



Oxfordshire County Council
Equalities Impact Assessment

Oxfordshire Micromobility Scheme

March 2026

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Section 1: Summary details

Directorate and Service Area	Environment & Place, Place Shaping
What is being assessed (e.g. name of policy, procedure, project, service or proposed service change).	<p>Micromobility (e-scooter and e-bike) services in Oxfordshire to delivered as part of the new contract, known as the Oxfordshire Micromobility Scheme.</p> <p>Note: Plans to increase availability of parking bays across Oxford city and provide parking bays in new areas where e-scooter and e-bike are proposed to operate, will be subject to separate Equality Impact Assessments.</p>
Is this a new or existing function or policy?	Existing function albeit services currently operating in Oxford city to be expanded to other parts of the county.
<p>Summary of assessment</p> <p>Briefly summarise the policy or proposed service change. Summarise possible impacts. Does the proposal bias, discriminate or unfairly disadvantage individuals or groups within the community? (following completion of the assessment).</p>	<p>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 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.</p> <p>At the same time, poorly parked or unmanaged vehicles, and poor rider behaviour, 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.</p> <p>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.</p> <p>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.</p>
Completed By	Stewart Wilson, Place Planning Team Leader (Central)

Authorised By	Joanne Fellows, Place Planning Manager (Central)
Date of Assessment	March 2026

Section 2: Detail of proposal

<p>Context / Background</p> <p>Briefly summarise the background to the policy or proposed service change, including reasons for any changes from previous versions.</p>	<p>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. As the Council is committed to remain part of the national trials and provide data to help determine future e-scooter legislation, the Council needs to retender its current hire e-scooter contract, which ends on 30 September 2026.</p> <p>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 to expand the size of the operating area and vehicle fleet size, particularly the availability of hire e-bikes. The Council therefore intends to include hire e-bike services within the same new contract, replacing the current hire e-bike voluntary Code of Conduct.</p> <p>The new Oxfordshire Micromobility Scheme contract will therefore govern the operation, management and expansion of hire e-scooter and hire e-bikes services within Oxfordshire.</p>
<p>Proposals</p> <p>Explain the detail of the proposals, including why this has been decided as the best course of action.</p>	<p>Oxfordshire County Council needs to retender its hire e-scooter contract, which ends on 30 September 2026. It intends to include hire e-bike services within the same new contract, replacing the current hire e-bike voluntary Code of Conduct. The new Oxfordshire Micromobility Scheme contract will therefore govern the operation, management and expansion of hire e-scooter and hire e-bikes services within Oxfordshire. This will be provided by a single supplier.</p> <p>In consolidating hire e-scooters and e-bikes into a single operation the Council believes this will provide economies of scale for the operator. This in turn should help to ensure pricing for users is affordable and remains competitive throughout the duration of the contract.</p> <p>It also means the scheme can be expanded 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.</p>

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.

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 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. 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 Oxford 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.

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 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.

Regarding pricing, then it is for the appointed operator to determine this however the Council expects users to receive value for money when using the micromobility services. Tenderers are required to state what their pricing would be at launch. Any subsequent price increases or reduction of discount schemes will be subject to approval from the Council. When responding to the Request for Quote, Tenderers are required to demonstrate how discounts could be

