

ADEPT President's Awards 2023

Entry form

Main contact name	Kirsty Wilcox
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Award category	Delivering Clean Growth
Project Title	Delivering Innovation and Decarbonisations through Partnership (the Northamptonshire e-scooter Trial)
Local authority entrant	North Northamptonshire Council (NNC)
Partner/s if applicable	Voi, West Northamptonshire Council and Northamptonshire Police

Headline summary (150 characters max.)

This e-scooter trial explores the role of e-scooters in achieving decarbonisation aims. Voi's future ambition is for a circular service.

Video - please paste links to any video evidence here. (Leave blank if not relevant.)

https://www.youtube.com/watch?v=Gp0gL0iT_-o www.smartmovenorthamptonshire.net

Delivering clean growth: How is this project delivering clean growth, not just now but into the future – demonstrating ambition and vision, anticipating future challenges and future proofing growth including developing the workforce for the future? (150 words max)

This trial with Voi Technology (Voi) was one of the first launched in England. The trial is a massive success story. Since launch:

- Rides = Over 3.8 million
- Users = 98,400, representing 16% population aged 18 and over
- CO2e saved = 804 tonnes
- Car trips replaced = 1.9 million
- Additional "High Street" spend = £7.57m
- Commuters using Voi = 38%

This trial is unique because it covers seven small and medium sized towns. Populations range from 7,500 to 250,000. High car use and limited public transport options are distinctive characteristics.

Delivering clean growth: How is this project working across boundaries and with different partners to achieve long lasting clean growth? (150 words max)

Decarbonisation is a shared aim of the Councils and Voi - one of the reasons for Voi's successful bid for the trial. Voi's ambition for the future, supported by the Councils, is to have a fully circular service. UCL's MaaS Lab built and validated the carbon calculator. The calculator uses:

- Voi's ride data
- Local car replacement rates via surveys
- UK Government's emission factors for cars and buses ((DEFRA/BEIS, 2019), and,
- Voi's carbon emissions data from the Ernst and Young Life Cycle Assessment.

NNC has worked closely with major business parks, Rushden Lakes shopping centre, and the two General Hospitals in Kettering and Northampton and e-scooters have been extremely popular with staff. Voi-4-all provides a 50% discount for jobseekers helping access to interviews. Relationships have been successfully forged with new businesses moving to the area to encourage new employees to use e-scooters to travel to work.

Delivering clean growth: How is this project proactively engaging with business to tackle problems and find solutions, stimulating the clean growth sector at the same time? (150 words max.)

Responsible sourcing of materials is important.

LG and Samsung provide the Lithium-ion batteries used in Voi e-scooters. Suppliers used by Voi operate mineral management systems. These systems conform with OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict Affected and High-Risk Areas. LG and Samsung disclose audits and origins of minerals.

Delivering clean growth: How is this project going beyond the 3-5 year budget cycle to prepare for future challenges including the use or consideration of innovative funding solutions? (150 words max.)

All impacts considered significant are monitored via Voi's Environmental Management System (EMS). For example: emissions, energy use, water, material use, waste including hazardous waste and chemical use.

1. Life Cycle Assessment – performed by Ernst Young to ISO 14040 and ISO 14044 standards. The basis of Voi's Sustainability Strategy. The Life Cycle Assessment maps all emissions linked to the product or service including scope 1, 2 and 3 emissions.
2. Carbon Footprint Assessment – Voi is finalising for all services and trials, to map scope 1, 2 and 3 emissions.

Examples of activities undertaken as part of the trial include:

- Improving product endurance – regular vehicle checks and servicing to increase the vehicle lifespan.
- Vehicle utilisation - fleet optimisation to increase rides per vehicle.
- Material recirculation and recycling – collaboration with suppliers to use recycled and recyclable materials. The latest scooters now include over 30% recycled materials.

All categories: please add anything else that supports your award entry

Headlines and successes:

1. High satisfaction rate from users
2. Fleet of c. 4,000 e-scooters serviced entirely by e-vans or e-cargo bikes
3. Operation includes c. 100 e-bikes in Kettering and Northampton
4. Operation run on electricity from 100% green sources
5. City Guides developed with Voi for local towns showcasing local independent shops and attractions to encourage visits.
6. 38% of riders use e-scooters as part of their daily commute, often alongside other modes e.g., commute to train station or bus stop for longer journeys.
7. Safety campaigns developed jointly with the Police and Voi.
8. Northamptonshire Police appointed national forces lead on e-scooters acknowledging the innovations on education and enforcement driven through the trial.
9. Mobility Data Platform allows real time fleet operations monitoring and management. For example, NNC can set geofencing for regulations, monitor use, analyse trip patterns, and track infringements.
10. Promotion with Voi at annual 'Merged Futures' technology-showcase event (demonstrating the use of technology) and North Northants 'Techspo' event (for local schools highlighting careers opportunities in technology and how it is tackling environmental challenges).
11. Active participation by Voi in Net-Zero Conferences run by both NNC and WNC.