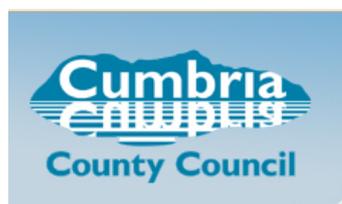


Feasibility Study to Assess the Viability of a Car Club in the Penrith Area.

September 2011



Preamble

Penrith Action for Community Transition [PACT] is a voluntary organisation based in Penrith which seeks to change people's behaviour and lifestyle choices in such a way as to encourage a more sustainable future for Penrith as a society and an economy.

PACT has very limited resources, both in terms of volunteer time and physical resources. In spite of this it has, through imaginative and inventive use of its resources been able to provide an impressive list of achievements in its three year history. These include educational events, social events, workshops, products, and sustained campaigns.

Establishing a community car club is a major undertaking and this feasibility study has been commissioned in order provide an idea as to whether such an undertaking would be feasible and to provide the PACT Steering Group with the information necessary in order to decide on whether to progress with this project.

Executive Summary

This report provides an analysis and evaluation of the prospects of establishing a Community Car Club in the Penrith area as a project of PACT. Methods of analysis include research of local and national organisations, trends and available facilities, conversations with existing car club operators and a direct survey of Penrith citizens. Quoted sources can be found in the Bibliography at the end of this report.

Results of the survey show that whilst there is some interest in the idea of a car club along with some intention to participate, a lot more work would need to be done to establish a critical mass of interested and committed citizens to make the operation of a car club viable. This would include a greater number of committed users which would have to be preceded by a more widespread and general campaign to introduce the as yet poorly understood concept of a community car club to the citizens of the Penrith area.

The report finds that the prospects of establishing a commercially viable car club in Penrith with current available resources awareness, business dynamics and franchise options are not good.

However the report identifies several existing low risk existing options which, with a lot less effort, could, if promoted in a coordinated way, go some way to promoting PACT's overall aims at considerably less cost and risk. It concludes that further investigation into these existing alternatives is a possibility and recommends that this might be a better use of the limited time and resources of the group.

The limitations of the Report are recognised, particularly in accordance with the survey sample size, depth of research and limitations imposed by restrictions in revealing commercially sensitive information. However these limitations did not prejudice the outcome of a valid assessment in accordance with the available budget.

Chapter 1: Introduction

1.1 Rationale. Why consider a community car club for Penrith.

Penrith Action for Community Transition [PACT] was founded in 2008 by a group of local volunteers from the Penrith area to take proactive action to help Penrith, as a town become more “resilient” in the face of two perceived socio-economic threats: Peak oil and climate change [ref]. Following its launch, and mirroring the activities of other ‘transition’ groups [ref] different volunteers took on various ‘sustainability challenges’, such as energy, waste, food, economy, and transport. This led to the development of several projects [ref PACT website] which were carried out either on a purely voluntary basis or with the assistance of various sources of funding.

In the autumn of 2010 it was proposed that PACT should look at the issue of transport. In particular the use of cars, with the aim of researching various ways in which car use in Penrith could be made more efficient.

With the advent of various car share schemes now operational within the UK [ref to sections below] it was suggested that PACT should commission a feasibility study to assess whether or not a car club would be an appropriate model to develop in Penrith.

1.2 Aims and Objectives of the study.

What the scope of the study will be, what has been included and what has been excluded.

The aim of this study is to ascertain whether there is any realistic prospect, within the near future, of introducing a Community Car club in Penrith and the surrounding area.

In order for this to be the case several things would have to be in place:

- 1) A wish, amongst the local population of Penrith, to support a car club by using the service.
- 2) A means of delivering a car club service, probably in collaboration with a professional car club service provider.

- 3) A robust and realistic business plan for ensuring that a car club would be financially viable, as a community-led project, without recourse to ongoing grant funding for core running costs.
- 4) A structure that would enable all parties and stake-holders to work together.
- 5) A strategy and means for publicising, promoting and developing the car club
- 6) A committed team of dedicated local volunteers what would be prepared to see the project to launch and beyond.

As a consequence this study consists of three elements.

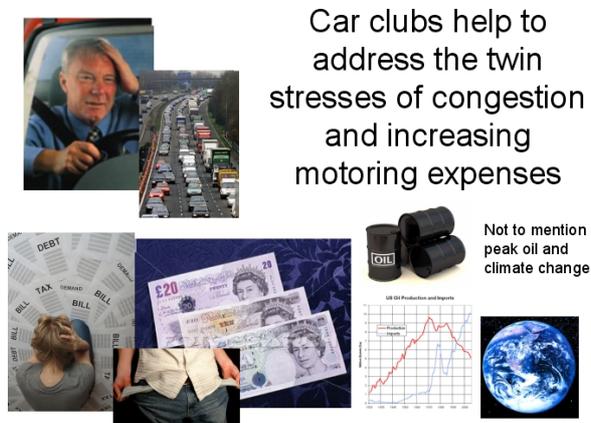
- 1) Research into car clubs and the existing travel situation in and around Penrith. Research into possible structures for a car club.
- 2) A survey of people in the Penrith area to ascertain whether or not there is any potential demand.
- 3) An exploration of the various options for further development, including an initial exploration of the basic business case for a viable and sustainable car club.

This study is limited to assessing the feasibility of establishing a car club in the Penrith area in the short to medium term. Whilst it makes some initial recommendations as to form and structure and ways forward, it is not a blueprint or manual for setting up a car club. Beyond making some initial statements on the business case it is not a business plan, nor does it suggest where or who might want to take this project further.

This feasibility study has been commissioned by Penrith Action for Community transition [PACT], with grant support from Cumbria County Councils Penrith Neighbourhood Forum, to establish what level of interest there may be. In order to see if there is any mileage in committing further resources to the establishment of a car club in the Penrith area.

The completed report will be presented to the steering group of PACT in the autumn of 2011 and at a wider public meeting in January 2012.

1.3 Definitions of a car club



What is a Car Club?

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.



“Car clubs provide vehicles (usually cars and vans) to members on a pay-as-you-drive basis. Clubs tend to be organised on a community basis with cars being located as close to a cluster of members as possible – members typically live within 10 minutes walk from the nearest car station. A large city may operate several car stations as part of one scheme. Vehicles are usually owned by the company

'service provider', but in some cases are owned by members of the club.

Car clubs best match the needs of drivers who need to use a car or van on an occasional basis, but who don't want the expense and responsibility of owning a vehicle. Car clubs make most financial sense for: motorists who drive less than around 8,000 miles per year; two and three-car households who have non-essential use of a second or third car; and businesses that can use a car club vehicle to replace pool cars and/or staff's own vehicles for business trips. While car clubs operate in both urban and rural areas, most service providers operate most of their fleet in highly populated urban areas. [1]

Car clubs differ from other forms of transport – including traditional car rental services – in many respects. Car club members pay an annual membership fee. They 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.

Research has also 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.” [2]

Car Club Providers

A car club provider is an organisation that runs a car club. There are currently several car club providers operating in the UK. Most of these are private commercial operations, operating either as private limited companies [Ltd] or community interest companies [CIC Ltd]. There are also several small community-initiated car clubs operating in the UK.

A more comprehensive description of UK car club operators is given below. [2.1.3]

In addition to providing a fleet of cars for use by car club customers a car club will typically provide an online booking system, a billing service, group insurance cover, publicity and promotion materials and

an established and secure means for car club members to access and use cars.

1.1 Context



With the ongoing and sustained economic recession many people are looking at ways of cutting the cost of living. Cars make up a substantial part of those costs. Indeed the costs of keeping a car on the road are increasing all the time. [3]

In addition to the direct financial cost of motoring there are also issues around congestion and parking to consider.

In addition to an increase in the cost of running a car, all other critical household costs are also rising. These include fuel and housing costs, insurance costs and food costs.

There is also a sustained downward pressure on wages both in the public and the private sector and significant job cuts in the public sector and the not-for profit third sector, as a result of substantial cuts in grant funding and charitable giving.

For the decade preceding the 2008 financial crisis, international and national economic policy encouraged householders to supplement their income with personal credit. As a result, there is also a legacy of large personal debt in many household.

In these circumstances people tend to restrict spending to core essentials. Transport is such a core essential. So anything which helps

to reduce the cost of the household transport bill should be an attractive proposition to householders. Because of the potential cost savings of having access to a car on demand, a car club provides the opportunity to make significant savings on household transport bills for a particular sector of car users. Indeed, car club has membership increased significantly in recent years and continues to do so. [4]

There are several “car cost calculators” available on the internet to assist people in making comparisons between owning and hiring cars for their personal use. [5] There is a car cost calculator on the COMMONWHEELS website.

In addition to the direct personal cost of running a car and the difficulties enumerated above by the current state of the national and global economy, there are two other factors to consider, namely “peak oil” and climate change.

As an organisation, PACT is part of the network known as Transition Towns [ref] whose objective is to encourage local communities to become more sustainable and resilient in the face of what it perceives to be the twin threats of Peak Oil and Climate change. It is now widely acknowledged that climate change, particularly in the manifestation of an increasingly warmer world, is being driven by the ongoing addition of man-made greenhouse gases to the atmosphere, particularly carbon dioxide. The principle source of CO₂ in the atmosphere, arising from man-made sources, comes from the burning of fossil fuels, particularly oil, gas and coal.

