



TTC Group Case Study: Voi and E-scooter Safe Riding Skills

December 2022



TTC Group Case Study: Voi

Voi Technology, the UK and Europe's leading micromobility company, are working in partnership with TTC Group, the UK's foremost road safety education and training company.



Through this partnership, TTC has hosted Voi's e-scooter safe riding skills events across the country in 2022.

TTC's educational mission aligns with Voi's vision to create better cities for living, by putting safety first.



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Achieving safety through education

Voi has launched its e-scooters and e-bikes in 17 towns and cities across the UK.

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At Voi, we prioritise the safety of riders, pedestrians and other road users. We achieve this through organising regular in-person and online safety training, and incentivising and rewarding riders to complete our **RideLikeVoila** online traffic school training.

This partnership with TTC Group is the next step on our tri-part approach to safety through Education, Operations and Technology.

Jack Samler
General Manager at Voi UK and Ireland

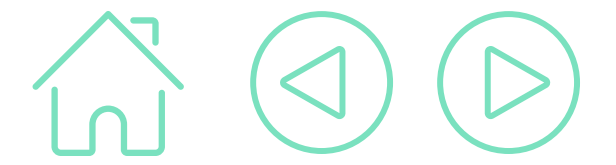
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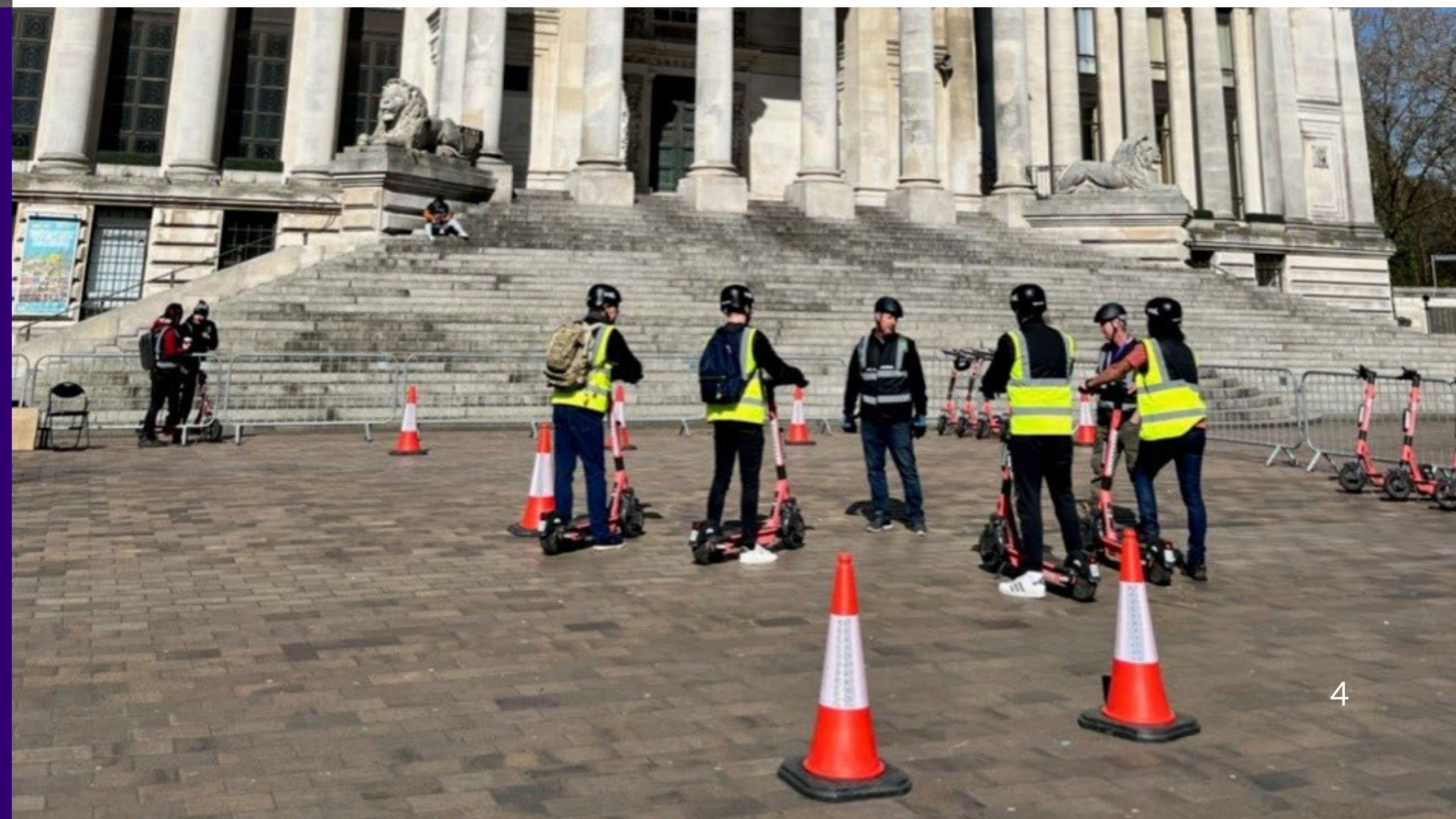


400 hours of e-scooter training delivered to more than 1,100 people.

50 e-scooter events successfully delivered in 13 venues across nine cities:



- Bath
- Birmingham
- Bristol
- Cambridge
- Liverpool
- Northampton
- Oxford
- Portsmouth
- Southampton

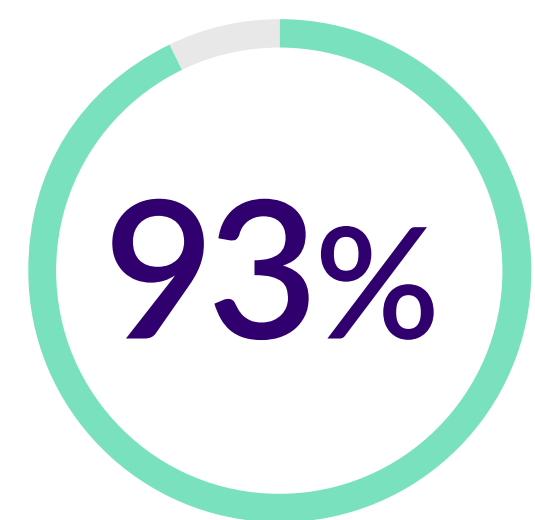


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What participants said...



Overall rating 4.7 out of 5



would recommend safe riding skills sessions to a friend or family member



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What participants said...

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“I think everyone should attend one of these sessions it is invaluable.”

“Professionally delivered advice and instruction raised my confidence levels to the point I scooted home 4 miles.”

“The team were excellent in accommodating me as a complete beginner making me feel welcomed and comfortable. From not being able to ride the scooter at all, I could do so with confidence by the end.”



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“ We’re delighted to partner with Voi on this programme, and encourage more people to consider e-scooters as a safe, effective and enjoyable means of transport around the city.

These safe riding skills events create safe space in which participants can try e-scooters for the first time. Our expert and supportive team are on hand throughout enabling all attendees to improve their riding competence and confidence, regardless of ability or experience. We deliver both off and on-road sessions in small groups encouraging each rider to develop their skills at their own pace.

Since April we’ve delivered 50 e-scooter safe riding skills events in nine cities reaching more than 1,100 riders. Feedback has been overwhelmingly positive from those who have attended these hands-on, informative sessions.”

Louise Elstone
TTC Product Manager

Protecting people on the move

TTC is committed to improving road safety by empowering people through education and behavioural change.



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The TTC group

