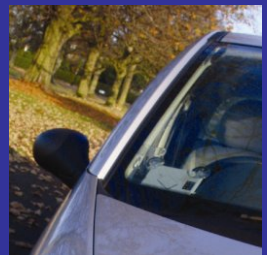


Car Clubs in Property Developments



An information pack for developers and
local authorities
2007



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Introduction

The purpose of the pack is to collate all the latest information, government guidance, and case studies relating to car clubs in property developments in one place.

It is aimed at both local authority planners and property developers seeking to assess the benefits of car clubs and best practise to date. The pack provides general guidance and examples of UK sites incorporating car clubs.

Although inferences can be made across sites, many factors which will affect whether a development will support a successful car club mean that it is important to look at each site as unique. Carplus is able to support local authorities and developers going through this process. General advice through to site specific visits and scoping reports can be arranged as appropriate. Local authorities may find it useful to refer to the Carplus **Fast Track Guide to Setting up a Car Club**, which can be downloaded from: <http://www.carplus.org.uk/Resources/carplus-resources.htm>

Carplus also recommends talking to the national car club operators for site specific advice and costs of proceeding. Contact details can be found in section 6 of this pack.

Contents

1. Benefits and Practicalities for Developers and Planners	3
2. Car Clubs for Where People Live - Click on http://www.carplus.org.uk/Resources/pdf/where-people-live.pdf or see printed Information Sheet in hard copy.	
3. Policy Background and Local Development Frameworks	9
4. Extract from Department for Transport Residential Travel Planning Guidance	15
5. Case studies	23
6. Accredited Car Club Operators	27
7. References	30

Section 1

Benefits and Practicalities

INFORMATION SHEET

www.carplus.org.uk

This briefing paper seeks to examine: what are the benefits to placing car clubs in property developments, what factors affect feasibility and success, planning tools and steps to implementation.

1. The Benefits of Car Clubs to Planning Policy

Car clubs and car sharing schemes provide a means to reduce parking ratio provision in new developments and retro-fit developments such as Home Zones. Each car club car typically replaces 6 private cars as residents convert from owning a first or sometimes second car.

By reducing or eliminating the need for onsite parking many new developments are made possible and their traffic impact curtailed. A car club can unlock the potential of sites which have been neglected due to a lack of suitable parking. Alternatively land not used for parking can be made use of for alternative development (green space, play areas or extra units).

See Carplus leaflet [Car Clubs for where people live](#).

2. The Benefits of including Car Clubs for Developers

The benefits of car clubs in property developments can be summarised as:

- Car clubs allow cars and therefore parking spaces to be shared and the number needed and cost of providing them to be reduced.
- Developers benefit from being able to work on sites with a limited parking area which may previously have been impractical.
- By reducing the amount of parking, car clubs allow an increase in the number of units or amenity space on the site, increasing the profitability of the site.
- Car clubs are a popular alternative to private car ownership as they offer convenience without the responsibilities and capital outlay of ownership.
- Car clubs have added value to housing developments as residents perceive the vehicles as an extra service.
- Car clubs contribute to travel plan aims by reducing the impact of the private car from the development; the overall car miles driven, and local congestion.
- Car clubs support other travel plan initiatives – once residents have given up their private car they are more likely to walk, cycle or use public transport.

3. Quantifying Potential Cost Savings

Cost savings for developers can range from a few hundred thousand to several million depending on scale and type of development:

- Increasing density: no cost of parking space + profit on units = potential for millions
- No underground parking: 100 – 200 spaces = £2 - 8m
- Reduction in offsite infrastructure improvements: c £100-200K
- Increased value of units or speed of sale with car club service: not yet quantified

4. Factors affecting Success and Scale of Investment

The contribution required from the developer will be dependent upon the income from other sources, (other developments and car club business) and hence the level of risk they are taking on. Therefore maximising the conditions for success will reduce the outlay required. (Refer to case studies for example contributions).

For a car club to work well in a new development it needs to have a high density of residents and preferably mixed-use units to provide a complement of day time business use and out of hours residents use. The chances of success can be increased by sharing the costs of operations across a car club in the wider area or with other developments in the vicinity.

Membership of the car club will be maximised if the scheme is available from when the first residents move in. This gives residents confidence in the service and ensures they do not buy a car in the meanwhile. In order to prevent parking of private cars over spilling onto nearby streets, ideally Controlled Parking Zones are required on surrounding roads.

Car club viability is also dependent upon providing attractive public transport, and encouraging walking and cycling through a good travel plan, all of which can be promoted through joint marketing initiatives and discount promotions.

5. Optimal size / ratio of cars to residents

The optimal parking ratio for a development supporting a car club is 0.8 spaces per unit or less. The car club works best if some residents are pushed into not having a private car parking space as well as others choosing the service out of preference as a first or second car.

There is no minimum number of units to support a car station if the development is within a wider car club scheme. Stand alone car clubs within a single development are not ideal, but could be possible with a development of 250 units or more. It is still worth considering a car club for smaller

developments though as there may be plans in neighbouring sites or streets which could tie in at a later date.

6. Marketing Car Club and Units Together

Many new developments are marketed as a lifestyle decision. The “city living” message fits well with car club marketing. Both focus on convenience, services rather than products, and a modern and smarter way to live. When people move house they also reassess their transport needs, therefore it is a perfect time to join a car club so joint marketing promotions will be ideal. One developer offered a free voucher to join the car club for the first and three subsequent residents on moving in. It could also be used for a public transport season ticket. Sales staff need to be well briefed on how the car club works and use it as an extra benefit to sell the units.

7. Importance of Travel Plans and Integration

PPG13 requires all new developments to have a travel plan. Car clubs are promoted in the DFT Guidance as important solution; however they work best as part of package of sustainable travel initiatives or Travel Plan. Members of car clubs need good alternatives for non-essential car journeys, typically the daily commute.

Conversely car club members are good supporters of these initiatives – providing a car club will help unlock the benefits of new initiatives and encourage use of walking, cycling and public transport.