As the consequences of such climate heating are now widely perceived to be undesirable to the future wellbeing of humanity, there is an economic, social and moral imperative to reduce our use of fossil fuels.

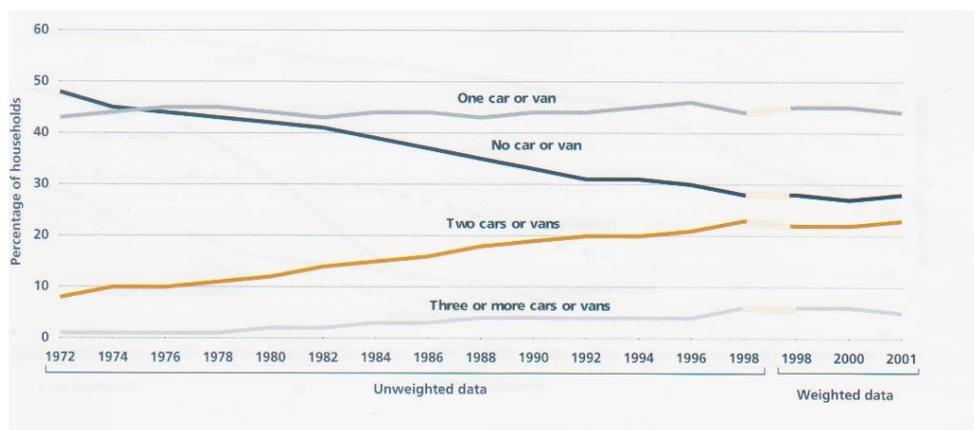
Transportation and car use are responsible for a significant amount of atmospheric CO₂ emissions. As a consequence, promoting measures which seek to reduce car use is a common objective of all Transition groups, including PACT.

Peak Oil represents a second but interlinked threat to future human welfare. Irrespective of the effect of fossil fuels on the earth's climate, it is widely recognised that we have a way of life which is dependent on a resource [oil] which is not only finite but is increasingly seen as passing a critical supply point. This critical point or 'peak' is the point at which roughly 50% of total available resources have been extracted and used. The remaining 50% is, by definition, more difficult and expensive to find and extract. As demand for oil continues to increase, it is therefore inevitable that the price of oil, and consequently the price of all activities dependent on oil, such as car use, will become increasingly more expensive, irrespective of the state of the economy. The provision of car clubs represents a proven commercially viable means of reducing individual car use.

This explains PACT's desire to see if a car club could be commercially viable in the Penrith area and their subsequent wish to conduct this feasibility study.

1.4.1 National

The long term trend in the UK is for an increase in car ownership and an increase in car use. [See graph below]



Living in Britain p29

If current trends continue then the car is here to stay and usage will only increase. However, for reasons already highlighted, it is virtually impossible for current trends to continue due to the combined effects

of climate change and peak oil and the inevitable adverse effects which these will have on our current patterns of consumption.

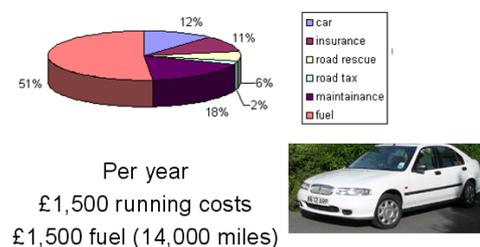
Despite the inevitability of this situation only a tiny percentage of the population seems prepared to change their behaviour prior to the onset of a systemic collapse of our social and economic infrastructure.

Economic factors are still the primary motives for changing and influencing behaviour and resource use.

Therefore, if groups like PACT are going to have any influence on changing habits of resource use, it will inevitably be through offering services which make better use of householders existing and accessible resources.

The Increasing Cost of Running a Car

The average cost of running a car

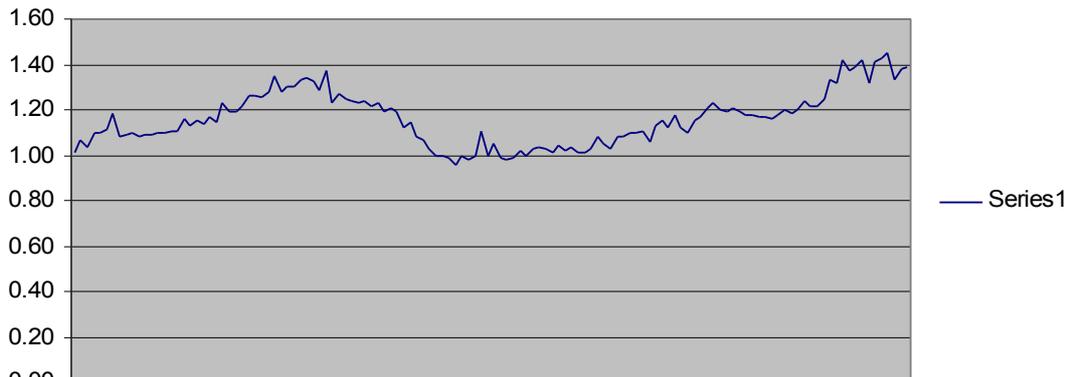


According to figures released by the AA, the cost of running a car varies according to mileage. This is because the ratio between the fixed costs [insurance, road tax, servicing, etc] and the variable costs [fuel, tyres, running cost depreciation], change in relation to each other depending on how much the car is driven.

The range between 5,000 miles of usage and 20,000 miles of usage is £3,250 to £6,665. [6]

With the long term trend of rising fuel costs, along with insurance and other items, this amount is set to increase. Set against a backdrop of squeezed or falling household income, the pressure to reduce household transportation costs is set to increase.

Diesel Cost per ltr Nov 2007 - July 2011



Source: Michael Hallam 2001



Motoring Costs 2011

Petrol Cars		Diesel Cars	
See note	Purch Up to £12,000	See note	Purch Up to £12,000
A	Standing charges per year, £	A	Standing charges per year, £
B	VED (Road Tax)	B	VED (Road Tax)
C	Insurance	C	Insurance
D	Cost of capital	D	Cost of capital
E	Depreciation	E	Depreciation
	Breakdown cover		Breakdown cover
	Standing charges only: £		Standing charges only: £
	Standing charges as pence per mile		Standing charges as pence per mile
	at 5,000 miles per year		at 5,000 miles per year
	at 10,000		at 10,000
	at 15,000		at 15,000
	at 20,000		at 20,000
	at 25,000		at 25,000
	at 30,000		at 30,000
	Running costs, pence per mile		Running costs, pence per mile
F	Diesel Fuel*	F	Petrol*
G	Tyres	G	Tyres
H	Service labour costs	H	Service labour costs
I	Replacement parts	I	Replacement parts
J	Parking and tolls	J	Parking and tolls
	Running costs only: p.		Running costs only: p.
	* NB Fuel at: 130.7 pence per ll		* NB: Petrol at: 133.3 pence per ll
	For each penny more or less, add or take away: 0.07		For each penny more or less, add or take away: 0.10
	Total of standing and running costs as pence per mile		Total of standing and running costs as pence per mile
	at 5,000 miles per year		at 5,000 miles per year
	at 10,000		at 10,000
	at 15,000		at 15,000
	at 20,000		at 20,000
	at 25,000		at 25,000
	at 30,000		at 30,000

approx **65p** per mile
at **5,000** miles per
year

approx **30p** per mile
at **20,000** miles per
year

http://www.theaa.com/motoring_advice/running_costs/

Initiatives are now emerging that are designed to assist householders in maximising assets that they already own, by providing shared usage with others who otherwise would not have access to such assets.

For example, there is an increasing proliferation of online services which specialise in helping people rent out their parking space to other motorists. E.g. [ParkAtMyHouse](#), [YourParkingSpace](#) and [ParkLet](#).

A car club is a classic example of such asset maximisation, enabling those who use their cars infrequently to make them available, via a professional car club,

Research has also 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.” [7]

1.4.2

Regional: Car club development in the North West.

During the course of 2011 two Community Car clubs have been established in Cumbria. In Kendal and Carlisle. Both of these clubs are in conjunction with the national car club provider Common Wheels.

The development of the Kendal project is set within the wider context of the Cumbrian car club project. As of May 2011, the project leader, Alistair Kirkbride, has secured funding from the Lake District National Park, from the Park's Sustainable Development Fund to support the establishing of a Cumbria wide car club. This has resulted in an offer to provide 60% of the costs of establishing car club vehicles to community groups. However, upon further investigation this funding is only available to prospective car club groups operating within the boundaries of the National Park and thus, would be unavailable to assist start-up costs for a car club in the Penrith area.

