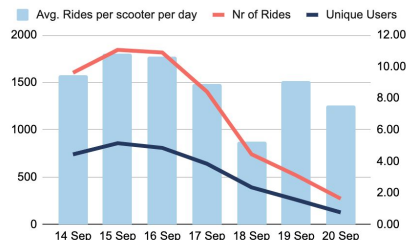
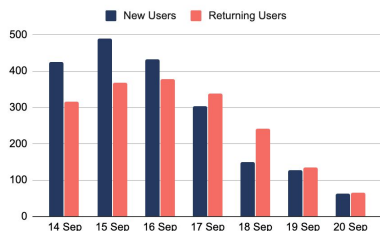
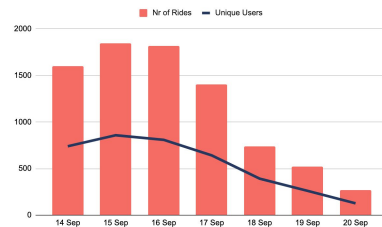
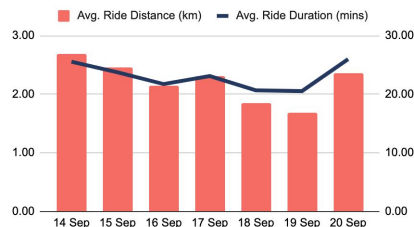


Birmingham City Update - w/c 14th Sept



Service Overview (1 week)

- Number of active scooters: 200
- Total rides: 8,437
- Distance Travelled: 18,876 km
- New Users: 1,990 - Returning Users: 660
- Free Helmets for users: 260



Operational Changes

- Changed operating hours from 24/7 to 6am-6pm to focus on commuter travel
- Nighttime rebalancing commenced this week (starting at 10pm and finishing at 6am every day)
- Improved GPS accuracy (moving ping from 15 to 5 seconds)
- Reduced the maximum speed to 15 mph to 8 mph to test impact on public and rider safety
- Reduced active fleet from 200 to 50 scooters
- Migrated from 6 to 12 person ambassadors to improve local enforcement and promotion of safe riding
- Scooter speed reduced from 3mph to 0mph when out of zone to reduce scooters leaving operating zone (*under testing*)

Big Wins

- +10 rides per scooter per day reached (3 = European average) showing high demand for scooters in City
- Recruited police officer support - Sat & Sun (x3 9am-6pm)
- No reported serious accidents
- New e-tool introduced for Ambassadors to use to help improve monitoring and enforcement

Incident Log

- Number of Serious incidents reported: 0
- Number of non-serious incidents reported: 11

Media Coverage

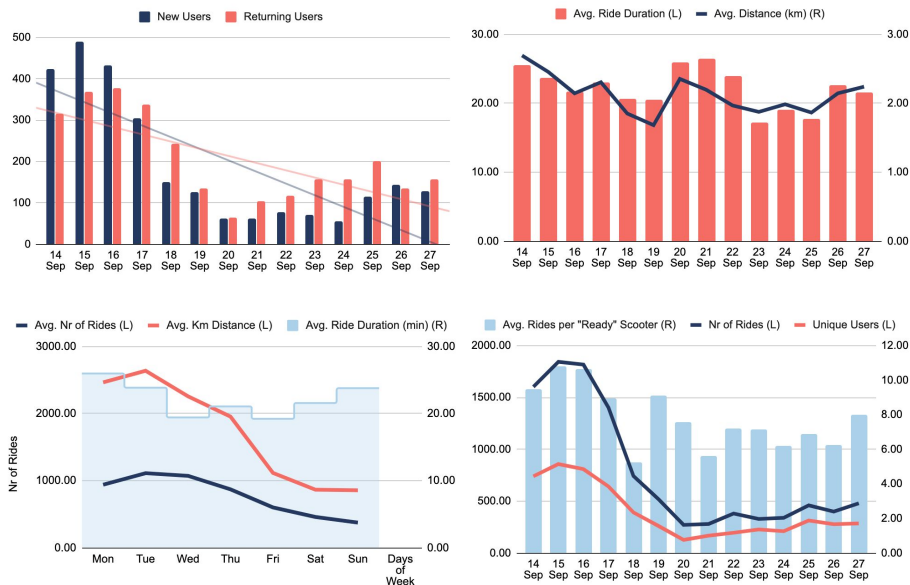
- [What happened when we tried to ride a VOI scooter in Birmingham city centre](#)
- [E-scooters will be fitted with number plates](#)