8. Section 106 agreements - how they are used

Under Section 106 agreements developers can be required to use all reasonable endeavours to establish the car club. Circular 05/05 states that “Obligations must be so directly related to the proposed development that the development ought not to be permitted without it”.

There are numerous examples of using this planning tool to secure a range of types of support from the developer in return for planning consent. The case studies in this pack provide more detail on how the agreements are used but typically they involve one or more of the following:

- A set amount per unit to support car club marketing, staff training, personalised travel planning and general set up costs.

And/or

- A set amount per vehicle for the set up of car club bays and markings, and possibly the cost of the vehicle as well.

or

- A further option is for the local authority to collect a certain amount for general sustainable transport initiatives and allocate a proportion to the car club.

The s106 agreement will include details such as the level of contribution, the length of time the support will be phased over, the number of cars to be provided, and most local authorities wish to have some monitoring on uptake and usage of the new car club service.

9. Other Planning Tools

The alternative to a S106 is for the developer to enter into a Unilateral Undertaking with the Council. This is similar to a s106 but involves only one party (ie the developer) and so the council does not commit to do anything (eg it cannot commit to giving money back). UUs are simpler and quicker than s106s and providing there is an agreed formula there is no particular reason why they shouldn't work

10. Other Routes to Securing Funding

Increasingly different methods of generating financial contributions to the car clubs' development are being tried. Options include taking the revenue from private parking spaces on the site and diverting it into the car club, or similarly using a proportion of the residents' service charges. Operations are also made more viable by opening membership to the wider community.

11. Roles and Responsibilities

The Local Authority

The planning team should take a lead in promoting and explaining the practicalities of car clubs to developers, in securing planning agreements which support schemes and in conjunction with the transport planning team develop a wider scheme in town or city. The local authority will also manage the on-going relationship with the car club operator through a tender process or area wide framework. (Examples can be obtained from Carplus).

Support from the Travel Planning and Travelwise sections of the council will aid marketing and membership growth.

The Developer

The developer will take responsibility for delivering the support outlined in the s106 agreement either through: financial payments to the operator or local authority, specially marked up car stations, and/or integrated marketing.

The Car Club Operator

The operators take on the responsibility and risk of delivering the car club service, leasing of vehicles and on going marketing of the scheme. They may also train the sales staff on the benefits of the car club and how it works.

Carplus

Carplus provides impartial advice on developing car clubs, and often plays a role in galvanising support from stakeholders prior to an operator being appointed by the council. Carplus also runs the UK Accreditation Scheme for operators ensuring a guarantee of minimum standards.

12. Car Clubs in Retro-fit Developments

Restoration of existing residential, typically terraced streets, through Home Zones or other initiatives is another opportunity to use car clubs to reduce parking needs. The Methleys in Leeds and the Southville Home Zone in Bristol are examples of best practice where road space has been reallocated to pedestrians from the car. Both communities and planners have embraced the introduction of car club stations as a key tool to redesigning the road space. (www.homezones.org.uk)

13. Car clubs and Housing Association Properties

Car clubs work well in housing association properties with residents on a regular income such as key workers, or where the units are mixed with private residences.

14. Consultation and Membership for Wider Community

It is important for new developments with limited parking to have restricted parking zones in the surrounding area to avoid new residents parking in neighbouring streets.

A good consultation exercise will sell the benefits of the car club to the local residents, such as mitigation of the negative effects of increased traffic and pollution. This is doubly so if the car club is part of a wider travel plan with improvements in local buses and cycle routes for example.

A further benefit for local residents is if the car club is open to wider membership. The developer will need to work with the car club operator to ensure general accessibility to the car club vehicles from local residents without compromising the security of the development – this can mean gates opened with similar smart cards, moving the cars in front of security gates or providing on-street spaces for the car club.

Section 3

Policy Background & LDF Guidance



1. Policy Background

Current government policy is aiming to ensure that all new developments have reduced parking provision for residents and travel plans to encourage increased use of public transport, walking and cycling. Greater onus is being placed with the developer to put measures in place from the outset to achieve these aims.

The new **Planning Policy Statement 3** emphasises the Government's objectives for new housing to be built within sustainable and mixed communities, and making efficient use of land. Paragraph 16 states that consideration should be given to how easily accessible and well-connected to public transport and community facilities and services the development is. The statement also suggests that Local Planning Authorities should develop housing density policies having regard to:

- The desirability of using land efficiently and reducing, and adapting to, the impacts of climate change.
- The current and future levels of accessibility, particularly public transport accessibility, (Paragraph 46).

PPG13: Transport (March 2001) states that the objectives of PPG 13 are to integrate planning and transport, promoting more sustainable transport choices for all. The guidance also stresses that the availability of car parking space is a major influence on the means of travel people use for their journeys as well as taking up large amounts of space. Therefore reducing the amount of car parking in new development is seen as being essential to help promote sustainable travel choices.

In 2004 the **Department for Transport guidance on formulating Local Transport Plans** stated that:

*“Re-thinking car use can help to promote essential mobility, whilst simultaneously reducing dependence upon the private car as the default journey option. As part of an integrated package of complementary measures, car management strategies can help to considerably reduce the environmental, financial, and health costs of private motoring. Car management schemes such as **car clubs and organised car share schemes** can be designed into related policy and planning and facilitated by local authorities. They can be integrated into broader sustainable transport planning, as well as complementing other policies such as workplace travel planning, creating home zones and granting permissions on new residential developments”.*

19 authorities have included car clubs in their LTP document and more than 50% support the development of car sharing schemes.

Government support for car clubs and car sharing in closed communities is found in:

- [Making car clubs and car sharing work – a good practice guide](#). DFT 2004
- [Making Residential Travel Plans Work - Good practice guidelines](#). DFT 2005

Recent Department for Transport **Residential Travel Planning Guidance** says: “For most travel plans a car club is likely to be a key component and important corollary to parking restraint”. (Extract included in this pack).

This message is echoed in the DFT **Manuel for Streets** Guide which states that “car clubs can reduce the need for residential parking provision” and “encourage car free lifestyles”.

