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**Microombility news Ed** [00:00:00] OK, I'm recording audio here, and you, according to the audio visual.

**David Ottr Escooters** [00:00:04] OK.

**Microombility news Ed** [00:00:06] David, thank you very much. And I think for the for the for the exercise, let's let's introduce yourself

**David Ottr Escooters** [00:00:15] and she'll think so. David Bothwell, founder and director of also a to micro-mobility provider.

**Microombility news Ed** [00:00:25] And you are new entrants into the UK and tell me about the challenges that you have in deploying e-scooters and EBA and e-bikes.

**David Ottr Escooters** [00:00:39] Sure. So I guess one of the biggest challenges that we are suffering from at the moment, which is one that is equally shared, is the supply chain issues. In all honesty, and I guess certainly for my client base when approaching new customers, there's still a lot of uncertainty out there and primarily around the. Markets at the moment like this and how and when it hits or whether they're going to get back to a full level of normality that will be reflected in in the wider economy. And I guess the I guess the second thing that's what I still find something to eat space face is that micromobility in the B2B setting is still very new. It's very new and it's very innovative. So I spend a lot of time painting that picture and trading the narrative so that employees and businesses can understand the true benefits of angle

**Microombility news Ed** [00:01:49] and on the narrative that the biggest challenge I think this industry faces. Is that it needs to make sure that the narrative is not replacing walking that micromobility as it gets regulated into existence is a form of. It's a it's a form of car replacement. And as long as we can drive that narrative, we will be will be will will will allow far more mobility and innovation around microbial and. If we start finding ourselves, that narrative is replacing walking, I think will be regulated out of existence.

**David Ottr Escooters** [00:02:29] I completely agree on, and I think that not only framing in that way, but actually promoting what are some of the absolutely fantastic health and wellbeing. On improvements that can come out of not just engaging with energy, but actually just getting out there, getting out of the car, moving away from getting that great Big Tin can where maybe even you just take yourself out walking, running, cycling be a normal human powered cycle or a electric cycle, the scooter being anything but what we get, what we find ourselves in. Now coming out of this slowly coming out of this pandemic quite clearly, very optimistic is that there's a huge problem here not only climate change and the benefits from microgravity can bring, but this is a human issue here as well, with physical and mental health and micromobility as well as a suite of other complementary industry areas, can can help tackle this or with the diet.

**Microombility news Ed** [00:03:36] Yeah. I mean, we all know how good it feels to get an electric bike.

**David Ottr Escooters** [00:03:41] I do the same. I managed to get into my wife, probably about goodness at 12, 14 months ago, maybe, and she was very skeptical, particularly all

the time. But honestly, once we both jumps on that scooter, I felt like I was 10 years old again. And I just you just can't be that feeling.

**Microombility news Ed** [00:04:00] Yeah, and it really is, I think. And you know, we we we we need every tool. We have to persuade policy makers that whether it be an e-bike only scooter. Think the results are still the same? I'll give you an example of the challenges we face. I went to Westminster Council meeting. And to those who voted against these trials, their main principal reason why they vote against it because it is a dangerous followed on by my next question was how did you get to the meeting? And they had all without exception driven

**David Ottr Escooters** [00:04:38] and

**Microombility news Ed** [00:04:39] so do you. So we have to frame this conversation in in a way that. Undermines car use and promotes or, you know, promotes the alternative, not the fact that e-scooters are they're replacing walking.

**David Ottr Escooters** [00:04:58] I completely agree. I think if the enemy of progress. And just to be clear, electric scooters and electric bikes are not dangerous.

**Microombility news Ed** [00:05:08] Yeah, they're not dangerous. Absolutely not.

**David Ottr Escooters** [00:05:10] Not. However, what you will find is the behavior of the minority that didn't use these. Devices it hardware from time to time will do that, but actually, it's because it's new and shiny face very easy to blame. What is the vast majority of people enjoying this new technology? They've been allowed onto the streets of London and other cities in a large, largely sensible way and relitigating the benefits?

**Microombility news Ed** [00:05:44] Well, exactly. By having your your supply chain challenges aside, what do you think we can do in this country? That is an obvious sort of easy win when it comes to deploying e-scooters and e-bikes in a local authority in a local area.

**David Ottr Escooters** [00:06:07] Well, I didn't quite get to the question, but I feel like I'm going to give you a bit of a slippery answer, but I'm going to give it anyway. And what I mean is, I think, the key to success regardless of local authorities, but to be more widely adopted in the UK is for employers to collectively be it private or public. That scope three emissions rorting and mandatory reporting upon. Infrared emissions from employee transport and commuting order made mandatory where every single private and public organization.

**Microombility news Ed** [00:06:49] So for example, if you are a developer and you're developing a large housing or or commercial outfit, you will have to have a what did you call it, a.

**David Ottr Escooters** [00:07:02] And scope three, emissions objective, practical. Yes.

**Microombility news Ed** [00:07:06] But isn't that just driving the electric vehicle narrative?

**David Ottr Escooters** [00:07:10] Not necessarily. I think that there's there's ways to be creative. And I think doing this for the industry, if you like, from local regulatory and every opportunity to say. To contribute in that conversation, I mean, yes, the answer to be

electric cars, but actually it could be making. Public transport more readily available, it could be putting on mini busses of some sort for your employees eating what facility? There's a suite of tools in our library. I think going down the road is good for emissions. Being mandatory will force employers to be more creative, right?

