

Canterbury E-Scooter Trial

Consultation Report

Date: 21/12/2022



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1. EXECUTIVE SUMMARY

From 30 October 2020 to 31 August 2021, Kent County Council carried out two public consultations seeking feedback on the Canterbury e-scooter trial. The trial aimed to gather data for the Department for Transport (DfT) to help inform the legality of e-scooters in the future and provide a sustainable alternative to the car for short journeys.

Throughout the trial, only DfT tested and safety accredited e-scooters provided on a rental basis by Bird were allowed to be ridden. Users had to hold a driving licence (a minimum of a provisional licence), be aged 18 or over, and register to rent an e-scooter through the Bird app.

All private e-scooters used on the highway remained illegal. However, there are an estimated 1 million privately owned e-scooters in England (based on an Ipsos Mori survey for the DfT) and the illegal use of private vehicles across the country, including Kent, is widespread. This has been an issue in terms of evaluation across all 50+ national e-scooter trials, with residents across the country being at risk of confusing privately owned vehicles with those legally provided by rental operators.

Since the trial launched, over 76,000 journeys have been taken on Bird e-scooters, resulting in an estimated 1.88 metric ton saving in carbon emissions. Most journeys have been completed safely and without incident.

Throughout the project, information on the trial and consultations have been shared online on the designated project webpage: www.kent.gov.uk/escootertrial and through a variety of engagement activities, details of which can be found in Section 3.1 of this report.

A consultation questionnaire was available online. In total across both consultations, 543 questionnaires were completed. Following the consultations, a feedback form was provided for the public to submit their feedback on the trial until it came to an end on 30 November 2022.

This document provides an overview of the consultation activities undertaken to gather feedback from residents and businesses and a summary of the responses.

Key findings:

- Across both consultations, more respondents objected (59%) to the Canterbury e-scooter trial than were in support (40%). The remaining 1% of respondents neither supported nor objected.
- The majority of those who objected to the trial had not used a Bird rental e-scooter. Whereas the majority of those in support of the trial had used a Bird rental e-scooter.
- The key reasons for respondents objecting to the trial included:
 - e-scooters being dangerous
 - too quiet
 - ridden on pavements
 - ridden too fast
 - ridden without helmets
 - creating a trip hazard
 - lack of enforcement
 - lack of sufficient infrastructure
 - Canterbury not being a suitable place for e-scooters
 - riders not abiding by the highway code.
- Of those who had tried Bird rental e-scooters their response to e-scooters and the trial had been largely positive.
- The key reasons for respondents supporting the trial included:
 - e-scooters are a sustainable transport mode helping to reduce pollution
 - help reduce traffic and private car use
 - are an independent transport mode
 - are the same as bicycles
 - e-scooters are useful for last mile journeys.
- There was a good split between male and female respondents.
- Age groups who engaged most with the first consultation were 35-49 and 65-74.
- Age groups who engaged most with the second consultation were 25-34 and 35-49.

2. INTRODUCTION

This report presents a summary of the feedback received in relation to the Canterbury e-scooter trial consultations. The report has been produced by Kent County Council (KCC). Two consultations ran alongside the trial. The first was a statutory Experimental Traffic Regulation Order consultation and the second allowed for the continuation in gathering public opinion on the trial as it expanded.

Feedback was submitted via online questionnaires on KCC's consultation website. The questionnaires were divided into two parts:

- Part one consisted of mandatory questions around the Experimental Traffic Regulation Order.
- Part two presented a series of optional questions, which sought to gauge local views on the scheme and details about the participants.

With the extension of the trial a feedback form was made available for the public to continue to submit their feedback until the trial ended on 30 November 2022. This feedback was monitored throughout the trial and is summarised in this report.

3. BACKGROUND

The Department for Transport (DfT) set out their plans to establish safe parameters and design for e-scooters in their 2019 Future of Mobility: Urban Strategy. E-scooter trials were announced and anticipated to begin in 2021, to allow highway authorities, towns and cities to shape the emerging technologies. However, when the pandemic hit, these trials were brought forward to summer 2020 in order to support a green restart to local travel and to help mitigate the reduction in public transport capacity that Covid-19 caused.

Kent County Council (KCC), Canterbury City Council (CCC), the University of Kent (UoK) and Canterbury Christ Church University (CCCU) then established a working group to plan a phased e-scooter trial within Canterbury, and upon completion of this plan, the group submitted a successful bid to the DfT and

Bird was appointed as the trial operator. We have worked very closely alongside them, as well as Kent Police, both on the lead up to the trial and since its launch, to deliver a safe public service whilst collecting meaningful usage data which we feed back to the DfT to assist with future policy making.

3.1. Experimental Traffic Regulation Order

An Experimental Traffic Regulation Order (ETRO) is a legal document which imposes traffic and parking restrictions. They are used to see if schemes will work in practise before being made permanent. An ETRO was used to make the trial legal and lasted for up to 18 months. The trial ran for a minimum of 12 months, from the 2 November 2020 to the 1 November 2021. The remaining six months of the Order provided us with flexibility to extend the trial to 31 March 2022, as requested by the DfT. A further extension to the trial has been granted by DfT taking the trial to the end of November 2022. A Traffic Regulation Order (TRO) has been implemented for the remainder of the trial ensuring the trial remains legal.

3.2. Canterbury E-Scooter Trial Implementation

The UoK, working with CCC, had been developing plans to pilot e-scooters on its campus since 2019. Following the DfT decision to fast track and expand trials of rental e-scooters due to the COVID-19 pandemic, Canterbury broadened its ambitions to deliver a citywide trial focussed on safely widening the sustainable transport offer in the city and collecting evidence as to the efficacy of e-scooters to inform policy, legislation and wider deployment. The proposal was backed by all members of the Working Group, alongside Transport for the Southeast (TfSE) and Southeastern.

Throughout the trial, only DfT tested and safety accredited e-scooters provided on a rental basis were allowed to be ridden.

3.3. Phase 1

At launch, Bird introduced 30 e-scooters on the campuses of the UoK and CCCU. Over the course of four months, the total number of e-scooters increased to 100. During this phase, the service was restricted to staff and students at both universities. The e-scooters were restricted to travelling within

the UoK campus and along a predetermined route connecting both campuses, helping the city's student population get between campuses without adding to congestion. This phase allowed us to assess any immediate implications the trial had on road safety, in a controlled way. The route followed National Cycle Network Route 1 beginning at UoK. Using the Eliot footpath, it connected to the St Stephens area of the city, through Beverly Meadow and over The Causeway towards Northgate. It then connected to Canterbury Christ Church University on North Holmes Road via Victoria Row and Artillery Street.



3.4. Phase 2

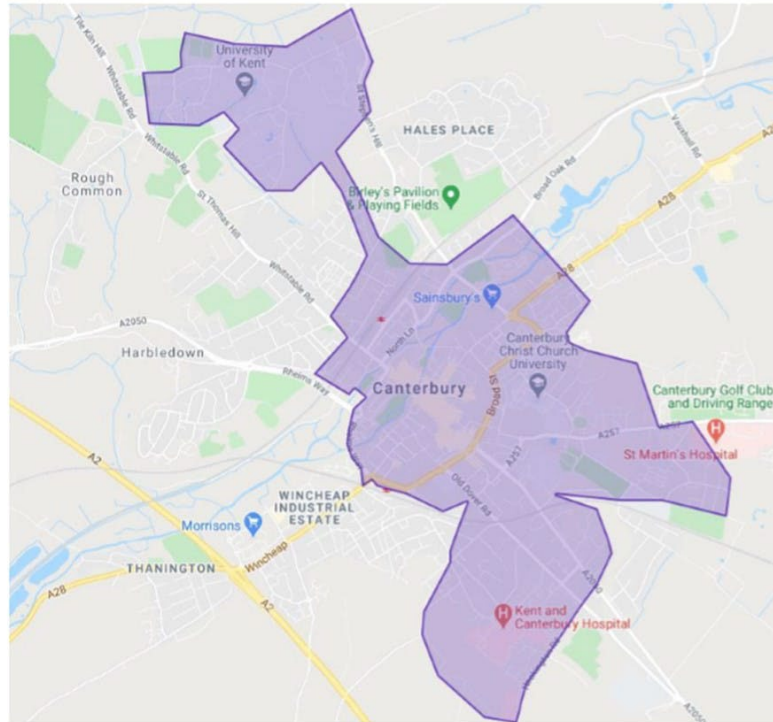
Phase 2 of the trial saw the operational area expanded to cover the city centre. The e-scooters were accessible to members of the public over 18 years of age and who held a full or provisional driving licence. Users needed to register to rent an e-scooter through the Bird app and were required to complete a safety training session through the app before their first ride. This was to ensure riders were aware of the rules and of the appropriate etiquette expected when riding the e-scooters. Helmet use was strongly encouraged and riding on the pavement was not permitted.

In preparation for phase 2 of the trial, KCC worked closely with Bird, CCC and other partner organisations to ensure that the e-scooter parking locations were selected with safety in mind, whilst providing a good level of connectivity for users. Locations were selected close to transport interchanges, including the

city's two railway and bus stations as well as in city centre car parks. The designated parking areas were visible using temporary markings on the ground and parking compliance was managed through digitally enforced 'geo-fencing' which ensured that the e-scooters were within a certain boundary before the rider may end their ride. Individuals paid for their ride, until the ride was ended at a designated parking area. Rides could only be ended at one of the identified parking locations and riders would continue to be charged if not.

There were some locations within the phase 2 operational area that were designated as 'no ride zones' (areas where riding e-scooters was prohibited). Canterbury city centre main high street was a no-ride zone between 10:30am and 4:00pm. Outside of these hours, it was a designated go-slow zone with e-scooter speeds limited to 7.5mph (7.5mph is specific to the city centre and 10mph in all other 'go slow' zones). No-ride zones were also placed around Canterbury Cathedral, school grounds, parts of the Sustrans cycle network by the Great Stour, shopping centres, railway lines, private land by Whitefriars and St George's Street.

'Go slow zones' were in place to limit e-scooter speed in certain areas with high pedestrian activity. These were areas where e-scooter speeds had been restricted to 10mph. If a rider was travelling at more than 10mph when entering a go-slow zone, the e-scooter would gradually decrease speed to 10mph. Outside of these designed go-slow zones, the e-scooters could travel at a maximum speed of 15mph.



3.5. Phase 3

The third phase of the trial saw the operational area expanded to include the broader urban area of Canterbury, providing e-scooter access to residential areas including Wincheap and the Sturry Road. A number of additional nests (e-scooter parking areas) were added to support those riders wishing to travel to and from Canterbury's residential areas.



4. CONSULTATION PROCESS

The first consultation launched 30 October 2020 and ran until 3 May 2021. The second consultation launched 3 June 2021 and ran until 31 August 2021.

4.1. Methodology and Communications Approach

To raise awareness about the consultation and encourage participation, a promotional campaign was carried out in partnership with Bird and Canterbury City Council. A series of activities took place throughout the consultation period, including:

- a leaflet distributed to over 10,000 homes and business across Canterbury
- media releases
- social media posts on KCC's channels and shared by Bird
- poster campaigns around Canterbury including at the train stations and supermarkets
- safety days to promote the rules and importance of safe riding
- Facebook advertising posts made at the start and towards the end of the consultation period
- invitations to individuals registered with KCC's consultation directory who had expressed an interest in hearing about consultations on roads, traffic and transport in Canterbury
- emails and meetings with stakeholders
- elected Member engagement and briefings.

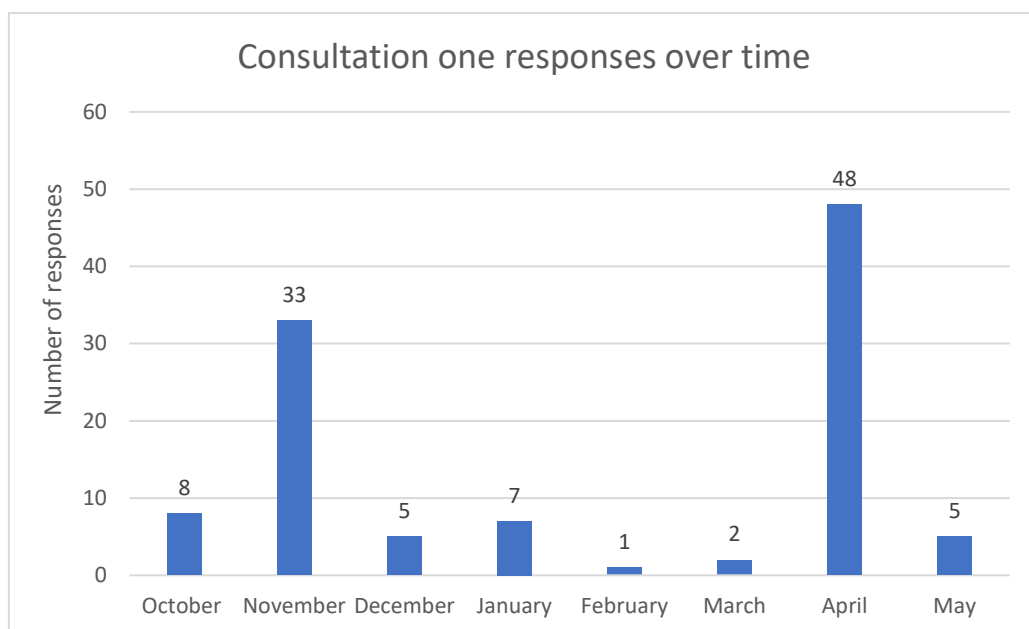
5. CONSULTATION ONE - ETRO FEEDBACK

This section provides a breakdown of the questionnaire results from the first consultation.

5.1. Questionnaire summary

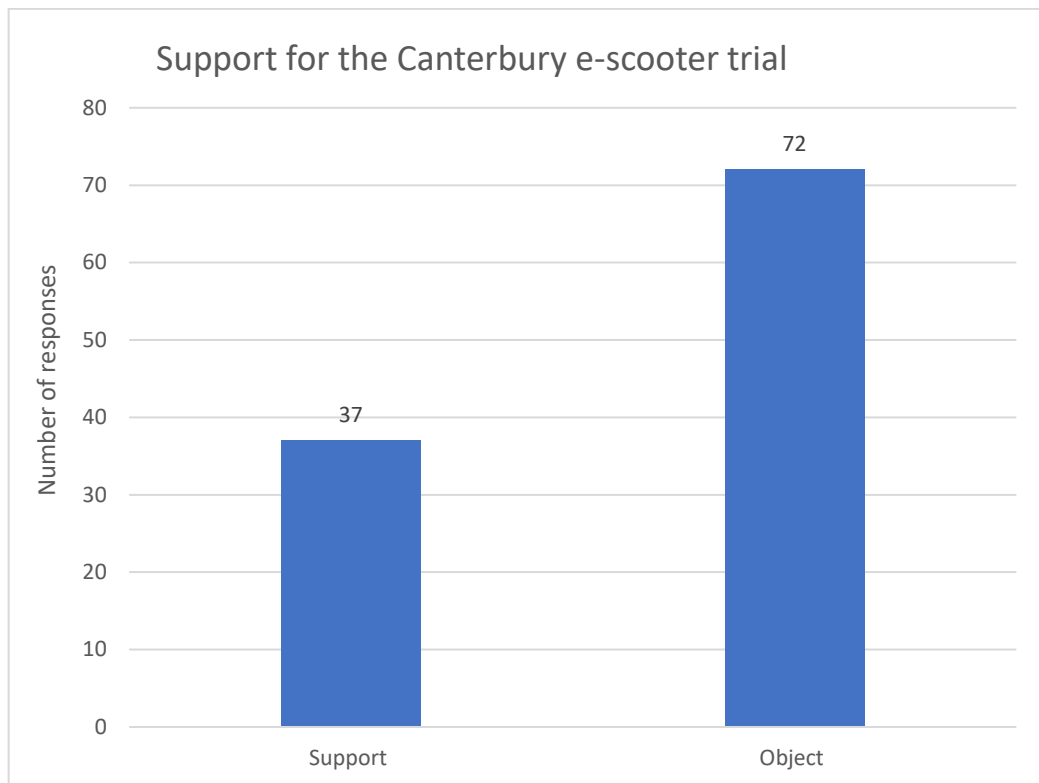
109 people/organisations completed the online questionnaire or provided feedback via email/post. Responses received via email or post were manually entered into the dataset and included in the analysis.

The chart below shows the level of responses per month from launching the consultation on 30 October 2020.