All local authorities are currently producing **Local Development Frameworks** to set local policy and priorities for planning in the area. The Framework will include amongst other documents, **Supplementary Planning Documents** – which are replacing Supplementary Planning Guidance.

The prelude to LDFs, the **Regional Spatial Strategies** have also paved the way for the development of responsible car schemes. The Yorkshire and Humber RSS due out in Autumn 2007 is expected to support the development of car clubs and car sharing. Where explicit mentions have not been made there is a consistent desire to increase the density of development and reduce the traffic impact. Car sharing and car clubs are increasingly being seen by many regional and local authorities as a means of achieving these aims.

2. Car Clubs in Local Development Frameworks

One of the key aims of the Local Development Framework as set out in Planning Policy Statement 12 is to ensure that documents are prepared with the objective of contributing to sustainable development. PPS12 outlines the themes to be used for monitoring sustainable communities as those identified in the Egan review including environment, housing and built environment, and transport and spatial connectivity. “[Local Development Framework Monitoring - A Good Practice Guide](#)”, breaks down these themes for the purpose of monitoring into a table of the LDF core output indicators,* including:

- the density of new dwellings built
- the accessibility of residential development to key services by public transport.
- the parking standards of non residential development

***TABLE 4.4 LOCAL DEVELOPMENT FRAMEWORK CORE OUTPUT INDICATORS BY KEY POLICY THEMES**

Housing

- Percentage of new dwellings completed at:
 - less than 30 dwellings per hectare;
 - between 30 and 50 dwellings per hectare; and
 - above 50 dwellings per hectare.

Transport

- Percentage of completed non-residential development complying with car-parking standards set out in the local development framework.
- Percentage of new residential development within 30 minutes public transport time of a GP, hospital, primary and secondary school, employment and a major health centre.

Car clubs help increase densities of developments by reducing the need for parking and reducing the traffic impact from new homes. Offering residents an attractive, convenient alternative to private car ownership encourages more use of public transport, walking or cycling. This in turn increases the viability of public transport schemes.

Car clubs reduce the need for parking at employers' sites. If car club vehicles are available for business trips from the office, staff no longer need to drive their own cars to and from work.

Car clubs unlocking potential of complementary transport in a workplace travel plan

"... but I need to drive to work as I need my car for my job"

This is a common statement in workplace travel plan surveys. Most of those who use it to justify driving to work do not use their car for work every day. If a pool car was made available for work purposes, then this statement of justification becomes invalid. This provides a strong lever in the implementation of the travel plan, especially for the measures proposed for commuting. Whereas most travel plans rely on voluntary take-up by employees, the removal of the need to use private cars for work purposes unlocks the potential of the other transport options for commuting to work. It also allows the employers to re-address the issues of the real costs of workplace parking.

Many employers have done away with car pools, often due to issues of cost. In the new agenda of travel planning, a workplace car pool which doubles as a car club could be a popular and viable way forward. It can work like a traditional car pool, but the vehicles made available to the employees (or even local residents) for private use at evenings and weekends, providing a new income stream. Alternatively, an employer could buy-in to a car club in its local area (or be a partner in setting one up) in order to access the club cars for a works pool. Edinburgh City Council has first call on a number of the Edinburgh City Car Club cars for this purpose, and other businesses have become corporate members of a number of other car clubs around the country.

Setting down the support for the idea of car clubs in the LDF will provide a mechanism for securing the support of key partners such as developers, housing associations and business. Inclusions in Supplementary Planning Documents will indicate to developers that investment in a car club could be

one option they may be required to explore as a means of reducing parking and traffic in order to secure planning consent. Equally, where SPDs on travel planning provide guidance on the benefits of car clubs and car sharing, it shows partners that the local authorities seek their development where appropriate.

Inclusion in the Core Strategy

The Core Strategy Development Plan Document should draw on any strategies of the local authority and other organisations that have implications for the development and use of land e.g. Local Transport Plan, and implement the spatial and transport policies of the Regional Spatial Strategy.

Where car clubs and car sharing are already included in other policy documents this should be cross referenced in the Core Strategy. However, even without this precedent it may be beneficial to provide a short paragraph outlining the support for these schemes and how they will enhance sustainable development in the area, under chapters on transport and / or low-car developments.

In cases where the Core Strategy is already completed reference to car clubs and car sharing schemes may be sought at the time it is revised.

Kirklees Council in West Yorkshire is including car clubs in its Core Strategy to be finalised in 2007. This guide will be updated with case study references as they become available.

Inclusion in Supplementary Planning Documents

Many local authorities have had reference to car clubs and car sharing in their **Supplementary Planning Guidance** before they began the process of creating Supplementary Planning *Documents*.

SPDs provide practical detail on implementing the policy framework outlined in the Core Strategy. Each local authority will have a different list of SPDs depending on the local issues and how topics are divided. Car clubs and car sharing will fit into SPDs in different ways depending on which approach the authority takes. The following section provides examples of how responsible car use schemes can fit into different types of SPD. The majority of the examples are from SPGs that have yet to be updated in accordance with the requirements of the new LDF system

The SPDs which could make reference to car clubs and car sharing include:

- Low car housing
The London Borough of Islington has included car clubs in its Reduced Car Housing SPG:
"In addition developers in large schemes may be asked to contribute to:

a) *the provision or contribution towards the development of 'car club' facilities for residents;*

Islington is planning to move towards a Sustainable Transport SPD incorporating car-free housing, car clubs travel plans etc. See the London Borough of Merton's example below.

- Developer contributions
Bristol City Council has included car clubs in its SPD 4 – "Achieving Positive Planning Through the Use of Planning Obligations (October 2005)" which is part of the Local Development Framework. It says:

"(viii) Site Specific Measures Definition

Site specific measures are those obligations required from a particular development which relate specifically to matters not covered through formulae based financial contributions or on site provision. Examples could include:[...]

- Funding towards the costs incurred in setting up a Car Club, where a residential development that proposed little or no off-street parking is located in an area where there is limited on-street availability."

