

TMO/TRO Consultation Guidance

A good practice guide for local authorities

September 2012



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Acknowledgements

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Please send any comments or feedback to info@carplus.org.uk.

Contents

Section	Page
Acknowledgements.....	1
Abbreviations.....	3
1. Introduction.....	4
2. Process for bay allocation.....	5
3. Consultation, information and promotion.....	8
4. Objections.....	13
Appendix A - Sample consultation letter.....	16
Appendix B - Example objection letter.....	17
Appendix C - Member case studies.....	19
Appendix D - Template press release.....	21

Abbreviations

The abbreviations used in this document are as follows:

TMO/TRO	Traffic Management Order/Traffic Regulation Order outside London
GLA	Greater London Authority
TfL	Transport for London
CPZ	Controlled Parking Zone

1.

Further Carplus Good Practice Guidance

1. Electric Vehicles in Car Clubs
2. Car Clubs Starter Pack for Local Authorities
3. Car Clubs at Work
4. Car Clubs in Property Developments
5. Car Club Parking
6. Meet Policy Objectives with Low Carbon Car Clubs
7. Running an Informal Car Club

These documents are available from www.carplus.org.uk/resources

Introduction

The purpose of this document is to provide good practice guidance for Local Authorities interested in promoting car clubs in their area through the provision of on-street car club bays. The guidance sets out the process of placing an on-street car club bay through a Traffic Management Order (TMO or TRO outside London).

Carplus has produced this guidance to help local authorities with the process of publicising and consulting on car club bays. As well as making sure the right locations are chosen, there are many issues to consider about how feedback is gathered and how to deal with objections most appropriately. Placing a car club bay on-street through a Traffic Management Order (TMO or TRO Traffic Regulation Order) can be a lengthy and difficult process. Delays at this stage can cause problems for launching a car club as community momentum is lost, people decide to buy their own cars and operators struggle to plan their expansion.

Removing parking spaces in an area with a high level of demand for parking is likely to cause controversy, even if this is based on a perception rather than the reality. Car clubs provide an alternative to owning a car. It has been proven that each bay can, on average, take twenty private cars off the road¹. In addition, bays can often be located in areas not normally used for residents parking. In order to minimise objections and the number of rejected bays, the process of introducing car club bays requires a thorough campaign of education and promotion to residents. Introduction of a CPZ provides a unique opportunity to raise awareness about alternatives to seeking a vehicle permit.

Removing residents parking is never easy but two things need to be considered:

- The car club will help to ease congestion in the medium term. The evidence that people do sell cars as a result of becoming a car club member is well recognised so any objection based on existing parking stress should be discounted.
- Private car owners only make up a percentage of residents. Curb space belongs to all council tax payers so ensuring that all residents are provided for rather than just car owners is vitally important. Providing an avenue for residents to support a bay rather than just objecting to it is therefore very useful when establishing local support.

Objections may not only come from residents. Councillors may also be unwilling to support proposals which may either be unpopular in the community or lose parking revenue, as in the case of using pay and display bays.

This guidance document provides a collection of good practice ideas from those working in the field to proactively address political and public concerns and convert them into support, and hopefully create car club champions.

For further information on implementing car clubs, please see the Carplus Car Club Starter Pack. Copies of any of our guidance documents can be ordered from info@carplus.org.uk or can be downloaded free of charge at www.carplus.org.uk/resources.

¹ Transport for London Car Clubs in London presentation at Forum 17

2. Process for bay allocation

The process for allocating and implementing new car club bays starts with gaining political support and involves identifying criteria for deciding on bay locations, consulting with the public on the chosen locations and then working towards a temporary/permanent order.

Political support

Firstly, by gaining political support there will be a clearer agreement on the criteria for bays, support for objections raised and a smoother implementation process. A policy statement demonstrating support for car clubs will be invaluable when working across planning and parking teams and when to tackle reticence or conflicting priorities.

The inclusion of car clubs in the Local Implementation / Transport Plans (LIP/LTP) and Local Development Framework (LDF) Plans is invaluable. Ideally this should be backed by a general statement of support, introducing how car clubs contribute to a sustainable transport strategy approved at a full council meeting. Although several different officer teams are involved, it helps if there is clear leadership from the sustainable transport team so that the wider developmental issues are considered beyond purely practical parking issues. One idea for gaining this support is for the transport officer to visit area committees, possibly with a representative from one of the operators, and encouraging at least one councillor to be a champion.