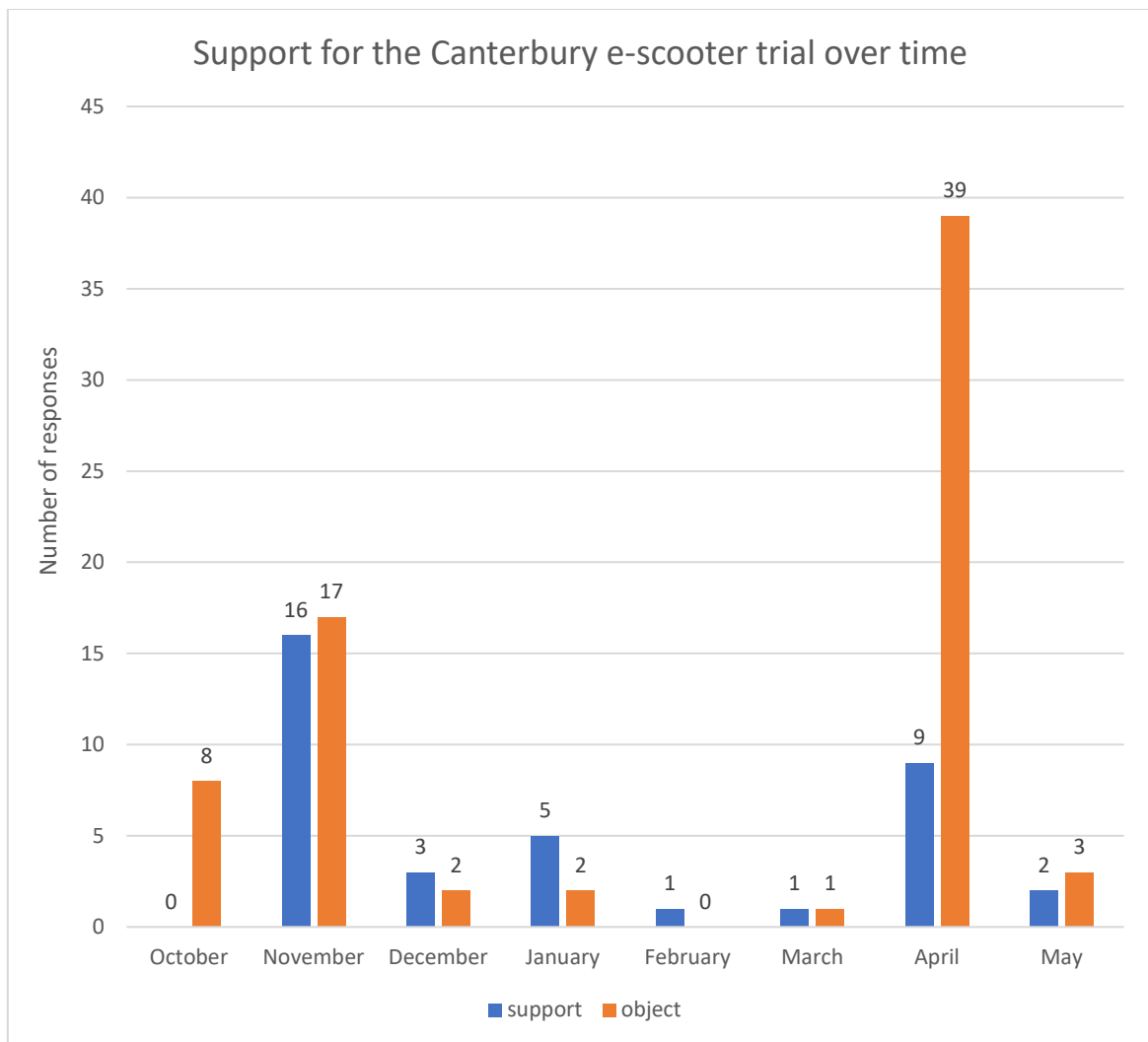


- April saw a surge in responses with 48 recorded. This coincided with the launch of the second phase of the trial which saw the trial area extended to cover the city centre and to include all individuals over the age of 18 who hold a full or provisional driving licence. Prior to this the trial was only available to staff and students at Canterbury Christ Church university and the University of Kent.

5.2. Please tell us if you support or object to the use of e-scooters in this way, as described in the Experimental Traffic Regulation Order.



- As shown in the graph above, 37 people were in support of the Canterbury e-scooter trial and 72 people objected to the trial.
- There was more support from those in age groups 35-49 and 65-74. However, in every age group there were more objections than support.
- Support outweighed objections from residents further afield (37). Objections from Canterbury residents were more than double (49) the responses of support (21).
- Of the people who have used a Bird rental e-scooter in Canterbury, 4 were in support of the trial and 3 objected.
- Of the people who have not used a Bird rental e-scooter there were over two times as many objectors (58) than supporters (25). However, of these who have not used a Bird rental e-scooter but would be interested in doing so, there were more supporters (17) than objectors (2).



- November, April and January saw the highest levels of support.
- April saw the highest level of responses with 48 in total. Of this 39 objected and 9 were in support. This coincides with the second phase of the trial.
- October saw 8 responses in total, all of which were objections. This coincided with the launch of the trial and consultation.
- There were 33 responses in November, with an almost equal split between support (16) and objections (17).

5.3. Please tell us the reason for your support or objection.

This question was answered 109 times.

Of the individuals who objected to the trial, the most common themes across the responses are summarised below along with some example comments:

- E-scooters are dangerous (61).

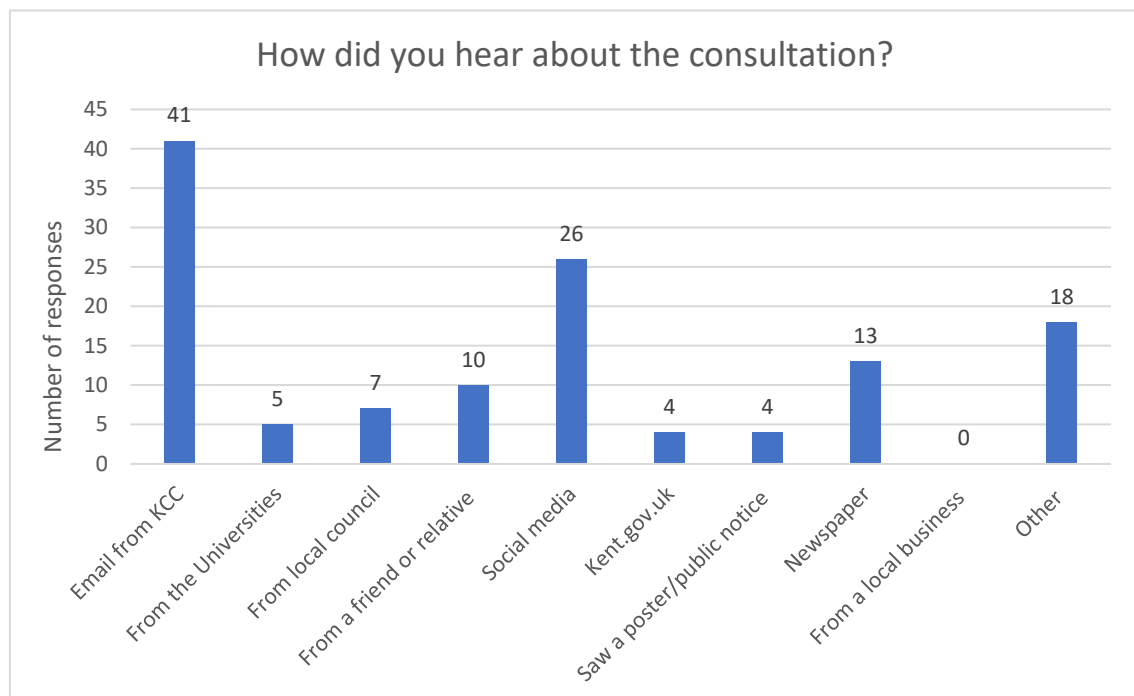
- "It is a traffic hazard and compromises the safety of the rider and other road users".
- "Users do not abide by road rules and they are used almost entirely in a dangerous manner"
- E-scooters being too quiet, being ridden on the pavement, riding too fast, causing a trip hazard and being ridden without helmets (42).
 - "They provide a threatening safety hazard to pedestrians as they are used widely on pavements rather than roads"
 - These devices have insufficient braking, steering, are silent and are just dangerous"
- Lack of enforcement (18).
 - "Where are the enforcement officers?"
 - "There is no policing of e-scooters on pavement at present. Without any policing mechanism the trials should not take place or be expanded"
- Lack of sufficient infrastructure (11).
 - "Canterbury barely has the infrastructure for bicycles, let alone e-scooters"
 - "Road spaces, cycle lanes and shared footpath/cycleways within Canterbury are already crowded and inadequate for the supposed use. I believe allowing e-scooters to use the same spaced can only lead to further congestion and confrontation with other users"

Of the individuals who were in support of the trial, the most common themes across the responses included:

- E-scooters being a sustainable form of transport and helping reduce pollution (19).
 - "Canterbury has a severe traffic and pollution problem. Any scheme which offers pollution free, easy, accessible transit around the town has my support"
 - "All means of urban transport which provide alternatives to the use of fossil fuels have to be encouraged"
- E-scooters help to reduce traffic (11).
 - "E-scooters provide a way to move across a wider distance while not having to contribute to the persistent traffic problem in the city"
 - "I think this could reduce traffic and fumes, so I support it"

- E-scooters provide an independent form of transport (10).
 - “Independent travel is of far more use than reliance on bus or taxis”
 - “Excellent for getting from a to b without having to use a car”
- E-scooters are the same as bicycles (6).
 - “I personally don’t see this as any different to bicycles”
 - “Much as cars and bicycles have grown in use and acceptance over the past centuries. This is no different”

5.4. How did you find out about this consultation?



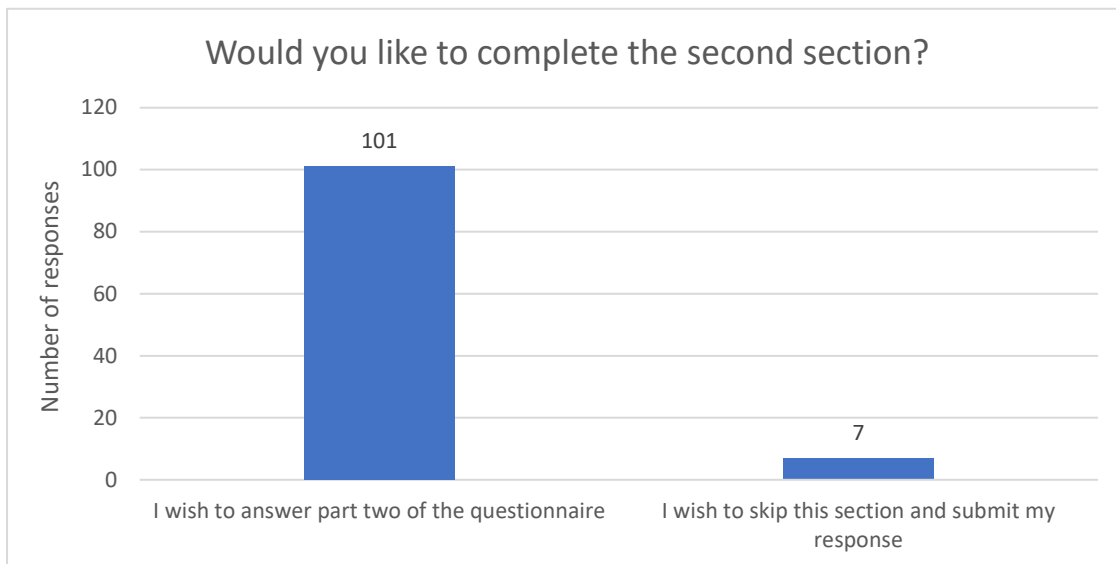
People were given a list of pre-defined answers to check. They could tick as many boxes as required.

- 41 people selected an email from KCC, and this was the most frequent channel by which respondents heard about the consultation.
- 26 people said they heard about the consultation from social media channels which included Facebook, Instagram and Twitter.
- 13 people said they heard about the consultation through a newspaper.
- 18 people selected ‘Other’. Comments left by individuals who selected this option included hearing about the trial from their residents’ association, from living close to a parking nest and from hearing the trial mentioned on the radio.
- 10 people said they heard about the consultation from a friend or relative.

- 7 people said they heard about the consultation from their local council. Responses in this option included Parish, Town, Borough and District council.
- 5 people heard about the consultation from either the University of Kent or Canterbury Christ Church University.
- 4 people heard about the consultation through Kent.gov.uk
- 4 people heard about the consultation from a public notice or poster they saw.

5.5. We would like to ask you some questions to gather more detail on how you feel about the scheme

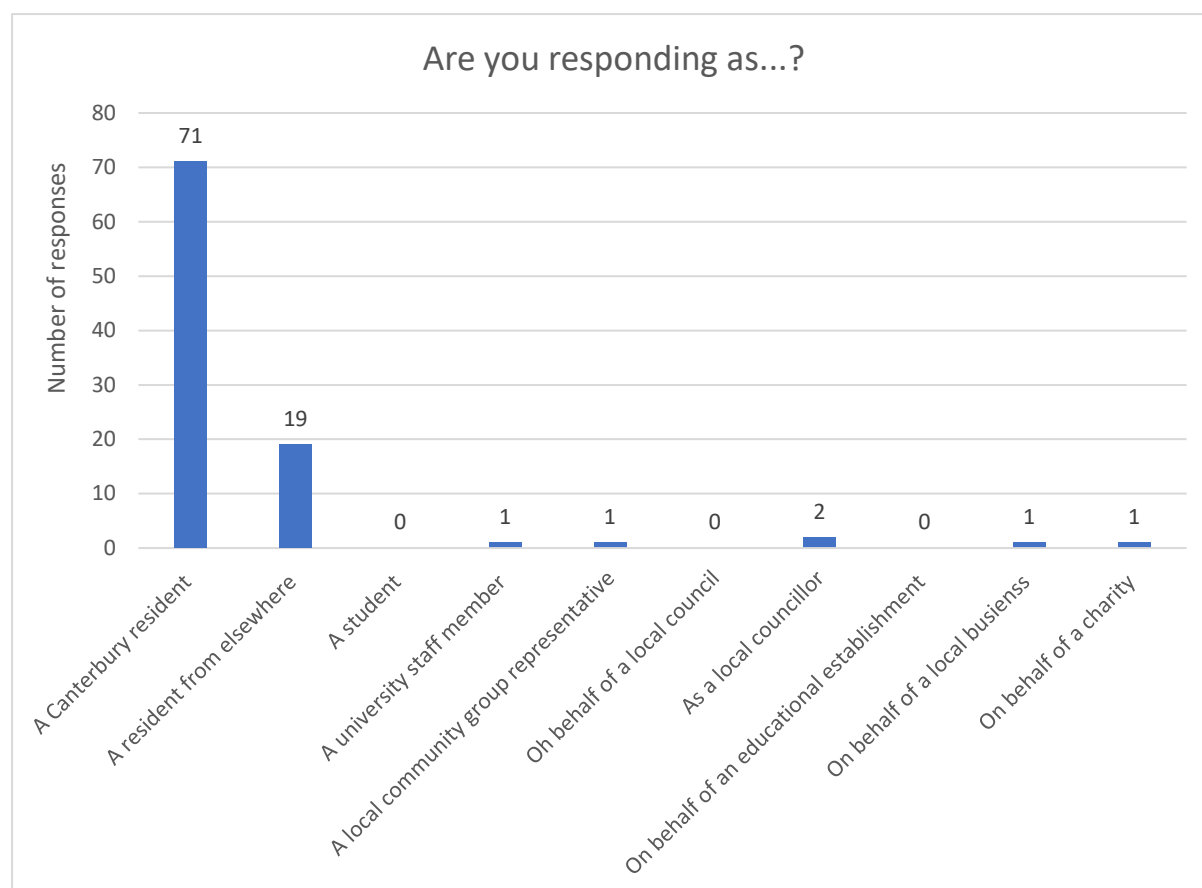
Following Q2, respondents were asked whether they would like to continue with the questionnaire or would like to skip and just submit their response to the statutory ETRO part of the consultation.



101 people chose to participate in second section of the questionnaire, while 7 people opted to skip.

5.6. Are you responding as...?

This question asked individuals to select the option that most closely represented how they would be responding to the consultation.



