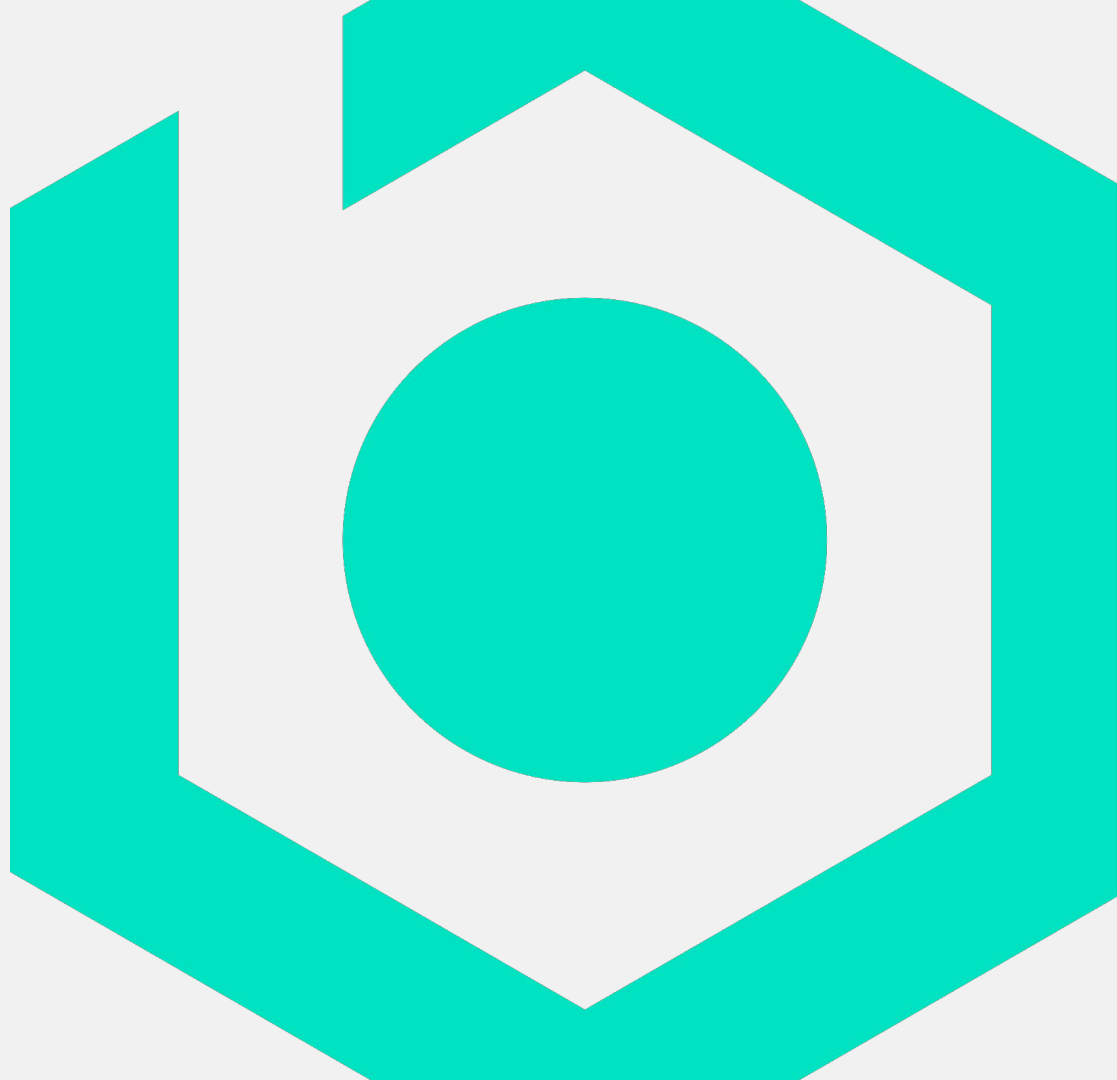




BTN: Scooter Integration

01-October, 2025



The brief

- Brighton currently operates an e-bike sharing (and pedal bike) scheme, and Beryl is proposing to introduce e-scooters.
- There is a concern that the introduction of e-scooters might 'cannibalise' the e-bike rides, causing a decline in usage and revenue for the existing service.
 - The objective is to address this concern by providing evidence that e-scooters do not negatively impact e-bike ridership.

