mobilisation: A Phased Approach

1. The maximum speed during first month of launch will be 10mph (not 15mph). This will increase over time once the public are more confident with e-scooters
2. The initial launch operating fleet will be small (50-100 scooters) until we are confident we have sufficient on the ground Voi teams and/or paid police support
3. The operating zones will start small and grow over time
4. All pedestrian areas will be limited to 5mph
5. All out of zone speeds will be reduced to 0mph to stop riders leaving the operating zone
6. All scooters to have unique identifiers / number plates installed
7. All geo fencing will be testing thoroughly prior to launch - with particular attention to slow speed zones / interactions between rider and pedestrians
8. Local campaigns will promote safe riding and rider education via online driving school
9. Scooters are rebalanced and streets decluttered every night between 10pm - 6am

# voi. Voi E-Scooters



## Voiager 3x

Our market-leading e-scooter design has been guided by user benefits, safety and sustainability.

### Tech Spec:

- **Range:** 60km
- **Weight:** 28kg
- **Lifespan:** 4-5 years
- **Max Power:** 500W
- **Max Speed:** 15.5mph
- **Uphill slope:** 15%

### Benefits:

- **Beacon** on top of scooter provides light to indicate scooter status / availability
- **Swappable Batteries** for safer and greener operations, reducing 92% of operational emissions.
- **Double hydraulic suspension** for smoother rides.
- **Dual kickstand** preventing the scooter from falling over
- **Safe and effective brakes** - Braking distance at 20km/hr (<4.4m) via 3 brakes (front / rear wheel drum brake and rear wheel electronic brake)
- **4G connection** for faster unlocking/locking.



# A seamless user experience

Voi has developed a user-centric application that allows for intuitive handling whilst ensuring compliance with regulations.

Our application (available in 8 languages) allows for continuous, direct and permanent communication between Voi and its users, to manage their journeys and ensure compliance with regulations.

PRIVATE - NOT FOR WIDER DISTRIBUTION

## 1. Onboarding

New users are on-boarded on safety and traffic rules. Users **confirm to have read, understood and follow rules**. These rules regularly pop up in-app as reminders and are found in the "how-to" section

## 2. Licence Verification

Through our **partnership with Onfido**, users are requested to upload a photo of their driver's license with real-time verification.

## 3. Payment & Start Ride

To start a ride, the user **scans** (or manually enters) the vehicle's **QR code**. If a payment method has not been added, the user will be asked to **add payment** before scanning the code.

## 4. Ride

Vehicle is unlocked and the user can **ride around the city within the operational zone**. If driving in a slow or no riding zone, the vehicle will limit max speed.

## 5. Park

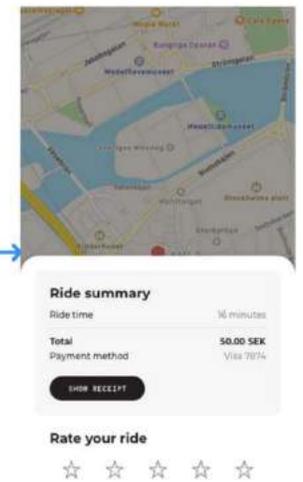
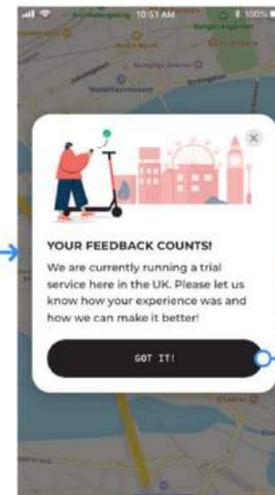
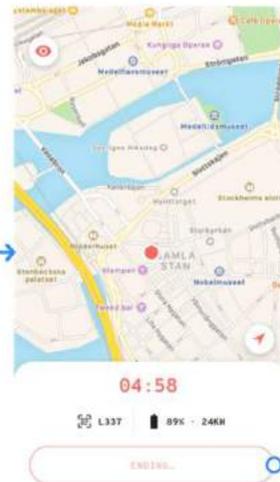
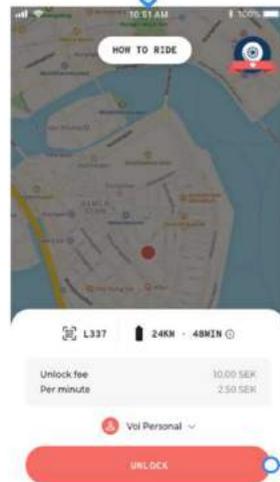
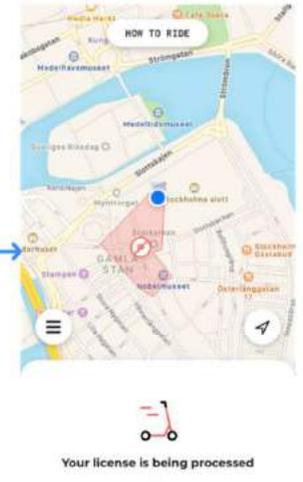
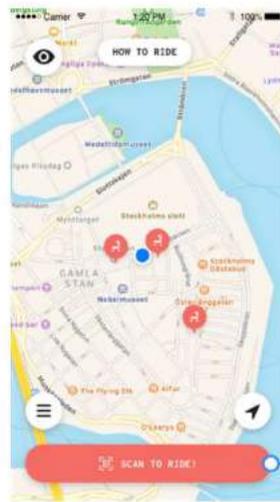
Users **park within an allowed parking zone** and locks the vehicle. Users can reserve the scooter or end the ride

