

PROJECT PROPOSAL: CAR CLUB

Background - The Opportunity

A Car Club is an organisation that owns cars that are shared by its members. People arrange in advance when they want to use a car, book it, and pay to use it.

The advantage is that members do not have to pay the whole cost of owning a car, but are able to use one when they need to. People are able to hire cars by the hour and can pick up the vehicle from convenient residential locations, exploiting the flexibility offered by smart card technology and online and mobile booking tools.

Each car club vehicle can replace between 8 and 20 private vehicles, relieving pressure on the roads and on residential on-street parking.

Project Proposal

PACT is seeking £1,000 in funding to conduct a feasibility study into the possibility of establishing a community car club in the Penrith area, and linking this with existing plans to develop a network of community car clubs throughout the Lake District.

Benefits / Deliverables

Research has shown that "pay-as-you-go car clubs reduce car use and support other sustainable travel initiatives by plugging gaps in journeys and promoting a shift in long term behaviour". There would be benefits in the Penrith area for reducing congestion, increasing parking availability, and contributing to reducing carbon emissions through more effective travel.

The proposed project would serve as a major catalyst for increasing options for non-car travel by integrating occasional car use into the wider public and voluntary transport network. Once the project is established it would be entirely self-funding.

Projected Costs

£1,000 to conduct the initial feasibility study, map transport use in the immediate Penrith area and begin to identify and engage with prospective users of the scheme. This will be over the six month period.

Potential Partners

Eden District Council
Commonwheels
Carplus
Cumbria sustainability Network
Kendal and Staverly Car Club
Community Transport Association
Bakewell & Eyam Community Transport
Eden Fellrunner Bus service



PACT (Penrith Action for Community Transition) is a Transition Town group formed in Cumbria during 2008, and is made up of an enthusiastic group of local volunteers.

PACT is working to promote a coordinated local community response to the twin challenges of peak oil and climate change, aiming to help develop a far greater resilience for Penrith and the surrounding Eden Valley.