Where possible, car clubs should also be included in wider strategic decisions, as happened with the Controlled Parking Zone (CPZ) consultation in Islington. Islington Council included a question about car clubs in CPZ consultation documents and found that the responses were very useful in determining exactly where residents wanted car club cars to be located.

Top down support is vital, first cabinet members should support the scheme so a statement to this effect is important. Then following this, the councillors should be engaged to ensure that they fully understand what is being done. No councillor wants to be caught on the back foot by a resident objecting to something – if they understand the benefits of what is being proposed, councillors can be really valuable allies in communicating the benefits of car clubs to residents.

Council strategy

Each council will have a slightly different situation – from revenue pressures to parking stress to establishing political buy-in – so local authorities should have a flexible approach to which bays should be converted for car club use. The key to success is that the car club must be given a chance to succeed and this will only happen if cars are placed in areas where they are most needed and will work best. Limiting car clubs to only converted pay and display bays or redundant yellow lines will make this success very difficult to achieve. As car club users are residents, it is advisable to consider conversion of some existing resident's bays, as well as other off-street alternatives.

Different authorities will have different priorities. Some favour converting pay and display bays as this is generally less controversial with the public and possibly faster to set up. Others chose to convert residential bays so as not to lose revenue. The latter can often be easier to achieve during the addition of a CPZ as the addition of a car club bay can be promoted as a positive contribution to the community, whilst other

restrictions are being added. However, residents may object as to why the council will not give up pay and display revenue but will convert residential bays when the council policy is to support car clubs.

There are alternative methods which should be considered, especially when support is low, these include:

- Converting areas of yellow single lines;
- Converting unused loading bays to car club bays;
- Identify spaces which are not currently allocated, such as where there is a change of use, or new stretches of road where former access roads between rows of houses have been in-filled with new housing; and
- New developments can also provide bays for the surrounding community.

Whichever policy for deciding the type of road space to use, it is necessary to remember that the locations must also be assessed for viability and accessibility by the residents and SMEs they serve.

Expert advice on bay locations

Bay locations should be identified by someone with expertise in highway and specifically parking design, issues as well as having knowledge of the local area. Without this there is a danger that a lot of locations will prove unsuccessful.

With the local authority's priorities in mind it is a good idea to walk around the sites with the operators and traffic engineers / consultants to take advantage of the wealth of knowledge each have. Their experience will be invaluable to help avoid pitfalls such as not choosing sites right outside someone's house or reducing visibility for pedestrians crossing. There are several issues that will be important to car club operators in selecting bay locations:

- **Tree cover** - cars that are damaged by tree sap or birds will not be viable and will have to be moved at a later date, causing inconvenience to car club members.
- **Lighting** – Operators need their members to check for damage before their journey so the bay must be well lit.
- **End of run bays** – Car club members are occasional drivers who are often not as proficient at driving as an average license holder. Asking them to parallel park between two cars is therefore not a great idea – provision of bays at the end of rows allows for easier parking and also helps maintenance teams to clean the vehicle.
- **Locating bays close to other infrastructure** – New bays should avoid impacting upon other road infrastructure such as cycle lanes, bus lanes or bus stops. Whilst it is the responsibility of the Local Authority to ensure that this does not happen, impacts upon cycle lanes in particular are bound to cause major objections/complaints once installed.
- **Locating bays outside fast food outlets or leisure centres should also be avoided.**

By taking a collaborative approach a useful dialogue can take place about the different issues to consider, and a shortlist of sites can be identified with the maximum chance of being implemented and viable.

Development strategy

A further consideration when identifying potential bays is to keep in mind the aims of the car club. In order to reduce traffic, increase use of public transport and reduce parking congestion, the spread of bays should seek to serve all residential and business areas where the basic criteria of a high density of population and good public transport exist. This may include areas of social inclusion with fewer potential business members. Clusters of bays in suitable locations may suit both car club operators and local residents.

Key in the early stages is that car club bays are located where there is most demand rather than to meet political aims (for example borough wide coverage). Only once success is assured (defined as profitable, long term viable operations) can boroughs work with operators on wider aims.

The debate about whether to include more socially mixed areas will need to involve consideration of the objectives for the car club with respect to social inclusion and whether it is possible to use more profitable bays as a means of support.

3. Consultation, information & promotion

Implementing the bays

Having chosen appropriate bays, the authority now needs to decide the best way to implement them. Broadly there are two choices each with their pros and cons.