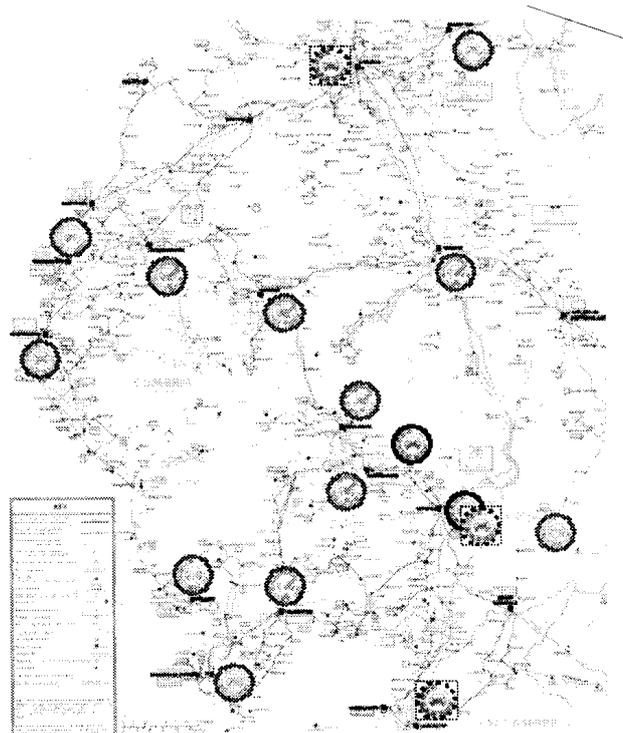
Nevertheless, there could be some indirect benefit to a Penrith-based car club. At the time of researching this report, the Cumbrian Car club Project envisaged using a common professional car club provider; Commonwheels for any and all car clubs established as part of their project.

Commonwheels operate a policy whereby a member of any Commonwheels car club is free to use any car within its national car fleet.

The Cumbrian Car Club Project has been actively working with groups in Windermere & Bowness, Ambleside, Keswick, and Coniston to find lease cars for establishing car clubs within the National Park boundary. Because of the proximity of Penrith to the National Park, access to such cars, should a Penrith club chose Commonwheels as its professional service provider, could serve as an additional attractive benefit to people living in Penrith, as it would enable them, once

signed up to a Penrith club, to use cars in any of the other clubs in Cumbria.

The Cumbria Sustainability Network has also been a strong supporter of this initiative. They have produced a document entitled “Smarter Travel Projects for Community groups” [8]



Proposed car clubs in Cumbria

Source: How to Set Up a Car Club. Cumbria Sustainability Network. P11

1.4.3 Local

Penrith is the largest town in the district of Eden, situated in East Cumbria. The town is situated at Junction 40 of the M6, with easy access to the A66.

The population of Penrith is approximately 15,000, with a male-female ratio comparable with that throughout the North West. 27% of the population of Penrith is under 25, which is similar for Eden as a whole. The full age breakdown for Penrith is as follows:

Age	Number of Residents
0 - 15	2,614
16 - 24	1,370
25 - 44	4,365
45 - 59	2,725
60+	3,682

Source: Census 2001. Crown Copyright

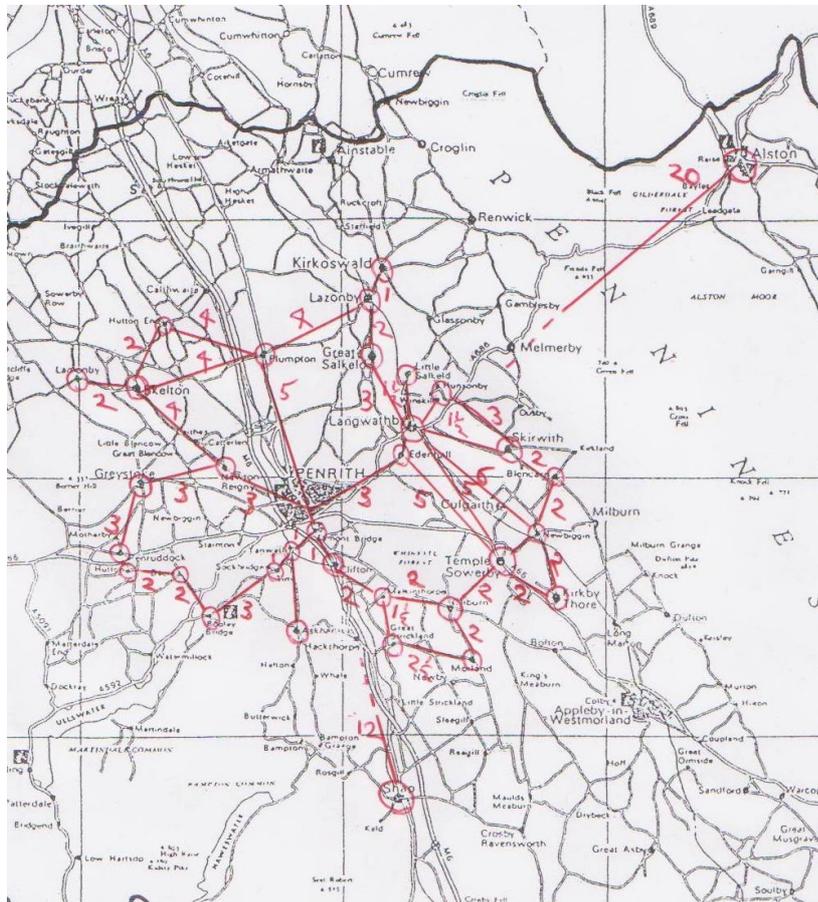
This means that there are approximately 7,000 adults between the ages of 24 and 60 within the area.

Car clubs typically impose restraints upon drivers under the age of 24, with 18 being the minimum age allowable for membership.

In the case of older citizens, of 60+, car clubs often have members within this age range. In the absence of more detailed figures I have estimated that a further 2,000 people in Penrith might be eligible for car club membership outside of the 24–59 age range. This would make a total of 9,000 adults in Penrith who could potentially become members of a local car club.

The wider Penrith Area.

If one scopes out a ten mile radius from Penrith there are no other significant settlements of any size which, in themselves could sustain a community car club. The area surrounding Penrith is composed of a patchwork of villages and smaller settlements. The map below has been drawn up, as part of this study, to show the approximate mileage between the various settlements in the ten mile radius surrounding Penrith.



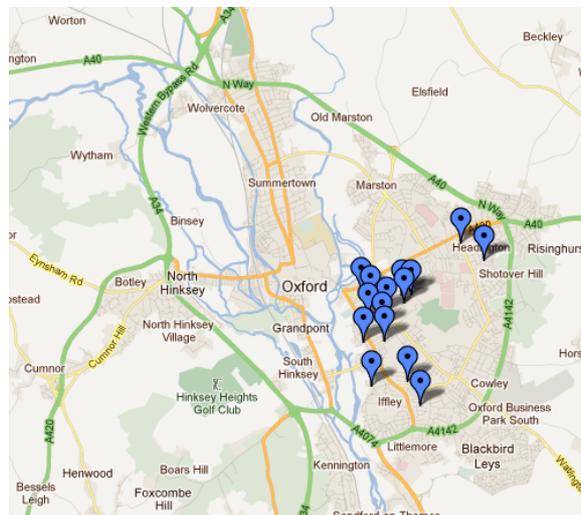
With the exception of Moorcar, in Devon, there are no known instances of commercially viable car clubs operating in the UK known to the author of this report. Most of the commercial car club operators in the UK [see below] focus on large population centres, there being a direct correlation between population density and the likelihood of any given car club proving to be commercially viable.

The research conducted for this report demonstrates that Penrith sits at the lower end of the currently proven viability size for car clubs operating in the UK. Therefore, any car club operating in the Penrith area would have to be based in Penrith itself and radiate outwards from there. Given their small demographic size, coupled with the fact that most people living in the surrounding villages own at least one vehicle, means that it would be impossible to operate a car club car from one of these settlements in the current socio economic circumstances.

Penrith

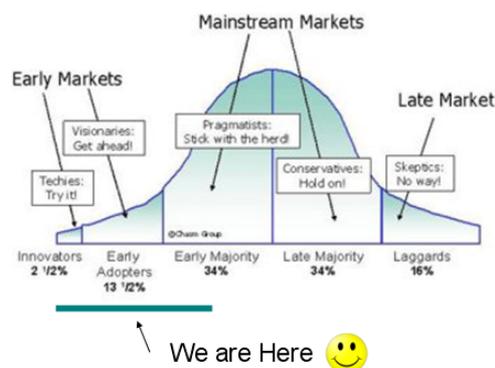
This exercise demonstrates that, in order to provide a saturated coverage for the majority of Penrith citizens, a car club based in Penrith would have to provide eight cars. This would ensure that the majority of the population lived within seven minutes of a car club car. However, this projection assumes that such cars would be evenly spaced throughout the town, which, for reasons given below, is unlikely to be the case.

In order to get a more realistic picture it is instructive to look at a location map for a car club in Oxford [Run by Commonwheels]. There are fifteen cars clustered in what is evidently a geographical 'hot spot'.



This suggests that, on the one hand easy access to cars is important and also that there may be certain population demographics which pre-dispose themselves to become early adopters of car use.

We are looking for early adopters



It is not clear whether there are any particularly likely areas in Penrith where a car club might first take hold. However, an indication emerged during the survey, when several people responding favourably were seen from their postcode and general information, to be living in the area in and around Arthur St. this prompted the survey team to spend some time conducting a house to house survey in Arthur St, but there was no significant response.

Chapter 2: Research

2.1 Methodology

Having established that, for viability purposes, research should be restricted to the town of Penrith [1.4.3], steps were taken to see if there was any demand for a car club beyond the confines of the active members of the PACT organisation.

