

## **Appendix 3: Proposed Tariff & Promotions for scooter in BHCC trial**

### **Benchmarking: Beryl in BCP & Norwich**

The Scooter 'Pay as you Ride' (PAYR) rate is £1 to unlock and 22p per min.

#### **Beryl's BHCC PAYR scooter proposal:**

£1 unlock. 20p per min weekday, 22p at weekend.

#### **Scooter Minute Bundle option:**

The existing 50min and 100 min Bundles would apply to scooters for the same no of mins. No unlock fee. These represent a significant saving compared to the PAYR rate, and an even greater than the saving provided by bundles for E-bikes and pedal bikes.

#### **PAYR weekend rate Illustrations:**

£2.65 = £1 unlock plus 1.65 (approx. 8 min ride).

The average min ride time on e-bikes in Feb 26 was 12.5 mins. In scooter terms (PAYR weekend) the cost would be £3.75

The average minute ride time on e-bikes in July 25 was 14.6 minutes. In scooter terms (PAYR weekend) the cost would be £4.21

#### **B&H Bus fares 2026 as benchmark:**

- Medium length fares are £2.80 reducing to £2.50 in the autumn.
- Longer fares are rising to £3 as per the cap rise.
- Student all day £4.40; Student all week £19.50 reducing to £4 & £15 from autumn 26.
- Older (timed) and disabled (24 hours) bus passes remain free.

#### **First Six-month promotions**

Target groups: Care leavers, job seekers, Low income/ Universal credit.

#### **Other shorter period promotions:**

- Women while summer women only e-bike and scooter only taster sessions are running.
- LGBTQ+ during week running up to pride weekend at end of July.
- Students in Sept focused on hubs at weekends near HMOs.
- BME groups