**Microombility news Ed** [00:07:51] Okay. Yeah. So that is the stick. Yes. OK. And you tell me, tell us more What a Otter's mission, what is altered trying to achieve in the next few years,

**David Ottr Escooters** [00:08:05] in the next few years? We want to take the B2B market by storm. And what I mean by that is we want to spend three missions in or out aside. We feel like we can really add value in that private B2B space, helping employees understand and access to their workforce and themselves. Because you're allowed to be selfish about this when when you're talking to B2B organizations around how they help micromobility, as well as other offerings around exercise, fitness, etc. and to really move the dial for these organizations if they just don't of give it a chance. And I think that if we can really ramp up and start not only implementing our programs, but over periods of time showing employees and the wider industry and business as a collective. So we're moving the dial. I think we're going to be able to get some real traction and some fantastic case studies to share.

**Microombility news Ed** [00:09:19] Exactly. So what what are you currently? What was your current operation like at the moment?

**David Ottr Escooters** [00:09:25] It's incredibly small, and as far as that, we we started this year, so we started in the in the summer of this year. So I've been one of our challenges. It's been just really creating a presence that everybody know that we're here. And we've taken a slightly different stance on it. From what I mean by that is we're not the only provider out there that likes to focus on things. Today we get that. Actually, I think one of the updates that we come in with is that everything is white label. And I think that's a really, really important theme that when you're talking to these large organizations with obviously presence in the UK, the look and feel of the hardware and the software to engage that workforce is actually their own little. Do they know that it's also the science behind it and actually write it's complicated in our own way? I think one achieves a couple of things. One, it's more trusted by employees because it's something that's being offered and employees underneath these days do expect more from their employers and not lost much in it for so long.

**Microombility news Ed** [00:10:37] So let's move on and the the change in regulation in this country, as you say, you're talking about emissions, but let's think about the 1988 Transport Act, which is where e-scooters and e-bikes are defined as, as, you know, 200 and what's now. So what was it? 12 and how can was now off of what is defined as a bike or anything with e-scooter e-bike definition? Where do you predict that when the law is changed? What do you think the liberalization of e-scooters and e-bikes? Where do you think it should we say the regulation starts? Where is it going to be 20 miles an hour? Is it going to be a wait? What do you feel?

**David Ottr Escooters** [00:11:26] I feel it will. It will impact the 15 miles an hour. And what I also think is that aside from the I guess, the technical issues and restrictions built into the legislation, my gut feeling tells me that private e-scooters are not they're not going to open the floodgates anytime soon. That's my personal, my personal feeling. I feel that the shared e-scooter on bikes blossom and we're letting them up. But I think the U.K.

government is notoriously cautious when adopting new technologies and the private ownership of an electric scooter will be no different.

**Microombility news Ed** [00:12:09] OK. Right? Yeah. What happens? As a as a thought exercise, what happens if there is a it just becomes so compelling that e-scooters become and and and e-bikes in particular are always breaking. There's so many e-bikes, nearly all of them are breaking the kilowatt hour regulation that I think I'm predicting that governments hand will be forced.

**David Ottr Escooters** [00:12:44] Trapped in what

**Microombility news Ed** [00:12:44] way? Well, to try to change the law faster than you think. That's what I believe. But because, you know, most electric bikes now in London, as you know, are over the regulated. Over the regulator power.

**David Ottr Escooters** [00:13:05] Shot on, but what on earth should that happen, which I'm not including, we surprise me if it does happen as quickly as you suggest, yeah, I like my counsel, so that would be that they will simply come down. And whilst allowing the higher ranking, there would still be new limits, a new threshold set, but then specific ones would either be placed slightly differently or it would be heavily caveated with of additional safety or licensing requirements such

**Microombility news Ed** [00:13:41] as fear is fascinating, really. I think an online CBT might be the solution. So, you know, five, 10, 15 minute test, I think there's a lot of room for that, and I think there's a lot of room for short tests. I really believe that.

**David Ottr Escooters** [00:13:56] Yeah, I wholeheartedly agree. I do I do worry sometimes with online tests. I'm a strong believer in leveraging technology to educate the masses. But for anyone, this worked in an organization that had to do some of these online tests or health or safety videos. I do question how much value they associate instructor led in person. Senator Sessions with Senator Clinton.

**Microombility news Ed** [00:14:26] Well, it's fascinating, really. Gosh, I do agree with you, but there is definitely room where it is for that online learning. And you know, in our view, go back to earlier point is that getting people out of cars and onto e-bikes and e-scooters needs to be a seamless as possible and by and the less friction. The better.

**David Ottr Escooters** [00:14:52] Sure, 100 percent.

**Microombility news Ed** [00:14:55] So thank you so much. And I would be thrilled to know it will be a please as more of our. You know what your plans are and keep keep us abreast, I think is the more neatly British companies in this space, the better. As you know, most of the companies in the UK now are either European or American. So the more we can build our own homegrown micromobility providers, I think we'll all be richer for it.

**David Ottr Escooters** [00:15:26] And I just stopped recording just today, a great day. I mean, I would love that. I mean, even if it's a Page one, page two on an update or a quarterly update assumption that that would be fantastic.

**Microombility news Ed** [00:15:41] Yes, send it to me. We need British providers because I'm everyone I'm talking to is not British. So say we really do.