

RIDER SENSE

COURIER-LED PROVOCATIONS ON THE FUTURES OF GIG-WORK



**SWITCH
GIG**

SWITCH GIG

Switch-Gig is a project funded by the UKRI [Not-Equal Network+](#)

November 2019 to July 2020

For further information about the project and context for this booklet
please see the full report and project website:

<https://switchgig.wordpress.com/>

NOT-EQUAL



Behind the convenience of slick food apps hides the labour of thousands of people who do the work of moving food from cook to customer. Although highly visible with big bags and branding, moving at speed through our cities, these workers find themselves squeezed between capricious employers and impatient customers, doing dangerous work for unreliable pay.



This booklet contains a series of provocative concepts, built through conversations with cycle couriers, that highlight some of their experiences of work, and envision a future where their hidden challenges and injustices are made visible. These concepts speak of the frustrations and joys of their work.

LOCAL HEROES

COURIERS ARE KEY WORKERS PROVIDING A VITAL SERVICE TO THEIR COMMUNITIES

- ⇒ They live in the communities they serve, supporting local businesses.
- ⇒ The rider community in small cities is closely knit, and information travels fast. Riders are there to help each other and take pride in their work.
- ⇒ However, they can feel hidden, and are hurt by disrespect and anger from some people.
- ⇒ Cycling, especially, is fun and the job has many moments of joy on two wheels, close to the ground and with intense knowledge about the physical and social geography of the city, both on the road and off. Every metre travelled is felt, up and down hills, through snickets, shortcuts and towpaths.

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Emergency workers memorial to include medic in PPE



Meet the penguins named after NHS heroes



New London mural pays tribute to NHS 'heroes'



NHS hero Captain Tom sent 100th birthday wishes



Author Michael Rosen thanks fans after coronavirus recovery



'It's for all the fallen soldiers in the Vale'



02 Jul

05 May

02 May

30 Apr

29 Jun

11 Nov 19



999 Cenotaph: Planned Emergency Services Memorial updated to include PPE and Deliveroo Rider

A planned sculpture to celebrate emergency workers has been adapted to reflect the current coronavirus crisis.

The seven-figure Emergency Services Memorial will now feature a medic wearing PPE and a Deliveroo Rider.

It is set for central London in 2023 - provided the £3 million needed can be raised.

The BBC's Daniela Relph has been to meet the artist behind the work.

02 Jul 2020

Share

INVISSTRUCTURE

COURIERS ARE INFRASTRUCTURE MAINTAINING AND IMPROVING OUR CITIES

- ⇒ Couriers are a service to the restaurants and shops they work for
- ⇒ As human infrastructure, they are mobile, itinerant, transferrable and often disposable.
- ⇒ Businesses have shifted to rely on courier labour to exist, but the couriers themselves feel invisible and unrecognised by those companies and their employers.
- ⇒ This leads to direct issues like long, unpaid, waiting times, and conflicts with staff, and indirectly issues with other road-users and police as the courier tries to recoup these costs
- ⇒ Couriers have many costs, and bring a lot of unrecognised value to city centre businesses

This is a VAT invoice
VAT Registration number: 987 654 21
side 1 of 1
789800000000023DAD70990170912835W

ANNONYMOUS, GENERAL MANAGER
WAGAMAMA
1 SPINNINGFIELDS SQUARE
UNIT A4
MANCHESTER
M3 3AP



Your on-demand rider bill		
Bill date:	Bill period:	
02 July 2020	01 April - 01 July 2020	
Your charges (see ride.on.uk/myaccount for details)		
Outstanding balance on 01 July 2020	£184.29	
Balance from last bill	£10.29	
New standing charges this bill		
Uniform and bag	£5.00	
Knowledge of cities	£10.00	
Road traffic exploitation and incidents	£18.00	
New variable charges this bill		
Police interactions (at £0.10)	3	£0.30
Taxi interactions (at £0.03)	47	£1.41
Miles travelled (at £0.01 p/mile)	3500	£35.00
Bikes stolen	1	£15.00
Idle time at restaurants (at £0.20 p/min)	327	£65.40
Broken laws forced (at £3.00 p/law)	4	£12.00
Phone charging (at £0.01 p/minute)	500	£5.00
Total charges ex. VAT		£167.11
VAT at 6%		£10.03
Total new charges this bill inc. VAT		£177.14
Total amount due		£187.43

Please pay this by 11 July 2020



Account number:
R 858808312835W
Bill number:
709901709

Contact us
0800 189 4518
Open Mon-Sun 8am-8pm
help@ride.on.uk
[ride.on.uk/myaccount](#)
[ride.on.uk/help](#)

Your Fixed Price Rider Plan
you currently pay £59 via
monthly direct debit under
your rider plan. This plan is
due to end on 31 October
2020. To switch at the end of
your plan, call 0330 100 5498.



ANNONYMOUS, GENERAL MANAGER
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1 SPINNINGFIELDS SQUARE
UNIT A4
MANCHESTER
M3 3AP

Delivered by
UK
00-00-00
£0.00
FP3456789



1

Letter

Your bill is enclosed. Please read.

MYSTERY WORK

UNEXPLAINED ALGORITHMS CREATE MYSTERY AND CONSPIRACY THEORIES

- ⇒ The "Black Box" of mysterious proprietary algorithms decide how and where couriers work
- ⇒ Couriers are under close surveillance by their employers during their work, but this transparency is entirely one-way. Couriers try to divine meaning in the little feedback available
- ⇒ There are many theories among riders about how systems might work. If they stand 10m closer to the restaurant will they get more work? Are there "hidden zones" not shown?
- ⇒ Feedback is vague, and sometimes poor service is unavoidable. Riders always carry the bag.
- ⇒ Couriers can be sacked at a moments notice for arbitrary reasons, with no possible recourse, that creates anxiety and uncertainty about all aspects of their work.

