

CASE STUDY



#RideForHeros e-scooters

Free taster rides on e-scooters, that enticed new users to experiment with short trips.





Another initiative to support key workers during the pandemic was #RideForHeros.²⁴ Launched in January 2021, this gave NHS staff free access to e-scooters²⁵, as an alternative mode for commuting and other trips. This allowed them to travel a safe distance from other travellers, while getting a boost to their well-being from the element of fun in riding an e-scooter.

In the first three months of this initiative 44 NHS staff members used an e-scooter – making on average 4 trips each. These trips were generally short – lasting on average 15 minutes, and covering just 2.5km. Mainly people used the e-scooters to get to/from work, but some also used them on their lunch hour, to get out in the fresh air, or to do leisure trips on the weekend (e.g. to get to sports activities or socialising).

41 of people (93%) were first time e-scooter users – so the offer was very successful in getting people to try out this new mode.

In total 169 free e-scooter journeys were done – covering a total of 432km. 43% of users said they used the e-scooter instead of walking; 30% would not otherwise have travelled; 4% used it instead of going on the bus; and 22% would have otherwise travelled by car. This means this small initiative alone saved nearly 100 car km and their associated CO_{2e} emissions.²⁶

²⁴ This initiative was part of the national e-scooter trial programme and was delivered by Beryl, with funding from Isle of Wight Council, Solent Transport and the Department for Transport. The e-scooters were therefore covered by a motor vehicle insurance policy and all users had to have a valid driving licence.

²⁵ Staff accessed the offer by logging into the e-scooter app with their NHS email address. The first 30 minutes were free, and the journey had to end in a Beryl e-scooter bay. Out of bay and out of service area charges still applied.

²⁶ In the same period, across all users of the e-scooters on the Island, 20,380 journeys were made by 4,572 different people. On average these were 4.7km long and lasted for 39 minutes. 40% travelled on the e-scooter just for enjoyment, 20% made a leisure-related trip, 17% were running a personal errand, 12% travelled to work or for business purposes, 6% were making a tourist visit and 5% were travelling to school/education. 47% of people would otherwise have walked their journey; 16% would not have travelled; 5% would have travelled by bus; 5% would have cycled; and 19% would have travelled by car (saving over 17,900 car km and the associated CO_{2e} emissions).