## 6. Feedback

After the end of the ride, users can **voluntarily rate the ride** with a 5-star assessment, tag comments or enter a manual comment. This is useful to improve services and identify safety risks.

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Voi App



# voi. Parking - Physical vs. Virtual / IPZ vs. MPZ

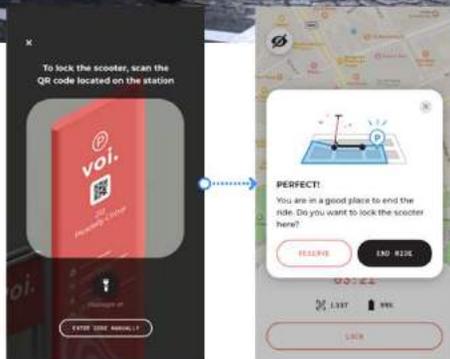
## Virtual Docking



## Racking



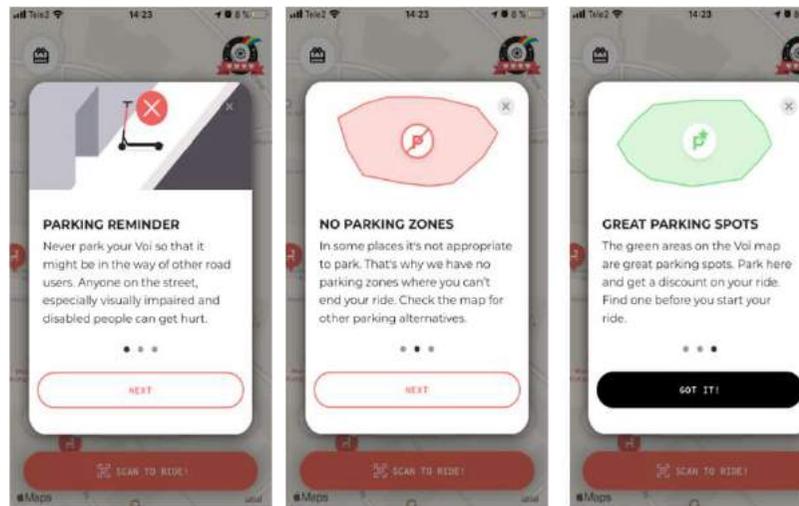
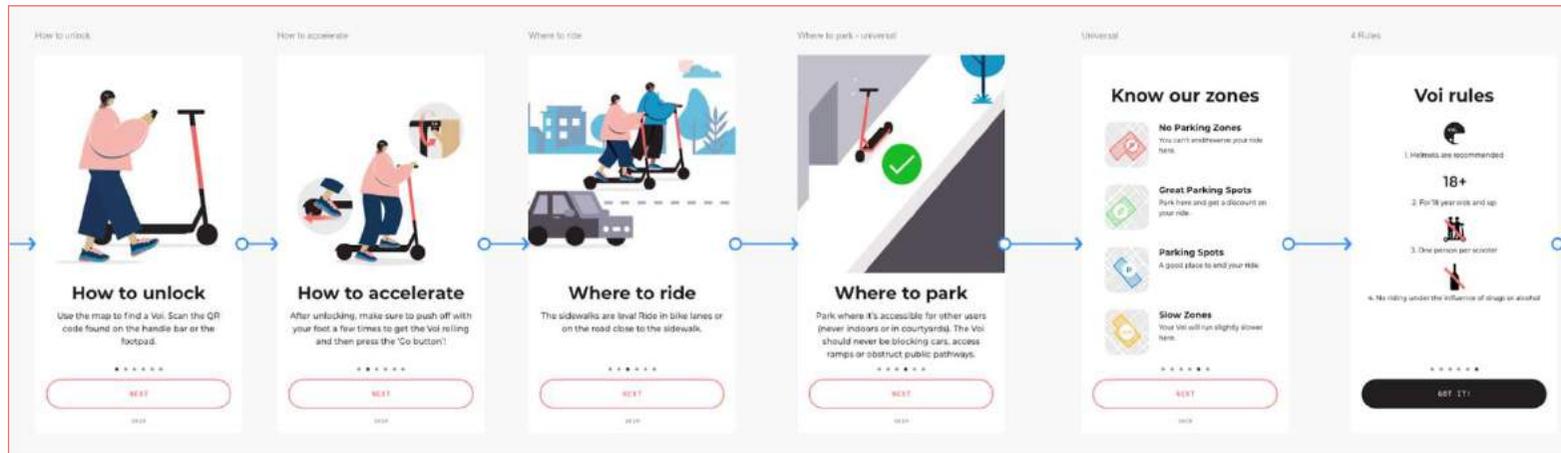
## Charging Stations