	<p>offered to organisations, certain groups of users, especially those on lower levels of income and other targeted groups, such as family and other carers, to ensure improved access to the scheme for a wide range of users. The current scheme includes discounts for students, key workers and those on low incomes. The Council wants these to remain in place as a minimum.</p>
<p>Evidence / Intelligence</p> <p>List and explain any data, consultation outcomes, research findings, feedback from service users and stakeholders etc, that supports your proposals and can help to inform the judgements you make about potential impact on different individuals, communities or groups and our ability to deliver our climate commitments.</p>	<p>In developing proposals for the new Oxfordshire Micromobility Scheme, officers from OCC have engaged with several other local authorities, to understand how they manage their micromobility operations. This included: Transport for London, Solent Transport (covering Portsmouth, Southampton and Isle of Wight), Cambridgeshire & Peterborough, Nottingham, Coventry, Liverpool and Gloucestershire. From this engagement it's clear that slightly different approaches have been adopted to manage micromobility schemes – often due schemes being at different stages of maturity and given different institutional arrangements and funding made available within LAs – however a common theme is a need for stronger operational requirements including better parking management and compliance, more transparent and comprehensive data sharing, and for operators to provide a financial contribution to LAs to enable them to more effectively manage and monitor the contract and operations more generally.</p> <p>We have identified the key suppliers operating within the shared micromobility market and carried out targeted market research to understand current service models, operating capabilities and market capacity. As part of this work, we reviewed the offerings and track record of established suppliers including Beryl, Dott, Lime, Voi, Forest and Serco, assessing their experience in delivering e-scooter and e-bike hire schemes, their operational approaches within other UK cities, and their ability to meet Oxford's requirements for safety, sustainability, public realm management and fleet performance.</p> <p>In 2025, most complaints the Council received concerning hire e-scooters and hire e-bikes in Oxford, related to poor parking and rider behaviour including pavement riding. Other feedback received includes:</p> <ul style="list-style-type: none"> ▪ Push for on-carriageway parking including from inclusivity groups and councillors

- Need for parking on private land (and partnerships with universities and hospitals and other major employers)
- Asks for more e-bikes

In July 2025, the county's Performance & Corporate Services Overview & Scrutiny Committee made recommendations relating to Oxford's e-scooter trial and e-bike operations, including explore on-carriageway parking options and expanding the operating area to include all of Oxford's P&R sites.

Baseline data (primary source Census 2011, as still most comprehensive dataset, with more recent data used when available)

Age: At the 2021 Census it was estimated that 30% of Oxford's population was aged 18-29 years (compared to 16% for Oxfordshire and 14% for England and Wales), and the city has the second youngest median age - 31 years - of any place in England and Wales. Adults of working age (16-64 years) make up for 73% of the total Oxford population according to the Census 2021. This is higher than county (64%) and national (60%) average. Those aged 65+ years make up 12% of the population in the city. This is lower than county (18%) and national averages (18%).

Travel to work: In Oxford, the highest percentage of cycling and walking can be seen in those aged 16-24, with 38 per cent of all trips to work made on foot or by bike. Those aged over 60 have the lowest levels of cycling and walking at 24 per cent – however, it is worth nothing that 22 per cent of those aged over 60 work from home. Car usage is highest for those aged 45-59 at 40 per cent, while public transport use is highest for 16-24-year-olds at 27 per cent. This is 9 per cent higher than the next likeliest age group to use public transport to travel to work (those aged 25-44). Compared to Oxfordshire, there is significantly more car travel than in Oxford. The biggest car users are those aged 45-59 at 62 per cent (compared to 40 per cent in Oxford), followed by 25-44-year olds at 59 per cent (36 per cent in Oxford). There are much lower levels of cycling and walking in Oxfordshire compared to Oxford.

Disability: 86 per cent of Oxford residents have no physical or mental limitations on their activities. This is higher than both Oxfordshire as a whole (84 per cent) and England and Wales (79 per cent). 14 per cent of Oxford residents stated that they are limited by a long-term health problem or disability, with 6 per cent saying they are 'limited a lot' compared to 10 per cent nationally. For people who live in England, 26 per cent of those aged over 70 have a mobility impairment, followed by 16 per cent with a stamina/breathing/fatigue impairment. There are lower

percentages of people with impairments in all other age groups, with the exceptions of mental health and social/behavioural impairment. Of those aged over 70, 37 per cent have some form of impairment; for 16-49-year-olds, this falls to 12 per cent.

