



Joanne Hollington

BCP bike, e-bike and e-scooter rider

# Convenience to fight congestion: Joanne's story



A Bournemouth resident, Jo Hollington found herself reliant on her car and public transport to commute and get around the town. However, sky-high fuel prices and inflated town centre parking charges, left her searching for cheaper alternatives.

Using public transport helped but the rigid bus timetables failed to deliver the flexibility that she required.

Initially viewing the local Beryl scheme as 'a gimmick', Jo decided to give the bikes a try and quickly changed her mind. Curious to try an e-scooter, she attended a **Women's Tour Scoot Happy** training event, where she was able to develop her skills and confidence.



Beryl's Rider Report shows that offering riders a greater choice of modes is more likely to get them to use cars less often or completely stop.

41%

of riders that use three modes said they use cars less often or have completely stopped.

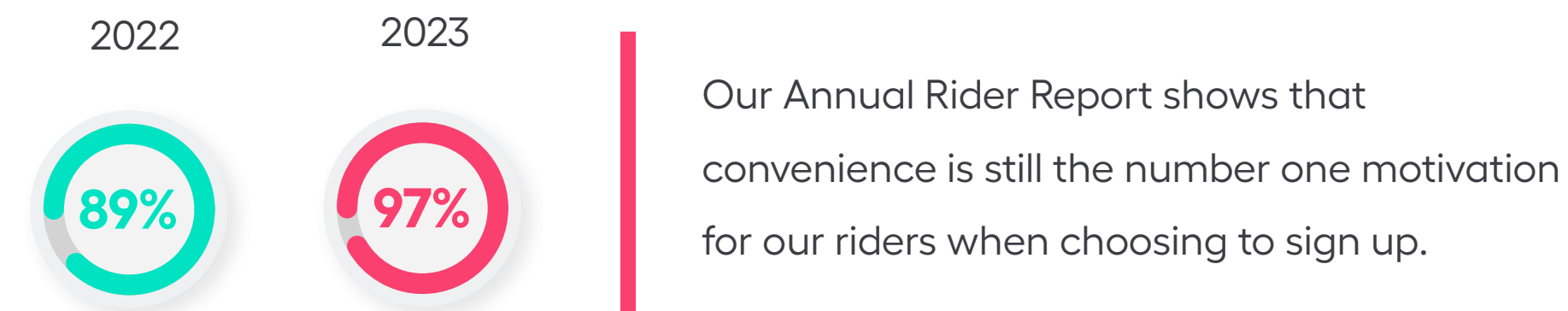
29%

of riders that use one mode said they use cars less often or have completely stopped.

Jo now regularly switches between Beryl bikes and e-scooters for leisure purposes and to connect with rail services, meaning she can leave the car keys on the kitchen table.

Using **her Beryl scheme** gives Jo a combination of convenience, cost-effectiveness and sustainability that her car and public transport could not.

Riders motivated by convenience when signing up with Beryl  **8%**



**They (e-scooters) are much cheaper than the bus and even cheaper than parking in Bournemouth if I drove!**

They are also great fun and I spontaneously hop on one to go along the seafront to Poole, grab lunch and then scoot back.

The fact I am able to use them along cycle lanes is also a game changer and I have used them to replace bus journeys and also shopping trips - if I don't have much to put in my back pack.



**Joanne Hollington**  
BCP bike and e-scooter user

Jo's mention of cost as a key factor is also reflective of trends identified in our Rider Report.

A Beryl convert, Jo also enjoys the functionality of the scheme, which she says has improved over time.



**The availability of the Beryl vehicles is so much better now that the scheme has been around for a few years.**

The app is very easy to use and the location finder is spot on! Showing the percentage of battery life available with each scooter in a bay is incredibly important. The longest journey I've been on in one trip was just over 9 miles (60 mins) so I knew I would actually make it there without the need to swap scooters.

