

Shared Rides, Shared Wealth

Prosperity Report 2022
United Kingdom





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Foreword

It's no surprise that micromobility has been growing rapidly in popularity over the last few years as cities around the world adapted to the impacts of climate change, COVID-19 and rising costs of living.

In 2020, national e-scooter trials in the UK were fast-tracked to provide people an affordable, sustainable and socially-distanced way to travel during the pandemic. Micromobility operations like Neuron's have since become embedded in many local ecosystems, and cities are increasingly realising the value that a well-run and responsibly operated e-scooter programme can bring to their economies.

Since our founding in 2016, Neuron has been partnering cities to build a more prosperous and sustainable future. During the COVID-19 pandemic, we were proud to work with local councils to support our cities through initiatives such as offering free ride passes to essential workers and individuals heading for their vaccination appointments.

As we continue to expand globally, we see ourselves continuing to play an important role in boosting local economies to help cities get back on their feet in the wake of the pandemic.

Neuron is committed to supporting the prosperity of the cities in which we operate. We remain focused on developing new partnerships, technologies and business models to respond to the needs of our cities and improve their liveability to help them thrive.



Executive Summary

In compiling this report, we analysed responses to rider surveys conducted in July 2022 in the three UK locations where we operate: Newcastle, Slough and Sunderland. We asked a range of questions about how our e-scooters are used and how much our riders spend during their trips to gain deeper insights into the positive economic impact our programmes bring to cities. We also analysed our riders' trip data which shows where journeys start and end, how long they last, distance covered and preferred routes.

Our data also shows that Neuron e-scooters in the UK have been directly responsible for growing local economies by making it easier for shoppers to reach businesses, especially those in local high streets and shopping districts that might be too far to walk to but inconvenient to drive to. They also boost tourism spending by providing visitors a fun experience and a convenient way to explore cities.

With the cost of living on the rise, users are increasingly leaving their cars at home to avoid paying higher fuel prices, and many are hopping on an e-scooter instead. This also helps reduce the number of cars on the road, especially during large-scale events, which lowers congestion and air pollution and makes the cities more attractive places to live and work.

Our e-scooters offer riders an affordable and easily accessible transport option around the clock, which is particularly important at night when public transport is not readily available.

Many of these trips support workers in the night-time economy such as those in the hospitality industry and healthcare workers who start and end their shifts late.

We are encouraged that an overwhelming majority of our riders believe we have made a positive impact on their towns and cities and will work to enhance our services further to meet and exceed expectations.

9 Key Figures



10% of trips would not have happened if a Neuron e-scooter was unavailable

70% of trips result in a direct purchase from a local business

£17.30 spent at local businesses by Neuron riders per e-scooter trip

£11,500 spent at local businesses each year by Neuron riders per e-scooter deployed

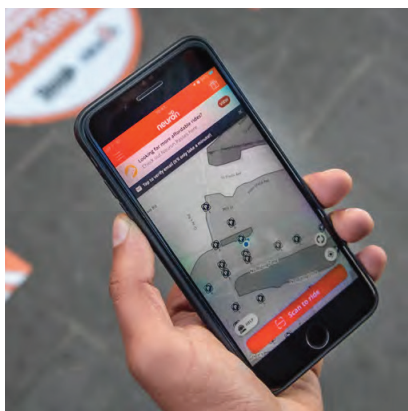
£14.9 M spent at local businesses each year by Neuron riders in our three UK locations

£8.9 M spent at local businesses each year by Neuron riders in Newcastle

13% of trips support the night-time economy (10pm to 6am)

41% of trips replace a car journey

97% of users believe Neuron has created a positive impact on their city or town



Introduction

As cities expand and evolve, many face challenges which threaten to stifle their growth and prosperity. High streets, the traditional lifeblood of local economies and communities in the UK, are in decline, in part because they are difficult to access by car.

Yet, car ownership is becoming prohibitively expensive with costs of living soaring globally, including fuel prices. Experts and local authorities are also becoming increasingly aware of the detrimental economic effects of road congestion and pollution associated with private car use.