It was decided that the best way of gathering information would be to conduct a resident's survey.

A full postal survey was considered. The benefits of this would be that every household in Penrith would receive a survey but that the cost of postage and a return would be prohibitively expensive, given the limited resources available to conduct the feasibility study. The relatively low return of such methods was also considered.

It was decided that the most effective way of collecting information would be via an on-street survey. Supplemented by other methods. In the end, the following methods of conducting the survey were used:

- On street survey
- Limited house to house survey
- Online survey via the PACT website
- Survey boxes left in Penrith Library and Five café
- Survey forms filled in at meetings

By these various methods 90 completed surveys were collected over during August and September 2011. In addition to the completed surveys a simple tally was kept of citizens refusing to partake in the on-street survey. This number totalled nearly 200.

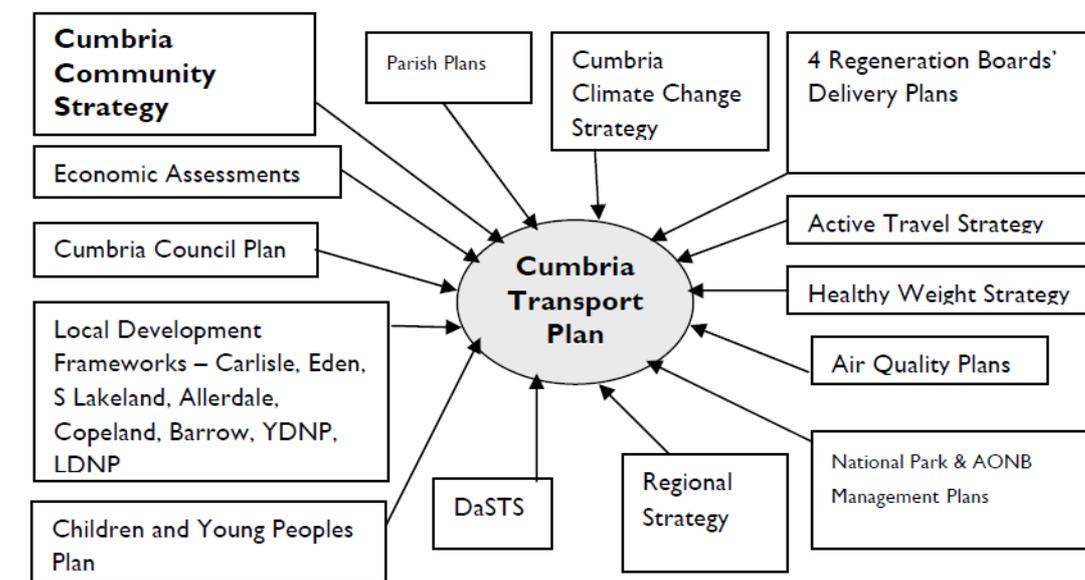
The survey

The survey consisted of ten questions intended to establish whether there was any demand for a car club in Penrith. The aim of the survey was not to establish a statistical profile of the Penrith population with reference to this exercise. It was not considered practical or desirable

to establish what percentage of the population would join or support a car club, particularly as the aim was to find out who would want to join such a club.

Therefore, the survey did not attempt to produce a statistically accurate profile but rather to identify actual prospective members of any future car club, should it be established.

2.1.1 Background research policy



Cumbria County Council Transport Strategy 2011 – 2026

2.1.2 Local transport infrastructure

“We are determined to take effective action to reduce carbon emissions from transport, although the scattered nature of settlements in Cumbria, together with the limited bus and train services and the number of car trips made by visitors, means that it will be difficult.”

Cumbria Transport Plan 2011–2026 p26.

Our research into the feasibility of providing a car club in Penrith needs to be set within the context of the additional alternatives to

the existing and 'traditional', train, bus, taxi and private car options for transportation in the Penrith area. In practice most alternative transportation infrastructure tends to be run on a voluntary, charitable or otherwise grant funded basis.

Such schemes, insofar as they exist, tend to be aimed at vulnerable groups such as the elderly or those with mobility problems who would otherwise not have access to regular public or private transport services. Within the Eden Valley area there are a number of such local transport schemes.

Such schemes should also be set within the context of local funding cuts and the pressure that these put on commercially unviable existing services [10]

Penrith & District Voluntary Transport

This organisation provides transport for groups and individuals within the Penrith area, who are unable to use or access other forms of transport. The contact is Keith Davis 01768 867057

Voluntary Local Car Schemes

This is a Cumbria-wide initiative to provide transport to members of the community who cannot make their journey by public or private transport. A set fare of 35p per mile is charged to the passenger, which is then paid to the driver. If two or three people are travelling together the fare is shared between them. The Voluntary Social Car Scheme is supported by Cumbria County Council as part of the county wide passenger transport network. This scheme is actively looking for new drivers and coordinators.

Cumbria County Council insures drivers against any loss of no claims bonus and excess payments that may occur whilst driving for the scheme. The initiative is always looking out for anyone interested in setting up a Voluntary Car Scheme as a Co-ordinator or becoming a volunteer driver for an existing scheme.

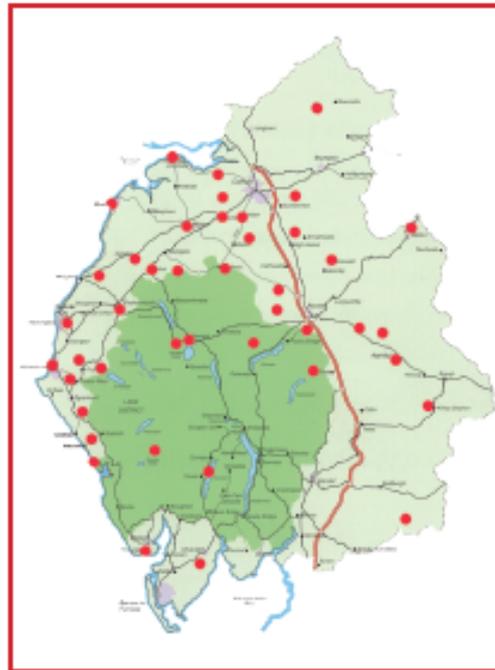
The contact is:

Passenger Transport
Development Officer

Tel: 01228 226721

Email: publictransport@cumbriacc.gov.uk [11]

Voluntary Social Car Scheme Locations



Fellrunner Bus Services

The Fellrunner buses are operated and driven by local volunteers for the benefit of the community. They serve around 40 villages in the Penrith area with services to Penrith or Carlisle, with an approximate stopover in both towns of between three and four hours. The contact number is 01768 88232

Rural Wheels

Is a scheme run by Eden district Council and Cumbria County Council to give people who live within the rural areas of Eden district, and who otherwise do not have access to public transport a link up between home and the nearest town to access shops, attend appointments etc. It will also connect people up with the bus or train 'stop'. This service is not available for people living within Penrith itself. Trips are paid for with a Rural Wheels top up card.

Top up points can be purchased from Penrith Library, St Andrews Churchyard, Penrith, 01768 242100 And from Penrith Mobile Library, [for destinations and times, telephone 01768 242100].

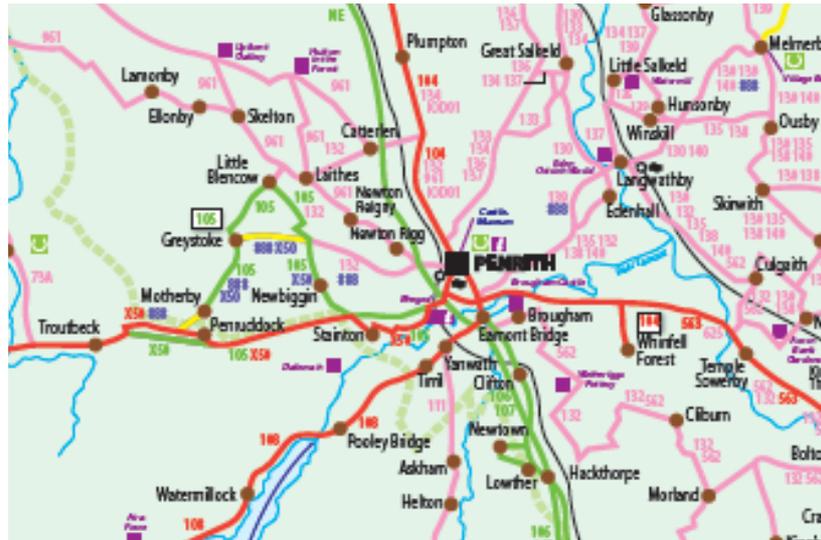
Eden Rural Wheels Designated Area



Ref [20]

Other Transport Services

In addition to the provision of alternative sources of community transport. Various local authorities also provide other information to assist travel throughout Cumbria. For example, the Cumbria Passenger Transport Map [12], produced by Cumbria County Council, is a comprehensive map of all bus, rail and ferry routes throughout Cumbria.

