

*Divisions Affected:* All in Oxford City, Abingdon East, Abingdon North, Abingdon West, Bicester East, Bicester North, Bicester South, Bicester West, Didcot South, Didcot Ladygrove, Didcot West, Kidlington East, Kidlington North, Kidlington North & Otmoor, Kidlington West, Kennington & Radley and Wheatley

## **DELEGATED DECISIONS BY CABINET MEMBER FOR TRANSPORT**

**18 JUNE 2026**

### **OXFORDSHIRE MICROMOBILITY SCHEME CONTRACT**

**Report by Director of Environment and Highways**

#### **RECOMMENDATION**

The Cabinet Member is **RECOMMENDED** to:

- a) **Delegate authority to the Director of Environment and Highways to award the Oxfordshire Micromobility Scheme contract.**
- b) **Authorise officers, working with the successful e-scooter and e-bike provider, to implement the Oxfordshire Micromobility Scheme contract including undertaking a future consultation to expand e-scooter operations across central Oxfordshire.**

#### **Executive Summary**

1. The current hire e-scooter contract with Voi Technology UK Ltd ends on 30 September 2026. Oxfordshire County Council (the council) intends, through a suitable procurement process, to appoint a supplier to provide hire e-scooters and hire e-bikes, known as '*The Oxfordshire Micromobility Scheme*'.
2. The Oxfordshire Micromobility Scheme has two components:
  - i. A hire e-scooter and e-bike scheme covering central Oxfordshire (an area that includes Oxford, Botley, Kennington, Kidlington and Horspath, and potentially Abingdon and Wheatley).
  - ii. Hire e-bike trials in the Science Vale area, and separately, Bicester.
3. The new Oxfordshire Micromobility Scheme contract will be a 2-year full concession contract, starting from 1 October, and with the option to extend by a further 2-years, and as well as replacing the current e-scooter contract this will also replace the e-bike voluntary Code of Conduct.

## Current Hire E-Scooter and E-Bike Operations

4. Hire e-scooters in Oxford city form part of the Department for Transport's national e-scooter trials. The current service provider is Voi Technology UK Ltd, which operates around 1000 e-scooters in Oxford city under a full concession contract awarded by the council in 2023. The contract will end on 30 September 2026.
5. Last year, the Department for Transport confirmed that the national e-scooter trials would be extended by a further 2 years, to 31 May 2028. The council is committed to remain part of the national trials and provide data to help determine future e-scooter legislation.
6. Hire e-bikes were commercially introduced in Oxford city by Voi Technology UK Ltd in July 2024, and Lime Micromobility in September 2024. There is currently around 200 hire e-bikes operating in Oxford. Unlike hire e-scooters, hire e-bikes are not part of a national trial and are not covered by national legislation. There is currently no contract in place to help manage hire e-bikes but operators have agreed to follow an Oxfordshire voluntary Code of Conduct.

## Oxfordshire Micromobility Scheme

7. Since introducing hire e-scooters, and separately, hire e-bikes in Oxford city, they have proved extremely popular with users and there is now a desire by the council to expand the size of the operating area and vehicle fleet size, particularly the availability of hire e-bikes. This is so more people can benefit from an affordable and accessible alternative to private car use and which in turn supports the council's objectives around mode shift, climate action and public health.
8. If implemented, the Oxfordshire Micromobility Scheme will mean a single operator providing both hire e-scooters and hire e-bikes in Oxfordshire as follows:
  - iii. A hire e-scooter<sup>1</sup> and e-bike scheme covering central Oxfordshire (an area that includes Oxford, Botley, Kennington, Kidlington and Horspath, and potentially Abingdon and Wheatley).
  - iv. Hire e-bike trials in the Science Vale area, and separately, Bicester.
9. Hire e-scooters and e-bikes play an important role in improving access, including for residents on lower incomes, key workers, and people who may not

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<sup>1</sup> Expansion of the geographic extents of e-scooter operations is subject to Department for Transport approval to expand the e-scooter license operating area as well as a future Cabinet Member Decision to amend existing Traffic Regulations Orders, to permit e-scooter use of bus lanes in Botley and Kidlington, for example.

have access to a private car. At the same time, poorly parked or unmanaged vehicles can impact on pedestrians including disabled people, older residents, people with visual impairments, and those pushing prams, by reducing effective footway width and obstructing key routes.