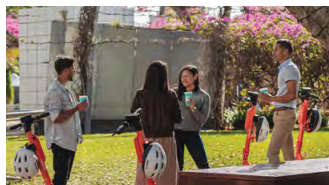
Our data shows shared micromobility can be a part of the solution to some of these challenges. In this report, we zoom in on four areas where Neuron has helped to give urban prosperity a boost.



Accelerating the local economy



Expanding affordable transport options



Supporting sustainable urban living



Investing in future growth

Accelerating the local economy

Bringing consumers back to high streets

More than seven in ten (71%) members of the public say high streets are vital to their communities, yet two-thirds (67%) believe their high street has declined in recent years, according to [a 2020 poll by Nationwide](#).

COVID-19 may have accelerated trends like online shopping, but even before the pandemic, high streets were struggling with competition from larger shopping centres which are easier to access by car.

The increasing popularity of e-scooters offers a helping hand by making it easier for residents, visitors and workers alike to get to and from activity centres like high streets.

According to our rider survey:

70%

of e-scooter trips resulted in a direct purchase from a local business

10%

of trips wouldn't have happened at all if an e-scooter hadn't been an option

50%

of riders spent more than £10 during their most recent trip

Where our riders spend their money*:



37%

General shopping



35%

Restaurants, bars and cafes



18%

Entertainment and recreational venues

Why our riders use our e-scooters*:



38%

Commuting to work or study



19%

Getting to appointments



29%

Running errands such as shopping



62%

Leisure and recreation

* Respondents could select more than one option

Our e-scooters have contributed:



£17.30

spent at local businesses
by Neuron riders per
e-scooter trip



£11,500

spent at local businesses
each year by Neuron riders
per e-scooter deployed



£14.9 M

spent at local businesses
each year by all Neuron
riders in Newcastle, Slough
and Sunderland