- 1) Experimental/Temporary TMO; or
- 2) Full TMO.

Experimental/temporary TMO

When the concept is brand new to an area experimental/temporary traffic orders can be a good idea as it allows residents to see them in action. However, unlike permanent orders, which have the benefit of not requiring further work after the trial period, temporary orders do. Furthermore, repeating the process will of course involve twice the costs. However temporary TMOs are fast to install and have been a useful tool to dissipate initial objections, encourage fewer bays to be overturned by the council due to objections received and have gone on to be accepted by residents once they see how they work in practice. The advantages and disadvantages of full and temporary TMOs are summarised in Table 1.

Using this strategy and consulting retrospectively could work either way in terms of getting support; it could anger residents who have to live with the bay for 18 months without a say, or it could help to get them on side and even encourage positive feedback by showing people how it works in practice.

Full/permanent TMO

Full traffic orders allow a much more detailed consultation process with residents and stakeholders to occur. While this takes longer to do, no further action is needed once it is completed (unlike Experimental Traffic Orders). The case can be set out as to why the bays are proposed and how they will be of benefit to the local area – this can help dissipate any potential objections and increases awareness generally of what the bays are. The disadvantage is that this approach can draw a significant number of objections depending on the area which can take a long time to resolve sometimes delaying implementation. This can be mitigated to an extent by the way that consultation is done and more detail on this is included below.

It should be noted however that the majority of authorities carry out only the level of consultation specified by the DfT, which is a standard sign at the location and an advert in at least one local newspaper. This is easily missed by all but the most eagle-eyed residents and can cause problems further down the line. Ideally, a more thorough consultation should be undertaken to ensure that the needs and concerns of local residents are met, particularly in new areas.

Table 1 Advantages and disadvantages of full and temporary TMOs

	Advantages	Disadvantages
Temporary TMO	Quick to install	No opportunity for residents to comment before/whilst bay is in place
	Encourages fewer bays to be overturned by the Council as a result of objections received	
	Ideal for use when faced with opposition from residents in a location where a bay is required – temporary order gives them an opportunity to see how bay will work in practice	
Permanent TMO	Provides opportunity for residents to comment on bay before implementation (both for and against)	Longer process to obtain a permanent TMO
	Can be linked to general awareness raising on car clubs (see below)	If package of bays processed, risk that opposition to few bays may delay overall process

Providing information and promotion of car clubs before any bay specific consultation process starts can help to ensure that local residents are aware of the concept and the benefits of a bay being introduced in their neighbourhood.

Paving the way

Creating a supportive climate for car clubs before a consultation exercise can make all the difference to their success. As well as raising political awareness there are many ways to get the public on board. Getting car club features in the press, prior to a consultation process, could be a very powerful tool to pave the way, especially if the piece shows current members telling their positive experiences and highlights high levels of customer satisfaction and personal benefits, such as cost savings and convenience. Stories can be based upon new council support for new service, (eg: In Lambeth a councillor publicly gave up his car), the *n*th member for expansions or the financial and carbon savings from joining the car club.



Similarly, articles in council publications can help to put across the benefits to the individual and the community as well as dispelling the myths ahead of formal communications. Appendix C provides a list of approved case studies (Operators will be able to provide further locally tailored ones as necessary) which

can be used in press releases and Appendix D provides a template release which can be tailored to local situation. Some authorities have even done a pre-door drop mailing giving people advance warning and opportunities to have the benefits of the car club explained.