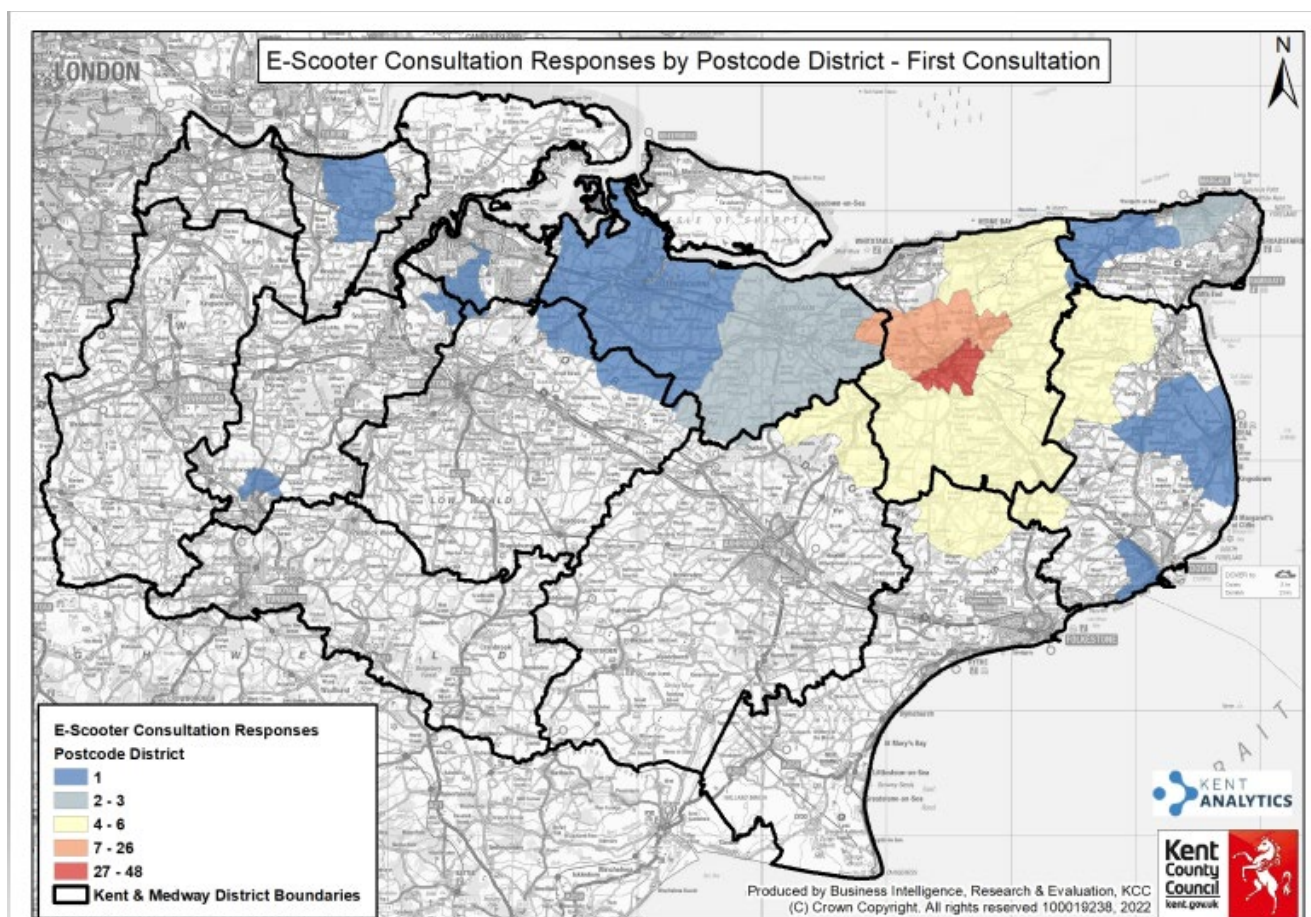
- 71 people said they were responding as a resident of Canterbury.
- 19 people said they were responding as a resident from someone else in Kent or further afield.
- 2 people responded as a parish, borough, town, or county councillor
- 1 person responded to the following four categories:
 - On behalf of a charity, voluntary or community sector organisation (VCS)
 - On behalf of a local business
 - A member of staff at the University of Kent or Canterbury Christ Church University
 - A representative of a local community group or residents' association

5.7. If you are responding on behalf of an organisation (business, community group, residents' association, council or any other organisation), please tell us the name of your organisation.

This question has been answered 7 times with 6 providing their organisations name:

- Canterbury City Council
- Finn's (1865) LTD
- Spokes East Kent Cycle Campaign
- Guide Dogs UK and the Royal National Institute for the Blind (RNIB)
- L Brown Associates LTD
- St Peter's Residents Association

5.8. Please tell us the first five characters of your postcode



This question has been answered 102 times. Respondents were seen from mostly north and east Kent, with the majority from Canterbury and surrounding areas as shown in the above map.

5.9. How do you usually travel in and around Canterbury?

[OBJ]

Respondents were able to select as many options as applied.

- The largest category was walking/by foot, with 82 people choosing this option.
- The category that had the least number of responses was by motorcycle with only 3 people choosing this option.
- 56 people said they travel in and around Canterbury in a car as a driver, while 14 people said they travel in a car as a passenger.
- 23 people said they travel by bicycle and 23 people said they normally travel by bus.
- 3 people chose 'Other' and stated their usual modes of transport as being, park and ride, car share, cargo e-bike and push scooter.

5.10. Have you used a Bird rental e-scooter?

[OBJ]

- The most frequent response was 'No', with 70 people choosing this option.
- 16 people said they had not tried a Bird rental e-scooter yet, but they would be interested in trying one if the scheme expanded to cover the wider urban area.
- 4 people said they had not tried a Bird rental e-scooter yet, but they would be interested in trying one.
- 7 said they had tried a Bird rental e-scooter.

5.11. Please tell us your experience of using a Bird rental e-scooter?

This question was answered 7 times.

Examples of the negative themes included in the responses were:

- The cost of hiring an e-scooter being too high
- Other users ignoring the highway code
- The streets of Canterbury not designed for vehicles with small wheels like scooters
- More enforcement needed to ensure safe and proper use.

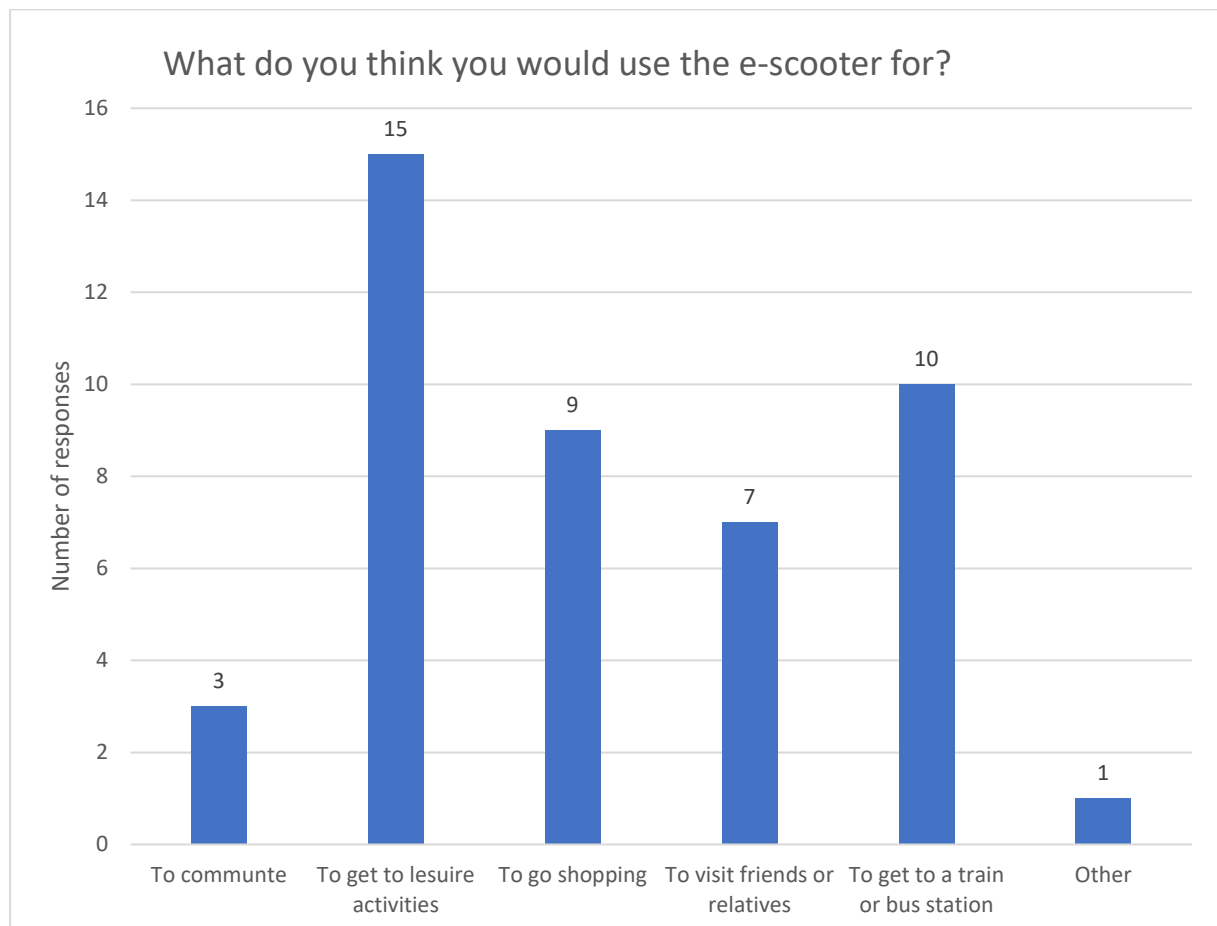
Examples of the positive themes included in the responses were:

- Bird e-scooters are fun and easy to use
- They are a useful form of transport
- Bird e-scooters are very powerful and sturdy

Those who had used a Bird e-scooter and had a positive experience noted that the registration process for hiring the e-scooter was very easy to follow.

One respondent noted that there was a lot of information available prior to completing the hiring process. However, felt many users would skip and not read the information provided.

5.12. As you have selected one of the ‘Not yet but I am interested’ responses to Q6, what do you think you would use the e-scooters for?



Respondents who selected the ‘not yet but am interested’ option were asked a further question. This question asked what they thought they would use a Bird rental e-scooter for.

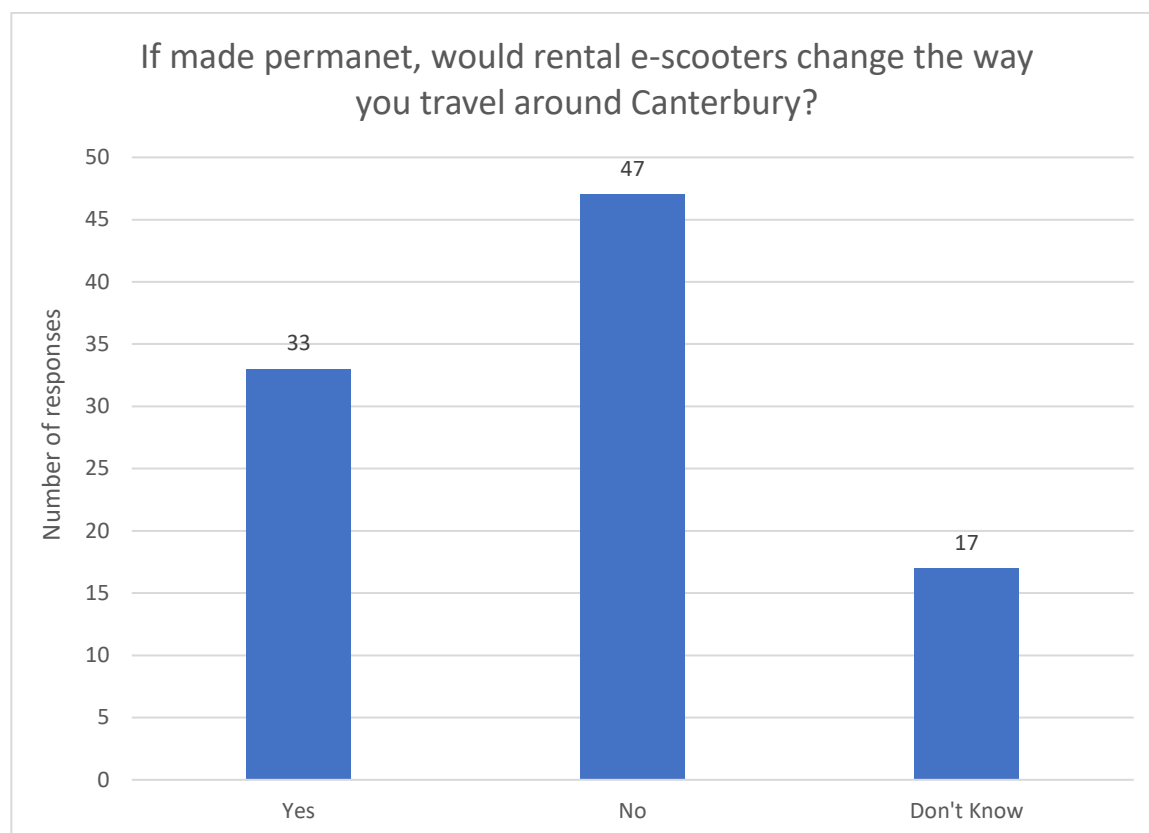
- Of the people who responded to this question, 15 said they would use a rental e-scooter for getting to leisure or social activities.
- 10 people said they would use a Bird rental e-scooter to get to a bus or train station.
- 9 people said they would use an e-scooter to go shopping.
- 7 people said they would use an e-scooter to visit friends or relatives.
- 3 people said they would use an e-scooter to commute to work or to education.

5.13. As you have selected 'No' to having used the Bird e-scooters, please tell us why?

This question was answered 71 times. The main reasons for not having used a Bird e-scooter included:

- They don't want to or are not interested (31)
- E-scooters are too dangerous (24)
- Respondents determined themselves too old or as having a disability that precludes them from using an e-scooter (14)
- E-scooters do not encourage users to be active/healthy or respondents prefer to walk (14)
- You are not able to carry goods i.e., shopping on the scooters (8)
- E-scooters encourage anti-social behaviour (4)
- Roads in Canterbury are inadequate for e-scooters (4)
- Bird rental e-scooters are too expensive (3)
- Canterbury is not big enough so there is no need for e-scooters (3)

5.14. If the use of rental e-scooters were to be made permanent, would it change the way you travel around Canterbury?



- Almost half of respondents (47) said no.
- 33 respondents said it would change the way they travel around Canterbury.
- 17 said they did not know if it would change their travel habits.

5.15. Please tell us why you have selected this answer

This question was answered 93 times.

The most common themes across the negative responses included:

- E-scooters are too dangerous (18)
- Respondents do not want to, are not interested, are not able to or are not confident enough to use an e-scooter (17)
- Respondents would be less likely or may not walk into or around Canterbury due to fear of encountering or colliding with an e-scooter (16)
- Respondents would prefer to walk or cycle (16)
- Respondents would shop elsewhere and would be less likely to shop local (7)
- Canterbury is not a suitable city for e-scooters (3)

- E-scooters are not suitable for family or for carrying good or shopping (3)
- Bird rental e-scooters are too expensive (2)

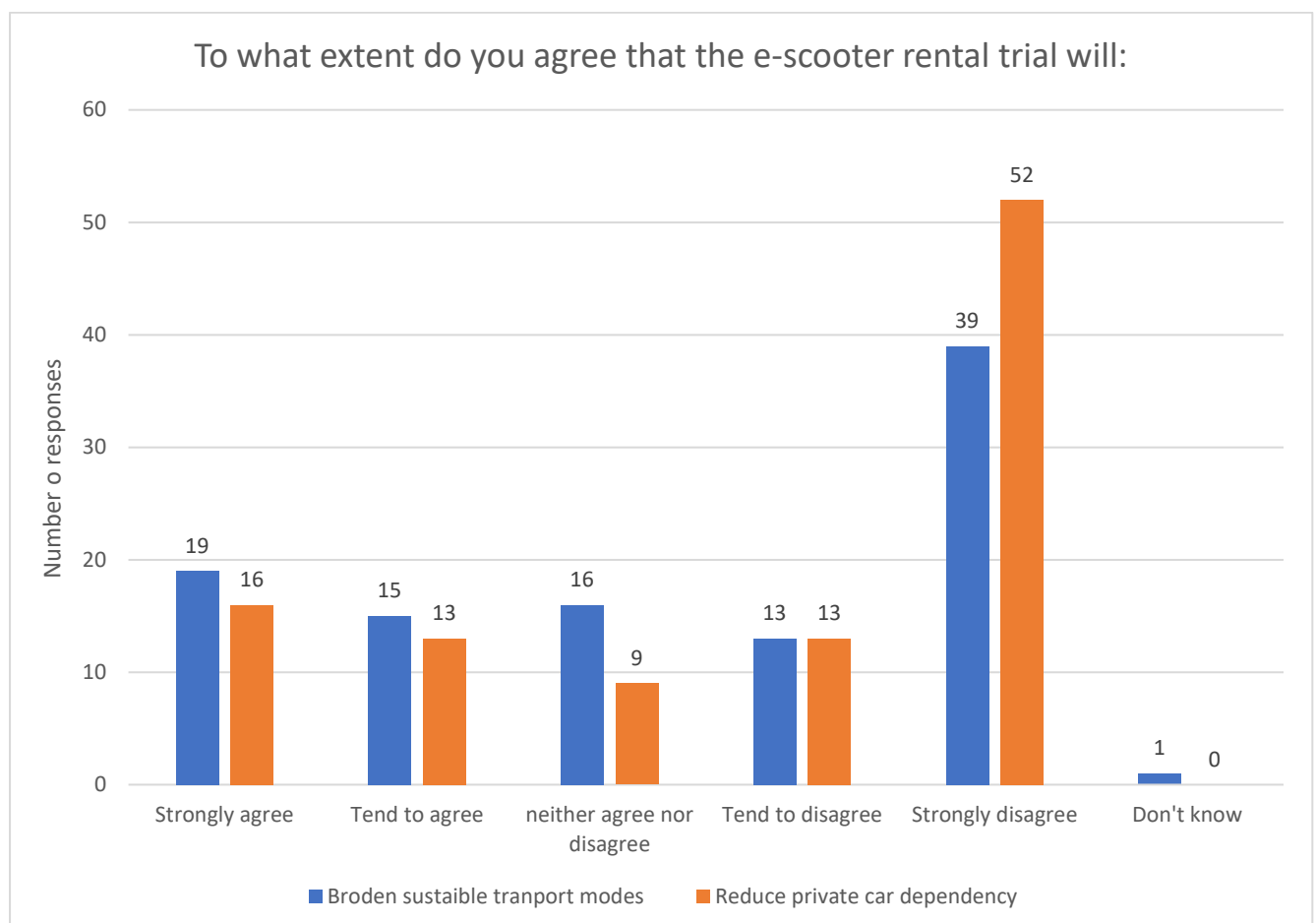
The most common themes across the positive responses included:

- Individuals indicated they would like to try a Bird rental e-scooter (12)
- Individuals indicated they would use an e-scooter for leisure, business or social travel (9)
- Individuals indicated they would use e-scooters to link in with other transport modes (2)
- E-scooters are a sustainable form of transport (2)

5.16. To what extent do you agree or disagree that the e-scooter rental trial will:

Broaden the range of sustainable transport modes during and following the COVID-19 pandemic

Reduce private car dependency by offering an accessible alternative sustainable travel mode



- 103 people responded to each objective.
- The first objective 'To broaden the range of sustainable transport modes during and following the COVID-19 pandemic' saw almost half of respondents strongly disagree (52). This was followed by 16 respondents who strongly agreed with the objective.
- The second objective 'Reduce private car dependency by offering an accessible alternative sustainable travel mode' saw 39 respondents strongly disagree. This was followed by 19 respondents strongly agreeing and 16 respondents tending to agree with the objective.
- 33 respondents strongly disagreed to both objectives. Of these, only 1 individual had used a Bird e-scooter, 1 was interested in using one and 32 individuals had not used a rental e-scooter.