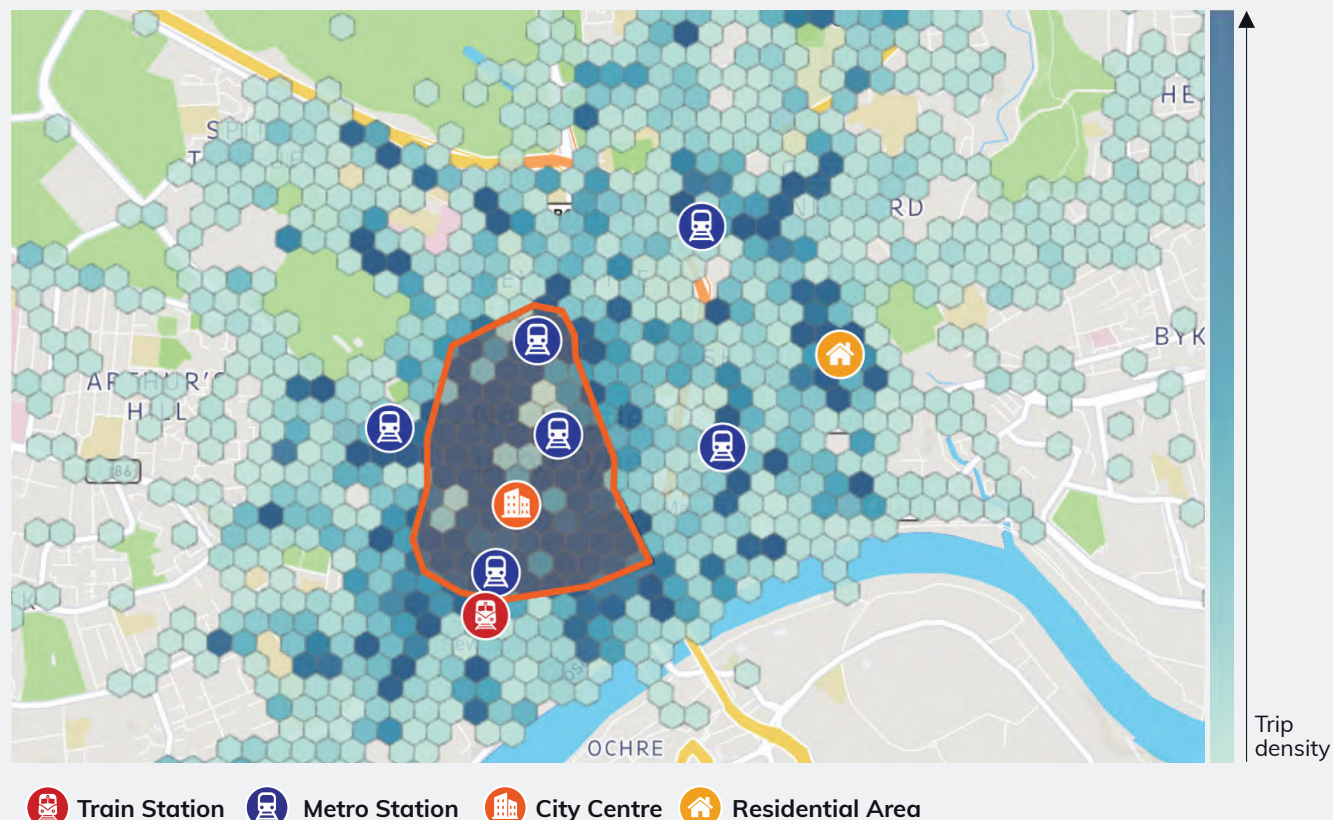
£8.9 M

spent at local businesses
each year by Neuron
riders in Newcastle alone

Breathing life into Newcastle's city centre

- **38% of trips** started and ended within a core section of Newcastle's central shopping district, including Northumberland Street, Percy Street and Blackett Street
- Average trip within the city centre lasts **nine minutes over a distance of one mile**
- **Seven in 10 trips** connected to or from public transport stations, including Central Station, Monument and Haymarket

Heat map showing where trips to and from Newcastle's city centre started and ended from September to November 2021



Expanding affordable transport options

Helping commuters save on fuel

Car ownership and usage is becoming increasingly financially difficult for millions of Britons, with many looking at new ways of travelling for some, or all, of their journeys.

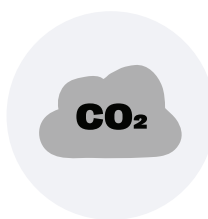
Costs of living are soaring around the globe, and the UK has not been spared. The cost of filling up an average 55-litre petrol car rose 31.5% from £80.05 in January to £105.29 in June 2022, according to [RAC Fuel Watch](#).

Many commuters are opting to leave their cars at home to avoid paying inflated prices for fuel in favour of affordable alternatives like public transport or e-scooters.

According to our rider survey:



41%
of trips replaced
a car journey



165
tonnes of
CO² avoided



Getting night-time economy workers around the city

Public transportation is a great way to get around the city without a car, but most bus and train routes don't run late into the night. Neuron's e-scooters are available around the clock, providing a vital alternative.

Night-time economy workers, including those in the hospitality and healthcare sectors, are increasingly using e-scooters to get to and from their places of work instead of relying on their own cars or taxis.

Our data shows:



13%

of trips happen between 10pm and 6am to support the night-time economy

Many such trips start and end at key hospitality hot spots

In Newcastle:



9%

of trips that start and end near hospitals occur at night, especially between 10pm and 11pm when healthcare workers' shift changes tend to occur

Bridging the first- and last-mile gaps

Even while public transport is in operation, not everyone lives near a bus stop or train station. Those who live in "transport deserts" may have limited opportunities and a reduced level of economic productivity due to poor access to public transport.

Our data allows us to detect and respond to higher demand by deploying more e-scooters where they are needed most, and can help make existing public transport networks easier to access.

For instance, Neuron has collaborated with major employers in the Slough Trading Estate and the International Advanced Manufacturing Park (IAMP) in Sunderland to better understand their employees' travel patterns so we could better place parking spots and deploy sufficient numbers of e-scooters to reflect those patterns.

Our data shows:



20%

of trips were combined with public transport



38%

of trips were for commuting

Supporting sustainable urban living

Reducing congestion and pollution, especially for large events

As a city grows, higher demand for transportation could lead to congestion and air pollution if managed poorly, which could reduce its liveability, accessibility and overall success.