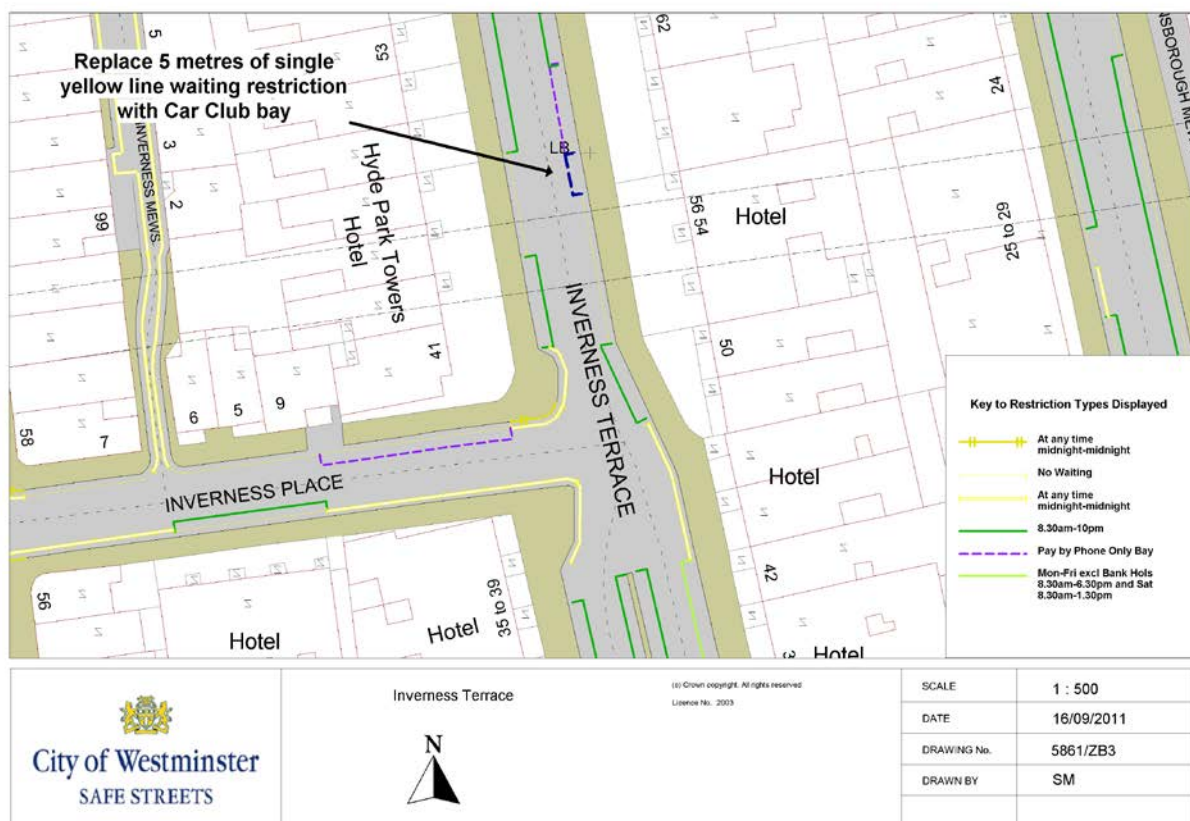
Other than using the press and door drops another useful way to raise awareness in the area is to add information boards to the existing bay stations like bus stop information points.

Promotional approach

When it comes to giving notice of the intention to change a parking space into a car club bay the best results tend to be produced by an upbeat promotional mailing rather than a dry official TMO letter. The promotional pack to residents usually includes:

- a covering letter – see Appendix A;
- a leaflet or newsletter covering what a car club is and their advantages;
- a plan of the location of the bays being proposed (see below); and
- a feedback card.

In cases where the operator has already been chosen it makes sense to use their specific materials which will be recognisable and include details of their tariffs etc. Otherwise the generic car club branded materials can be used and adapted, if necessary, with a panel giving local information and contact details.



Some authorities feel that they should be impartial in their TMO communications. The risk of this approach is that it can raise unnecessary suspicions. It may be better to simply put up notices locally and in the paper, rather than highlight the car club plans in a mailing that is unable to explain the benefits.

Encouraging positive feedback

Collecting positive feedback is a useful tool to help to convince councillors and counteract any complaints. By using a feedback card, which is quick and easy to complete, residents can register their support without too much effort before they get distracted by other tasks (see example overleaf). Another good technique is to give local (potential) members the contact details to write or email to demonstrate demand for bays in the area.

It may also be worthwhile to expand the feedback questions to encourage constructive comments and avoid purely negative responses. For example, Do you support the concept of car clubs? Or gathering further useful feedback by asking “Would you get rid of your car/defer the purchase of one if a car club car is implemented in your street? The latter could provide invaluable evidence for the overall benefits of that particular car club bay.

Hackney Car Club Consultation Questionnaire XXXXXX Street Car Club bay

Please complete and return this questionnaire then wet the gummed edges and fold in half. The questionnaire is already addressed to us and does not need a stamp so you can just put it in the post. Please return by xx [Month] 2012. For the questions, tick (✓) one of the boxes below and write any comments in the spaces provided.

Q1. Are you in favour of the car club scheme in Hackney? Yes No

If you answered either Yes or No, please provide your comments below:

Q2. Are you a member of a car club? Yes No

If so which one?