5.17. As we expand the trial, we aim to offer additional e-scooters, in suitable locations within the city where they will be picked up and dropped. Do you have any suggestions for potential locations that you would like to share with us?

This question was answered 80 times

Of these 80 responses, 37 were negative and called for the trial to be stopped. Suggestions for potential locations included:

- The Marlowe Theatre
- Supermarkets
- Park and Ride sites
- Outside the city wall area
- Outside council offices
- Leisure/sports centres and gyms
- At all main transport hubs
- Hospitals
- The Wincheap industrial estate
- The Cathedral
- Cricket ground

5.18. Are there any changes or improvement to the trial that you would like to see? Please tell us your suggestions in the box below.

This question was answered 90 times

- Of the 90 responses, 28 called for the trial to end
- 21 respondents noted that more restrictions need to be implemented to make the trial safer
- 15 respondents noted the need for better enforcement
- 11 respondents noted the need for dedicated lanes for e-scooters
- 5 respondents suggested better advertisement of the Bird rental e-scooter trial
- 4 respondents suggested that helmets are provided for use on Bird rental e-scooters
- 3 respondents suggested that Bird rental e-scooters are made a bold colour to ensure they are easily identifiable
- 2 respondents requested the legalisation of all e-scooters
- 1 respondent suggested each of the following:
 - More parking nests
 - Swap e-scooters for e-bikes
 - Data on the trial to be made available
 - E-scooters should not be for use on the highway

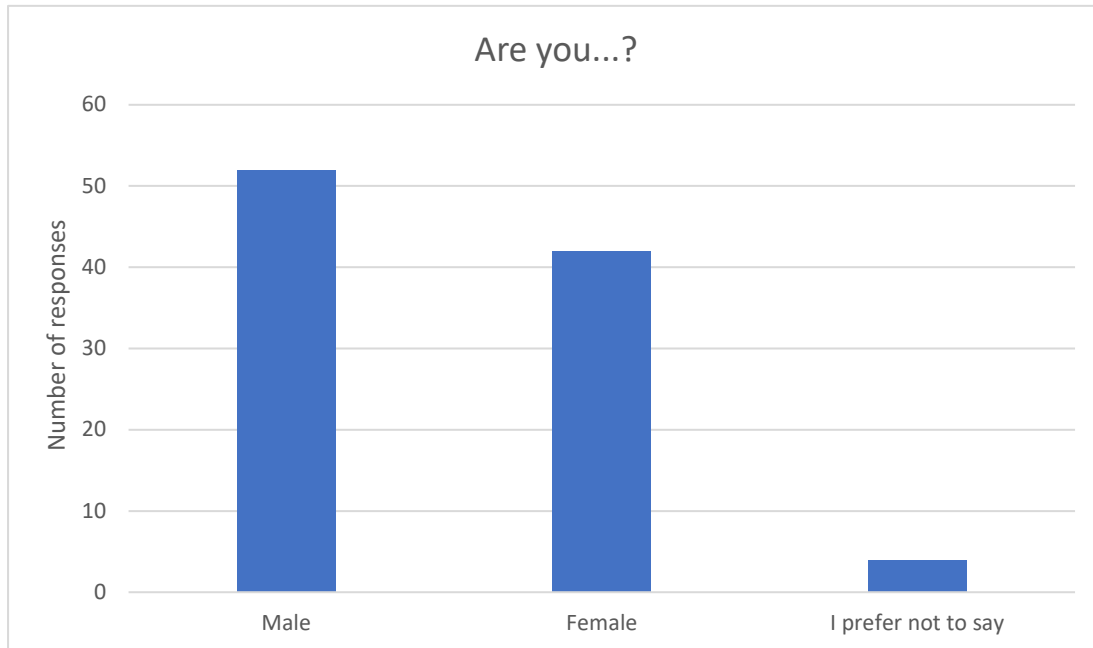
5.19. We welcome your views on our equality analysis and if you think there is anything we should consider relating to equality and diversity. Please add any comments below.

This question was answered 32 times. The common themes across all responses included:

- E-scooters discriminate against those with disabilities (14)
- E-scooters discriminate against the elderly and vulnerable (13)
- E-scooters favour young people (6)
- E-scooters are dangerous for families (2)
- The EQIA excludes income inequality (1)

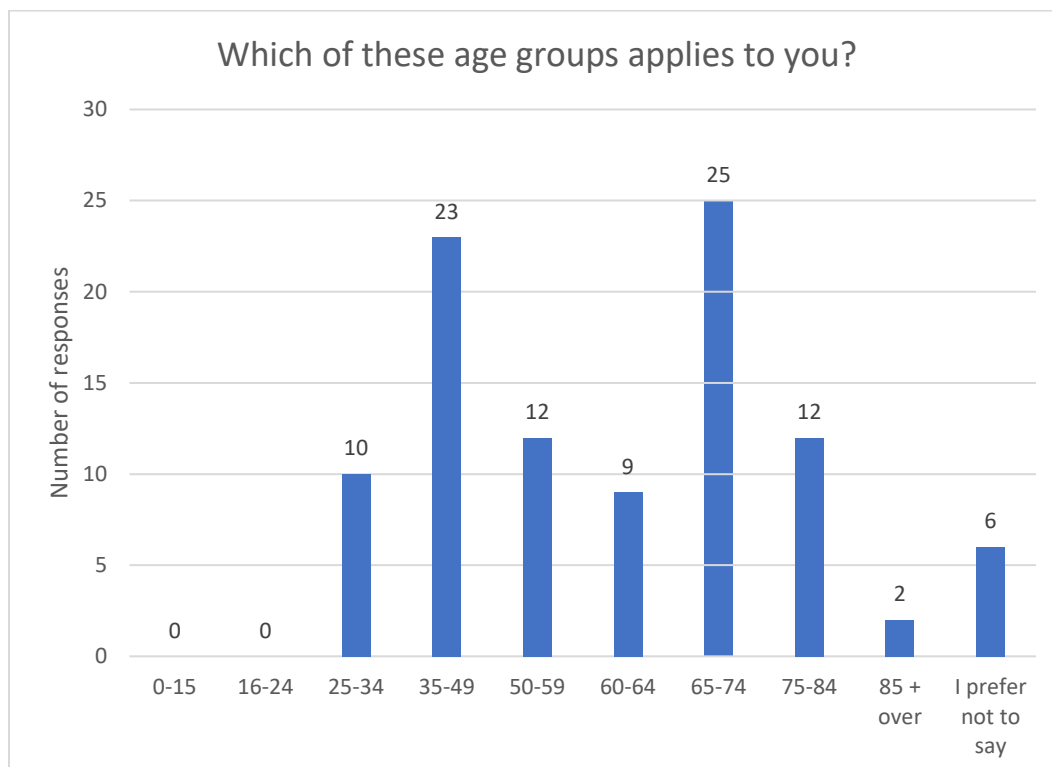
5.20. Are you...?

This question asked respondents to state their sex.



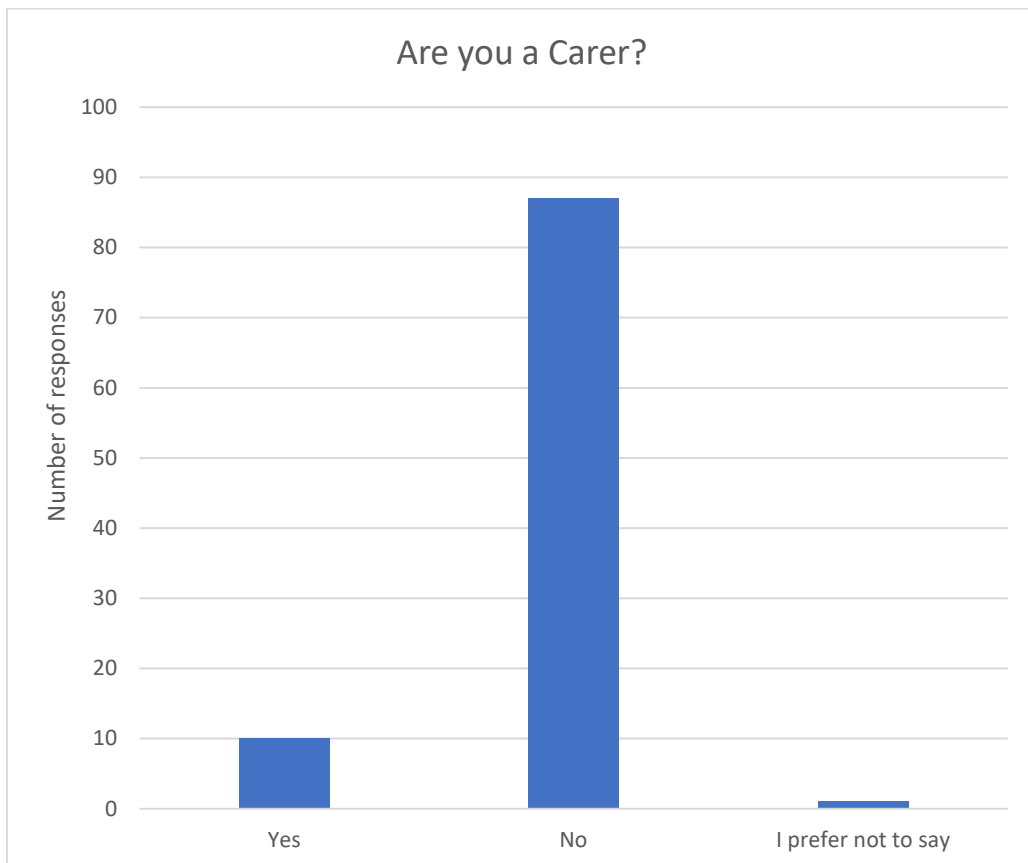
- 52 respondents stated they were male
- 42 respondents stated they were female
- 4 respondents preferred not to say

5.21. Which of these age groups applies to you?



- The highest level of respondents was in the 65-74 age group and this was closely followed by the 35-49 age group.
- The over 85 age group saw the smallest number of respondents.
- There were no respondents in the age groups 0-15 or 16-24.

5.22. Are you a Carer?



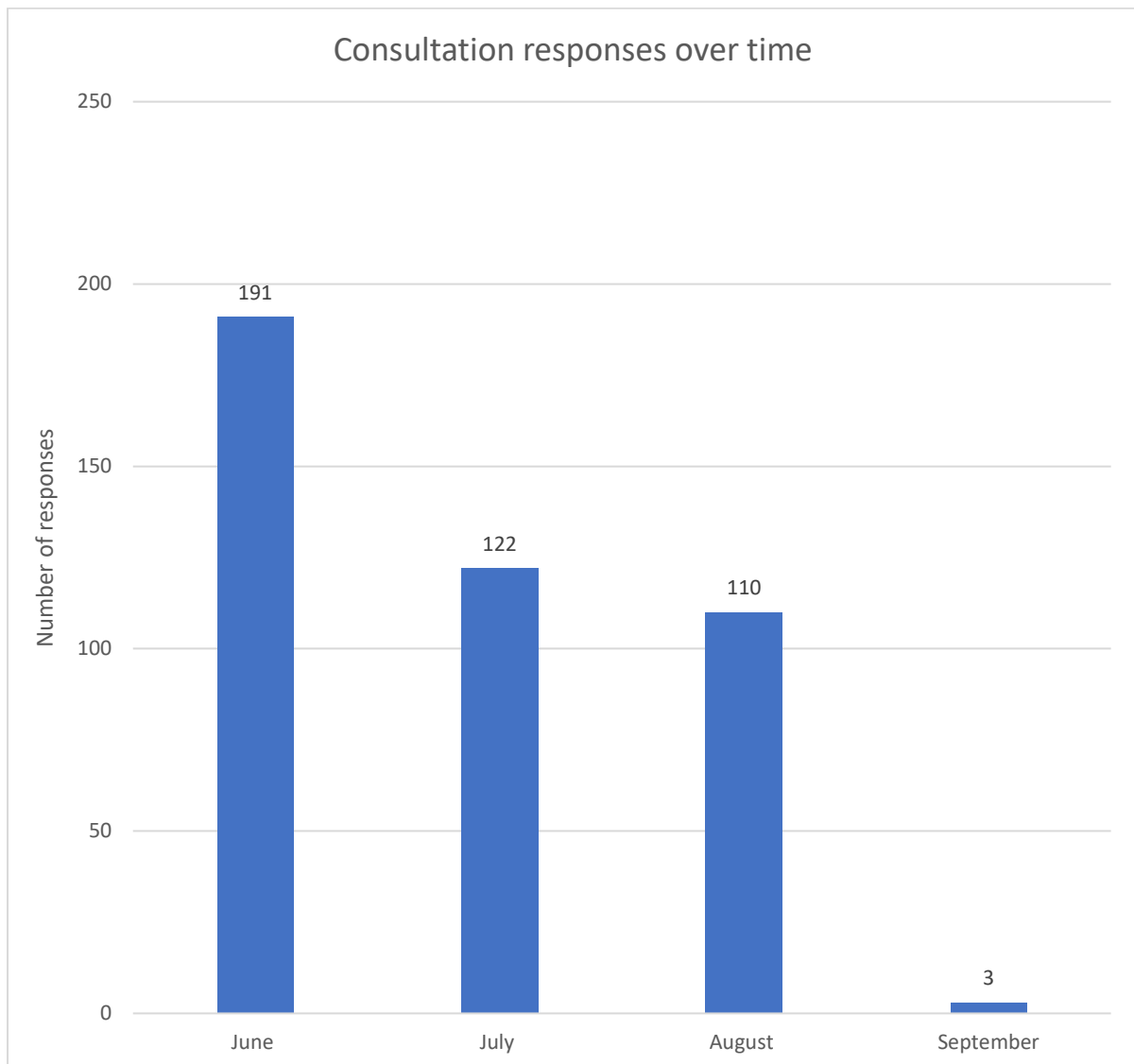
- Of the 98 individuals who answered this question, 87 respondents said they were not a Carer.
- 10 individuals did identify as a Carer
- 1 individual preferred not to say.

6. CONSULTATION TWO - FEEDBACK

This section provides a breakdown of the questionnaire results from the second consultation. We ran two questionnaires during the second consultation. One for residents and one for organisations. The organisation survey didn't include the questions only applicable to residents.