Hypothesis:

- Our hypothesis is that e-bike rides will either remain stable or, actually increase following the launch of a complementary e-scooter service.

Methodology:

- To test our hypothesis, we will use historical data from the Norwich scheme, where e-scooters were successfully integrated alongside our e-bike service.



Insights

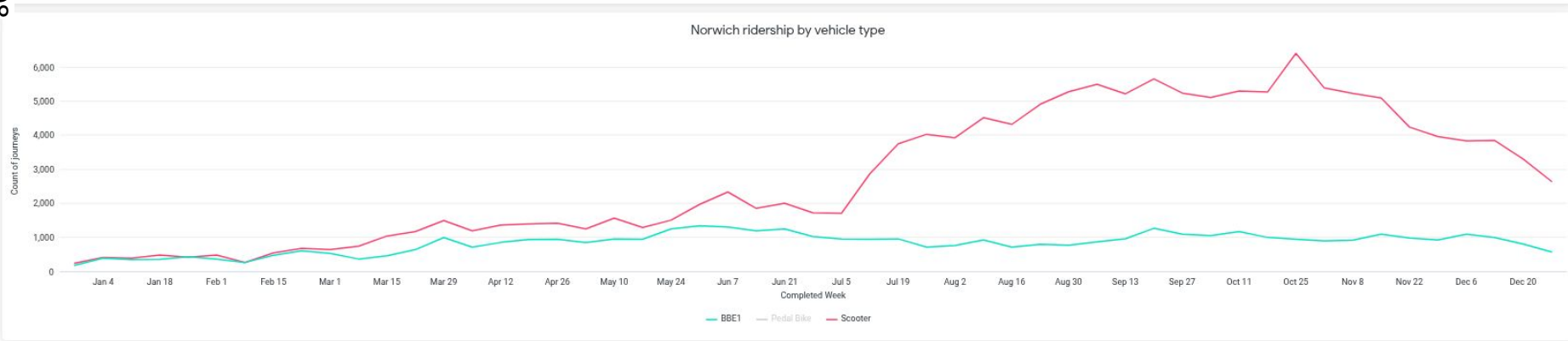
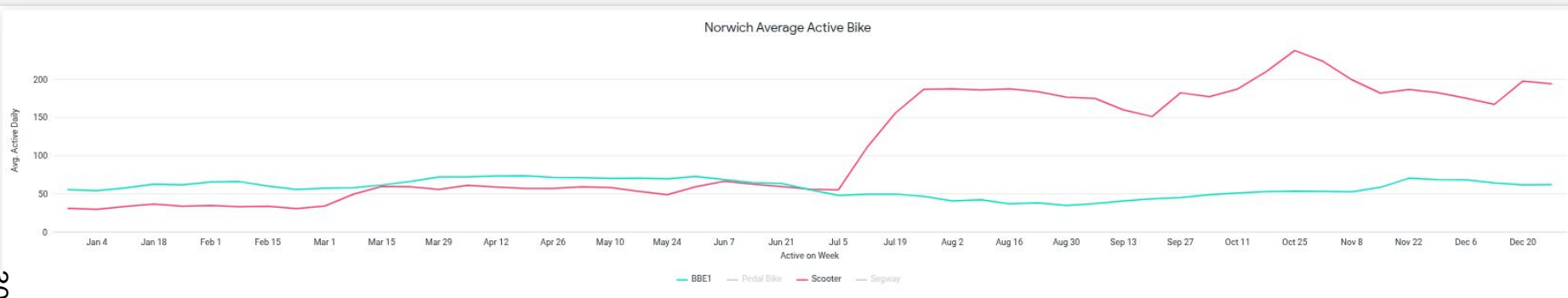
Based on the **data from the Norwich scheme**, the data provides strong evidence that e-scooters do not negatively impact e-bike ridership:

No Cannibalisation: the data clearly shows that the introduction of e-scooters did not cannibalise e-bike rides.