10. The Oxfordshire Micromobility Scheme contract therefore places much stronger emphasis on expansion and management of parking as well as e-scooter and e-bike use more generally. This includes:
  - Vehicles only parked in mandatory parking locations which have been pre-agreed by either the council and/or the relevant landowner.
  - Parking bay capacity to be capped at all parking locations.
  - Expansion in parking capacity across the city, with a focus on providing additional parking on carriageway.
  - Continued use of parking monitors in hotspot areas.
  - Data-led monitoring to identify hotspots and address uneven distribution as well as poor rider behaviour.
  - Key performance indicators to enforce standards and compliance including poor parking and rider behaviour.
  
11. In addition to above, the contract will include a revenue share agreement with the operator with the council intending to use this funding to deliver more parking infrastructure. Separately, the council has also asked for a fixed amount of funding to allow the council to recruit a dedicated Project Manager for the Oxfordshire Micromobility Scheme for the duration of the contract.

## **Timetable for Implementation of The Oxfordshire Micromobility Scheme**

12. The table below confirms timeline for procurement and contract start including indicative timelines for scheme expansion.

<b>Activity</b>	<b>Indicative date</b>	
Contract award	July 2026	<b>Identify &amp; implement additional parking bay locations incl. on carriageway (March 2026 onwards)</b>
Mobilisation	August & September 2026	
Contract start date	1 October 2026	
Launch Central Oxfordshire Scheme (current operating area)	1 October 2026	
Develop & agree Bicester and Science Vale operating plans	October 2026 to February 2027	
Cabinet Member Decision for Central Oxfordshire Scheme operating area	December 2026	
Introduce Bicester and Science Vale e-bike trials	Spring 2027	
Expand to full Central Oxfordshire Scheme operating area & increase vehicle fleet size	Spring 2027	

## Corporate Policies and Priorities

13. Plans for the Oxfordshire Micromobility Scheme have been developed in accordance with a range of council policies, primarily the County Council Strategic Plan, the Local Transport and Connectivity Plan (LTCP), and its supporting strategies.
14. The council's 2025 to 2028 Strategic Plan commits to continue to roll out the LTCP. The LTCP sets a vision for an inclusive and safe net zero Oxfordshire transport system that enables all parts of the county to thrive. It will tackle inequality, be better for health, wellbeing and social inclusivity and have zero road fatalities or serious injuries. It will also enhance the county's natural and historic environment and enable the county to be one of the world's leading innovation economies. The council's LTCP sets out how to achieve this by reducing the need to travel by private car use through making walking, cycling, public and shared transport the natural first choice.
15. More specifically, LTCP recognises that shared bicycles and e-bikes help to make cycling a convenient option for all residents. Similarly, access to shared e-scooters increase transport options available and contribute towards reducing private vehicle use. It is the council's hope that "*Micromobility will become embedded as part of the wider individual and public transport system*." Policy for micromobility is also embedded within the council's local area strategies including the [Central Oxfordshire Travel Plan](#) (see Action

12), [Science Vale Movement and Place Plan](#) (see Objective SV7: Introduce shared micromobility schemes) and [Bicester and Mid-Cherwell Movement and Place Plan](#) (see Objective BIC2: Deliver a comprehensive and inclusive walking, wheeling and cycling network).

## Financial Implications

16. The Oxfordshire Micromobility Scheme is a full concession contract, which means that the supplier fully funds and delivers the operational, maintenance and customer service functions. The contract will seek funding for a dedicated OCC project manager and a revenue share, which will be used to support any OCC investment including parking infrastructure. As such this contract will have a net nil cost to the authority.

Comments checked by:

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## Legal Implications

17. The council will comply with all legislation in in the procurement of the contract, including, but not limited to, relevant procurement and subsidy control legislation; as well as follow its own Contract Procedure Rules. Council lawyers will ensure that the terms and conditions of the Contract meet the council's needs and requirements.