## Parking Solutions

1. **Virtual docking** - scan QR code in parking location to end ride
2. **Racking / Charging stations** - Physical infrastructure
3. **Incentivised parking zones (IPZ)** - Users are guided to park in dedicated geo-fenced zones with discounts.
4. **Mandatory parking (MPZ)** - Geo-fenced zones where users are unable to end rides (e.g. pedestrian areas, pavements)

# Parking - In-app guidance for responsible parking



SUSTAINABILITY IS FOR EVERYONE.

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## Health & Safety

We invest heavily in **educating users** and **fostering safe adoption**.



**Education** - Voi has invested over £1.5m training riders via the world's first accredited e-scooter training school.cc. 500k users have passed the test. Voi partners with AA on rider training.



### Awareness campaigns & community engagement

Voi undertakes a variety of advertising initiatives to promote safe riding and parking and will host monthly safety events in West of England to engage with local communities via our Voi Club.



**Rider Screening** - Voi's fully integrated driver's license screening capability using 'state of the art'-Financial KYC-technology to ensure our riders are compliant with DfT regulations.



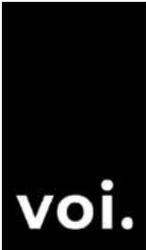
**Drunk rider prevention** - Voi has developed the world's first in-app drunk rider prevention system. The feature (that includes a series of puzzles to complete by the rider) will be operational during evenings and weekend and is being piloted to reduce drunk users from using the service.



**Insurance** - Voi to provide fully comprehensive motor vehicle insurance for riders (over and above DfT requirements for 3rd Party Liability cover)



**Free helmets** - Riders can request a free helmet any time from Voi. Pick up locations will be spread across each city we operate in to ensure everyone has access to a helmet. Monthly VoiPass users will receive a premium foldable helmet to carry with them wherever they go.



SUSTAINABILITY IS FOR EVERYONE.