Ride or Wait Tarot

About Your Free Tarot Reading

A unique fortune telling experience for On-Demand Riders

Ride or Wait Tarot offers you, the Deliveroo or other on-demand rider, an exceptional fortune telling experience. Using the Rider Waite Tarot, you can see what your on-demand platform has in store for you based on the cards you have drawn. Discover when the platform is operating in your favour or against you. Our free tarot reading will give you a unique insight into your future and allow you to face it with more control, serenity and wisdom.

This unique fortune telling experience is based on the manuscripts and research conducted in the nineteenth century by the French magus, Edmond. It is the most advanced research of its kind to be applied to on-demand rider experience in the present day.

Before drawing the cards, you need to focus and think about a very precise question. For instance, you might ask, "When or where should I accept new jobs?", "When, where or who should I avoid during my shift?", "Who are my allies at work?", or "Who are my enemies at work?". Then you should choose 10 cards from the deck below and consult the free interpretation about your choice.

Your tarot reader's background

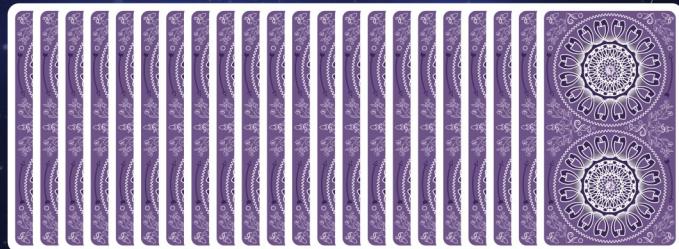


My name is Rhiannon Saint Christopher. I have been a clairvoyant and tarologist for almost 40 years. My approach is based on the manuscripts written by the magus, Edmond, and offers you a uniquely applied fortune telling experience. I was called on by my spirit guides to offer this tarot reading for free.

Choose 10 cards from the deck below

SHUFFLE

CUT



BUREAUCYCLY

RIDERS ARE THEIR OWN BOSSES, AND ALSO THEIR OWN ACCOUNTANTS, SOLICITORS, CLEANERS, ETC.

- ⇒ Platforms tell riders how and where to work, but refuse to recognise them as employees
- ⇒ Apps like Strava are used defensively to record evidence of work, and to track tax benefits
- ⇒ Their work is precarious. Platforms can sack workers arbitrarily, and evidence is needed to challenge decisions and practices.
- ⇒ Riders find solidarity in unions like the [Independent Workers' union of Great Britain \(IWGB\)](#)
- ⇒ Direct action includes organised boycotts of poorly behaved restaurants, and refusal to work at busy times, undermining the platforms.



Bag Goblin

★★★★★

5,248 ratings | 7 answered questions

RRP: £12.99

Price: **£9.00**

You Save: **£3.99 (31%)**

Note: This item is eligible for **FREE click and collect** without a minimum order. [Details](#)

About this item

- Tracks miles travelled for tax purposes
- Automatically records delivery times, bag contents and weight
- Records deliveries in case of customer dispute
- Helps clean spillages from poor containers
- Note: Do not make eye contact with Bag Goblin

[See more product details](#)

[Compare with similar items](#)

EDGE OF THE CITY

COURIERS FEEL LIKE DEVIANTS, CONSTANTLY PUT INTO CONFLICT

- ⇒ Couriers take all the risk in the food delivery services in the gig economy.
- ⇒ The design of the systems puts them in constant conflict—with other riders for work, with road-users for space and time, with customers for quality, and with their employers for fair pay
- ⇒ They are denied basic employment rights, get no sick pay, regularly earn less than minimum wage, and are pressured into dangerous work patterns.
- ⇒ Platforms often recruit far more couriers than are needed for each city. This reduces delivery times for customers, but also pushes wages down and competition and conflict up.
- ⇒ All these concerns are hidden from customers and the public by the wealthy platforms

COURIER SIMULATOR 2020

- * *Experience the thrills of Gig Work!*
- * *Can you earn enough to pay rent?!*
- * *Keep fit! High Intensity Courier Workout*
- * *Don't forget your PPE! (not included)*





...PROCESS



These provocations came from a series of full day design workshops, organised by the Switch-Gig project and held in Manchester and York in early March 2020.

Switch-Gig is a project working with couriers to explore their experience of work for digital platforms, to gain a greater understanding of their needs, challenges and opportunities.

In each workshop, couriers and researchers worked together to explore experiences of courier work in each city, culminating in a series of design activities to develop the speculative concepts that have been refined and presented here.

These workshops were limited to couriers and as such the provocations reflect their own raw experiences. In this booklet we explicitly only present the workers' perspectives, without analysis from industry partners or academics.

For more information about these workshops and reflections from researchers and industry partners, please see the full report at the project website at switchgig.wordpress.com



ACKNOWLEDGEMENTS

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Thanks to the couriers who participated in the workshops, the partner organisations, the project advisory board and friends of Switch-Gig: Lily, Jamie, Shaun, Callum, and the Independent Workers' Union Great Britain (iwgb.org.uk)

For further information about Switch-Gig and to read the full report see:

switchgig.wordpress.com

The Switch-Gig team is Ben Kirman (ben.kirman@york.ac.uk), Oliver Bates (o.bates@lancaster.ac.uk), Carolynne Lord and Hayley Alter

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