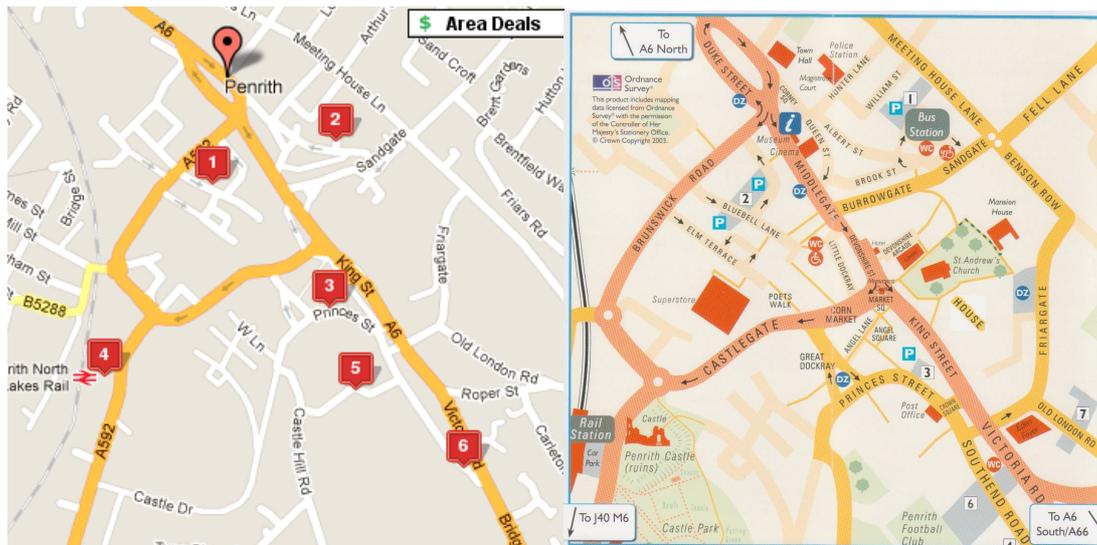


The Community Transport Association UK. The CTA is a rapidly growing national charity giving voice and providing leadership, learning and enterprise support to a wide range of organisations delivering innovative and flexible transport solutions to achieve social change in their communities. [13]

Existing Car Parking in Penrith

Excluding the three privately owned car parks at the Leisure Centre, B&Q and Southend Rd, for which no data is available, Penrith town centre has approximately 336 publicly available car 24 hour parking spaces. This is in addition to available on-street parking. Of the 336 publicly available car parking spaces there are fifteen spaces for disabled drivers. These spaces are spread over four car parks:

- 1 Bluebell Lane which is located approximately 3 mins from the town centre.
- 2 Sandgate which is located approximately 4 mins from the town centre.
- 3 Princes Street which is located approximately 7 mins from the town centre.
- 4 Penrith Station – Ullswater Road which is located approximately 9 mins from the town centre.



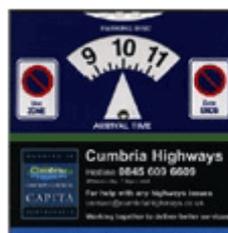
Sources: <http://en.parkopedia.co.uk/parking/penrith/>

Visitors Guide to parking in Eden. Jan 2009. Eden District Council.

On Street Parking. [Disc Zones]

Penrith also operates a Disc Parking Scheme, which offers free, time-limited on-street parking. This is a scheme which is in operation throughout Cumbria. According to Eden District Council [14] “This gives drivers an opportunity to locate a short-stay, parking space closest to shops and town centre facilities, while encouraging the rapid turnover of available parking spaces.”

Discs are available free from several easily accessible outlets in the town.



Residents Parking Areas

A Residents Parking Permit scheme operates in Penrith. This enables residents who live in restricted parking zones in Penrith to apply for residents parking permits. It is administered by Eden District Council and supported by Cumbria County Council. [15]

2.1.3 Background research car clubs

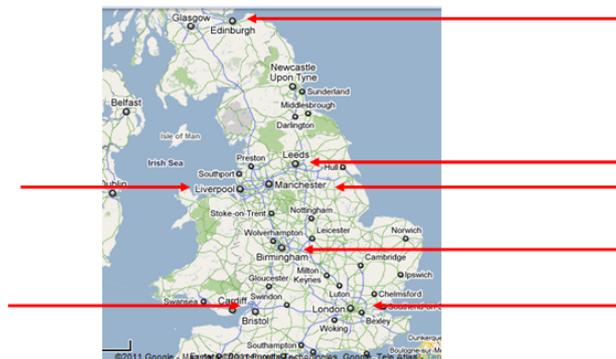
There are several major car club company's in the UK

- Zipcar
- Streetcar
- City Car Club
- Common Wheels
- Hour Car
- Wombat
- Hicar



There are currently five main car club operators in the UK: [City Car Club](#), the first UK car club; [Zipcar](#), who also operate in the US and Canada; [Streetcar](#), who have recently been acquired by Zipcar and will soon be under the Zipcar brand; [Connect](#), a service offered by Hertz; and most recently, [Whipcar](#), who enable club members to share their own cars.

Most of them are based in large cities



How do car clubs work?

To use a vehicle from one of main UK car clubs you must first become a member. In principle, anyone with a full valid licence held for at least 12 months, and aged between 18 and 75 can apply for membership. Applicants must provide the club with their driving licence details, and are usually asked to declare any endorsements and/or convictions and confirm their insurance claims history.

Once a member, vehicles can be booked by the hour (or half hour) either by telephone or on the Internet – the notice required can be as little as a few minutes, or up to 12 months in advance. If the required vehicle is available, then the booking time is then confirmed by the call centre (if booking by phone), or by text and/or email (if booking using a mobile or the Internet) and the vehicle reserved.

In most cases, vehicles are then accessed from a car station using a smart 'proximity' card that, after identifying the member, automatically unlocks the vehicle and initiates the booking. The car or van is then started in the normal way using an ignition key usually kept inside the vehicle. The smart card is again used to lock the vehicle at the end of the booking, when the vehicle automatically sends all the user and mileage information back to a central computer for billing.

Major Car Club Operators and Brands within the UK

The purpose of this section is to give a clear and simple overview of the areas and scale of operation of various different car club operators within the UK, and to highlight the benefits and drawbacks of different Car Club operators, in order to make an assessment as to how to proceed when choosing a partner for prospective car club provision within the Penrith area.

Zipcar <http://zipcar.co.uk/>

Own professional fleet

Major Cities Only

- We envision a future where car-sharing members outnumber car owners in major cities around the globe. Most residents of these cities will live within a five-to-ten-minute walk of a self-service Zipcar. Zipcar will be an integral part of these vibrant communities of well-informed, connected people who enjoy urban life and transportation options.
- It's been nearly a decade since our founders sat in a café and decided to bring the European car club idea to Cambridge, Massachusetts soil. Once the wheels were in motion, it was only a matter of time before some major changes helped grow a little car club company into the world's car club leader.

Street Car <http://www.streetcar.co.uk/>

Own professional fleet

Is a Zipcar Company – probably on a franchise basis

City Car Club <http://www.citycarclub.co.uk/>

Own professional fleet

Head office in Leeds. Clubs operating in Manchester, Leeds, Huddersfield, York, Bradford. Claims to be the only independently owned, British-based car club in the UK. Currently have c24 cars in Manchester

“A millennium baby, we first launched in 2000 to give people the freedom of a car when they need one, without the hassle and expense of a car when they don't. We're now the most experienced commercial car club in the UK, providing thousands of members with access to hundreds of cars every day.”

Common Wheels www.commonwheels.org.uk

Hybrid mix with local cars and own cars

- Commonwheels is keen to 'adopt' cars into the Car Club from Club Members. This allows faster expansion of the fleet at lower financial cost (savings which are passed on to the Members).
- Work with existing local Car Clubs

- Commonwheels seeks vehicles that are reliable and presentable, fairly new (certainly no more than 8 years old), with central locking and an immobiliser
- If Commonwheels considers the car suitable, a 12 month renewable lease can be agreed, electronic equipment is fitted, and the car becomes available for use by members like any other Club car. Commonwheels becomes responsible for maintenance, servicing, MOT, insurance, and Road Tax. (and deals with any DVLA contact about any parking and speeding tickets)
- Work fairly and transparently with all partners
- High up front costs – buying cars – but lower in the medium to long term
- Ring fence any revenues in the locality of the club [after core costs] to develop in that location
- Will use local catalyst start to develop a wider scheme
- Want to work with and for communities rather than just in them
- Common wheels puts up clubs which are abandoned by the big operators
- Tailor made schemes for the local community
- Will say if we don't think its viable

Wombat <http://www.wombatcarclub.co.uk/index.asp>

Smart card activated cars

Can convert personal cars into Wombat cars

Several locations

Quite small

Colchester (3) Dorchester (2) Frome (1) Minehead (1)

Each car individually priced

Hour Car <http://www.hourcar.org.uk/index.htm>

Community owned car club

Telephone us on **01422 847971** Email us at admin@hourcar.org.uk

Hour Car (Hebden Bridge), Salem Community Centre, Central Street, Hebden Bridge, HX7 6HB

Hour Car is a not-for-profit community Car Share scheme, currently one of only two rural-based carshare schemes to be established in the

North of England and the first in the country to run its vehicles on environmentally friendlier bio-diesel. The vehicles belong to its members and can be hired as required. The scheme will also support rideshare where members can also share rides to common destinations and share the costs.