- Both the total number of e-bike Trips remained stable or **increased after e-scooters were launched**.
- This indicates that the e-scooters did not steal rides from e-bikes.

Complementary growth: e-bike ridership actually **increased with the introduction of e-scooters** over 12 months.

2021: Vehicles & Trips

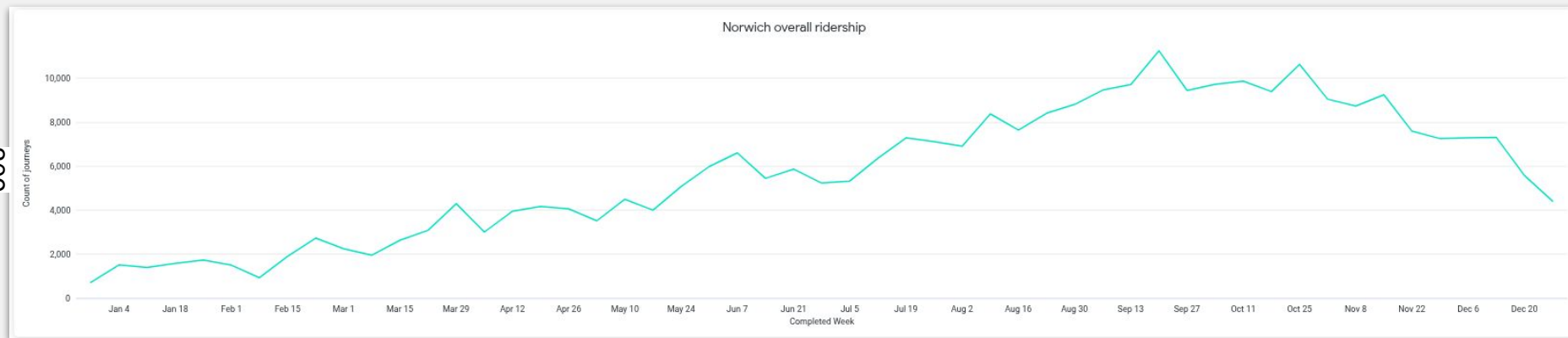


Scooter vs e-bike trips



2021: Overall Ridership

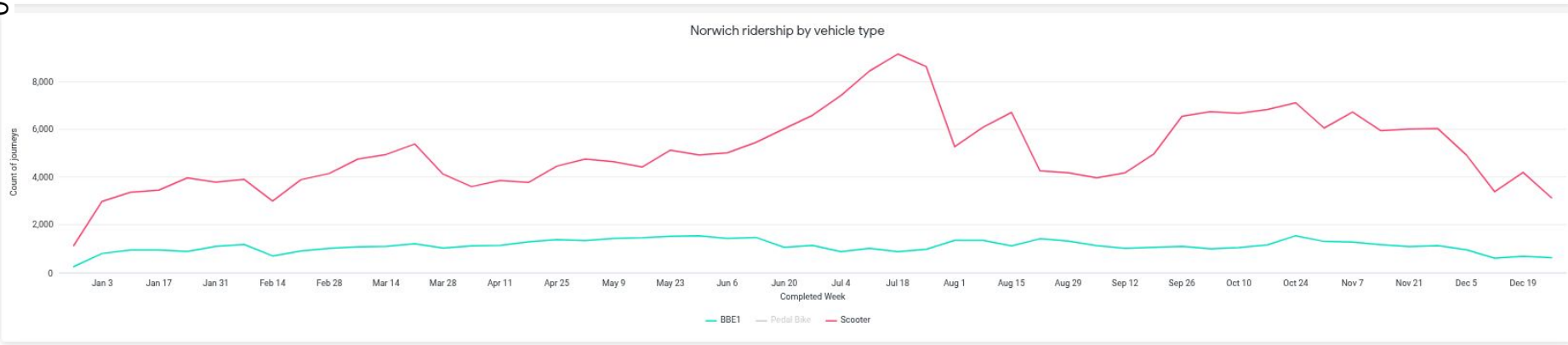
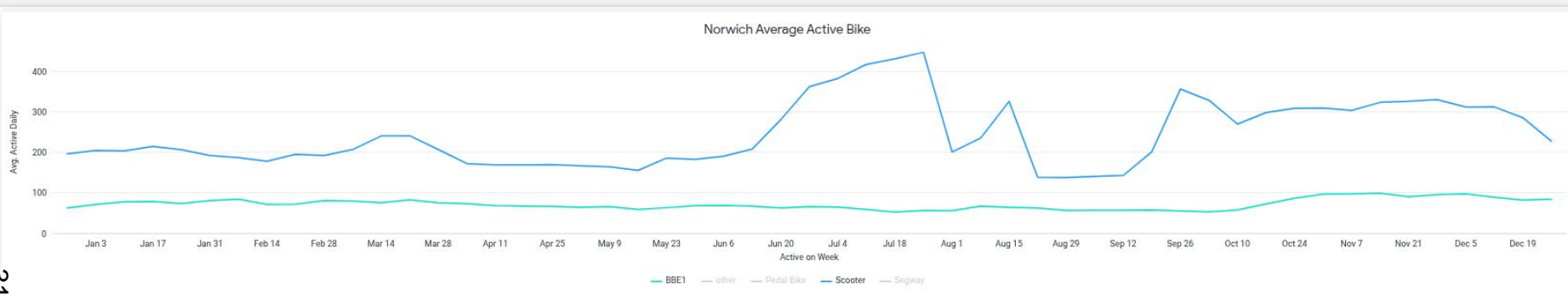
303



