

Kent County Council Appoints Bird to Bring Environmentally Friendly Electric Scooters to Canterbury



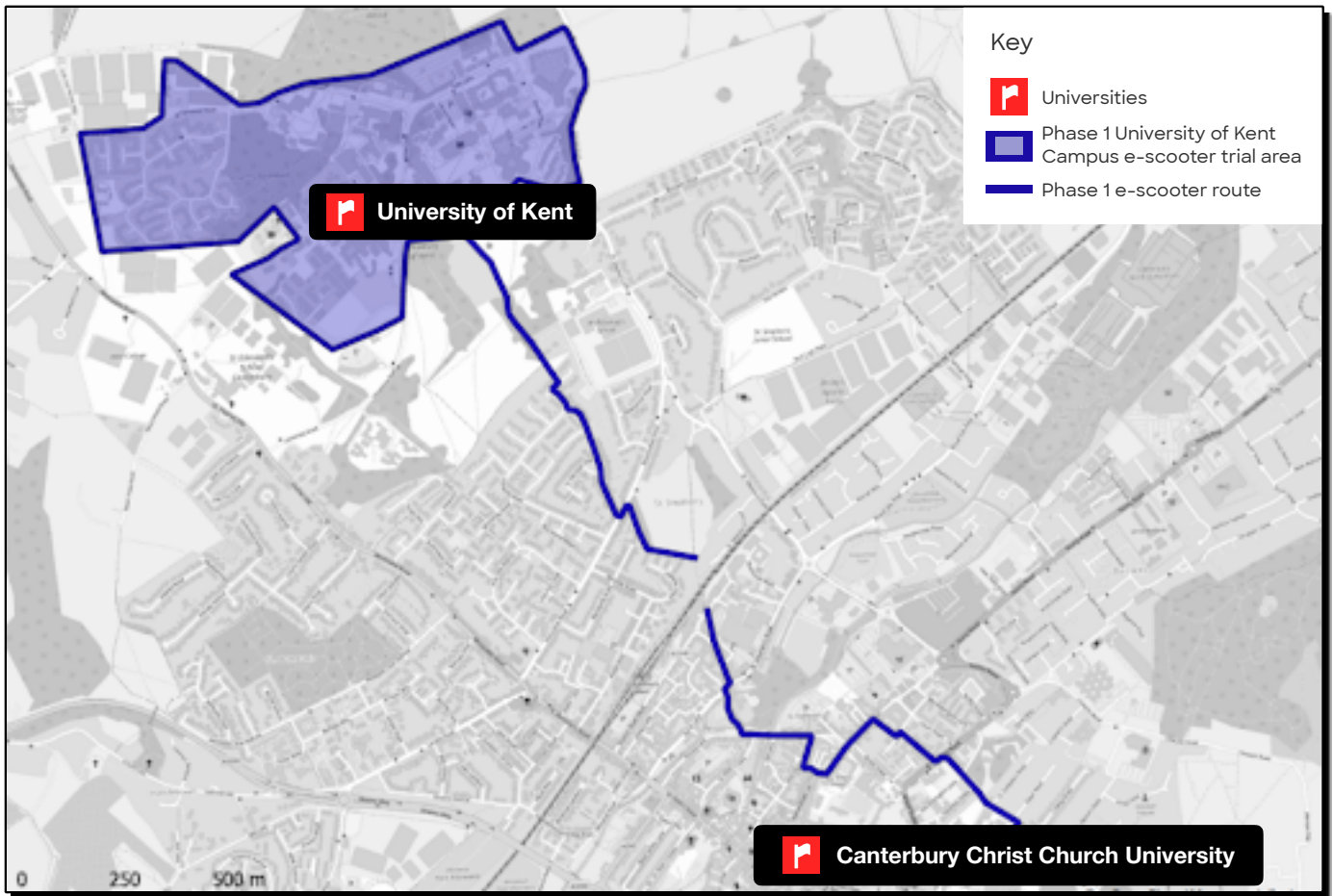
Kent County Council, Canterbury City Council and Bird, the leading micro-mobility operator, have teamed up to bring affordable, environmentally friendly electric scooters to Canterbury.

Kent County Council has been successful in bidding for a 12 month electric scooter pilot, with the Department for Transport giving the green light for the trial earlier this week. The Council appointed Bird, the pioneers of electric scooter sharing, following a competitive tender process.

Kent County Council, Canterbury City Council and Bird share the mission of making residents less reliant on cars, helping to cut congestion and harmful emissions. Bird will solve 'the last mile' problem, where journeys are too short for public transport to be efficient, but too long to walk. Many of these journeys have traditionally taken place in cars adding to congestion and carbon emissions. Bird's scooters will give people in Canterbury an environmentally friendly alternative to taking a car. The trial is also aimed at helping people get around town while remaining socially distant from others.

Initially the trial will run on a controlled set route serving students from the University of Kent and Canterbury Christ Church University, helping them travel between the campuses more efficiently than ever before. Once successful the trial zone will be opened up to a broader area, helping the whole community get around without creating congestion or harmful emissions.

The Initial Route:



Safety is a top priority for the council and Bird, and there are a number of policies and initiatives to make sure Bird becomes a positive addition to the transport mix. All riders must hold a provisional or full drivers' licence and be over 18 before they can ride. Bird has also worked with the council to geofence (a digital boundary) the approved route and the scooters will power down if they cross the boundary. Bird also has in app and in person safety training and will host safe riding events where it will give away free helmets to riders.

How it works:



Download the Bird app onto your smartphone and create an account (initially the trial is only open for student email addresses).



Upload your driving licence to verify your age



Open the app and **find the nearest Bird**



Scan the code on top of the Bird to unlock it and start your trip



Put on your helmet and enjoy the ride without riding on pavements



When you've reached your destination, **park the Bird in a designated space and end the trip in the app**

Bird currently operates in more than 100 cities across the globe, and Canterbury and Bird hope this 12-month trial will demonstrate the advantages scooters can bring to the UK permanently. Bird's industry leading scooters are GPS enabled so the company can keep track of the scooters and ensure they are ridden and parked correctly.

To contact Bird for any further information please email - hello@bird.co