There are FOUR cars available in Hebden Bridge(2) , Mytholmroyd (1) and Todmorden (1)

Moorcar <http://www.moorcar.co.uk/>

MOORCAR is a not-for-private-profit Car Club, the first rural-based scheme in the UK. Seven cars in the Totnes-Dartmoor area.

Moorcar started in Ashburton in 2002 with one lease car and six members. Probably like a great many people today facing fuel price rises, inadequate bus services and constant parking problems these pioneer members thought it would be a good idea to get away from everyone having to own their own car, why not try to share one.

Moorcar now has seven cars across five towns on the southern edge of Dartmoor with additional vehicles added in further towns as interest continues to grow. The car club is such a good idea that word has spread that people can give up the second family car, or even only use a Moorcar car when the bus is not running. It can save you money which is always a popular idea.

We started as a member co-operative so that people could become involved in the running of the club. It is part of our success that we ask the community for help in finding parking spaces or to help clean and maintain the cars. These are the strengths of our small towns and villages where people still know their neighbours. Word of mouth is the best recommendation and even more important with something like the car club.

Moorcar has been working with [Totnes Transition Town](#) and other community partners to enable the setting-up of a new car share club. Funding has been made available under the Greater Dartmoor Local

Enterprise Action Fund to establish the car club with three ultra low emission vehicles.

Contact Jeremy Farr on 07753325014 and have a chat about the options.

Oxcar info@oxcar.org.uk

Informal Neighbourhood Car Share

Commonwheels, working in conjunction with Oxcar, a local residents group, launched a Car Club in East Oxford in November 2008 with 4 cars. We now have 7, and will have more soon.

Carplus <http://www.carplus.org.uk/>

In addition to actual car club operators there is also a national charity; Carplus, which provides help and resources to support the development of car clubs within the UK.

As part of their service, Carplus provide useful links to a range of information

- [Useful Links](#)
The Useful Links page provides relevant links to sustainable transport organisations, environmental organisations and technology and insurance providers that are valuable for car club implementation.
- [Marketing Materials](#)
These have been produced for raising awareness within the public sector and include leaflets about car clubs as well as car club logos and signs with guidance on how to use these.
- [Guidance Documents](#)
Carplus produces guidance documents for those involved in car club development such as local authorities, employers and policy makers.
- [Reports](#)
Carplus reports and external reports provide research evidence on the environmental and social benefits of car clubs as well as providing case studies and best practise examples.

- [Car Club Accreditation Scheme](#)
This section provides the information, criteria and application forms needed to become an accredited car club operator.
- [Press](#)
The Press section provides a list of recent Carplus press releases as well as relevant media coverage on car clubs and related issues.
- [Case Studies](#)
This section provides some best practise examples and highlights the range of approaches for implementing car clubs and car sharing schemes.

2.1.4 Citizens survey

Places where we promoted the survey and the project

- Vitality of Penrith meeting
- To various local organisations
- PACT supporters group
- FMH public meeting
- On street survey
- PACT website
- Press release
- Eden Local Magazine
- PACT AGM
- PACT regular meetings

Context

A car club gives all the advantages of car use without the hassle of having to own one. You just book it on an hourly basis when you want to use it and pay as you go.

If you are a car owner, there is an option to lease your car to the car club and have all your running costs paid for you by the club, in return for letting others use it when you are not.

We have identified Common wheels as a potential partner for our proposed club. Common wheels is a community interest company

which runs car clubs, provides the booking facilities and technical support to make it easier for local groups to run their own clubs.

At the moment we are looking at an eventual seven cars parked in Penrith, which would give most of the population of the town access to a car club car within seven minutes walk from their homes.

If the car club is successful then we could be looking to establish cars in some of the surrounding villages.

Using cars on a pay as you go basis rather than us each owning our own vehicle is an idea whose time has come and take up of car club membership within the UK is growing fast, especially in the big cities. Now car clubs are beginning to establish themselves in the smaller towns. There is already a car club in Kendal, and clubs are planned for Carlisle and Lancaster to the south, with plans to establish a network throughout the Lake District over the next couple of years.

This summer we will be conducting a survey in Penrith to establish whether there is a demand to do the same here.

We are looking for

- general supporters
- people who might want to join a car club as a driver
- people who might want to consider leasing their car to the scheme
- people who will help publicise the scheme
- people working in organisations in the Penrith area who think their organisation might want to get involved
- people who are prepared to help with our survey
- and general hands on help when needed

Besides getting in contact with us, if you live in Penrith or any of the nearby villages, you can fill in our online survey which is available on the PACT website.

The Survey

The resident's survey consisted of ten questions designed to establish whether there was any interest amongst Penrith citizens for the establishment of a Community Car Club in Penrith.

The Survey questions were as follows:

This question requires an answer.

1 Where do you live?

- Penrith
- Surrounding villages (within 10 mile radius)
- Elsewhere

If "Elsewhere" then survey ends"

This question requires an answer.

2 How many cars does your household own?

This question requires an answer.

3 How many drivers are there in your household?

This question requires an answer.

4 If you own a car are you thinking of replacing it within the next twelve months?

- yes
- no
- possibly

This question requires an answer.

5 Have you heard of Community Car Clubs before?

- yes
- no

If "Yes" then survey ask them to tell you what they know

If "No" then give them the following brief definition

This question requires an answer.

- 6 If a Car Club was set up in Penrith would you be interested in joining it and using it?
- yes
 - no
 - good idea but would not fit my lifestyle

If “Yes” then survey ask them to tell you what they know

If “No” then give them the following brief definition

If no Please indicate your reasons then go to Question 9 [postcode]

- 7 (6) If you joined what type(s) of car would you want to hire?
- Small hatchback
 - State car
 - People carrier
 - Small van
 - Other type (please specify)

- 8 (7) When would you be typically likely to use a car club vehicle?

You can choose any combination of the following

- Daytime (8am–6pm)
- Evenings
- Weekends

9. (8) To help us identify areas of high interest, please provide us with your postcode. (This will be used for analysis purposes only)

10. (9) If you have a car that is less than seven years old, would you be interested in leasing your car to the car club? (The owner gets the cost of maintaining their vehicle (MOT, servicing, insurance, road tax) covered and gets 40+ free hours use per month).

- yes
- no

Only ask for this if they have answered “yes” to Question 6.

11 (10) Would you like to be kept informed of the progress of this project?

- Yes (please enter your email address)
- no

2.1.5 Survey results

The complete results of the citizens survey were as follows:

1 Where do you live?

Penrith	50
within 10 miles	23
elsewhere	16
no response	1

2 How many cars does your household own?

one	40
two	30
three	10
four	2
no response	8

3 How many drivers are there in your household?

one	16
two	51
three	12
four	3
no response	8

4 If you own a car are you thinking of replacing it within the next twelve months/

yes	14
no	58
possibly	10
no response	8

5 Have you heard of Community Car Clubs before?

yes	11
no	15
no response	64

6 If a car club was set up on Penrith would you be interested in joining it and using it?

yes	30
no	28
good idea but would not fit my lifestyle	24
no response	8

7 If you joined what type(s) of car could you want to hire?

small hatchback	23
state car	9
people carrier	11
small van	9
other type	2
no response	36

8 When would you be typically likely to use a car club vehicle?

daytime	29
evenings	19
weekends	23
no response	19

10 If you have a car would you lease it to the club?

yes	9
no	28
no response	53

2.1.6 Economic modelling

Common Wheels

www.commonwheels.org.uk

About Us

Who are we?

Commonwheels is a unique company offering local car clubs. We're a Community Interest Company, which means we are motivated by environmental and social goals rather than money. Our members therefore know that they are paying the true cost of driving our cars.

Commonwheels also raises money to develop car clubs through 'ethical investments' from individuals. As a Community Interest Company, most of our profit goes straight back into the company, but a proportion can be used to pay people who invest a small return in recognition of their support. If you would like to support us further by making an investment, please get in [touch](#).



Our promise to you

"We will always offer our members the service that they expect and deserve. We will also listen. As a member you make us what we are, therefore if members want us to do something differently, we will do everything in our power to make it happen"

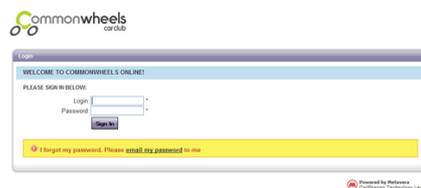
A Community Interest Company

It was decided to look at the Commonwheels franchise model as this was the only credible operator who was interested in working with local groups to establish their own car clubs.

The basic business model of Commonwheels is simple. Citizens join the car club and pay a membership fee, which is £25 in the case of Commonwheels. When required members then book cars on an hourly basis via an online booking system. The cars are fitted with telematics which allow a smart card to be used to enter the vehicle. Ignition keys are generally left in the glove compartment. There is also a fuel card in the glove compartment which the member uses to fill up the car. This is billed to Commonwheels who, in turn bill the member 19p for every mile driven. The telematics installed in the car also track the mileage used.

How does it work for drivers?

