





Association of Directors of
Environment, Economy, Planning & Transport

ADEPT President's Awards 2022

Entry form – email to secretariat@adeptnet.org.uk by Friday 22
April

Award category:	Category 1: Delivering clean growth
Title:	Northamptonshire e-scooter Trial: Exploring the potential for shared clean growth and green transportation in medium-sized and smaller urban areas
Entrant:	North Northamptonshire Council
Main contact name:	Ian Achurch
Email address:	ian.achurch@northnorthants.gov.uk
Partner/s (if applicable):	North Northamptonshire Council (NNC), West Northamptonshire Council (WNC) & Voi Technology working with Northamptonshire Police
Headline summary (<u>150 characters</u>, c. 20-25 words) New trials are normally launched in major cities. The Northamptonshire e-scooter trial is different and exploring the potential role of e-scooters across seven towns.	

Please note we need **at least one supporting image** per award submission.
Supporting images should be attached separately as jpg or png files.

Supporting Image	See attached to email – embedded here for ease of reference   19FF9B82.jpg B829C6E0.jpg
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Please paste links to any supporting video evidence here

Link 1	Meet Cllr Graham Lawman, North Northamptonshire Council - YouTube
Link 2	www.smartmovenorthamptonshire.net



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500-word project outline (please ensure you do not exceed the word count and address all the judges' criteria – for more info see [here](#))

1. Delivering clean growth

The Northamptonshire e-scooter trial is part of a set of initiatives accelerated due to the COVID-19 pandemic. It was amongst the first to be approved by Government and has been extended to November 2022.

The trial spans seven towns with populations ranging from 7,500-250,000. This is unique amongst all the 30+ trials running nationally. The trial was especially important during Covid-19 providing an alternative to car sharing and public transport for emergency service employees, with over 92,000 trips undertaken using the "Voi4Heroes" concession. It was also crucial addressing public health concerns at major manufacturing sites where employees relied on public transport and car sharing to get to work.

The trial is now helping us understand the role e-scooters can play today and in the future as part of an integrated transport system.

Since the launch of the Voi trial, almost 2 million trips have been undertaken replacing over 695,000 car trips and saving 310+ tonnes of CO2.

The trial has been popular with almost 70,000 registered riders. Analysis shows an increase in average hourly rides during peak commuting hours. This illustrates that more people see e-scooters as their primary means of getting to and from work.

The trial focuses on the following use cases across these towns:

Use case	Challenge
Further/Higher education	Travel to/from the edge of centre campus particularly for students and staff.
Major employer e.g., General Hospitals	Travel to/from work at busy compact sites, including shifts which make public transport challenging, also limited parking
Town Centre	Short trips in and around busy town centres
Park-and scoot hub site	Enable easy multi-modal choices delivering benefits to users
Out of town retail	Travel for employees, and increasing leisure trips



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Further data analysis looking at the OSCI Left Behind Communities will be beneficial and indicates higher levels of use in these areas.

2. Driving innovation

The Northamptonshire trial has led the way nationally by testing and deploying numerous innovations; many subsequently adopted by other areas and now part of Government 'best practice, for all trial areas. These include clearly visible ID plates on all e-scooters, safety events and an on-line safety school, pavement riding detection trial, compulsory 'end of ride' photos to demonstrate compliant parking, and a 'three-strike' policy on rule-breaking. A further innovation is NNC access to a Vianova platform which enables the council to set rules and regulations e.g., on slow speed areas, no go zones etc. The platform also enables it to monitor compliance and report issues to Voi.

3. Working in partnership

The success of the trial has been embedded by strong political leadership, initially from the former county council and now NNC and WNC, working closely with Northamptonshire Police (appointed national forces lead on e-scooters), the General Hospitals, major business bodies and employers, the University, and key groups such as the Royal National Institute for the Blind.

Voi is also playing a key role promoting clean growth at local climate change events and showcasing the role that technology can provide.



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