- SPDs specifically for car clubs
The London Borough of Sutton has a SPD which is specifically for car clubs. It looks at all aspects of how the developer can support the process of setting up a car club and the conditions for success. This document is currently being revised and the draft version is open for consultation from 30th Jan 2007.
www.sutton.gov.uk/environment/suttondevelplan/supplanningguide.htm

Exeter City Council also has a SPD focusing on car clubs alone.

- Sustainable Transport
An alternative location to address car clubs and car sharing is in a SPD on Sustainable Transport. This is the approach the London Borough of Merton has taken. In reference to car sharing it says:

"The Council considers that the main objective (of a travel Plan) should be to reduce reliance on the private car by encouraging the use of more sustainable modes or to encourage more efficient use of the car (eg by car sharing).
- Travel Plans
Leeds City Council intends to include information/ details on car clubs and car sharing and their potential for use in new developments in the draft SPD on Development Contributions and Travel Plans currently in preparation. It is intended to highlight those types of new development where car clubs could be considered as one of the measures in the

travel plan “toolkit” which would help deliver more sustainable patterns of development.
(Text not currently available)

6. LDF Consultation

A key objective of the new planning system is to strengthen community involvement. Statements of community involvement, to be produced by planning authorities, will set out how communities will be engaged in the preparation and revision of local development documents and consideration of planning applications.

Local authorities are encouraged to use a wide range of methods to gather feedback on each set of documents as well as making them all easily accessible on the internet. Typical plans for community involvement will include: public meetings, facilitated discussion meetings, individual meetings with stakeholder groups, written consultation, exhibitions, workshops and steering/advisory groups.

Plans for consultation and the documents themselves will all be available on the authority’s websites.

Section 4

Department for Transport – Residential Travel Planning Guidance

Extract on car clubs

“For most residential travel plans a car club is likely to be a key component and an important corollary to parking restraint. The basic idea of a car club is that people can have access to a car in their neighbourhood without having to buy or maintain their own vehicle. Residents typically pay an annual membership fee to an operator (around £100-£200) who provides and maintains a range of vehicles in the immediate area. Members then pay by the hour and mile when they use a vehicle. Bookings can be made at very short notice. The combined costs of membership and use are intended to be cheaper than personal car ownership for drivers who do not have a high mileage rate, and to encourage people to choose alternative forms of transport more often. In this way car clubs can make it feasible for households to forego a second car, if not a first one.

Research has shown that car club members who give up a car are likely to reduce their car mileage by around 60-70%. The average change in mileage for all car club users is a reduction of 33%. This takes into account those joining the club who did not previously own a car and those who use the car club to have access to a second car.¹

Developers can be required, as part of a section 106, to ‘use all reasonable endeavour to establish the car club’. This may entail pump-priming the scheme with an initial sum and maintaining it for a period of time. Other steps that can be taken to facilitate the process include:

- Offering office space on the site at favourable terms to a potential car club provider (such as a car hire company) on condition that they provide a car club service to residents;
- Providing dedicated car club parking spaces distributed across the site – more spaces will be required as the club grows;
- The inclusion of car club membership in the wider promotional package offered to householders (see page 31).

The minimum size of development to support a stand-alone, viable car club is 250 units. A club could be considered for a smaller development if it could be integrated into the wider neighbourhood so that it served other residents and businesses. In developments of less than 200 units, consideration should be given to the use of section 106 contributions to expand an existing car club in the locality. In general, finding a car club provider is likely to be easier where the authority already has schemes that are successfully established. A briefing on funding car clubs through section 106 agreements is available from City Car Clubs.²

Good practice - Kick-starting a car club service

In the London Borough of Merton a city car club is to be established as part of a new residential development at **Plough Lane, Wimbledon**. A local car hire company has been invited to move into a business unit on the site, and to run the car club as part of its rental there. The developer, David Wilson Homes, agreed through the section 106 to procure the car club and identify suitable accommodation for it within the site. The developer will also provide funding for every household to have a free year's membership of the car club and an induction session where they find out how the scheme works. Under the agreement, the developer's financial liability for establishing the scheme cannot exceed £95,000.

At **Poole Quarter** in Poole, Dorset, developer Crest Nicholson is committed to establishing a car club through a section 106 agreement, and there are plans to grow the scheme as occupation of the new development expands. The agreement specifies that the club will have two cars when 20 units are occupied; three cars at 150; four cars at 300; and five cars at 450. Though the cost required to initiate the scheme is open-ended – meaning that the car club must be provided at whatever cost is necessary – a sum of £35,000 has been budgeted within the travel plan for setting up the service. The site layout provides space for up to five dedicated parking spaces for car club vehicles, and the demand for further parking provision will be closely monitored.

The **Grand Union Village** development in West London will have its own dedicated car club with establishment and operation costs subsidised for the first five years by the developer up to £100,000. The scheme must be in place when 133 dwellings are occupied and will include subsidised membership for the first 300 residents. Cars will be parked in reserved bays and bookings will be possible weeks or minutes in advance with users billed monthly for use. If the scheme ceases or is not established during the first five years from the commencement of development, the section 106 specifies that unused contributions can be diverted through the council to other schemes designed to reduce the number of journeys made to and from the development. In addition, residents will be able to access the West London Car Share website.³

Other services to support sustainable travel choices

A number of other services may be helpful in supporting sustainable travel. For example:

- A discounted taxi service can be a helpful complement to a car club since there are some circumstances where taking a taxi makes more sense than short term car hire, for example when the return journey will be several hours later. A taxi can also provide a failsafe option if public transport arrangements fall through. (Taxi trips should still be counted as car trips for monitoring purposes.)
- A cycle centre providing cycle repair services.
- Support in accessing a car share scheme.
- Provision of broadband, giving residents easy access to local home delivery services and to information on travel provided through community websites (see below) as well as making it easier for residents to work at home, as mentioned earlier.