Birmingham City Update - 28th Sept



Service Overview (21st September - 27th September)

- Number of active scooters: 50
- Total rides: 2,670
- Distance Travelled: 5,453 km
- New Users: 653 - Returning Users: 1,027



Operational Changes

- Changed operating hours from 6am-6pm to 6am-8pm
- Geofence changes to enhance safety on major roads and to stop riders who leave the operational area
- Increased the maximum speed from 8mph to 10mph for the operational zone

Big Wins

- No reported serious accidents
- Aston University's interest in the scheme
- The oval real estate near Digbeth would like to get allocated parking spaces

Incident Log

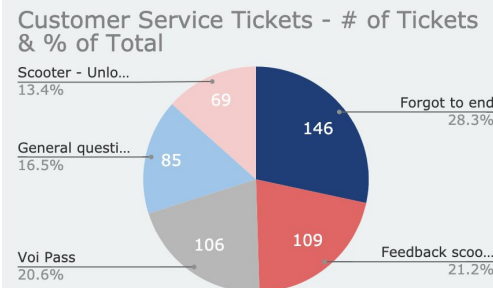
- Incidents: Serious = 0 & Non-Serious = 1
- Accounts Blocked (UK): 11

Media Coverage

- [Rule breaking & fines](#)
- [Police Support](#)
- [Police Support - Times](#)

Customer Service Feedback

- Number of Reports: 515



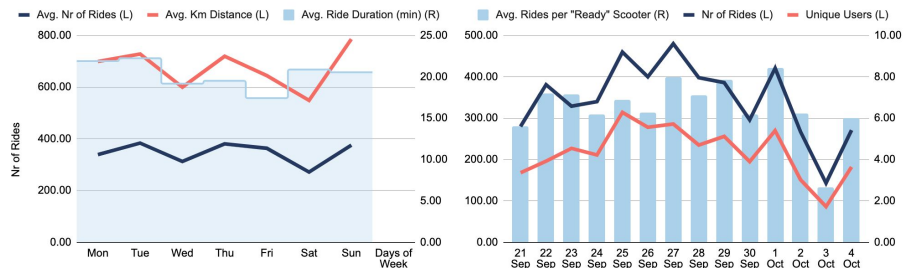
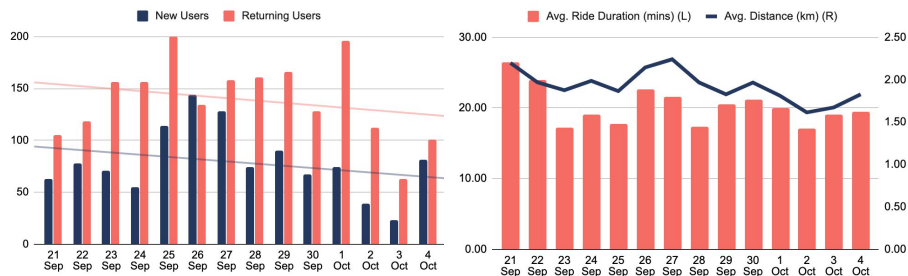
Birmingham City Update - 5th October



Service Overview (28th September - 4th October)

- Number of active scooters: 50
- Total rides: 2,182
- Distance Travelled: 4001.2 km
- New Users: 448 - Returning Users: 927

Last Weeks Weather



Operational Changes

- Geofence updates to simplify it and improve the effectiveness of the slow speed zones in particular
- Testing conducted by our team of ambassadors and senior operations manager Erik.
- New weekend ranger starting

Big Wins

- No reported serious accidents
- Engaging with Custard factory

Product Features

- Helmet selfie feature to be live next week

Incident Log

- Incidents: Serious = 0 & Non-Serious = 2
- Accounts Blocked (UK): 4 (Pavement riding)

Media Coverage

- [Cities Today:](#)
- [Police Spot Checks](#)
- [TransportXtra](#)

Customer Service Feedback

- Number of Reports Birmingham = 228

Customer Service Ticket