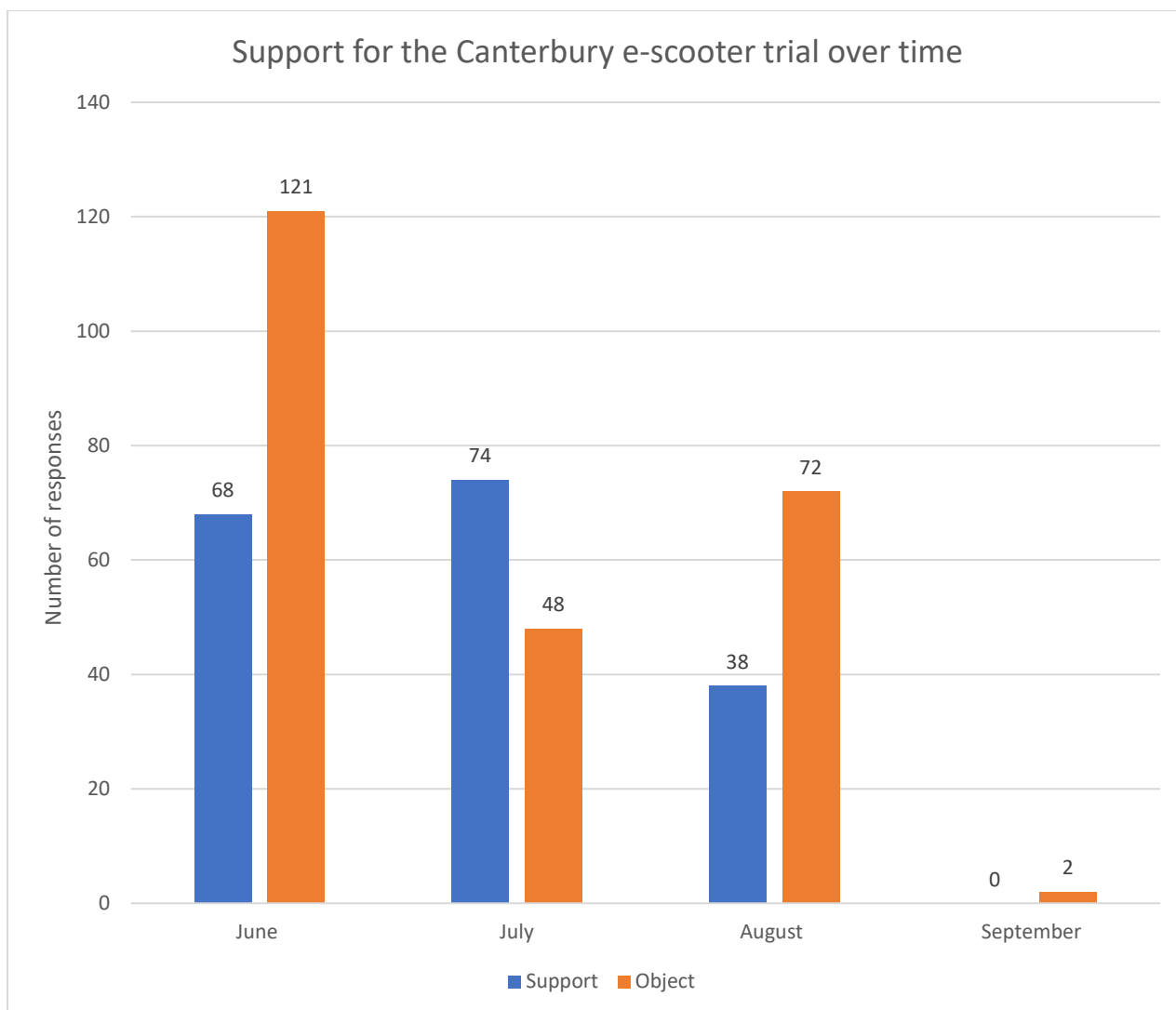
6.1. Questionnaire summary

A total of 426 people completed the online questionnaire for residents or provided feedback via email/post. 8 people completed the online questionnaire for organisations or provided feedback by email/post. Responses received by email or post were manually entered into the dataset and included in the analysis.



6.2. Please tell us if you support or object to the use of e-scooters in this way, as described in the Experimental Traffic Regulation Order. OBJ

- As shown in the graph above, 243 residents and 6 organisations objected to the Canterbury e-scooter trial.
- 181 residents and 1 organisation were in support of the Canterbury e-scooter trial.
- There was more support from those in age groups 25-34 (46) and 16-24 (31).
- There were more objections than support in age groups ranging from 35-85+ (177)
- Objections outweighed support from both Canterbury residents (204) and residents from further afield (30).
- Of the people who have used a Bird rental e-scooter in Canterbury, there were more supporters (92) than objectors (12) and these largely came from the 25-34 age group.
- Of the people who have not used a Bird rental e-scooter there were almost five times as many objectors (228) than supporters (46). However, of those who have not used a Bird rental e-scooter but would be interested in doing so, there were more supporters (43) than objectors (3).



- June saw the highest level of responses with 189 in total. Of this, 121 were in support and 68 objected. This coincides with the launch of the second consultation and the extension of the trial to the wider urban area of Canterbury.
- In July, more people supported (74) the Canterbury e-scooter trial than objected (48).
- There were 110 responses in August. 72 people objected and 38 people were in support of the trial.

6.3. Please tell us the reason for your support or objection

89 individuals answered this question with positive comments. The most common themes are summarised below along with some example comments:

- Bird rental e-scooters are helping to tackle climate change

- “Anything that reduces petrol and diesel vehicle use within and around Canterbury is a welcome innovation”
- “They are environmentally friendly and offer a great alternative to cars or taxis”
- They reduce car use and traffic
 - “The traffic in Canterbury is awful and spoils that aspect of the city. I support any transport that encourages less car use”
 - “I see no difference with e-scooters to that of bikes or even mobility scooters. Anything that reduces car usage should be encouraged”
- They are useful for last mile journeys
 - “I think they should be allowed on the roads and encourages to support final mile journeys and tackle climate emergency”
 - “Easy to use facility for final mile journeys”
- They are a safe and attractive mode of transport
 - “Cheaper, more efficient, reliable, dependable and convenient than public transport and also covid secure”
 - “I love how easy they make travelling around the city”

186 individuals answered this question with negative comments. The most common themes are summarised below along with some example comments:

- Individuals not liking e-scooters or not wanting them in Canterbury
 - “Should not be allowed”
 - “I wish people used public transport or bikes instead”
- References to pavement riding and e-scooters in pedestrian areas of the high street
 - “Too dangerous in crowded pedestrian areas”
 - “Users do not restrict themselves to the allowed areas, but use the pavements regardless of pedestrians”
- Lack of enforcement, causing issues for other road users
 - “The use of them is not being controlled and the rules of use are being totally disregarded”
 - “I would support if they were regulated properly, but clearly they are not and accidents will happen”
- E-scooters not being safe for use on the road

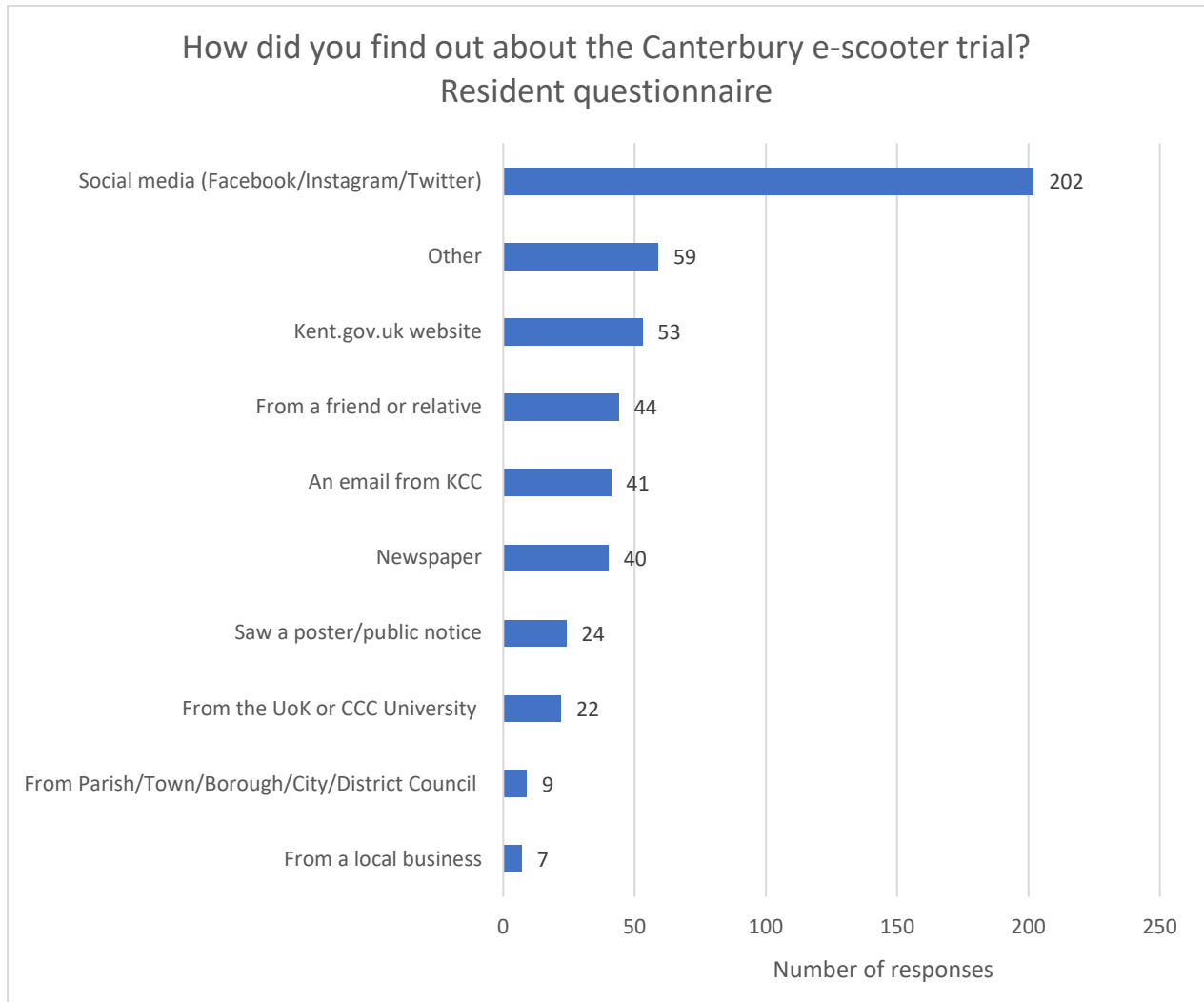
- “No qualification needed for scooter users to use the road. Untrained road users are a danger to other”
- Bird rental e-scooters being too expensive
 - “High and hidden prices, no clear information”
 - “At present the scooters are overpriced for individuals”
- Riders not adhering to the highway code
 - “They are too fast and riders do not respect any kind of highway code”

Themes of comments given by respondents to the organisation survey included:

- E-scooters being dangerous to pedestrians and other vehicles
- E-scooters posing a danger to animals including horses
- E-scooters being too quiet
- Individuals riding on the pavement and shared footway/cycle ways posing a risk to the vulnerable, elderly and disabled
- Lack of accessible parking and riders not using parking nests appropriately
- Bird rental e-scooters encouraging an increase in the use of private e-scooters
- Of those in support of the trial one of the most common reasons was that e-scooters help to mobilise the student population by providing them another transport option.

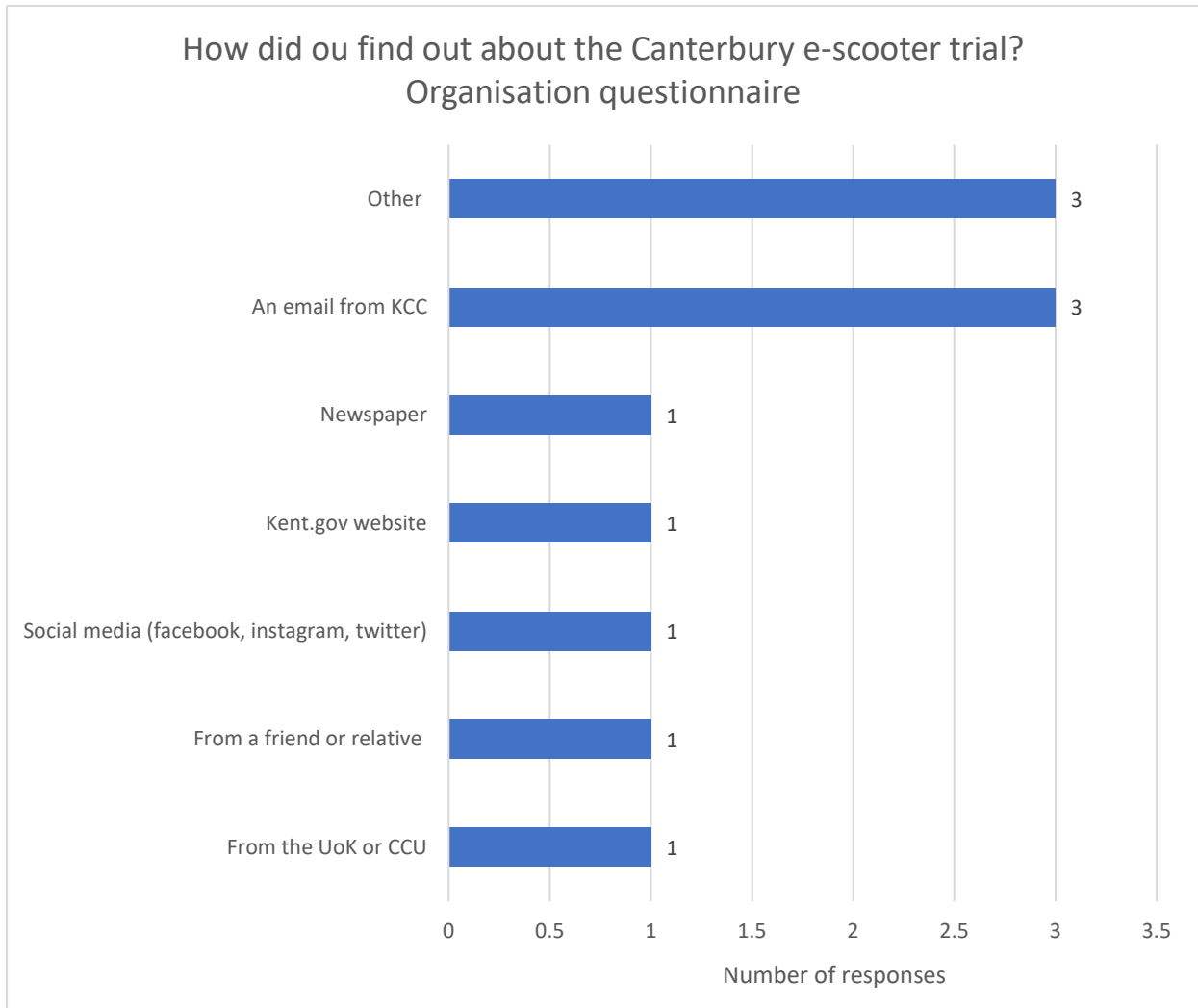
6.4. How did you find out about the trial?

Of the respondents to the resident questionnaire:



- 202 people said they found out about the trial from social media
- 59 chose the 'Other' option. When asked to give further details about how they found out about the trial, the most common answers included from seeing the scooters in Canterbury, from Bird communications and through resident associations.
- 53 said they found out about the trial from the Kent.gov.uk website
- 44 said they found out about the trial from a friend or a relative.
- 41 said they found out about the trial through an email from KCC
- 40 said they found out about the trial from a newspaper
- 24 said they found out about the trial through a public notice

- 22 said they found out about the trial through the University of Kent and/or Canterbury Christchurch University

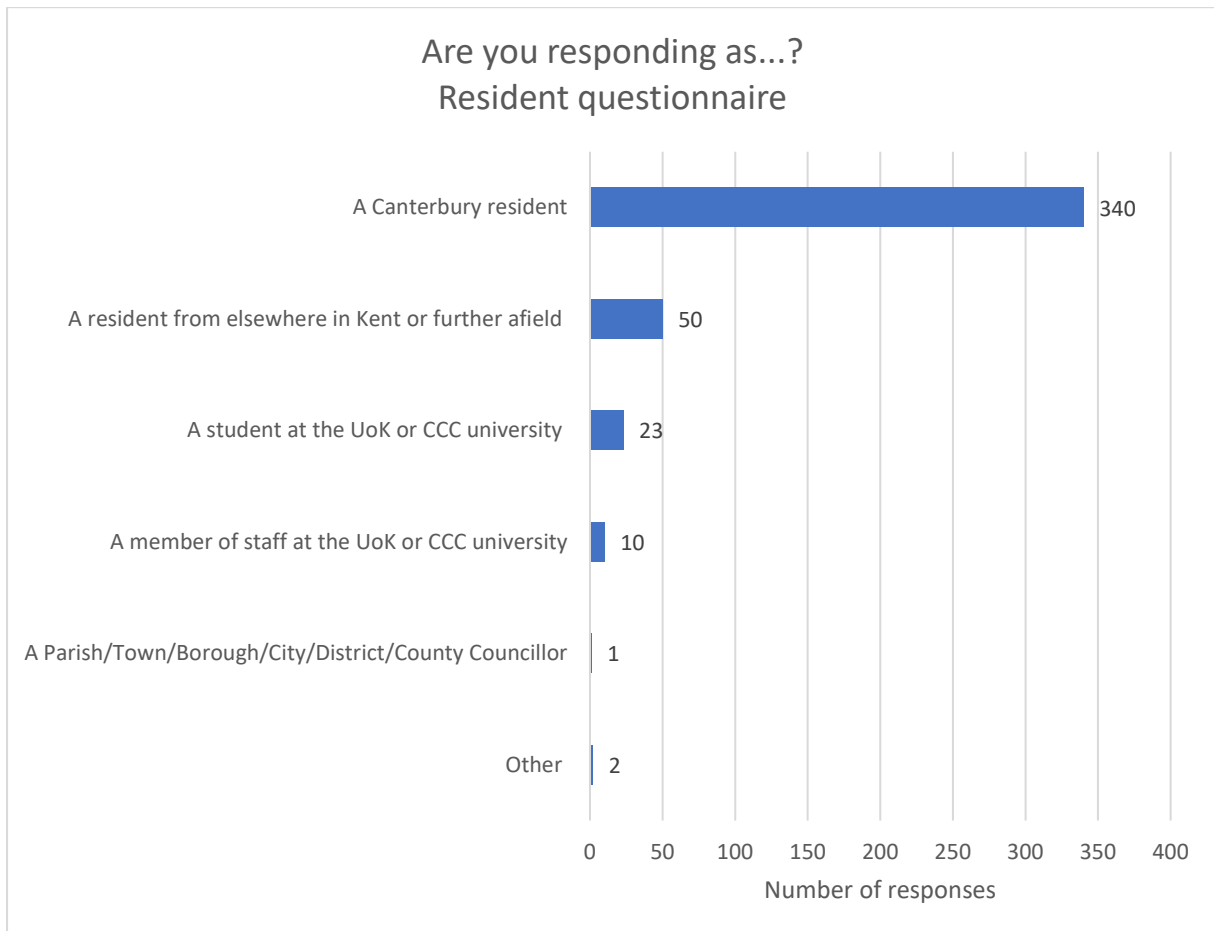


Of the respondents to the organisation questionnaire:

