

Scotland Car Clubs Review



**Carplus Conference
11 March 2010 City Hall,
London**

Review of Car Clubs in Scotland – pre-publication update

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Car Clubs in Scotland



- Stimulus for review – Edinburgh conference on lessons of 10 years (March '09)
- Edinburgh set up as “flagship scheme” in late 1990s
- Government funded City of Edinburgh Council in pioneering commercial car club
- Taken over by City Car Club (Smart Moves, 2001)



Car Clubs Review



- Transform Scotland Trust commissioned work
- Support from 4 Regional Transport Partnerships and Co-operative Development Scotland
- Regional consultation workshops in Glasgow, Inverness, Perth & Linlithgow
- Co-operatives workshop – Glasgow
- Roundtable – hosted by Scottish Government



Process



- Range of stakeholders engaged
- Focus on the *barriers* to new car clubs getting started
- Do we need to facilitate new growth?
- What is the case for co-ordinated support and resources?

Consultation Conclusions 1

- Integration with public transport
- Employers' car pools complement private use



- Must promote better understanding of costs of motoring
- Raise awareness of car club as a new “mode” of transport

Consultation Conclusions 2

- Dedicated parking essential in creating convenient network
- Support (policy, resources, guidance) needed to help kick start local development
- Address needs of smaller communities:
 - Guidance
 - Kit
 - Shared access to technology & insurance



Draft Report



- Car clubs in large cities need support to accelerate timetable
- Need to get to viability quickly
- Model of London provides pointers
- Car clubs in market towns and rural communities – different business model
- 6 – 10 demonstration schemes proposed

Urban Objectives



- Main targets – raising standards, assisting with expanding parking infrastructure
- Improve prospects of achieving integration with public transport
- Testing new initiatives and sharing lessons
- Encourage proposals from operators and Local Authorities

Support for market towns & rural communities

- Develop *capacity* of communities to prepare realistic proposals
- Prepare template for local structure (co-op); easy access to ICT systems centrally negotiated insurance
- Offer syndicated support to suitable local groups
- Leave local people to get membership and cars



Car Club Support Programme



1. Parking support
2. Social marketing
3. Accreditation and monitoring
4. Development and practical support for small town and rural communities (incl. ICT)
5. Information package

Costs and Benefits



Costs

Proposed budget of less than £2 million over 4 years – at least 25% from local authority

Commitment – under discussion

Impact of programme

By 2014/15:

- Members – 25,000
- Cars – 700

By 2020/21

- Members – 100,000+

Making the case for Car Clubs

- Car clubs directly contribute to emissions reduction
- *Mitigating Transport's Climate Change Impacts* report -
 - ✓ Car clubs aid shift to low carbon travel
 - ✓ Need for a network of car clubs
 - ✓ Provision in all communities of <25k

Making the case for Car Clubs

- Complement other travel modes – gets people out of cars
- Helps employers develop effective staff car pools
- Shared fleets vital to roll-out of Low Carbon Vehicles strategy



Making the Case for Car Clubs

- Land use benefits
- Car clubs reduce demand for parking in new housing
- Social justice – access for lower income users



Personal Conclusion



- Car clubs are key to getting drivers using new modes, especially as oil prices rise
- Car clubs complement public transport – but too little is happening on this
- Land use planning – design for shared cars needed in today's developments
- Potential for role in market development of EVs and plug-in hybrids?



Sponsors and Supporters



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