Q3. Are you in favour of the car club bay on xxx Street in the location shown? Yes No

If you answered either Yes or No, please provide your comments below:

Q4. If you have any additional comments please use the space below:

Q5. Would you like more information sent to you about becoming a car club member?
If so, please provide a contact address below.

Name: _____

Address: _____

_____ Post Code: _____

How we use your feedback

We will not be able to reply to you individually, but we will consider your comments, together with road safety research and statistics, to help us make a decision about the proposals. Please note that we can only accept one reply per household. You do not need to give your name and address, but doing so will help us to analyse the results of the consultation more thoroughly. Under the Local Government (Access to Information) Act 1985, all replies will be available for public inspection, so we cannot guarantee your response will remain confidential.



4. Objections

When implementing bays, dealing with objections as part of the statutory consultation process is one of the key challenges facing officers. This chapter deals with the main types of objections that might be received and how these can be dealt with.

Well founded objections

Sometimes objections are well founded as the locations that have been selected are found to have issues around safety or poor visibility. This highlights the need for a collaborative approach that feeds in expertise from all relevant departments and partners to identify problems during the process of bay identification.

Pre-consultation objections

Often it is useful to carry out some informal consultations with residents before the statutory communications go out. This provides an opportunity to contact people who have objected to the proposal to discuss any issues they may have and try to reach an agreement by which they feel encouraged to withdraw their objection before the scheme is formally consulted on. Objections to specific locations can sometimes have implications on the progress of an entire batch if they are to be incorporated into one report. A summary of the bay consultation process is set out in Figure 1.

Concerns over lost parking

The majority of objections relate to the lack of parking supply for local residents. Fierce objections are often raised when the car club is seen to be taking away a further residents parking space. In the past this type of objection has been commonly upheld as this can be a political 'hot potato' but it has begun to change as the profile of car clubs has risen. Having an official council policy of support for car clubs will help in this situation as will an elected member champion to push for the objection to be overruled. See Appendix B for a sample reply. Many Local Authorities now discount entirely objections raised concerning parking pressure on the basis of the positive effects that car clubs are proven to have.

Other objections

Other types of objections will include issues, such as:

- **"I don't want a business running in front of my door step"**
This can be avoided by choosing locations that are not directly in front of people's entrances or through positive promotion. Alternatively a temporary TMO would allow residents to try it out and hopefully alleviate their concerns. Stressing who uses the car club car is also vital. Car club cars are used almost entirely by people within a 10 minute radius of the car so this is a local service for the benefit of the local community.
- **"The council is supporting a private company to make a profit. Car clubs are no better than hire companies"**
This can be counteracted by explaining the relationship with the operator and the council, the differences and benefits over car hire alongside direct dialogue during pre-consultation.

- “Car clubs are a bad idea because they encourage people to drive more”
This comes down to providing further information about the environmental benefits and behavioural changes created by car clubs.

It is good practice for the Local Authority to inform Car Club operators about the objections received, so that they can see if they have had any requests for cars in the area in question.