- 3 said they heard about the trial via an email from KCC
- 1 said they heard about the trial by the following means:
 - Newspaper
 - Kent.gov website
 - Social media
 - A friend or relative
 - From UoK and CCU
- 3 people chose the 'Other' option and responses included:
 - seeing Bird e-scooters in Canterbury
 - Via KCC officers

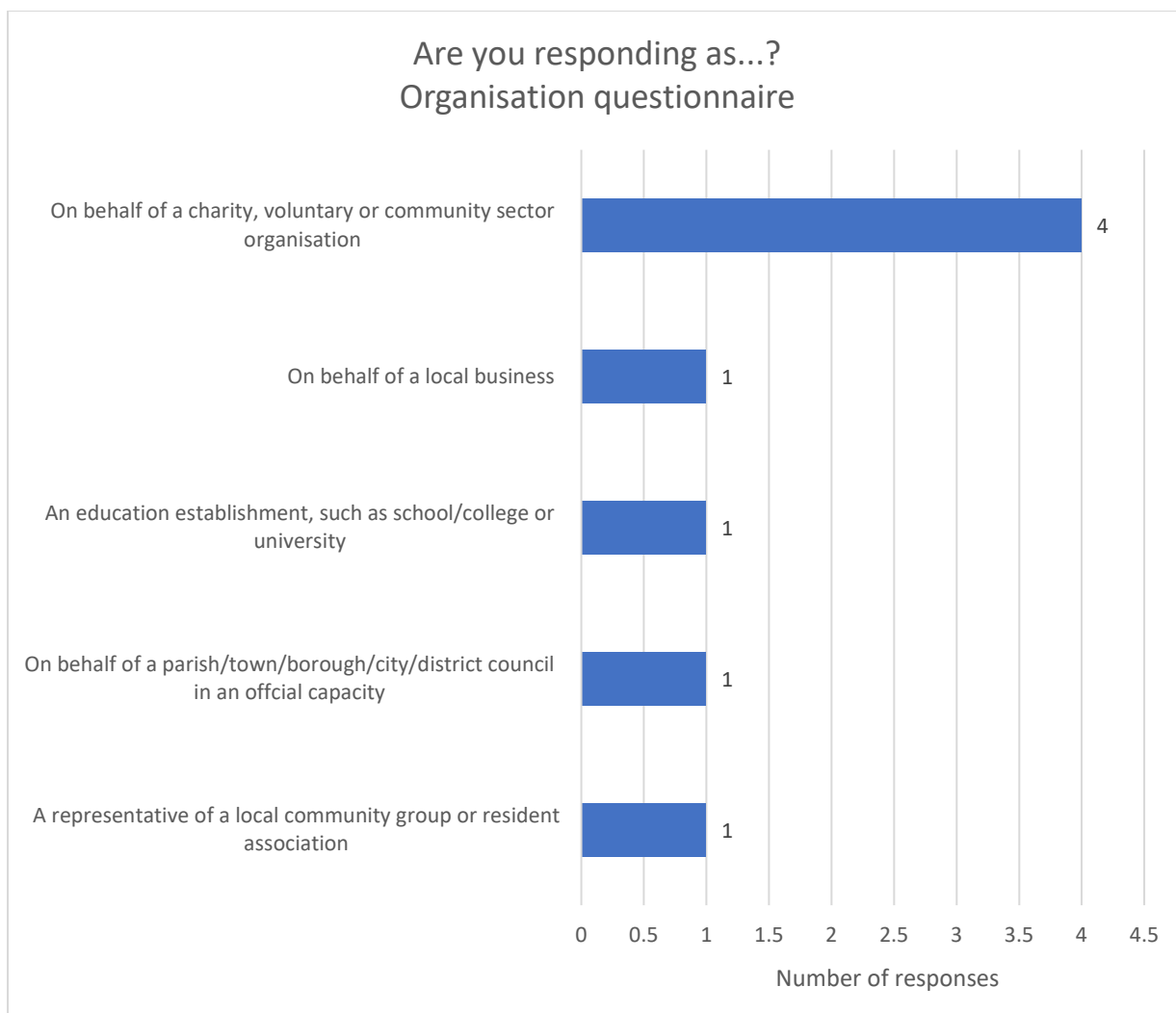
– The Department for Transport

6.5. Are you responding as...?



Both the residents and organisations were asked to tell us how they were responding to the consultation.

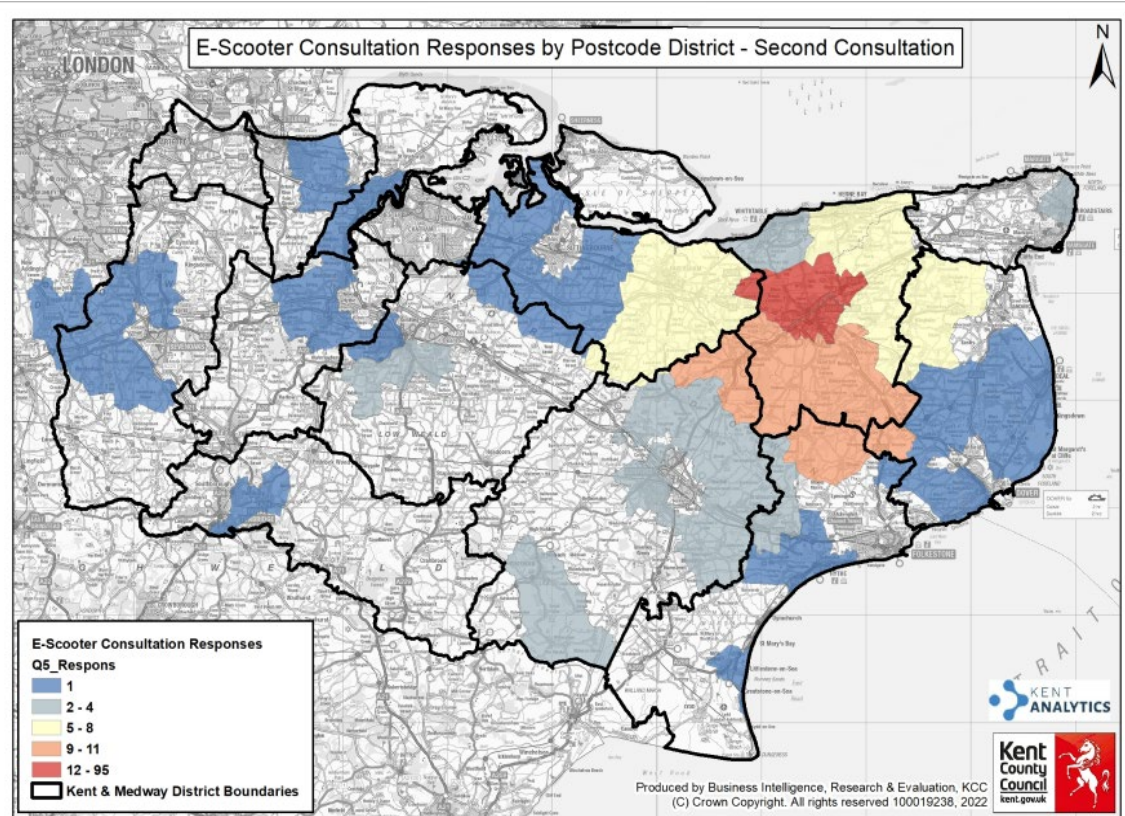
- 340 people said they were responding at a resident of Canterbury. This made up the largest proportion of respondents.
- 50 people said they were responding as a resident of an area further afield.
- 23 people said they were responding as a students at either the University of Kent or Canterbury Christ Church University.
- 10 people said they were responding as a member of staff at either the University of Kent or Canterbury Christ Church University.
- 1 person said they were responding as either a Parish, Town, Borough, City, District or County Councillor.
- 2 people chose the 'Other' option stating that they work in Canterbury.



This question has been answered 8 times with 7 people providing their organisation name:

- British Horse Society and West Kent Access Committee
- Padstone Recruitment Ltd
- Bishopsbourne PCC
- Parkinson's UK Canterbury and District Branch
- Kent Union
- Guide Dogs UK
- Royal National Institute for the Blind (RNIB)

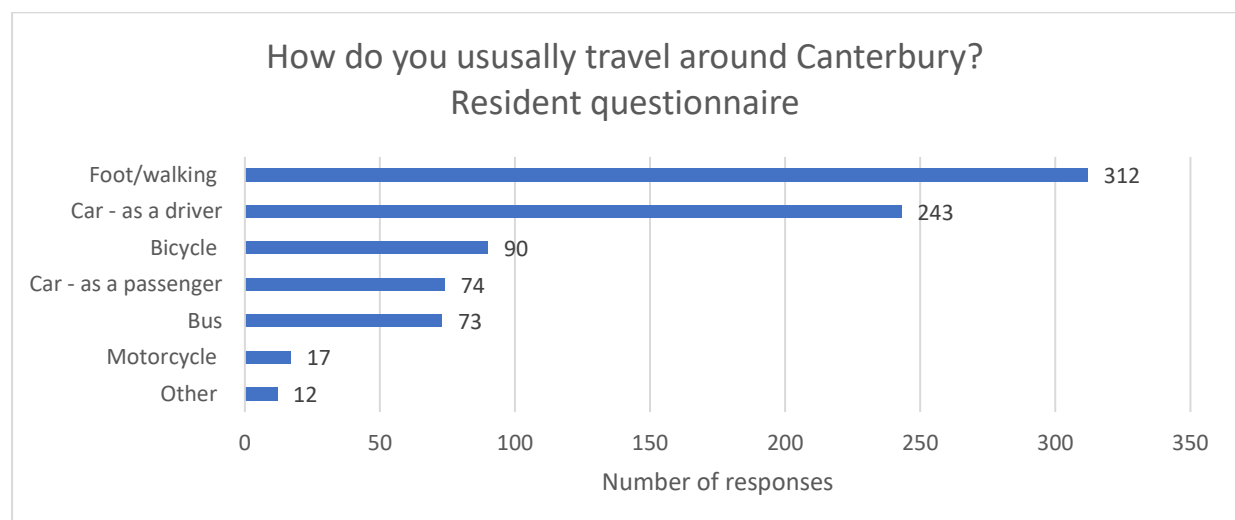
6.6. Please tell us the first 5 characters of your postcode



The map shows the location of postcodes for those responding to the residents and organisations questionnaire. Respondents were seen from across Kent, with the immediate focus around Canterbury.

6.7. How do you usually travel around Canterbury?

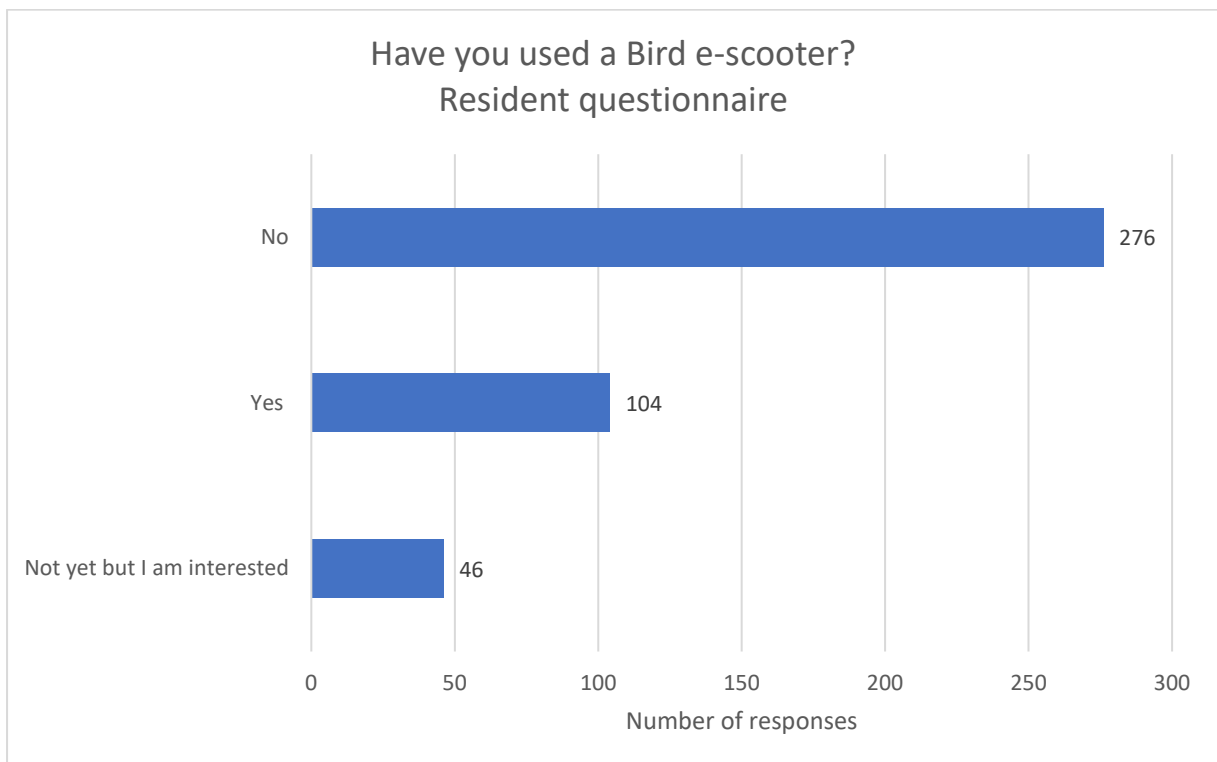
This question was only asked to respondents completing the resident questionnaire.



- 312 people said they travel around Canterbury mostly by foot/walking.
- The second largest group of respondents was those saying they travel around Canterbury in a car as a driver.
- 90 said they travel by bicycle.
- 74 said they mostly travel in a car as a passenger.
- 73 said they tend to travel by bus.
- 17 said they normally travel around Canterbury by motorcycle.
- 12 chose the 'Other' option and were asked to elaborate. Responses included: mobility scooter or wheelchair, skateboard or electric longboard, delivery van and Bird e-scooter.

6.8. Have you used the Bird rental e-scooters?

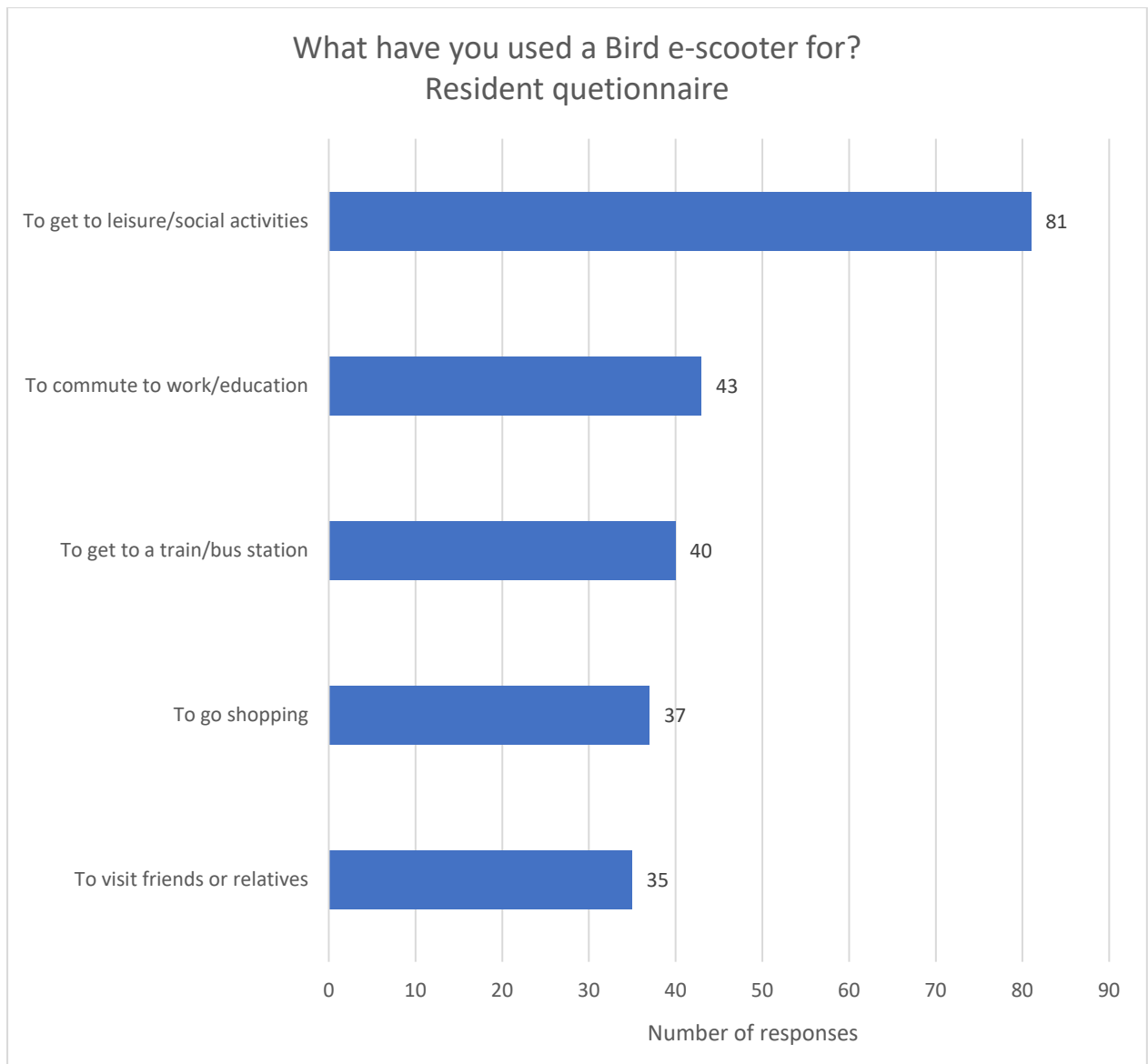
This question was only asked to respondents completing the resident questionnaire.