Parking restraint

Parking standards are likely to be a critical factor in the success of the travel plan in achieving low car use. Where there are more generous parking allowances it is likely to be more difficult to make the car club and public transport self-sustaining in the long term. Other forms of parking restraint – such as scarcity of parking at employment destinations and in the town centre - can also be expected to influence the success of the plan in reducing car trips.

Local authorities interviewed for this study had adopted varying degrees of parking restraint in residential areas. The lowest parking levels were on car-free housing developments, which had only minimal parking (e.g. spaces for disabled drivers and visitors) together with parking controls. In general, local authority decisions about how much parking to allow at specific developments are taken in the light of accessibility by public transport (though no new development should be located where the resulting public transport access will be poor). This is in line with *Planning Policy Guidance Note 3: Housing*, which says local authorities should: “*revise their parking standards to allow for significantly lower levels of off-street parking provision, particularly for developments in locations, such as town centres, where services are readily accessible by walking, cycling or public transport*”.

PPG 3 also says that authorities should recognise that car ownership varies with income, age, household type, and the type of housing and its location, and that less parking should be provided where demand is likely to be less. In addition, authorities should not set minimum standards and developers should not be required to provide more parking than they or potential occupiers might want.

A benefit of a lower parking allowance is that it can free up space for other development on the site. It can also help to encourage lower levels of car use by providing a disincentive to having a car, especially if this is a second car.

There is a good rationale for this: on average, people in households with two or more cars travel more than 40% further each year than people in households with one car.⁴

Ambitiously low parking standards can be contentious, making it all the more important that a comprehensive package of measures is in place to ensure sustainable travel choices are realistic. It also needs to be borne in mind that:

- The intention is not to restrain access to a car since this can be provided through the car club. In fact the car club will increase access to a car for those households that do not have personal ownership of a vehicle. The optimal parking ratio for a development supporting a car club is reported to be 0.8 or less.⁵
- The need to use a car will be greatly reduced by complementary schemes to deliver much improved sustainable transport for the area as a whole, such as the availability of high quality bus services together with the implementation of travel plans by local employers.
- The design of residential developments will influence travel patterns far into the future, and has to take account of long term considerations for sustainability such as the UK's commitment to combat climate change by reducing greenhouse gas emissions.⁶
- Developments that dedicate less space to parking should have more space free for other purposes that benefit the community – for example, children's play areas and communal gardens.

Good practice - Parking restraint

In the **London Borough of Southwark** a maximum of 0.4 parking spaces per unit is permitted for residential development in the central zone. All developments in Southwark's Controlled Parking Zones are required to be car free. Similarly the **London Borough of Merton** has policies that encourage proposals for car-free residential development in town centres and areas where there is an operational controlled parking zone. Under these circumstances CPZ orders will be used to prohibit the issue of residents' parking permits to occupants.

Car free housing has been pioneered in the **London Borough of Camden**, where the local authority has signed planning agreements covering more than 2,000 car-free and car-capped dwellings since 1997. Developments take place where there are on-street parking controls in place, and residents are not issued with on-street residential parking permits. Planning obligations ensure that the same restrictions will be carried over to future occupants. The policy is now widely accepted.

Managing parking

Where low parking allowances are implemented, a parking management scheme is likely to be needed to allocate spaces if demand exceeds supply. In some schemes residents are charged for parking spaces, with the revenue ring-fenced to pay for alternatives. Another option is for parking spaces to be sold separately from homes, so that they are not seen as being part of the intrinsic value of the building.

It is vital that the parking strategy is communicated to prospective residents from the outset, so that they understand the constraints on parking when deciding to live in the development and effectively 'buy in' to the parking conditions. Achieving 'buy in' is easier when the parking scheme is understood in the context of wider benefits from living in a relatively low-car development, including the greater amenity offered by the site.

Good practice - Parking management

Residents at **Seldown**, a new eco-development in Poole, Dorset, have 0.7 parking spaces per home. The spaces will be allocated through a parking system at a charge. Owners of more environmentally friendly vehicles will pay half the rate, and parking revenue will be ring-fenced for sustainable transport measures. To support lower car ownership the housing association Western Challenge, which is developing the scheme, will provide a car club using two environmentally friendly vehicles with two dedicated parking spaces and an electric charging point. A controlled parking zone in the adjacent area is expected to prevent overspill parking.

In the London Borough of Merton, a suburban development of 570 flats being built by David Wilson Homes at **Plough Lane, Wimbledon**, has been allocated 0.78 spaces per dwelling. Parking, which is mostly underground, will be allocated at no more than one space per household.

Whether a development is low-car or car-free, on-street parking controls will be important to prevent overspill parking within the new development and in neighbouring areas. Existing residents are often concerned that a new development close by will mean more vehicles competing for scarce parking on their own streets. It is important to make clear what controls will be in place to prevent this from happening, or alternatively to spell out what actions will be taken (by whom and who will fund) if it does happen. A number of planning agreements have built-in scope for the local authority to introduce on-street parking controls or controlled parking zones (CPZ) if overspill parking results from the development. It is important to take account of the potential difficulties of implementing a CPZ through the traffic orders. Equally it needs to be explained that the purpose of restraining parking is to restrain car use, and so cut traffic generated by the new housing area.

Good practice – Future introduction of a CPZ

For the **Grand Union Village** development in West London the planning agreement clarifies when and how a CPZ will be introduced if needed, including a developer advance to the local authority to cover associated costs. The authority may introduce parking restrictions and/ or a controlled parking zone (CPZ) within the period 2-10 years from the date of the Planning Agreement if it is found that people living, employed at or visiting the development park their cars on the street. If the developer can prove that the parked cars are from outside the development then this measure will not apply; a parking survey was undertaken before the commencement of development to provide a base line. The developer will have to pay the local authority for the provision of the physical measures and subsidise the residents parking permits by 50% for five years should the CPZ be justified and implemented.

Promotion and awareness-raising

The design of the site and provision of key facilities and services outlined above will make it feasible for residents to make more sustainable travel choices. But it is also essential that these options are effectively marketed and promoted to households in the development.