Overall ridership



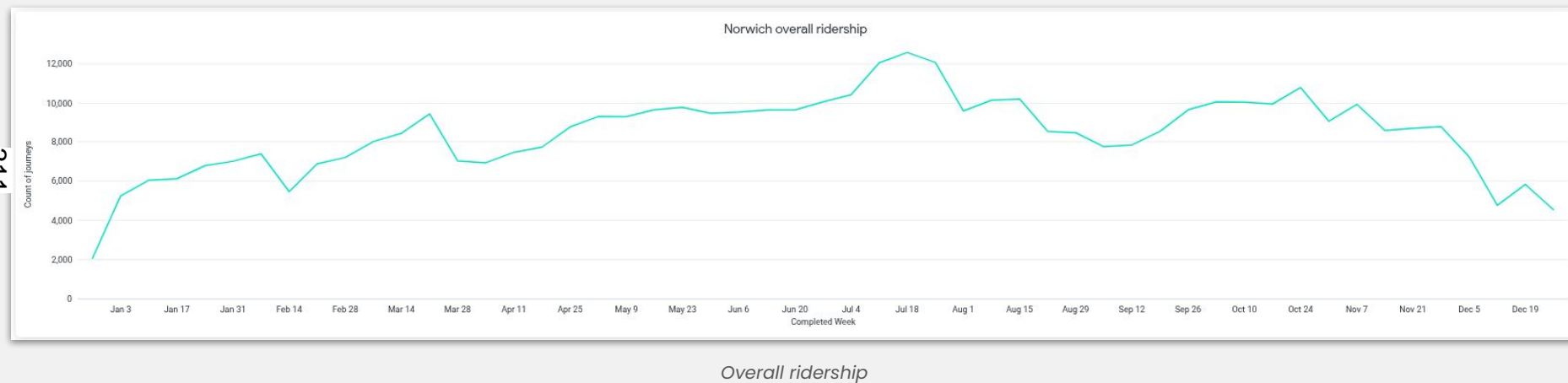
2022: Vehicles & Trips



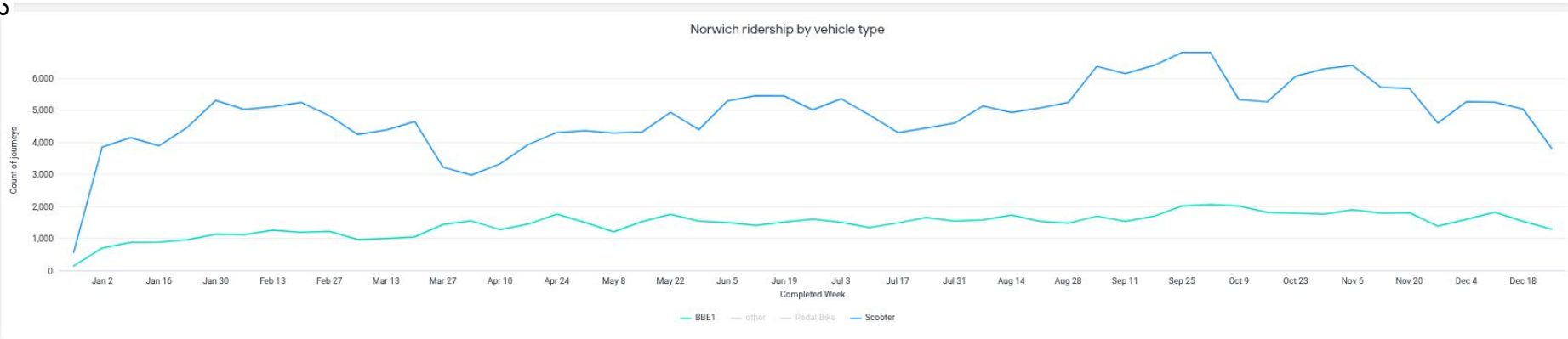
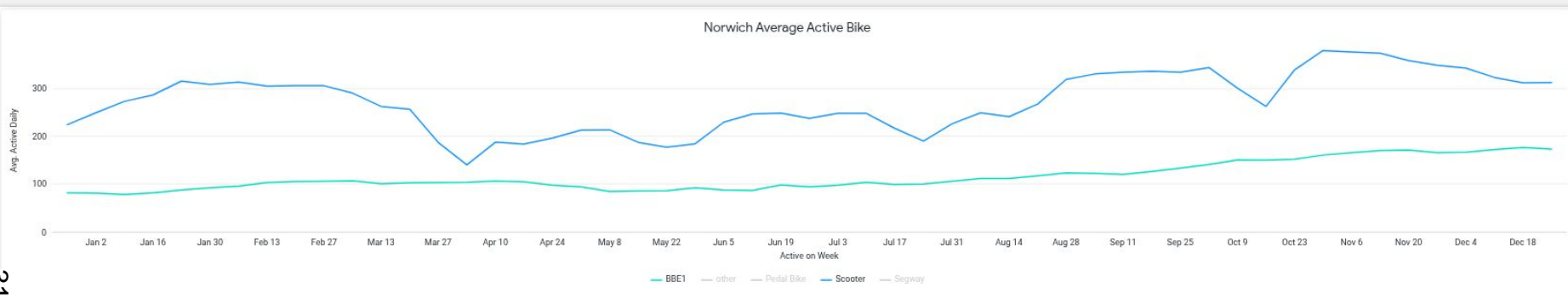
Scooter vs e-bike trips