Local governments have long recognised the cost of congestion and pollution, with many taking steps to counteract the effects. In January 2022, the Mayor of London, Sadiq Khan, revealed that congestion in London costs the city's economy **£5.1 billion a year, or £1,211 per driver**, in wasted time spent in traffic. He also said air pollution leads to 4,000 Londoners dying early each year, which increases the burden on the health service.

Even with measures like congestion charge schemes aimed at mitigating traffic, public transport networks may be strained by periodic spikes in demand, particularly during large-scale events when valuable visitors enter the city.

E-scooter programmes are another way cities can spread out the load and prevent sudden influxes of traffic on the roads, making a city more attractive to investors and event organisers while ensuring it remains comfortable and convenient for those who live and work there.



Newcastle Gateshead Initiative

In Newcastle, we worked with the Newcastle Gateshead Initiative (NGI), a public-private partnership that seeks to attract visitors and investment to the city. Through NGI, we were able to engage directly with major event organisers to make it easier for visitors to get to and from event sites without a car.

One such event was Northern Pride, the largest Pride festival in North East England, which brought in millions of pounds to the local economy annually before the pandemic. The physical event made a return in July 2022 for the first time since 2019.

Heat map of trips taken to and from the Northern Pride event area around Town Moor from 22 to 24 July 2022



Over the three-day event period, Neuron e-scooter journeys increased by 76% compared with the three days prior. We set up temporary parking stations with additional e-scooters at key locations around the festival site, which kept average trip distance and duration relatively consistent despite the increased demand and helped minimise disruption to the community.

During the duration of the pride march, temporary no-riding zones were also implemented along the route to ensure participants' safety. Safety Ambassadors were also on the ground carrying out safety briefings to promote responsible riding behaviour.

John McCabe, CEO, North East England Chambers of Commerce, said: **“We are supportive of measures to encourage more sustainable travel in the North East and it is positive to see the trial of electric scooters in Newcastle, which have been a great addition to the city’s transport mix. Already, we have seen the e-scooters encourage a shift away from car usage. The trial is demonstrating how residents use them, how this can impact businesses in the city centre and what their future role in the North East can be.”**



Investing in future growth

Creating jobs and training opportunities

In an age of increasing digitalisation, there is great demand for talent with skills in areas like data science and programming as well as familiarity with emerging technologies and innovations.

As a responsible micromobility operator, we are focused on delivering long-term benefits for our cities and their people. Part of this effort includes building a strong, highly skilled workforce across the country.

Our operations have created hundreds of high-quality job opportunities to date, which have allowed local residents to gain new skills in emerging fields and future-proof themselves for the digital economy. For instance, some of our staff with previous experience as drivers and mechanics have upgraded their skills and taken on roles like electric vehicle maintenance and data analysis.

We also rolled out the first e-scooter apprenticeship in the UK, equipping local college students with valuable skills and experiences that will benefit them in their studies and future careers.

“We’ve learned so much in the first six months, and we have another two and a half years to go. By the end of the apprenticeship, we’ll come out with valuable knowledge in a new type of industry that not a lot of people are working in,” said Zak Moore and Adam Maher, Neuron apprentices in Newcastle.

“The skills we’re developing will open up a wide range of future career possibilities across all kinds of Electric Vehicles, but at the moment we’re keen to stay in micromobility to see where it develops in the future.”



Conclusion:

Partnering with cities to create a prosperous future

We've received tremendously positive feedback from local businesses, riders and our council partners. We're proud of the impact we've made in the UK since we launched in October 2020, but there's so much more we still want to do.

As we continue to expand, we plan to:



Bring more customers to local businesses by setting up designated parking stations nearby, collaborating on promotions and more



Bolster local transport networks by tailoring our services to better serve the needs and movement habits of local workers and residents



Help ensure large events run smoothly by working with organisers to anticipate and cater to increased demand and traffic from participants and visitors



Promote tourism in our cities by working with more local destinations so visitors and tourists can do more, and spend more, at key attractions, businesses and economic zones



Give more locals the opportunity to level up by expanding our training and apprenticeship schemes across all of our operational cities



We are driven to help the world
build a more prosperous and
sustainable future through new
ways of moving and connecting.

www.rideneuron.com