The marketing strategy adopted should involve some engagement with residents at an individual level. 'Personalised travel planning' techniques - in which individuals receive customised advice tailored to their journey needs - have proved successful in encouraging more sustainable travel patterns. A new development provides an opportunity to offer this kind of advice when residents have just moved in. At this time, new travel habits are being established and people may particularly welcome information about the services and facilities available to them.

Sales and induction

With special training for sales staff, residents can be made aware of the travel arrangements and the access options serving the site from the outset, as part of the normal sales and marketing process for the new development. Good access by public transport, attractive walking and cycling facilities and measures to reduce the adverse effects of traffic are all positive features to be highlighted to potential residents, for example in sales literature.

In addition, it is important that potential residents are made aware of the transport characteristics of the development from the outset to ensure that misunderstandings do not arise later. For example, informing residents of the layout of bus routes which pass through the site and parking restrictions early on in the process should help guard against these issues becoming a controversial subject once people move onto the site.

Good practice – Marketing

In the **Queen Elizabeth Park** development in Guildford, Surrey, the ‘green transport’ credentials of the scheme were included from the outset in the marketing of properties to potential residents. The sales staff were briefed by the developers’ consultants who had prepared the travel plan and the travel benefits were sold as a positive extra for new residents.

In some travel plans, each newly occupied home receives an induction visit, at which the site travel coordinator makes contact, takes the householders through the travel opportunities of the site, explains about the travel plan and its incentives, and offers detailed travel advice about the journeys they want to make and facilities they want to reach.

Welcome packs

Many of the travel plans in the study used developer funding to provide substantial financial incentives for sustainable travel as part of a residents’ welcome pack. Such incentives are likely to play a critical role in influencing travel habits. For each household, the welcome pack might include:

- Free/discounted use of public transport – e.g. a voucher to provide free bus travel for a year for a number of people within each household;
- Free/discounted use of the car club – e.g. a voucher to provide free membership for up to two adults per household for the first year;
- A free/discounted bicycle or bicycle equipment – e.g. a voucher to provide this for a number of people within each household;
- An offer of a visit from a personal travel adviser who can help provide information about sustainable travel that is specifically geared to the journey needs of the household;
- An offer of locally based on-road cycle training;
- Walking and cycling maps showing local walking and cycling routes in relation local facilities such as sports centres, cinemas, pubs, health centres, shopping and routes out into nearby countryside;
- Site specific public transport information – explaining what buses serve the site and what services can be taken to access specific facilities. In co-operation with local leisure providers it may be possible to provide special admission vouchers giving discounts for people accessing these facilities by sustainable transport;
- Information about the travel plan and any other services provided to support sustainable travel, such as home shopping delivery, local taxi service, tele-centre facility etc.

- Feedback survey to gather early information about perceived transport choices, the impact of the travel plan and ways of improving the travel plan.

Research shows that simply providing promotional literature is not as effective as engaging with people on an individual basis and encouraging them to actively select the information they need. This suggests that it is best to assemble the contents of each welcome pack in consultation with the individual household, possibly as part of the induction session, rather than simply issuing a pre-made pack.

Good practice - Designing an induction package

Residents at **Poole Quarter** in Poole, Dorset, will be able to choose between free car-club membership or substantial discounts on public transport or cycle purchase - worth up to £100 for each household. The travel plan allows for the discount voucher to be awarded to up to three successive occupiers in each home, including the initial owner or tenant.

Sales staff for the development will be trained in personalised travel planning so that they can provide travel advice to new occupiers as part of the normal induction process for residents. Marketing literature for the site will emphasise the sustainable nature of the development in terms of location and travel choice, and a travel plan notice-board outside the sales office will be regularly updated.

A residents' travel pack will provide a menu of the "travel tasters" on offer as part of the travel plan, together with a form to apply for them. The pack will also contain lots of information about travel related services and facilities, together with user-friendly bus and rail timetables, pedestrian and cycle route maps and contact details of the travel coordinator.

The cost of all these measures will be met by the developer – Crest Nicholson.

Section 5

Case Studies

➤ WhizzGo

Iconica – Barratt, Ealing. Barratt's development, Iconica, in Ealing, West London, has 131 apartments but only 30 car parking spaces. The section 106 agreement, therefore, required Barratt to include three WhizzGo cars exclusively for the use of Iconica residents. This has been operational since early 2005.

Viridian – Barratt, Battersea. The success of the car club at Iconica led Barratt to include WhizzGo cars in its new Viridian development in Battersea. This is subject to a 106 agreement, the terms of which are still to be confirmed.

The Grove – Stanmore, West London - Crest Nicholson. The planning appeal decision required Crest Nicholson to include a car club for the residents of the development. Two WhizzGo cars will be available exclusively for the residents of The Grove in Stanmore, west London.

Burford Wharf – Stratford, Dominion. WhizzGo cars are now available outside Dominion's Burford Wharf development in Stratford, east London on the Olympic regeneration site. Two WhizzGo cars will be available to everyone, not just the residents of Burford Wharf. To promote the scheme, WhizzGo and Dominion are offering Burford Wharf residents five hours of free drive time each month for the first year. It was Dominion's idea to establish the car club. They got the local authority to buy into the concept and agreed to put the car club into its section 106 agreement. Burford Wharf offers a mix of residential and live/work apartments. The first residents moved in late in 2006.

The Croft – York, Bellway Homes. This is a large development right in the heart of the city of York with limited parking space and lots of one and two bed apartments. A three car bay has been included in the plan and will go live with two WhizzGo cars in the near future. WhizzGo is currently working with Bellway Homes to create integrated marketing materials and promote the club to potential purchasers and will give free smart cards, insurance deposits and drive time in an opening offer.

Gateway – Leeds, Scottfield Ltd. Providing 74,765 sq m (800,000 sq ft) of development with 640 apartments, a 215 bed hotel, 2335 sq m (25,000 sq ft) offices and 1400 sq m (15,000 sq ft) of mixed commercial space, with on site parking for 500 vehicles. Two WhizzGo cars will be parked at the front

concourse of the building for use by all residents and businesses in the vicinity. Set to go live by April 2007.