- 276 people said they have not use a Bird rental e-scooter
- 104 said they have used a Bird rental e-scooter
- 46 said they have not currently used a Bird rental e-scooter but would be interested in using one

6.9. What have you used the Bird rental e-scooter for?

Respondents who said 'Yes' to question 5, were then asked what they used the Bird rental e-scooter for.



- The most popular answer to to get to leisure or social activities with 81 people choosing this option.
- The second most popular answer was to commute to work or education with 43 people choosing this option.
- 40 have used a Bird rental e-scooter to get to a train or bus station.
- 37 have used a Bird rental e-scooter to go shopping.
- 35 individuals have used a Bird rental e-scooter to visit friends or relatives.

6.10. Please tell us about your experience of using a Bird rental e-scooter.

Again, for respondents who said 'Yes' to question 5, were then asked what their experience of using Bird rental e-scooter was like.

This question was answered 113 times. 79 of the responses were positive and 34 were negative.

Positive themes across the comments included:

- e-scooters being environmentally friendly
- The Bird app and the scooters being easy to use
- Good safety features
- Affordable service, a convenient, fun and enjoyable transport mode

Some of the feedback included requests for:

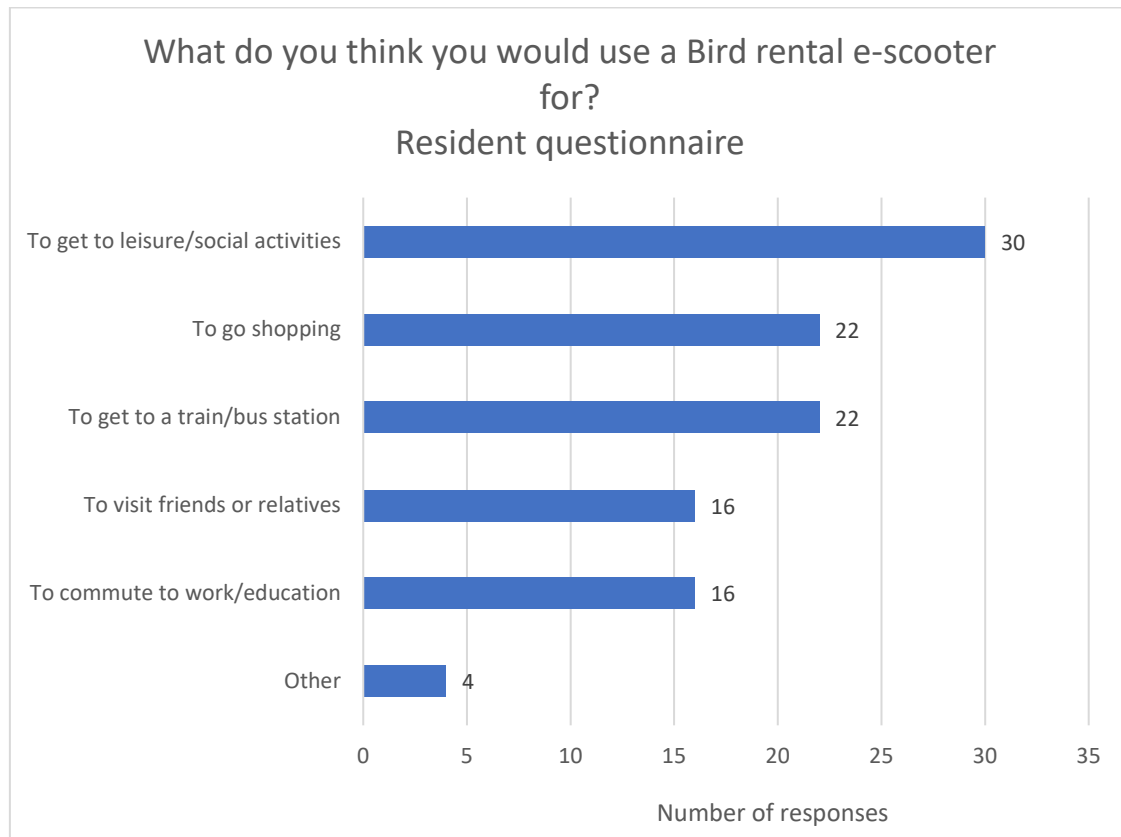
- More parking nests
- More speed options
- For the service to be available 24/7

Examples of the negative themes across the comments included:

- E-scooters being susceptible to uneven road surfaces
- Too expensive
- A lack of safety information and helmets
- E-scooters being dangerous
- Difficult to use in traffic
- Bird app being too reliant on mobile phone signal.

6.11. What do you think you would use an e-scooter for?

Respondents who said 'Not yet but I am interested' to question 5, were then asked what they thought they would use the e-scooters for.



- 30 people said they would use an e-scooter to get to leisure or social activities.
- 22 said they would use an e-scooter to get to a bus or train station and 22 also said they would use an e-scooter to go shopping.
- 16 said they would use an e-scooter to commute to work or education and 16 also said they would use an e-scooter to visit friends or relatives.
- 4 respondents also selected the other 'Option', stating they would:
 - use an e-scooter to explore Canterbury
 - to allow disabled relatives to come with them on journeys where they would walk
 - to avoid using a car in the city
 - to travel around the city for work.

6.12. If you selected 'No' please tell us why?

This question asked respondents who have not used a Bird e-scooter to explain why not. This question was answered 191 times with the most common negative themes including:

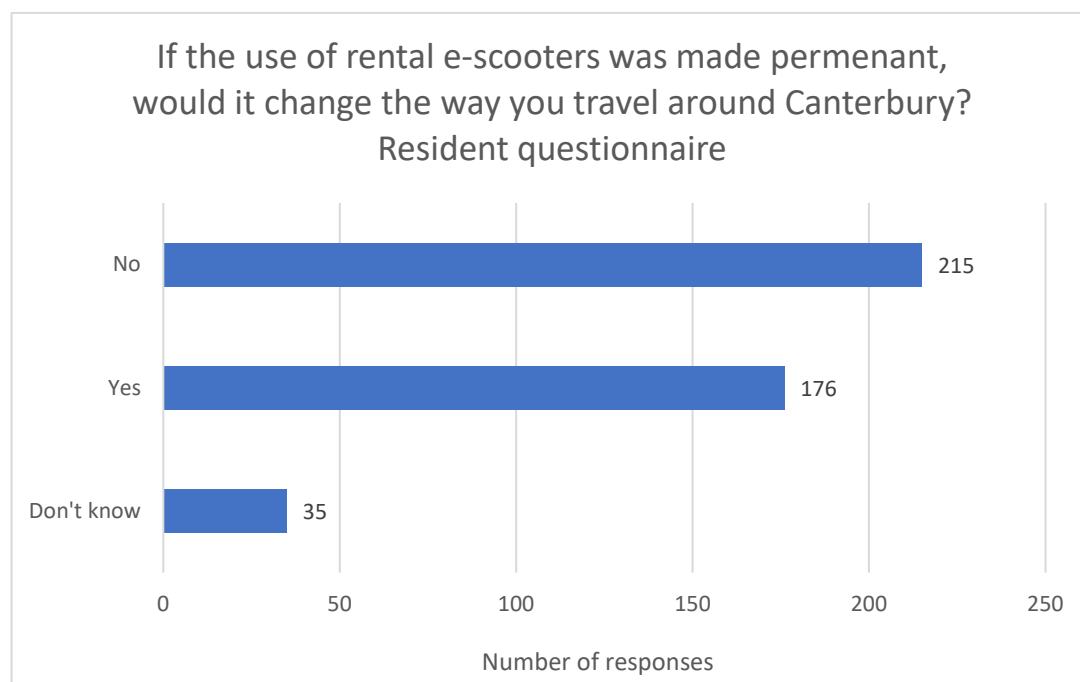
The most common negative themes included:

- E-scooters are unsafe and dangerous (109)
- Prefer walking (42)
- No need or interest in using a Bird rental e-scooter (37)
- E-scooters ridden illegally on the pavement (24)
- Bird rental e-scooters are too expensive (16)
- Infrastructure in Canterbury is not adequate enough to support e-scooters (9)
- Individuals deemed themselves too old to use an e-scooter (9)
- Bird e-scooters create confusion on the legal position of e-scooters (9)
- Individuals noting they are disabled and cannot use an e-scooter (5)
- Not confident enough to use an e-scooter (5)
- Have no driving licence (4)

4 of the comments left by respondents were positive and noted that they would use a rental e-scooter:

- 2 respondents said the Bird rental e-scooters are easy to use
- 2 said they really like the idea of the trial but have not yet used the Bird rental e-scooters

6.13. If the use of e-scooters were to be made permanent, would it change the way you travel around Canterbury?



- 215 people said that if rental e-scooters were made permanent, it would not change the way they travel around Canterbury.
- 176 said it would change the way they travel around Canterbury.
- 35 said they were not sure if it would change their travel habits.

6.14. Please tell us why you have selected this answer.

This question was answered 318 times. Of the responses given, 158 were negative, 92 positive and 68 neutral.

The most common themes across the negative responses included:

- E-scooters are dangerous, unsafe, anti-social and/or a danger to pedestrians and drivers (93)
- Would rather walk or use a different mode of transport other than e-scooters (55)
- Have no need, unable or not interested in using an e-scooter (44)
- Canterbury is not suitable for e-scooters and/or the city needs more cycle lanes (26)
- E-scooters ridden inappropriately and illegally on the pavement (25)

- Would avoid walking in and visiting Canterbury due to the risk of e-scooter collisions (20)

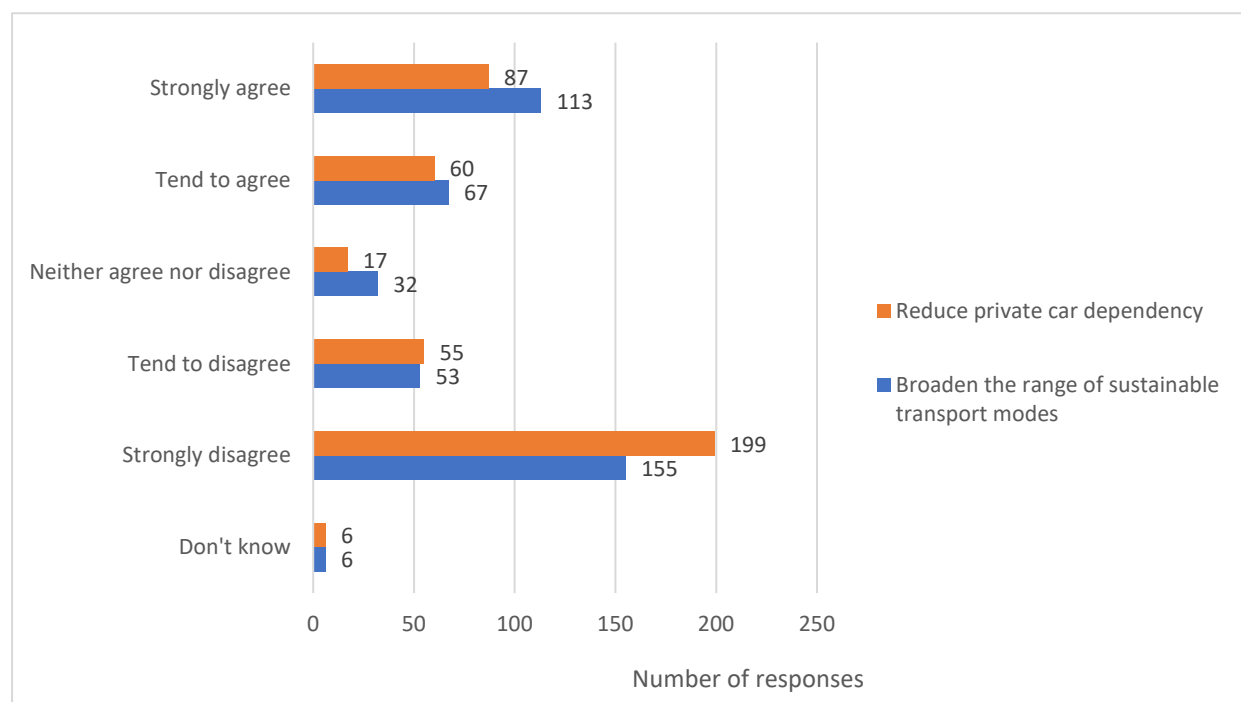
The most common themes across the positive responses included:

- E-scooters provide an alternative form of transport that is reliable, easy and enjoyable to use (52)
- E-scooters are useful and convenient for work, commuting, leisure and social occasions (41)
- Would use an e-scooter instead of a car or other transport modes (28)
- E-scooters are environmentally friendly (21)
- Hopeful private e-scooters are legalised soon (8)
- Trial area should be expanded (4)

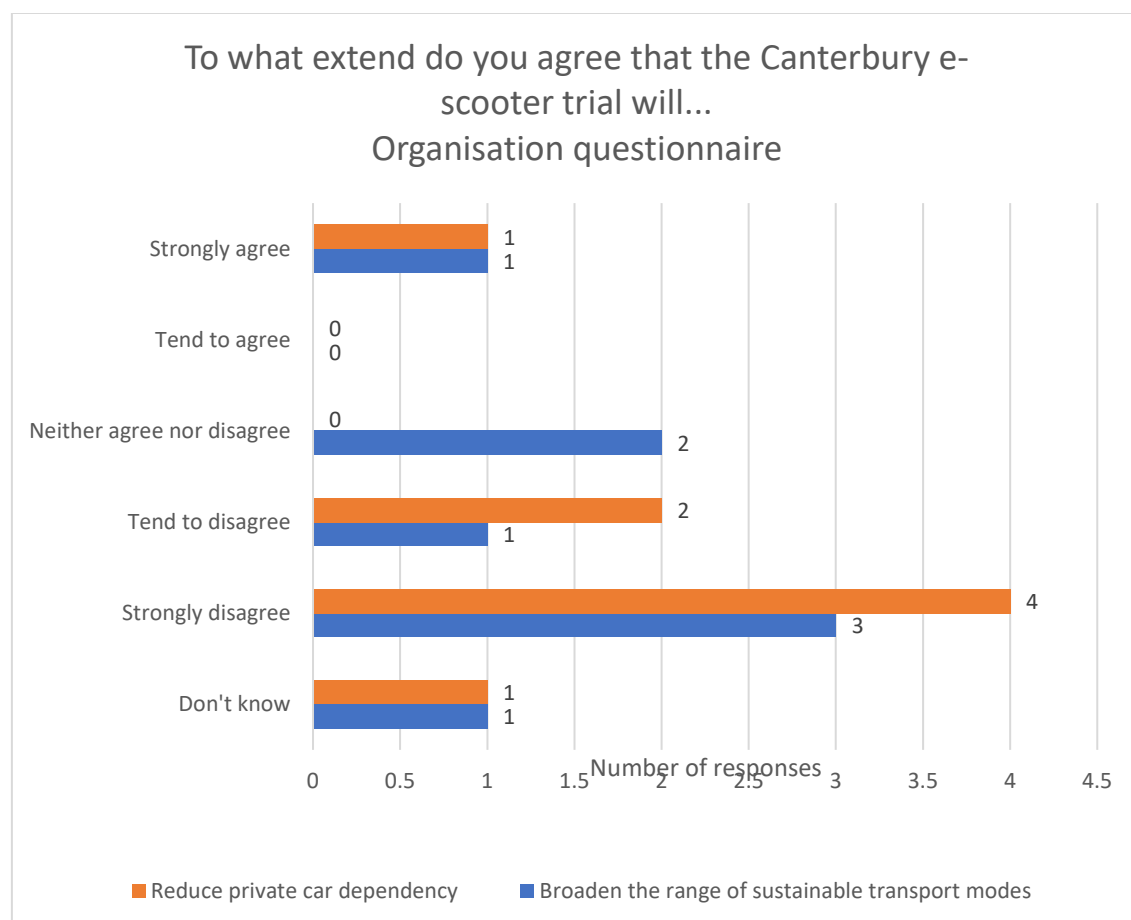
6.15. To what extent do you agree or disagree that the e-scooter rental trial will:

Broaden the range of sustainable transport modes during and following the COVID-19 pandemic

Reduce private car dependency by offering an accessible alternative sustainable travel mode



- 424 people responded to the first objective (reduce private car dependency) and 426 responded to the second objective (Broaden the range of sustainable transport modes).
- The first objective 'Reduce private car dependency by offering an accessible alternative sustainable travel mode' saw 199 respondents strongly disagree and 87 strongly agree with the objective.
- The second objective 'To broaden the range of sustainable transport modes during and following the COVID-19 pandemic' saw 155 respondents strongly disagree. However, this was closely followed with 113 strongly agreeing with the objective.
- Of the respondents who strongly disagreed to either or both objectives, 14 have used a Bird e-scooter, 194 had not used a Bird e-scooter and 1 had not used one yet but would be interested.