2022: Overall Ridership



2023: Vehicles & Trips



Scooter vs e-bike trips



2023: Overall Ridership



2024: Vehicles & Trips

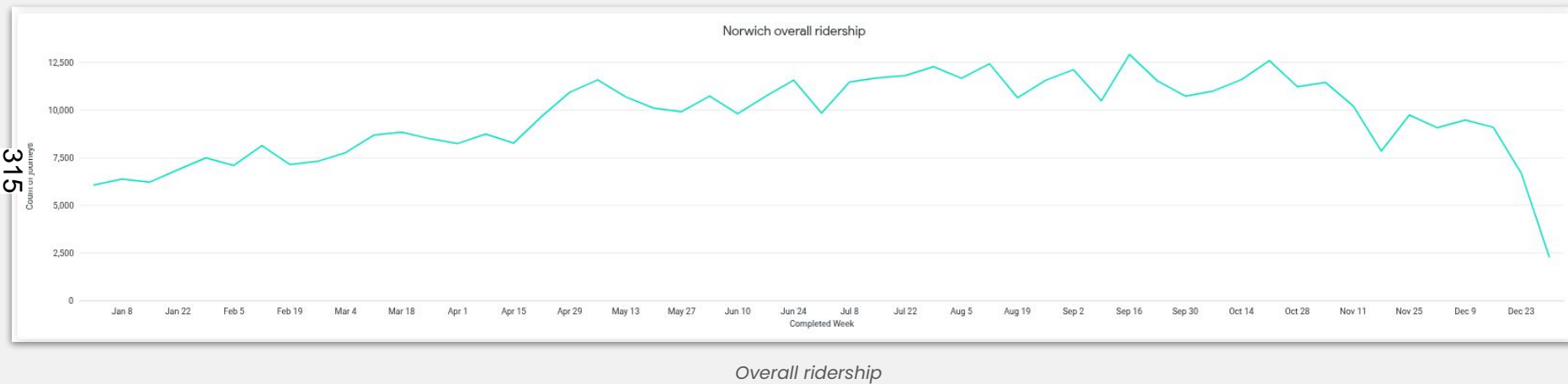


Scooter vs e-bike trips

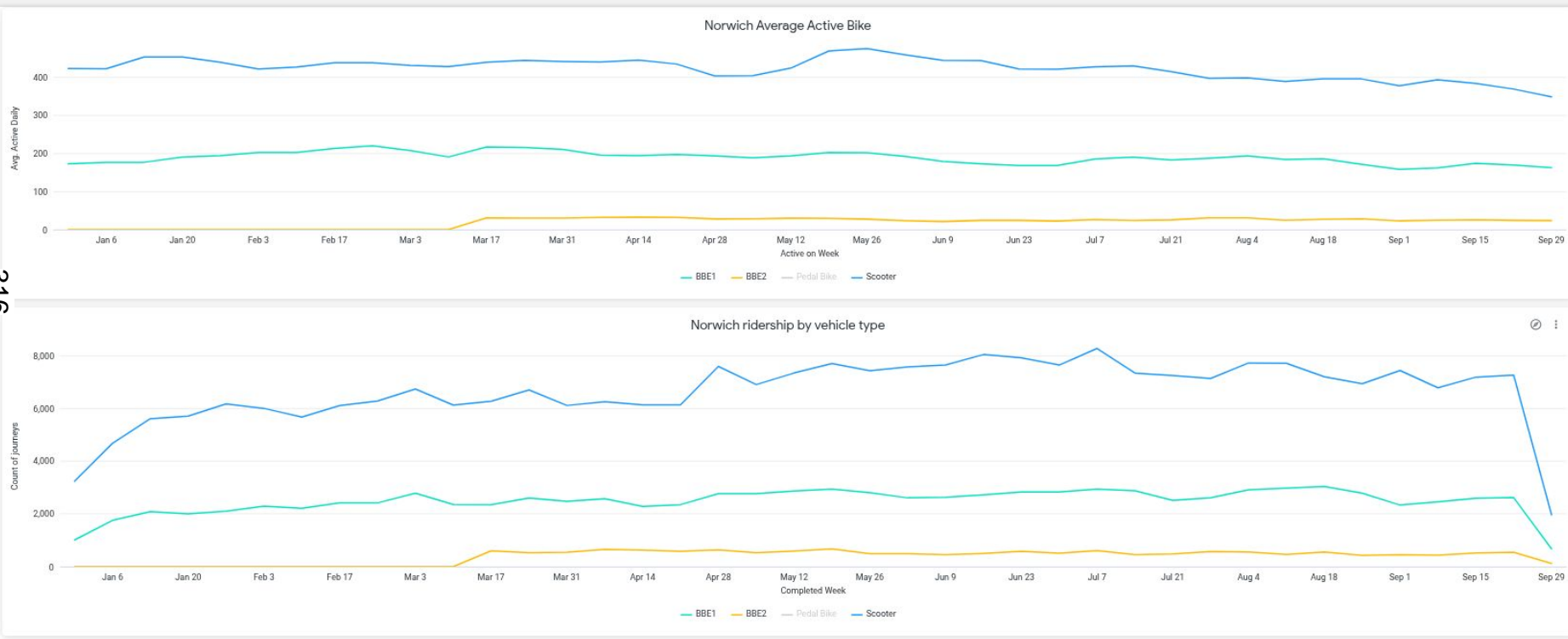


2024: Overall Ridership

315



2025: Vehicles & Trips



Scooter vs e-bike trips



2025: Overall Ridership

317



THANK YOU



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