Car or van use for people with a mobility difficulty is higher (65 per cent compared to 60 per cent), public transport use is similar (5 per cent compared to 6 per cent) and cycling and walking uptake is lower (27 per cent compared to 33 per cent). The Wheels for Wellbeing annual survey [[WFWB-Annual-Survey-Report-2019-FINAL.pdf](#)] shows 65% of respondents use their cycle as a mobility aid, with 64% finding cycling easier than walking. 31% of respondents said they have been unable to buy a non-standard cycle because the one they wanted was too expensive. Cost and lack of suitable options also precluded cycle hire, despite 44% wanting to hire cycles more often.

Pregnancy and maternity: The live birth rate in Oxford was 10.1 births per 1000 people in 2019, slightly lower than the live birth rate in Oxfordshire as a whole at 10.5 per 1000 people and England at 10.8 per 1000 people.

Race: Based on 2011 Census data, 78 per cent of Oxford's residential population is 'White', making this the most common ethnicity in the area. This is notably lower than both Oxfordshire as a whole and England and Wales (91 per cent and 86 per cent, respectively). 12 per cent of the population in Oxford is 'Asian/Asian British' followed by 5 per cent who are 'Black/African/Caribbean/Black British'. 'Asian/Asian British', 'Black/African/Caribbean/Black British', 'Other' and 'White' residents are more likely to drive or be driven in a car or van than use any other mode. 'White' and 'Mixed/Multiple' ethnicity residents are most likely to walk and cycle at 35 per cent and 34 per cent mode share, respectively. 'Black/African/Caribbean/Black British' residents are most likely to use public transport, though this group also has the joint-highest percentage of car usage (along with 'White' residents) at 36 per cent.

Religion or belief: The 2011 Census data on religion and belief in Oxford, Oxfordshire and England and Wales, confirmed 48 per cent of the population of Oxford identify as Christian, lower than the percentages for Oxfordshire and England and Wales (60 per cent and 59 per cent, respectively). 33 per cent of people do not follow a religion or did not state a religion. 7 per cent of residents identify as Muslim.

Sex: In Oxford, 48 per cent of the workday population identify as male and 52 per cent identify as female. This is very similar to the percentage split for Oxfordshire as a whole (49 per cent male, 51 per cent female) and England and Wales (49 per cent male, 51 per cent female).

Social inclusion: In Oxford, there are three distinct areas falling within the most deprived quintile – the area south of the city centre, primarily the southern part of Carfax; in the south of Oxford outside of the ring road, largely within the wards of Blackbird Leys and Northfield Brook; and to the east of Oxford outside of the ring road within the ward of Barton & Sandhills. There are areas throughout Oxford that rank high in terms of households without access to a car or van; however, this in many cases is impacted by areas of greenspace creating small sample sizes within output areas. There is a broad trend showing that the North and North-east of Oxford has lower levels of deprivation and higher levels of car ownership, and the inverse is seen in south Oxford.

Voi's 2025 user survey also provides some useful insights in terms of current users of their e-scooters and e-bikes in Oxford:

- Around 86% of riders are 18–54, with a weighted average age of 38 and peaks in the 25–44 brackets. E-bikes and e-scooters attract almost identical age profiles.
- Roughly three-quarters of riders' main mode is not a private car, with walking, cycling and public transport together accounting for about 73% of main modes. Many riders combine Voi with buses and trains for first/last-mile connections.
- A substantial share of users ride more than once per week, with a core group riding daily or more. Commuting to work, school or daycare is the single largest trip purpose across all working-age groups, supported by strong use for social and leisure trips.
- Nearly 4 in 5 riders now feel safe on Voi vehicles, with similar safety perceptions for e-bikes and e-scooters. Female and “prefer not to say” riders report lower safety, underlining the importance of inclusive design, rider education and street-level improvements.
- Most riders say parking is not an issue or only a minor issue, but a meaningful minority find it a major problem. The biggest single complaint is simply not enough parking nearby, followed by bays being too far or sometimes full – pointing to a need for more visible, conveniently located parking hubs in key destinations.

