




ADEPT President's Awards 2022

Entry form – email to secretariat@adeptnet.org.uk by Friday 29 April

Award category:	Category 2: Digital Innovation & Technology
Title:	Northamptonshire e-scooter Trial: Exploring the potential for shared clean growth and green transportation in medium-sized and smaller urban areas using digital innovation and technology
Entrant:	North Northamptonshire Council
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Partner/s (if applicable):	North Northamptonshire Council (NNC), West Northamptonshire Council (WNC) & Voi Technology working with Northamptonshire Police, Vianova
Headline summary (150 characters, 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 <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Cityscope.JPG </div> <div style="text-align: center;">  Control_Tab.JPG </div> <div style="text-align: center;">  Zones.JPG </div> </div>
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Please paste links to any supporting video evidence here

Link 1	https://cityscope.vianova.io/
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 use of technology and data to drive innovation has been crucial to the ongoing success of the trial.

The trial spans seven towns with populations ranging from 7,500-250,000. This is unique amongst the 30+ trials nationally.

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 for students and staff.
Major employer e.g., General Hospitals	Travel to/from work at busy compact sites, including shifts where limited parking and public transport availability are challenging.
Town Centre	Short trips in/ 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.

2. Improving strategic outcomes, efficiency, and effectiveness

The Northamptonshire trial has led the way nationally by testing and deploying numerous innovations. One of these involves the use of the Vianova platform Cityscope, a web based open API data platform which enables fleet management, analytics and planning and audit and regulation functions and covers many cities across Europe. NNC are unique in utilising it for the e-scooter trial.



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3. Improved insights enabled by digital innovation and technology

NNC have worked closely with Vianova since December 2020 to develop the platform functionality. There have been several new innovations such as the control, zones, and reports functions. This includes:

- Use of activity data for analysis of 'OSCI Left Behind Communities' compared with other areas.
- Generation of custom zones for [Voi's City Guides](#) to plan new incentivised parking zones (IPZ's) and offer additional travel methods to key attractions.
- Use of reports to evaluate and monitor achievement of agreed KPI's.
- Use of control tab to monitor compliance with regulations and ability to report directly to Voi for swift resolution.
- Participation in Vianova webinar: [E-scooter use – one year on](#)
- Evaluating potential locations for mobility hubs.
- Use of activity tab and custom zones to monitor progress on the use cases set out in point 1 above.
- Ability to extract all data from Cityscope with ease for integration into other data/mapping systems.

4. Reducing costs across the Public Sector

The Cityscope platform operates at zero cost to NNC. Moreover, real time monitoring of reported issues results in swift action reducing the need for formal complaints/ reputational impacts. It also helps to monitor supply and demand of e-scooters in real-time.