➤ **Streetcar**

Goldcrest Homes have commissioned Streetcar at several locations across London. Goldcrest funded an exclusive marketing package for its residents, to encourage them to use the vehicle which removed the need to provide any subsidy to Streetcar. The Car Club operated in this development grew at the fastest rate Streetcar has seen as residents embraced the tailored incentives with open arms. "Goldcrest choose to work with Streetcar as any money we invest in the Car Club is used to incentivise residents to use the scheme. Streetcar does not ask for any subsidies or fees, all of what Goldcrest spends is passed on to our clients giving Goldcrest maximum marketing value for each pound spent." Stephen Pepper, Marketing Director Goldcrest

Servite 22-unit development in **Putney, South London**, two allocated spaces have been taken up by Streetcar and residents are given two hours free when they become a member. The scheme in Putney had proved so popular among residents that Servite will be providing access to Streetcar at all future developments, either directly on site or through an existing Streetcar location nearby. Under the planned expansion, Streetcars will be introduced to new developments in Southfields, Streatham, Wandsworth and Hackney, as well as many others currently in the planning stages.

Berkeley Group incorporates Streetcar on sites across London from Woolwich in the east to their prestigious W3 development in Acton, west London. Why not see what they have to say about the service at <http://www.royal-arsenal.co.uk/>

➤ **City Car Club**

At **Poole Quarter in Poole, Dorset**, developer **Crest Nicholson** is committed to establishing a car club through a section 106 agreement, to mitigate the problems of parking in an area of high tourist visitors. The agreement specifies that the club membership is subsidised through the use of travel vouchers which can also be redeemed against purchasing a bicycle or a season travel ticket. Though the cost required to initiate the scheme is open-ended – meaning that the car club must be provided at whatever cost is necessary - a sum of £35,000 has been budgeted within the travel plan for setting up the service. The site layout provides space for up to five dedicated parking spaces for car club vehicles, and the demand for further parking provision will be closely monitored.

At **Ashley Down in Bristol**, is a development of over 400 apartments and houses by **Charles Church**. Some of the housing has 1:1 parking, most of the apartment blocks are car free. The first City Car Club vehicle went on-site in November 2004. This vehicle, paid for by the developer, has been used by

the sales team for demonstrating the car club service. The car club is promoted as an alternative to paying for parking and to reassure prospective buyers of the apartments that their motoring needs can be met. A special offer to residents provides a number of 1 year free memberships. There are now two cars on site, funded through S106 with a third planned for spring 2007. City Car Club will fund additional cars when determined by demand.

In the **London Borough of Ealing, the Grand Union Village** is a large residential development of 750 houses and apartments by developer **Taylor Woodrow**. The S106 agreement stated that there would be a car club with establishment and operation costs subsidised for the first five years by the developer up to £100,000. The scheme had to be in place by the time 133 dwellings were occupied and included subsidised membership for the first 300 residents. There is some housing with less than 1:1 parking. First discussions with the developers about the car club took place in 2001, the contract was signed in December 2004 and the first car was placed on-site in April 2005. There are proposals for seven cars to be phased in as the development becomes occupied. The partnership between the sales team and City Car Club has been crucial – welcome packs have been designed, the sales team briefed on the car club and residents’ events planned. Marketing and training is funded by Taylor Woodrow and was part of the contract signed between City Car Club and the developer. There are more than 80 members as of Dec 2006 despite its suburban location. Success is attributed to the use of face to face selling.

BedZED in the **London Borough of Sutton**, developer **Peabody Trust**, hosts the longest established car club serving a new development. It started operations in May 2002. The car club was one of the planning conditions for the development with an 80% parking provision. There are now three cars serving the development, both in regular use by residents and on-site businesses. Despite the suburban location and relatively limited access to public transport (Hackbridge station is a ten minute walk from BedZED) the car club scheme has been a great success and there is no parking pressure on-site. A recent evaluation of the carbon footprint of the development determined that the car club has been one of the most significant factors in reducing residents’ environmental impact.

Grosvenor Waterside in the **London Borough of Westminster**, developer **St James Homes**. This is the first low car development in Westminster with a car club service. The City Car Club proposal was essential in allowing planning permission for the low parking standard. Given the prestigious nature of the development and its riverside location, City Car Club put in the more ‘iconic’ Smart FourFour cars which have proved very popular with the residents in Grosvenor Waterside and the surrounding neighbourhood.

Preston Road, Brighton, developer **Southern Housing Group**. Two vehicles now serve the new development and these are located, on-street immediately outside the site. Nearly half of all the new residents in this 50 unit development are members of the City Car Club in Brighton. The cars have one of the highest utilisation rates of any of our vehicles in our network. Two

additional cars will be added in early 2007 to cater for the demand and serve another nearby development. The area has no controlled parking despite considerable parking pressure.

➤ **Other**

In the **London Borough of Merton** a car club is to be established as part of a new residential development at **Plough Lane, Wimbledon**. A local car hire company has been invited to move into a business unit on the site, and to run the car club as part of its rental there. The developer, **David Wilson Homes**, agreed through the section 106 to procure the car club and identify suitable accommodation for it within the site. The developer will also provide funding for every household to have a free year's membership of the car club and an induction session where they find out how the scheme works. Under the agreement, the developer's financial liability for establishing the scheme cannot exceed £95,000.

Section 6

carplus

Accredited Operators

INFORMATION SHEET
www.carplus.org.uk

Four independent operators operate all the major clubs in the UK.
The following four sections are edited text that has been agreed with the operators.



City Car Club is the most established pay-as-you-go car club operator in Britain. Founded in 2000, City Car Club's main clubs are in higher density urban areas of London, Edinburgh, Bristol, Bath, Brighton and Norwich with newer clubs in Portsmouth, Reading, High Wycombe and Poole.

Club members can rent cars by the hour from as little as £4.75 - including insurance, and fuel costs up to 50 miles per day. Lower rates are offered for bookings of a day or more. The club charges a one-off registration fee of £75.