- The first objective 'Reduce private car dependency by offering an accessible alternative sustainable travel mode' saw 4 respondents strongly disagree and 1 strongly agree with the objective.

- The second objective 'To broaden the range of sustainable transport modes during and following the COVID-19 pandemic' saw 3 respondents strongly disagree. This was followed with 2 neither agreeing or disagreeing.
- The organisations who disagreed with either one or both statements, objected to the trial (5).

6.16. As we expand the trial, we aim to offer additional e-scooters, in suitable locations within the city where they will be picked up and dropped. Do you have any suggestions for potential locations that you would like to share with us?

This question was answered 229 times. Of the comments received, 122 were negative, mainly around the trial being stopped and more safety features and enforcement put in place.

Of the remaining comments, the most popular suggestions for additional locations are:

- The UoK and CCU (15)
- Park and Ride locations (14)
- Train stations (15)
- Bus stops (11)
- Supermarkets (11)
- Wider residential areas (11)
- Sports facilities (8)
- Hospitals (7)
- Wincheap (9)
- Thanington (9)
- Hales Place (5)
- Sturry (3)

6 respondents noted that they would like Bird rental e-scooters to be available everywhere.

Several other areas in Kent were suggested for the provision of Bird rental e-scooters and these included:

- Maidstone
- Sevenoaks
- Dover
- Whitstable
- Herne Bay

This question was answered 5 times in the organisation survey. 2 respondents noted the trial should be stopped. Suggestions of new locations included in the wider residential areas of Canterbury and UoK.

6.17. Are there any changes or improvements to the trial you would like to see?

This question was answered 361 times.

- 103 respondents asked for the trial to be stopped with the main reason being safety grounds.
- 206 respondents left comments with changes or improvements they would like to see to the trial, including:
 - Bird rental e-scooters being available across a wider area and with few restrictions
 - The operational hours of Bird rental e-scooters to be extended so they are available earlier in the morning and later in the evening
 - More parking locations across the city and wider residential areas
 - The service to be more affordable
 - Dedicated cycle lanes to be introduced
 - Better enforcement of private e-scooters
 - Physical docking stations
 - Better signage of the rules
 - Make Bird rental e-scooters easier to identify
 - Make wearing a helmet compulsory
 - Increased safety features and proficiency test before an individual can hire a Bird rental e-scooter.

This question was answered 6 times in the organisation survey. 2 respondents noted the trial should be stopped. Suggestions of improvements to the trial organisations would like to see included:

- Reducing the cost of hiring a Bird rental e-scooter
- Regular stakeholder meetings
- Better signage
- Better parking facilities
- More Bird staff on the ground.

6.18. We welcome your views on our equality analysis and if you think there is anything we should consider relating to equality and diversity. Please add any comments below.

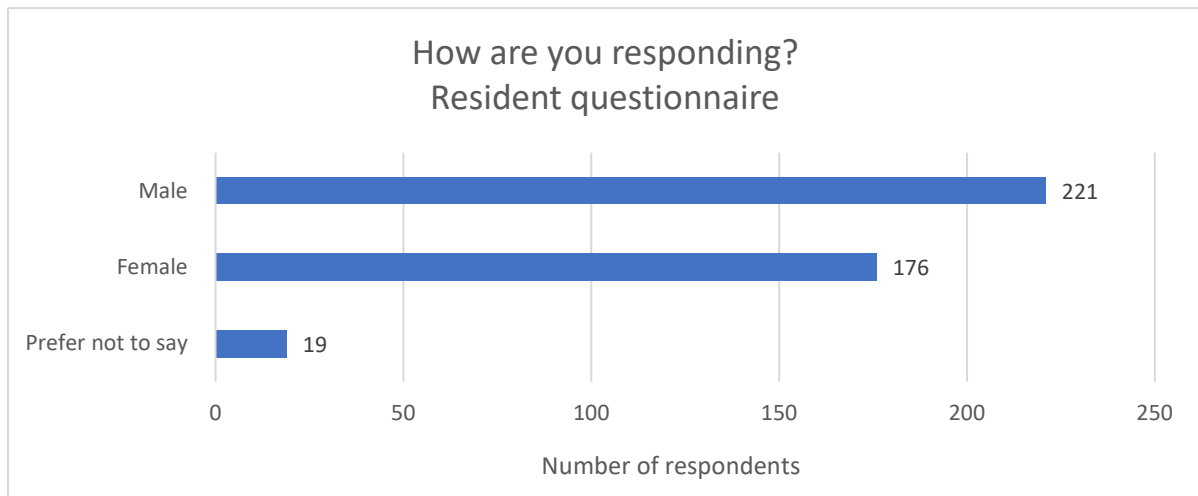
This question was answered 128 times. The main themes of the comments noted by respondents included:

- Bird rental e-scooters are not inclusive of those with a physical disability and/or unable to stand. A disability friendly e-scooter featuring a seat and adjustable handle height should be introduced
- Bird e-scooters pose a risk to the elderly, vulnerable and disabled who may not be as alert or mobile
- The trial is not accessible to those without a mobile phone, typically the older generation
- The visually and audio impaired are disproportionately impacted as Bird e-scooters are too quiet and cause a hazard
- There is discrimination against pavement users by e-scooter riders

This question was answered 4 times in the organisation survey. Responses include that e-scooter riders do not give way to the vulnerable, it is seen to appeal largely to young people, improper consultation done when completing the EqIA and there is not stakeholder group in place.

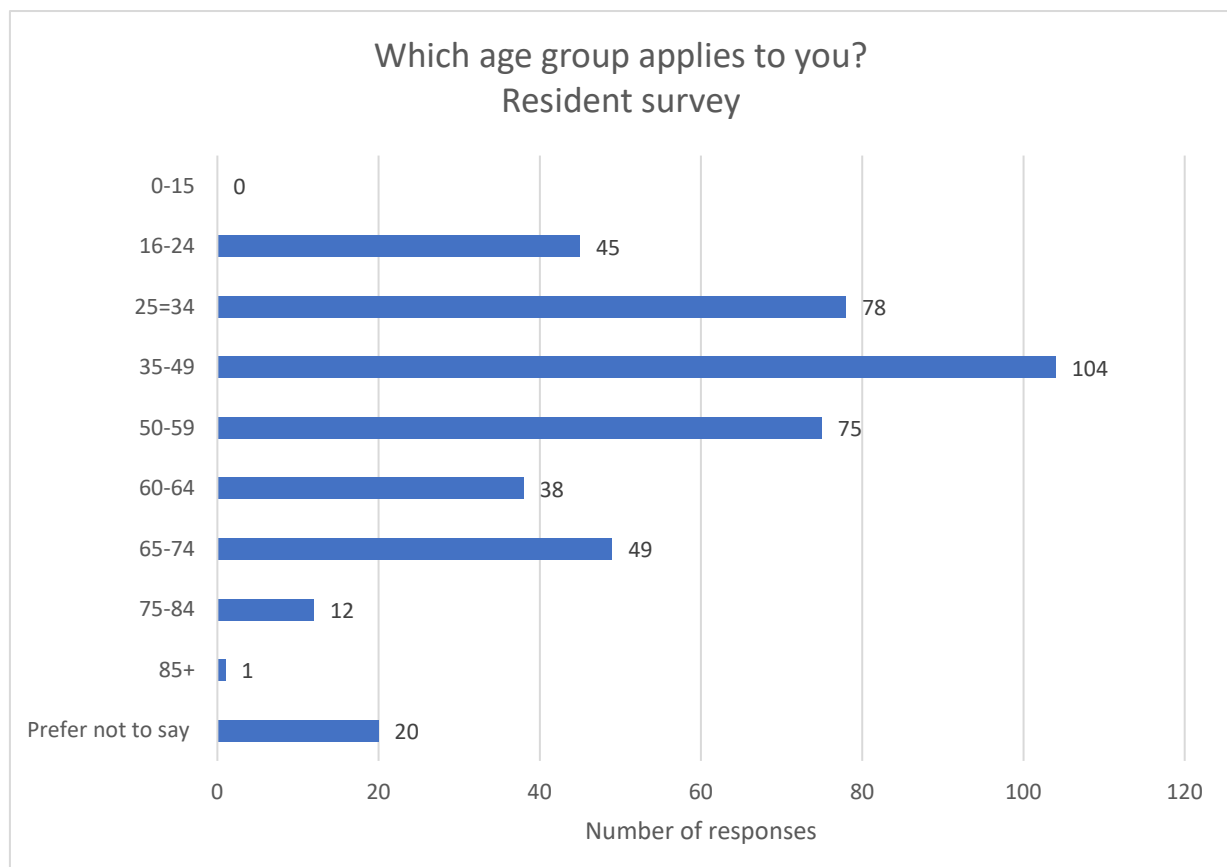
6.19. About you

Respondents taking part in the resident survey were asked a few additional demographic questions.



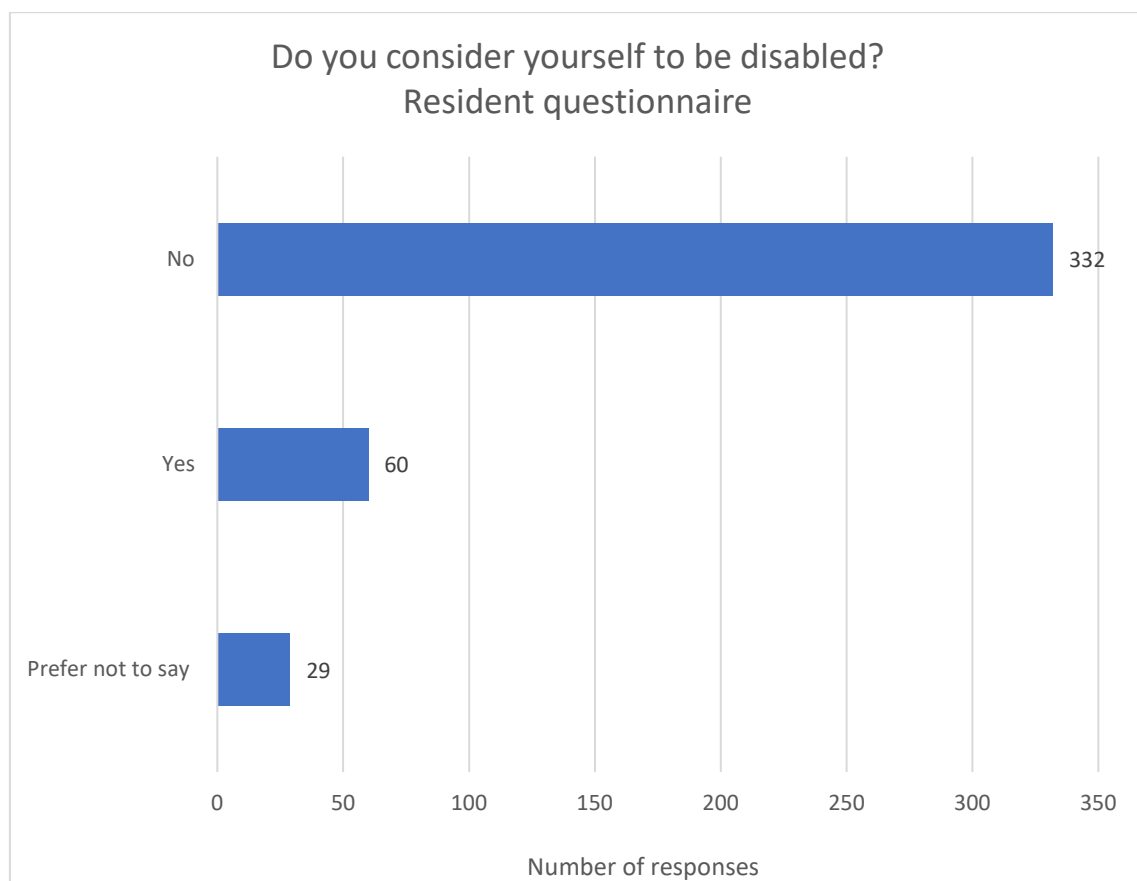
- 221 people identified as male
- 176 people identified as female
- 19 people prefer not to say

6.20. Which of these age groups applies to you?



- 104 people were from the 35-49 age group.
- 78 were from the 25-34 age group.
- 75 were from the 50-59 age group.
- 49 were from the 65-74 age group.
- 45 were from the 16-24 age group.
- 38 were from the 60-64 age group.
- 12 were from the 75-84 age group.
- 1 identified as being in the 85 and above age group.

6.21. Do you consider yourself to be disabled as set out in the Equality Act 2010?



- 332 people identified as not have a disability.
- 60 identified as being disabled.

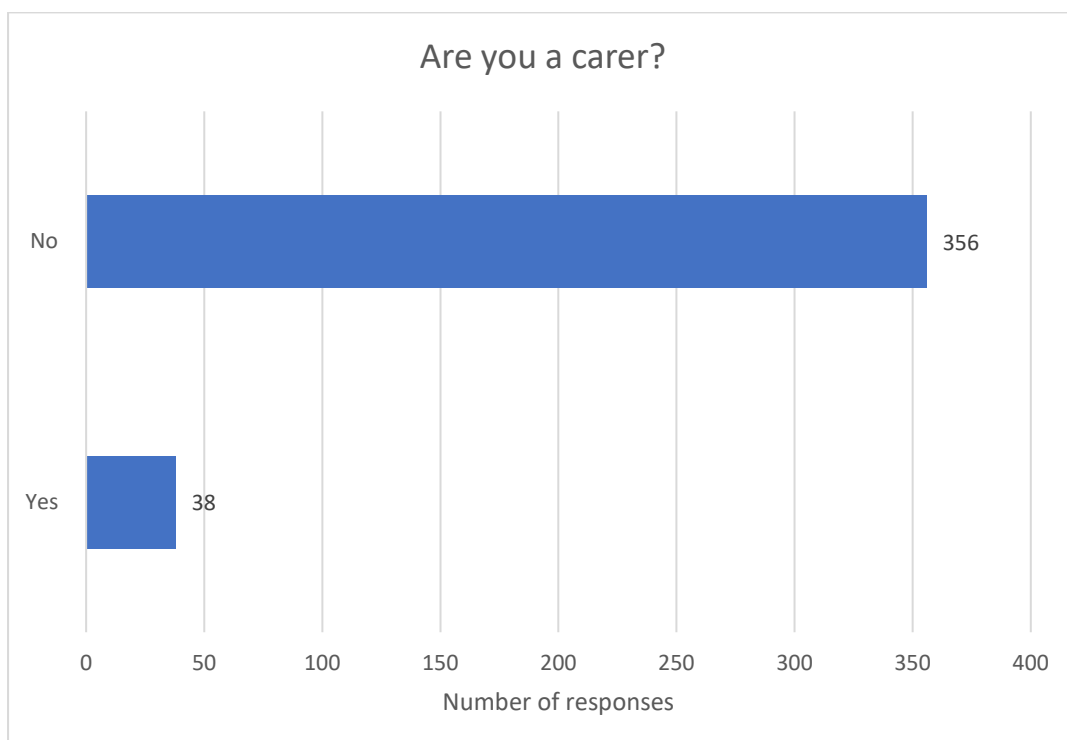
6.22. Please tell us the type of impairment that applies to you.

[OBJ]

Respondents could select more than one response.

- 24 people identified as having a longstanding illness or health condition
- 19 identified as having a physical impairment
- 14 identified as having a sensory impairment
- 11 identified as having a mental health condition
- 8 identified as having a learning difficulty

6.23. Are you a Carer?



- 356 respondents did not identify as being a carer
- 38 respondents identified as being a carer

7. FURTHER FEEDBACK

This section provides a breakdown of the responses received in the open comment box available from the end of the second consultation to the end of the trial.

7.1 Are there any changes or improvements to the trial that you would like to see?

This question was answered 85 times. Some respondents both asked for the trial to be stopped but also left comments around changes or improvements.

- 33 respondents asked for the trial to be stopped with the main reason being safety grounds.
- 68 respondents left comments with changes or improvements they would like to see to the trial, including:
 - Make Bird trial e-scooters easier to identify and include more prominent identification numbers
 - Better regulation and enforcement of both trial and private e-scooters
 - Better advertisement of the reporting methods should there be an issue involving a Bird trial e-scooter
 - Better parking facilities for Bird trial e-scooter which could include physical docking stations
 - Better battery life on Bird trial e-scooters
 - Reduced speeds of Bird trial e-scooters
 - Make wearing a helmet compulsory
 - The operational area of the trial to be expanded and more parking nests to be made available
 - Private e-scooters to be legalised.