- Join common wheels £25
- Book cars: typically £4.50 per hour plus 19p per mile [includes fuel cost]



Commonwheels then passes on the hourly booking fee to the franchise. This, along with £10 for every member who joins, represents the total business income to the franchise. In turn the

franchise must pay Commonwheels a monthly fee which currently stands at £135 per car. The franchise is also responsible for full maintenance, cleaning and servicing of the cars and for paying Commonwheels an annual insurance fee of approximately £800 per car. The franchise is also responsible for local publicity and promotional costs.

In the event of an accident, the repair costs are paid from the Commonwheels insurance. In the event of traffic violations, the owner of the car is responsible in the first instance, although arrangements are in place to pass this responsibility on to the member driver.

The responsibility of contracts with car owners lies with the franchise, rather than Commonwheels.

Cars which are entered into the scheme are also branded with a signage livery. The combined cost of the signage and telematics installation into the car is currently about £1350.00. The car owner effectively leases the car to the franchise and must then re-hire the car in accordance with the rules of membership with Commonwheels. However, the car owner is granted a roll-over allowance of 40-60 hours of free hire time per month, although they are still obliged to pay the mileage rate of 19pence per mile.

Discussions were entered into with Commonwheels by the author of this report and key economic data was obtained to allow some basic financial modelling to take place. This included a confidential viewing of the Franchise Agreement document, upon which the above figures and expressed liabilities are based.

Basic modelling was then conducted by the author, to try to get an initial idea of what scale of club would have to be for it to be commercially viable.

Due to the commercially sensitive nature of much of that information only a basic outline will be made here.

Assumptions:

- three cars installed in the first year
- £6,000 of grant funding or other community investment in order to install basic telemetrics and signage in three cars
- £2000 of grant funding or other community investment to establish basic cash-flow in the first year
- 130 – 150 members recruited in the first year, mirroring the national average of 50 cars per car club member [7]
- Average hourly monthly use per member of 5 hours
- Commonwheels as a Franchisor
- Local contracts entered into with private car owners for lease of the three cars, or grant funding or other community investment in order to purchase cars
- Agreement of the Highways Agency to provide on-street dedicated car club parking bays

As mentioned above, a Commonwheels franchise carries with it certain financial obligations, as mentioned above. In addition to those already mentioned there is also a franchise purchase fee, which currently stands at £500.

In order to have a good chance of being viable there would have to be at least 15–20 active members per car, with the likelihood of up to 30 additional members per car who rarely, if ever, use the cars. [40% of car club members in the UK hire a car less than once per year], making a total ratio of 50 members per car in the car club fleet. This is based upon the annual statistical findings in the Carplus annual survey of car clubs 2010/2011. [7] [Page 26]

Commonwheels allocates its franchises according to postcode area. Once established, any citizen who joins common wheels, via its online sign up process, is automatically ‘tagged’ to the franchise postcode area in which they reside.

Postcode	Post town	Coverage	Local authority area
CA1	CARLISLE	Carlisle East	City of Carlisle
CA2	CARLISLE	Carlisle South West	City of Carlisle
CA3	CARLISLE	Carlisle North	City of Carlisle
CA4	CARLISLE	Warwick Bridge, Wetheral, Cumwhinton & Armathwaite	City of Carlisle, Eden
CA5	CARLISLE	Dalston and Burgh by Sands	City of Carlisle, Allerdale
CA6	CARLISLE	Longtown, Bewcastle	City of Carlisle
CA7	WIGTON, CARLISLE	Wigton, Silloth, Aspatia, Caldbeck & Heskett Newmarket	Allerdale
CA8	BRAMPTON, CARLISLE	Brampton, Gilsland, Greenhead & Slaggyford	City of Carlisle, Northumberland
CA9	ALSTON	Alston, Garrigill & Nenthead	Eden
CA10	PENRITH	Penrith Carleton Hall area, Shap, Tebay, Langwathby, Lazonby & Pooley Bridge	Eden
CA11	PENRITH	Penrith (most), Stainton, Mungrisdale, Glenridding & Patterdale	Eden
CA12	KESWICK	Keswick, Seatoller, Braithwaite, Bassenthwaite & Threlkeld	Allerdale, Eden
CA13	COCKERMOUTH	Cockermouth, Lorton & Buttermere	Allerdale
CA14	WORKINGTON	Workington, Distington & Seaton	Allerdale, Copeland
CA15	MARYPORT	Maryport, Dearham, Flimby & Allonby	Allerdale
CA16	APPLEBY-IN-WESTMORLAND	Appleby-in-Westmorland	Eden
CA17	KIRKBY STEPHEN	Kirkby Stephen, Brough & Ravenstonedale	Eden
CA18	RAVENGLASS	Ravenglass	Copeland
CA19	HOLMROOK	Halmrook, Santon Bridge & Eskdale	Copeland
CA20	SEASCALE	Seascale, Sellafield, Gosforth & Wasdale Head	Copeland
CA21	BECKERMET	Beckermet	Copeland
CA22	EGREMONT	Egremont & Thornhill	Copeland
CA23	CLEATOR	Ennerdale Bridge	Copeland
CA24	MOOR ROW	Moor Row	Copeland
CA25	CLEATOR MOOR	Cleator Moor	Copeland
CA26	FRIZINGTON	Frizington & Croasdale	Copeland
CA27	ST. BEES	St. Bees	Copeland
CA28	WHITEHAVEN	Whitehaven & Sandwith	Copeland
CA95	WORKINGTON	non-geographic	Allerdale

A further advantage for Commonwheels members is that they are able to book and use cars from any of the schemes within the UK. Thus, for example, Penrith members would be able to book Commonwheels cars in the two schemes operating in Carlisle and Kendal. In total there are 69 cars in the Commonwheels fleet

Current Commonwheels car club locations

Locations

We have cars in the following locations:

- Aylsham - Norfolk
- Durham & Chester le Street
- Eastleigh
- High Wycombe
- Leam
- Newcastle
- Norwich
- Oxford
- Poole
- Portsmouth
- Reading
- Reepham - Norfolk
- Wylam - Northumberland



2.1.7 Limitation

Apart from the limitations of commercial sensitivity there are the additional limitations imposed by the speculative nature of the forecasts made in this report. Although an attempt has been made to forecast the point at which a car club in Penrith would become financially viable, which would be a critical factor in the decision on whether to go ahead, there is no attempt to pretend that the information in this report represents anything more than an educated best guess on the part of the author, based upon the information to hand at the time.

Without extensive business planning and an actual experience of running a car club over a reasonable period it is impossible to give an accurate picture of exactly what it would take to run such a club profitably.

Such obtaining such a detailed plan and experience requires far more resources than those available to conduct this brief report.

The key variable is the average number of hours that each member hires the car for. A slight variation in this figure will make the biggest difference to the profit or loss of the club.

The second biggest variable is the number of signed up members per car.

There would have to be at least 150 –200 people interested enough in joining a car club to become members to make it viable.

Chapter 3: Analysis

3.1 Citizens survey analysis

Of the 90 people who agreed to participate in our survey, fifty lived in Penrith, the target area.

Only eleven people had heard of Community Car Clubs. However, several people who claimed to know what a community car club was went on to reveal, in subsequent conversation, that they were thinking of enthusiasts clubs and rallies, so this had to be clarified. This point did not become immediately apparent until several surveys had begun, at which point further clarification was sought from respondents. It is therefore impossible to verify how many of the eleven actually knew what a car club was, in the sense that it is meant in this report. If the author had to guess, based upon memory, he would estimate that approximately seven people interviewed definitely know what a community car club was before the definition was explained to them.

More encouragingly, thirty people said that they would be interested in joining a car club in Penrith once it was set up, and once the concept had been explained to them. It took approximately twenty person hours [five times four hours – including travel to the venue] to do enough surveying work to collect these thirty prospective members. Also some of these were gathered via the online survey. However, a simple extrapolation would suggest that to get the 150 members needed to make a three car scheme viable a further 100 hours of street surveying, and household calling would be needed.

However, there is often a large gap between an expressed intention to do something and actually following that through with an action. [16] For example, given the intention to purchase organic food, only 15% of those stating the intention to do so actually go on to actually purchase organic food. [17]

If we were to assume this to be a typical measure of the intention–action gap then any prospective group of volunteers intending to set up a three car club would need to identify 1000 Penrith householders who expressed an intention to join the club. That represents 11% of

the 9,000 potentially eligible citizens of Penrith, as expressed in section 1.4.3 above.

Given the small number of people who are currently aware of the Car Club Context it would require a major and sustained publicity campaign run over a significant time period for the idea to take hold, which would be an essential prior step.

It was encouraging to find that nine of the survey respondents expressed a willingness to consider leasing their car to a car club. If we use the extrapolation above to try to get an idea of how many car owners who would make this intention would actually lease their cars to the club then we would need to find 60 car owners who were willing to do this [9% intending but only 15% doing]

Chapter 4: Alternative services

4.1 promoting existing services



Sooo

• What are the options?

- Drive – business as usual 
- Public transport 
- bike 
- Walk 
- Car share
- Community transport schemes
- **Set up a car club** 

Lift Sharing Match up Organisations

National Car Share <http://www.nationalcarshare.co.uk/>

A free to join service. To match people up to share journeys

If everyone who drives on their own to work every day were to catch a lift with someone just once a week, the commuting car journeys would reduce by 20%! And both parties would save money!