<p>Alternatives considered / rejected</p> <p>Summarise any other approaches that have been considered in developing the policy or proposed service change, and the reasons why these were not adopted. This could include reasons why doing nothing is not an option.</p>	<p>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. As the Council is committed to remain part of the national trials and provide data to help determine future e-scooter legislation, the Council needs to retender its current hire e-scooter contract, which ends on 30 September 2026.</p> <p>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 to expand the size of the operating area and vehicle fleet size, particularly the availability of hire e-bikes. The Council therefore intends to include hire e-bike services within the same new contract, replacing the current hire e-bike voluntary Code of Conduct.</p>
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Section 3: Impact Assessment - Protected Characteristics

Protected Characteristic	No Impact	Positive	Negative	Description of Impact	Any actions or mitigation to reduce negative impacts	Action owner* (*Job Title, Organisation)	Timescale and monitoring arrangements
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Age	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>Negative</p> <p>Geographic and vehicle fleet expansion in Oxfordshire could, if not managed properly, cause further accessibility issues at parking bay locations, where e-scooters and e-bikes could overflow beyond the designated bay area causing trip and other hazards. Expansion could also increase instances of poor rider behaviour including pavement riding.</p> <p>Positive</p> <p>Increase in the operating area, and expansion of vehicle fleet size, especially e-bikes available for hire, will significantly improve the accessibility of shared micromobility and enable more sustainable travel options for residents and visitors.</p> <p>There is a requirement for the operator to set the level of pricing at launch, with any increases beyond the rate of inflation, or changes to</p>	<p>The expansion of the scheme comes with changes to how it will be operated and managed including:</p> <ul style="list-style-type: none"> ▪ Parking in mandatory parking bays only, which are marked and with capacity capped. ▪ Expansion in parking capacity across Oxford 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 	<p>Stewart Wilson, OCC</p> <p>Appointed operator TBC</p>	<p>From start on new contract, so 1 October 2026</p>
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				<p>discounts, to be agree with the Council, and for discounts to include offers people on low income, key workers and family and other carers.</p>	<p>including poor parking and rider behaviour.</p> <p>Other measures will continue to be implemented to support better community safety, including:</p> <ul style="list-style-type: none"> ▪ E-bikes to be restricted to only provide power up to speeds of 15.5 mph ▪ E-scooters be restricted to speeds of up to 12.5 mph ▪ Vehicles being lit during use by clearly visible forward and rearward facing lighting ▪ No ride zones e.g. Thames Tow Path and parks, and slow ride zones 		
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					<ul style="list-style-type: none">▪ No riding on pavements unless shared use paths		
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Disability	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>Negative</p> <p>Geographic and vehicle fleet expansion in Oxfordshire could, if not managed properly, cause further accessibility issues at parking bay locations, where e-scooters and e-bikes could overflow beyond the designated bay area causing trip and other hazards. Expansion could also increase instances of poor rider behaviour including pavement riding.</p> <p>Positive</p> <p>Increase in the operating area, and expansion of vehicle fleet size, especially e-bikes available for hire, will significantly improve the accessibility of shared micromobility and enable more sustainable travel options for residents and visitors.</p> <p>Tenderers are required to include proposals which improve access to micromobility and/or demonstrate how</p>	As per 'Age' above	Stewart Wilson, OCC Appointed operator TBC	From start on new contract, so 1 October 2026
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				negative perceptions associated with micromobility can be minimised and mitigated using technology and communications programmes.			
Gender Reassignment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No specific risks or opportunities identified	N/A	N/A	N/A
Marriage & Civil Partnership	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No specific risks or opportunities identified	N/A	N/A	N/A
Pregnancy & Maternity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Negative Geographic and vehicle fleet expansion in Oxfordshire could, if not managed properly, cause further accessibility issues at parking bay locations, where e-scooters and e-bikes could overflow beyond the designated bay area causing trip and other hazards. Expansion could also increase instances of poor rider behaviour including pavement riding.	As per 'Age' above	Stewart Wilson, OCC Appointed operator TBC	From start on new contract, so 1 October 2026
Race	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No specific risks or opportunities identified	N/A	N/A	N/A