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## Staff Implications

18. The contract will include a fixed financial contribution to allow the council to recruit a dedicated Project Manager for the Oxfordshire Micromobility Scheme for the duration of the contract.
19. All other staff costs are expected to be met from existing staff or operational budgets. This direct cost may be required to develop and deliver additional e-scooter and e-bike parking will be covered by funding raised by the revenue share which also forms part of the contract as well as other funding secured (including capital funding outlined in the [Local Transport Delivery Plan](#)).

## Equality & Inclusion Implications

20. An Equality Impact Assessment (EIA) has been undertaken (Annex A).
21. The Oxfordshire Micromobility Scheme has the potential to extend the range of travel options available to residents and visitors. It is anticipated that the new contract, in combination with plans to expand availability of parking, including on carriageway, will significantly improve rider behaviour and parking compliance. This will be monitored and managed for the duration of the contract, and which is set up to introduce remedial action as required.
22. This EIA will be updated following contract award (expected around summer 2026), and periodically throughout the contract period including through ongoing engagement and feedback about the scheme.

## Sustainability Implications

23. E-scooters and e-bikes play an important role in reducing use of more polluting transport modes including encouraging greater mode shift away from private car. This improves local air quality.
24. As part of the tender specification, there is a requirement to promote the highest standards of environmental responsibility including in the sourcing and disposal of assets i.e. vehicles and batteries, ensuring that all practices align with sustainability objectives and regulatory requirements

## Risk Management

25. The table below sets out potential risks associated with the new contract and the proposed course of action.

Risk	Description of actions already taken or controls in place to mitigate the risk
Limited supplier interest incl. with fixed fee & revenue share model and which could impact on the council's ability to fund a dedicated project manager and implement more parking bay infrastructure.	Pre-market engagement confirms significant interest particularly if joint e-scooter and e-bike contract.  Engagement with other local authorities most have revenue share and/or other financial arrangements in place. In comparison to some other LAs, the is taking a conservative approach to revenue share.  Additional funding sources being identified to help with implementation of parking bay infrastructure e.g.

	capital funding via the DfT Delivery Plan.
Legislative or governance changes that could alter the Councils powers or responsibilities relating to transport regulation including Local Government Review, and separately, legislation covering hire e-scooters.	The contract will run for a 2-year period with the potential to extend by a further 2 years. The council is therefore not committed to a contract for a period significantly more than the current approved e-scooter trial length (ends May 2028).
Poor user behaviour or inadequate enforcement including of parking could increase risk of collisions, obstruction of footways, or danger to vulnerable road users.	<p>Performance will be a standing agenda item at all monthly operational and quarterly contract review meetings between the operator and the Council. This will include the review of Service Level Agreements and Key Performance Indicators which will form part of the contract including an agreed process for remedial action.</p> <p>The operator will be required to provide access to live, transparent data on trip numbers, parking compliance, fleet status, response times to complaints etc. Failure to provide all data and in a timely way will be grounds for remedial action and ultimately contract termination.</p> <p>Roll out of addition parking bays, particularly on carriageway, to reduce pressure on existing bays.</p> <p>Operator user education and safety campaigns.</p>

## Consultations

26. Consultation on amendments to existing Traffic Regulation Orders will be required to expand e-scooter operations into areas surrounding Oxford, to allow e-scooters to use bus lanes in Botley and Kidlington. As part of this the opportunity will be taken to consult on plans to expand e-scooter and e-bike operations across central Oxfordshire more generally. Officers will separately report outcomes of the consultation at a future Cabinet Member Decisions meeting.
27. There is no requirement to consult on plans to introduce e-bikes in Bicester and the Science Vale area, though operating plans will be developed with partners

including the districts in advance and during the trial the public and stakeholders will be able to provide feedback and report incidences to the operator and the council.

28. Any plans to introduce on carriageway parking for e-scooters and e-bikes, and where this requires changes to an existing Traffic Regulation Order, will be subject to consultation and which may require a decision at a Cabinet Member Decision meeting.

**Paul Fermer**  
**Director of Environment & Highways**

Annex: Annex A: Equalities Impact Assessment

Background papers: Nil.

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