National CarShare is designed to be flexible enough to allow people to car-share with various people as and when it suits them and not just to find two people who can car-share on a regular basis all the time.

How much should I pay / charge? This is a matter between driver and passenger. You could share the fuel cost, you could agree a mileage rate based on your employer's or professional association's recommended rates. The whole concept of car sharing is that both parties benefit in one way or another, ideally equally, and the environment benefits as a whole.

Liftshare <https://carshare.liftshare.com/default.asp>

Freewheelers

Sharedwheels <https://sharedwheels.liftshare.com/default.asp>

Lancashire-specific car sharing service

Supported by Lancashire County Council and Lancaster University

Shared Wheels has been developed in partnership by Blackpool Council, Blackburn with Darwen Borough Council, Lancashire County Council and Lancaster University.

The aim of the website is to maximise your travel options whilst helping to reduce traffic congestion and pollution. There are over 38 million empty seats on the UK's roads every weekday, so by registering with Shared Wheels and sharing some of your car journeys you will be helping to make our roads cleaner, safer and traffic free.

Shared Wheels will also enable you to save money, improve accessibility and mobility and help to build social networks.

Whipcar <http://www.whipcar.com/>

Brokering service only

Owns no cars. A service to put drivers and car owners in touch with each other. It provides

- the match up service
- online booking facility (works similar to ebay)
- insurance and drivers check

Everything else is the responsibility and liability of the drivers/owners

In April 2010, a new type of club was launched in London that operates in a slightly different way to existing companies. [Whipcar](#) is the world's first neighbour-to-neighbour car rental service that enables private car owners to rent out their cars to other members. Whipcar themselves own no vehicles, and the vehicle owners have complete control of the price and timing of rentals, which are arranged using Whipcar's website. Once a booking is made, Whipcar insures the vehicle with a full cover for the rental. This unique service offers car owners an opportunity to make money whilst renting their vehicle when not in use.

Green Tomato Cars <http://www.greentomatocars.com/>

Was the first product launched by greentomato. [greentomatocars](http://www.greentomatocars.com/) is an environmentally friendly taxi service that launched in London in 2006 with 4 cars and which now has a flourishing fleet of 60 cars and a huge number of loyal customers, proving that green products can be both affordable and of the highest quality.



welcome aboard
greentomatocars is an environmentally friendly private hire service.
By using the greenest car around - the Toyota Prius - and double-funding offsetting projects to make up for unavoidable emissions, greentomatocars do the least damage to the environment when getting you from A to B. And because we don't charge extra for "going green", that means less cost to the environment at the same cost to you.

If you have any questions about greentomatocars please [click here](#) or email us at mail@greentomatocars.com

latest news
It's time for you to tell us what you think of our service. Please [click here](#) to complete our Summer Survey and your chance to win a handy chunk of credit for your August travels. Survey closes on Friday 13 August.



Chapter 7 : Conclusions and Recommendations for future development

Setting up and operating a Car Club Franchise with Commonwheels would be a financial risk with no guarantee at this stage of success. It would also require significant work to set up a Community Interest Company [Common wheels preferred legal structure for franchisees] and draw up contracts with car owners, etc.

Whilst the concept of the car club is increasingly well established in the major cities of the UK, this is not the case in more rural and remote areas like Penrith, and a significant amount of work would have to be carried out to make the population aware of the general concept prior to a car club being established.

However, the issues raised in [3.2] regarding the need for a significant awareness campaign to establish the concept of a car club in people's minds might be accelerated by wider events. For example, an article in the Financial Times on 13 September 2011 [18] speaks of major car clubs changing their business model so that citizens rent their cars on a needs basis, rather than purchasing them outright. This is a response to the global success of major car clubs around the world, especially those located in big cities, to establish a viable business model to challenge direct car ownership. Such trends may, in time, create a shift in people's perceptions, away from the need to have personal car ownership, and allow for an increased willingness to take up alternative options.

Cumbria's Lakeland area low-carbon transport, which has recently acquired significant funding [19] might also help to 'nudge' the culture and infrastructure in a sustainable direction and, although Penrith falls outside the boundaries of this scheme, there may be secondary benefits arising out of its proximity to the infrastructure improvements that are made.

As a voluntary organisation, with limited resources PACT needs to apply its energies in the smartest way possible. The outcome of this study has shown that attempts to establish a community car club franchise with the proposed best partner organisation, Commonwheels, whilst initially an attractive idea, would require far more energy, resources and commitment than is currently available within the organisation.

However, during the course of this research, several interesting existing initiatives have been identified which could be promoted as a coordinated package with far less effort and resources. These, coupled with signs of a significant emerging shift in the business model of car manufacturers and car club operators, may well represent the most 'least difficult' way of achieving PACT's overall aims of reducing the carbon dioxide impact of transport use within the Penrith area along with increasing the resilience of the local community and economy to withstand long term adverse resource trends.

Promoting local citizens to make better use of existing alternatives [6.1.2] to personal car ownership, or the better use of personally owned transport assets may be a more effective use of resources and time of volunteers than embarking on the risky road of operating a commercial franchise.

Michael Hallam
18 October 2011

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Evidence of Publicity and Promotion of this Project



Interested in a Community Car Club for Penrith?

FACT is exploring the possibility of setting up a car share club in Penrith, allowing members to use a shared car on a 'pay as you go' basis. Our feasibility study is funded by a Cumbria County Council Neighbourhood Forum grant.

What is a Car Club?

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 it. 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 6 and 20 private vehicles, reducing car use on the roads and on residential street parking.

For further information on our project, visit <http://www.penrithaction.org.uk/carclub>

Please take two minutes to complete our survey

What is a Car Club?

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 it.



Car clubs differ from other forms of transport - including traditional car rental services - in many respects. Car club members pay an annual membership fee. They 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.

Research has also 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." [1]



[1] <http://www.thingsweknow.co.uk/blog/index.php/2010/07/01/car-clubs-reduce-car-use-and-support-ot/>

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Car Club for Penrith

FACT is exploring the possibility of setting up a car share club in Penrith, allowing members to use a shared car on a 'pay as you go' basis. Our feasibility study is funded by a Cumbria County Council Neighbourhood Forum grant.

Please Take our car club survey before 15th September 2011.
For more information on what we're proposing, please watch the film and read the information below.

[Penrith car share club introductory film](#)

Town centre survey on Monday 22/8/11 and Saturday 3/9/11. We will be surveying in Penrith starting at the memorial clock tower at 10am - please come along if you would like to help or be surveyed.

If you want to • Borrow a shared car, • Lease your car to the club or • Help set up and run the car club, please contact us - select 'Car club for Penrith'. Or take part in the discussion forum. Click on the Car Club tag on the left to see what else is online here.

Powerpoint presentation explaining the car club - 9MB.

See the coverage of Penrith car share club in Eden Local in May 2011.

March 2011: PACT has successfully obtained a Cumbria County Council Neighbourhood Forum grant for £1000 for this feasibility project - the project will be started in April with completion on or before September 2011.

Username:

Password:



Cumbria Herald 12 March 2011

Interested in a Car Club in Penrith?

On **Monday 6th June at 7pm** there will be a public meeting for anyone interested in the exciting prospect of creating and using a Car Club in the Penrith area. You are most welcome to come along to this meeting:



We will spend the time explaining how a car club works, the potential for Penrith and to seek your comments and views, as part of the consultation process.

Monday, 6 June 2011 - 7:00pm - 9:00pm
Friends Meeting House
1 Meeting House Lane, Penrith, Cumbria CA11 7TR.



This work is being jointly funded and supported by Cumbria County Council's Neighbourhood Forward Health Action for Community Transition (PACT).

Hi

Just wanted you to know that I will be hosting a meeting on Monday 6th June. The details are printed below.

I have also attached an A4 Poster and an A5 flyer, in case you know anywhere [post] where the meeting could be advertised or anyone who might be interested in attending [flyer].

Hope to see you there, if you are interested.

Michael Hallam
PACT Transport Group

On **Monday 6th June at 7pm** there will be a public meeting for anyone interested in the exciting prospect of creating and using a Car Club in the Penrith area. You are most welcome to come along to this meeting.

We will spend the time explaining how a car club works, the potential for Penrith and to seek your comments and views, as part of the consultation process.

Monday, 6 June 2011 - 7:00pm - 9:00pm
Friends Meeting House
1 Meeting House Lane, Penrith, Cumbria CA11 7TR.

I

The Opportunity

A car club is an organisation that owns cars that are shared by its members. People arrange to 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. Thus relieving pressure on the roads and on residential on-street parking.



Benefits

Research has also 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. 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.

Hi

As a PACT Supporter I am sending you details of our Community Car Club meeting this coming Monday evening [details below]. As someone who works in a locally-based organisation I was also wondering whether yourself, or someone else within your organisation, would be interested in joining me in developing this project.

I am particularly interested in any thoughts you might have in how a local community car club might benefit the work, aims and objectives of your organisation and of any staff and voluntary workers.

Please get back to me if you think this might be of interest and if you think we can work together in any way.

Michael Hallam
PACT Transport Group

Basic info on car clubs is printed below:

Can we do it in Penrith?



Support is being given by...

• Cumbria County Council – Eden Neighbourhood Forum



• Penrith Action for Community Transition [PACT]



To conduct a feasibility study