Sex	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Positive Increase in the operating area, and expansion of vehicle fleet size, especially e-bikes available for hire, will significantly improve the accessibility of shared micromobility and enable more sustainable travel options for more residents and visitors.	N/A	N/A	N/A
Sexual Orientation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No specific risks or opportunities identified	N/A	N/A	N/A
Religion or Belief	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No specific risks or opportunities identified	N/A	N/A	N/A

Section 3: Impact Assessment - Additional Community Impacts

Additional community impacts	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner (*Job Title, Organisation)	Timescale and monitoring arrangements
Rural communities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No specific risks or opportunities identified	N/A	N/A	N/A
Armed Forces	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No specific risks or opportunities identified	N/A	N/A	N/A
Carers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No specific risks or opportunities identified	N/A	N/A	N/A
Areas of deprivation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>Positive</p> <p>People living in deprived areas in Oxford would benefit from an expanded and expanded e-scooter and e-bike offer, more accessible parking, providing more opportunities to use the hire e-scooters and e-bikes.</p> <p>There is a requirement for the operator to set the level of pricing at launch, with any increases beyond the rate of inflation, or changes to discounts, to be agree with the Council, and for discounts to</p>	N/A	N/A	N/A

Additional community impacts	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner (*Job Title, Organisation)	Timescale and monitoring arrangements
				include offers people on low income, key workers and family and other carers.			

Section 3: Impact Assessment - Additional Wider Impacts

Additional Wider Impacts	No Impact	Positive	Negative	Description of Impact	Any actions or mitigation to reduce negative impacts	Action owner* (*Job Title, Organisation)	Timescale and monitoring arrangements
Staff	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>The Council has 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. This will free up staff currently working on micromobility to work on other priorities and projects.</p> <p>Stronger emphasis management and expansion of parking will help to free up staff resource in the future by reducing the number of complaints or correspondence being received and needing responding and reacting to.</p>	N/A	N/A	N/A

Additional Wider Impacts	No Impact	Positive	Negative	Description of Impact	Any actions or mitigation to reduce negative impacts	Action owner* (*Job Title, Organisation)	Timescale and monitoring arrangements
Other Council Services	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Potentially less communications will be received by other staff departments from residents and Cllrs complaining about micromobility bay locations. An improved scheme will hopefully reduce the number of FixMyStreet reports relating to micromobility too	N/A	N/A	N/A
Providers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	A better managed scheme including more responsible parking and riding could result in more positive rider feedback and also produce a better-connected network that sees increases in ridership.	N/A	N/A	N/A

Additional Wider Impacts	No Impact	Positive	Negative	Description of Impact	Any actions or mitigation to reduce negative impacts	Action owner* (*Job Title, Organisation)	Timescale and monitoring arrangements
				The operator will also have to respond to less reports of poor parking and would be more confident that their parking bay locations are suitable in the long-term. There will also be less expenditure on having to relocate bays that members of the public are not happy about in the future.			
Social Value ¹	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Social value will be delivered as part of the contract in line with OCC policy	N/A	Stewart Wilson, OCC Appointed operator TBC	From start on new contract, so 1 October 2026

¹ If the Public Services (Social Value) Act 2012 applies to this proposal, please summarise here how you have considered how the contract might improve the economic, social, and environmental well-being of the relevant area

Section 4: Review

Where bias, negative impact or disadvantage is identified, the proposal and/or implementation can be adapted or changed; meaning there is a need for regular review. This review may also be needed to reflect additional data and evidence for a fuller assessment (proportionate to the decision in question). Please state the agreed review timescale for the identified impacts of the policy implementation or service change.

Review Date	31.07.26 (to be updated once new supplier confirmed and before start of new contract)
Person Responsible for Review	Stewart Wilson
Authorised By	Joanne Fellows