Although extremely popular with the club's private members, an increasing number of business users are attracted by the convenience, cost savings and environmental benefits. City Car Club has developed several pool car schemes for larger employers such as City of Edinburgh Council (with nearly 500 users) and North Bristol NHS Trust. It also has many SME members who make use of the fleet – often in more than one location.

The club also has a specialist team providing consultancy and implementation for developers and housing associations with 7 years experience of dealing with car clubs as part of the planning process. This team also provides advice to local authority planners seeking to impose tighter parking ratios on planning applications.

City Car Club's fleet of nearly 250 cars (summer 2007) includes 20% Honda Civic petrol/electric hybrids to further minimise CO2 emissions for its members. Members have a choice in most cities of two sizes of 5-door hatchbacks. Supported by the Clubhouse - a 24/7 help desk service for emergencies and phone bookings, City Car Club has established a high level of customer satisfaction.

Contact name: Chas Ball **Telephone** 0845 330 1234 (option 4)
Email: info@citycarclub.co.uk **Web:** www.citycarclub.co.uk
Address: The Busworks, 39/41 North Road, London N7 9DP





Streetcar is the UK's largest car club, and one of the fastest-growing car sharing organisations in Europe. In January 2006 it had over 3,500 active members using cars in 65 locations in 3 UK cities, with hundreds more members joining every month.

Streetcar operates a fully commercial business model and is proud to have proven that car clubs can be financially viable without external subsidies.

Streetcar has a very simple pricing structure: There is an annual membership fee of £49.50, after which usage is charged at £4.95 per hour, or £35 per 24 hours (£49.50 per 24 hours on weekends). Hourly rates include 30 miles of petrol per day after which users are charged 19p per mile. There are no monthly or annual fees.

Streetcar has broad experience of providing car clubs for Local Authorities, Universities and Property Developers. Streetcar has recently secured contracts to operate car clubs in Greenwich, Islington and at Southampton University, as well as at several new housing developments. Streetcar are always happy to provide cost-free consultancy on how to integrate a car club – please contact us on 0845 644 8475.

Contact name: Brett Akker
Email: services@streetcar.co.uk
Address: Thornton House, Thornton Road, London. SW19 4NG.

Telephone: 0845 644 8475
Web: www.streetcar.co.uk



WhizzGo leads the way in providing car clubs that fit like a glove with buses and other public transport and smarter travel choices, like walking and cycling. Our customer satisfaction is consistently above 95% and we have encouraged major organisations like Arup, Atkins, Leeds University and Leeds City Council to reduce private car usage.

WhizzGo operates successful car club in Leeds, London, Brighton, Manchester, York, Sheffield, Newcastle, Worcester and Liverpool.

From £3.95 per hour, including fuel, insurance and, if necessary, congestion charge, WhizzGo's fleet of funky new Citroen C3s are easy to use and offer cost, convenience and environmental benefits to businesses and private users. The cars come with hi-tech smart card access for a one-off fee of £25 and £125 returnable insurance deposit. There are no monthly or annual membership fees.

WhizzGo consultancy supports planners, architects, builders and developers, including house building giant, Barratt Homes, to integrate car clubs into their developments. They also offer management, booking and billing systems to other car clubs

Contact name: Charlotte Morton
Email: charlotte.morton@whizzgo.co.uk
Address: 2nd Floor, Cathedral Chambers, Great George St, Leeds LS2 8BD

Telephone: 0870 446 6000
Web: www.whizzgo.co.uk





Zipcar is the world's largest car club provider with 2,500 vehicles and a total of 80,000 users worldwide. The company has recently launched operations in London with bays in the borough of Kensington and Chelsea.

Zipcar sees its award winning technology and the provision of a range of different vehicles as its unique selling points; with access to Mini Coopers, Honda Civic Hybrids, Toyota Aygos and luxurious BMWs as easy as getting money from a cashpoint. The capital will become the flagship car club for Zipcar's European expansion, with the company planning 100 cars throughout the city during 2007, and at least two other European locations by the end of the calendar year.

Zipcar membership starts at £25 per year depending on the package chosen. Hourly rates start at start at £4.20 per hour or £38.25 per day including fuel and 60 miles of free driving. For more information go to the website at www.zipcar.com

Contact name: Paul McLoughlin	Telephone: 0207 9606420
Email: paul@zipcar.co.uk	Web: www.zipcar.com
Address: 10 Greycoat Place, London SW1P 1SB	



Other operators

It may be worth approaching other operators from overseas who, at one time or another, have shown at least some interest in setting up in the UK. These include

- * Cambio (Germany) www.cambiocar.com email info@cambiocar.com
- * Greenwheels (Netherlands) <http://new.greenwheels.nl/Home.nl>
- * Flexcar (USA) www.flexcar.com email information@flexcar.com

For up to date information, please contact Carplus.

References

1. *Smarter choices – changing the way we travel*, Sally Cairns, Lynn Sloman, Carey Newson, Jillian Anable, Alistair Kirkbride and Phil Goodwin, Department for Transport , July 2004.
2. *Funding City Car Clubs through S.106 Agreements – Guidance for Officers*, Updated April 2005, briefing available from City Car Clubs, The Media Centre, Northumberland Street, Huddersfield HD1 1RL, 01484 483061, email: office@City Car Clubs.co.uk
- 3 www.City Car Clubs.co.uk; www.bryant.co.uk/grandunionvillage
- 4 National Travel Survey for 2002/03, Department for Transport
- 5 *Funding City CarClubs through S.106 Agreements – Guidance for Officers*. City Car Clubs briefing, updated April 2005.
- 6 Transport contributes around 27% of total UK carbon dioxide emissions. The UK is committed to a 20% reduction in greenhouse gas emissions by 2010 and a full 60% by 2050.

Other Carplus Guidance:

[Fast Track Guide to Setting up a Car Club](#)

[Car Clubs at Work](#)

[Car Sharing Reference Guide](#)

Available online or from 0113 234 9299

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