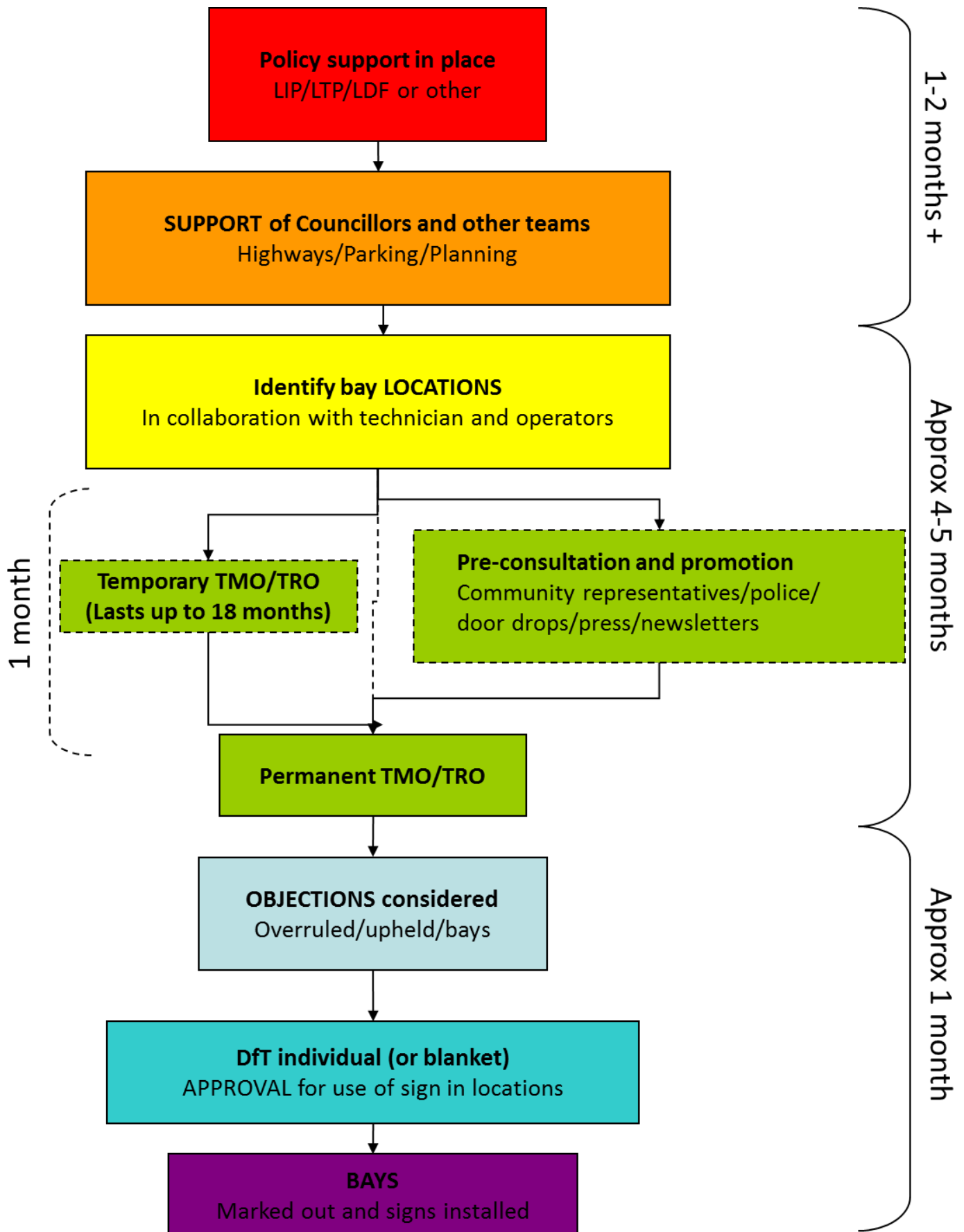
Skipping some bays

Often it is not worth pursuing every bay if there are strong objections. One problem bay can hold up a hold batch so by dropping one bay you could make the rest of process smoother and faster.

Conclusions

The key to successful TMO / TRO bay implementation is to galvanise support from politicians, council colleagues and community champions through strong communications and education about the benefits of car clubs. Heading off objections in advance is a more successful strategy than turning around negative feeling, thus raising awareness of the benefits of car clubs in the area will create a supportive base for adding new bays. In addition, tapping into expertise from within the council on highways and the operators on car club issues will save time by avoiding poor locations.

Figure 1 Bay Consultation Process Summary Flowchart



Appendix A - Sample Consultation Letter

Council/Consultant contact details

Dear Sir/Madam,

Consultation on a proposed car club parking bay on **street name**

[Consultant] is carrying out a consultation on behalf of Borough Council and we would like to know your views on the proposal to introduce a car club vehicle near where you live. We enclose a consultation pack and would be grateful if you could complete and return the comment card by **end date**.

The car club has been operating successfully in Borough for X years and membership has **more than quadrupled** since **XXXX year**. The popularity of the scheme means there is further demand for car club vehicles and Borough Council proposes to increase the number of car club parking bays available.

A car club is, in essence, a car sharing network which provides an alternative to owning a car. A car club vehicle is parked near where you live ready for hire. Unlike car rental companies, the vehicle is available for hire for just an hour as well as having daily and weekend rates. After joining the car club, a fee is charged whenever you use the vehicle. We enclose a leaflet providing further information on the benefits of the scheme.

Research shows that people who drive less than a couple of times a week (or 6,000 miles per year) could save up to £1,500 annually by joining a car club. Even if you do not use car club yourself, it brings significant benefits to the environment. A car club scheme can remove twenty or more privately owned vehicles on the road as residents sell their own cars or defer the purchase of a new one. This makes more parking spaces available to residents. Traffic and air pollution in residential streets is reduced as well as greenhouse gas emissions which cause global warming. For these reasons, Borough Council wants to increase the number of parking spaces for car club members throughout the borough and due to the popularity of the scheme it is proposed to introduce a car club vehicle on **street name**. A plan of the proposal can be seen on the reverse of this letter.