# RideLikeVoila

The world's first accredited e-scooter training school

9. What does this sign mean? **DONE**

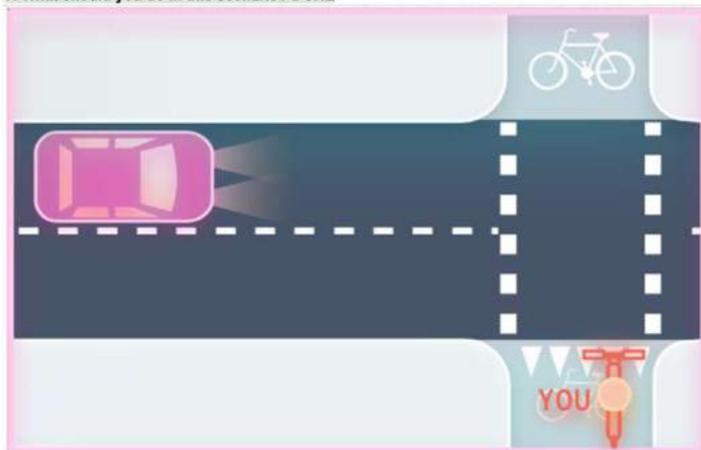


- A. All vehicles can drive at normal speed here
- B. This zone is for pedestrians. All vehicles should give way to pedestrians

**Correct!** These signs indicate pedestrian areas. Always give way for all pedestrians. When possible, use bike lanes instead!

**Wrong!** This zone is for pedestrians. The best way to pass this area is by walking the e-scooter until you are back on the cycling path.

7. What should you do in this scenario? **DONE**



- A. Go ahead, the car must wait
- B. Stop and let the car pass

**Correct!** When you cross a road from a bike lane you must wait and let the cars pass. If there are traffic lights you should follow them, but always be alert and never assume that others using the road will stop.

**Wrong!** Since you are entering the road from a bike lane you must wait for the cars to pass.

5. How should you cross the road in this scenario? **DONE**

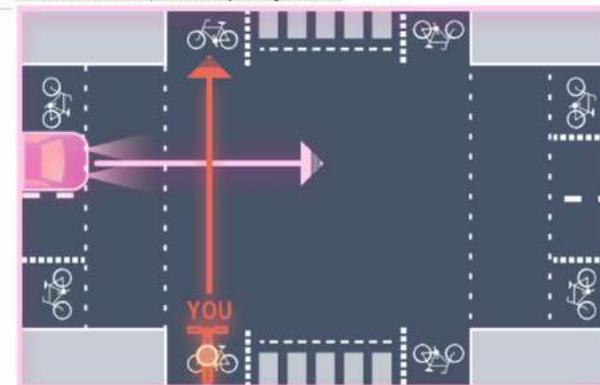


- A. Carry on riding, the car must give way for you
- B. Get off your Voi and walk across the street with it

**Correct!** This is a pedestrian crossing. When riding a Voi you should get off the scooter and walk just like a pedestrian.

**Wrong!** This is a pedestrian crossing. You are not a pedestrian if you are riding a scooter.

4. In this scenario, who has priority? **DONE**



- A. Scooter
- B. Car

**Correct!** Priority to the left rules! Unless you are on a main road, you must give way to vehicles approaching from the left. This applies to all intersections unless there are traffic lights or priority signs. If you don't follow this rule you might cause a collision!

**Wrong!** Vehicles coming from your left have priority if no traffic lights or main road signs are present.

# Further information



## WECA press release

<https://www.westofengland-ca.gov.uk/e-scooter-operator-announced-for-west-of-england-trial-scheme/>

## Travelwest

<https://travelwest.info/projects/e-scooter-trial>

## Travelwest Frequently Asked Questions

<https://travelwest.info/projects/e-scooter-trial#frequentlyasked>

## Voi

<https://www.voiscooters.com/>

# Contact details

## Stakeholder queries

Amanda Edmondson, Transport Officer, West of England Combined Authority

[Amanda.edmondson@westofengland-ca.gov.uk](mailto:Amanda.edmondson@westofengland-ca.gov.uk) or [escootertrial@westofengland-ca.gov.uk](mailto:escootertrial@westofengland-ca.gov.uk)

07436 629 521

## VOI Operational queries, including geofencing requests

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Jessica Hockey, Senior Marketing and Partnerships Manager [jessica.hockey@voiapp.io](mailto:jessica.hockey@voiapp.io)

## VOI UK hotline and email (24/7)

0800 376 8179

[Support@voiapp.io](mailto:Support@voiapp.io)