If you would like to comment on this car club proposal please complete the enclosed questionnaire and return it to us before **end date**. Alternatively, if you have any questions or would like to discuss the proposal please call the consultation team on **contact number**. The comments you provide will be analysed and included in a report which will be provided to Borough Council.

I hope that you will be able to spend a few minutes to consider the proposal and look forward to hearing from you.

Yours faithfully,

[Lead officer/consultant]

[Position]

Appendix B Example objection letter

Council contact details

Name Surname
Street Name
London
Postcode

[Date]

Dear ...,

Consultation on proposed car club parking bay

Thank you for replying to the consultation on the proposal to introduce a car club bay in [street, post code]. We have noted your comments but would like to further clarify the proposal to help address the concerns you've raised.

In your email you mention that parking is already congested in your street and that the introduction of a car club bay will compound this. However, the car club bay would in fact have the opposite effect on parking congestion in your street. A study carried out by Carplus examined the impacts of car clubs on parking pressures in London. The results of the study showed that [the introduction of a single car club car can remove twenty or more existing privately owned vehicles](#) from the road, as a result of deferred purchase or selling of vehicles as a result of residents being given convenient access to car club vehicles.*

This study therefore suggests that although one existing resident parking space would be lost as a result of this proposal, a net gain of three or more bays is likely to be achieved, which would actually reduce parking pressures in your street rather than worsen them. In addition, [without this proposal parking pressures could worsen in your street](#), as in the absence of a viable alternative to car ownership, additional residents may choose to purchase otherwise unnecessary private vehicles.

The national charity Carplus has also found that car clubs lead to a range of other environmental and transport benefits. Because car club members have to book the car before using it, they make fewer impulse trips than car owners. This means less traffic through your residential area and therefore safer streets, less noise, cleaner air and fewer carbon emissions which cause global warming.**

[Detailed response to other specific issues...] The pay and display parking you mention in your email has been introduced to provide short term parking for visitors to the area and shoppers wishing to visit the shops on [XXXX Road](#). It is therefore proposed to convert an existing resident parking space rather than reduce the provision of short term parking which is a useful amenity to local people and businesses.

Because [XX Borough](#) residents are for the most part, like you, concerned about parking pressures as well as the environmental and quality of life impacts of car use, it is the council's aim that every resident has a car club car within a 5 to 10 minute walk. As part of this overall aim, it is hoped that residents of the [\[street\]](#) area will be able to benefit from improved access to Islington's car club.

The council has therefore decided to proceed to statutory consultation on the proposed introduction of a car club bay in [\[street\]](#), commencing [\[consultation start date\]](#) and ending [\[consultation end date\]](#).

We hope that you have taken the time to consider the points raised in this letter, and that the concerns you raised during the preliminary consultation period have been addressed. However, if you still wish to object to the proposal, details will be advertised in the local press on [\[date\]](#) and we hope to hear from you before [\[response closing date\]](#).

Thank you once again for taking the time to respond to the consultation. If you would like to discuss the matter or require any further information please do not hesitate to contact me by email at [\[add contact details of lead officer\]](#).

Yours sincerely,

[\[Lead officer\]](#)
[\[contact details\]](#)

* Transport for London - Car Clubs in London presentation, Carplus Forum 17

** [Carplus, Environmental and Social Benefits of Car Clubs](#)

Appendix C - Member case studies

Ruth Hayes, 29 is an Assistant Accountant. She lives in Wandsworth, London.

When 29 year old, Ruth Hayes broke down in the middle of a box junction in her Nissan Micra the week before she was due to move house; she needed a new car fast. A colleague at work suggested she join a car club as a temporary solution, just to cope with all the loading and unloading of furniture and trips to the dump – but a year later and she has no intention of ever owning her own car again. “It’s so much more convenient just paying for a car when I use it and not have the worry of maintaining it.”

Living in the middle of a number of car club parking bays, Ruth always finds there is a car available when she needs it and now books one out at least once a month. “Lots of my trips recently have involved trips to the dump as we’re ripping out the kitchen and I put dust sheets down as the cars are always so clean,” she said, adding that she has now persuaded some of her work colleagues to join.

Paul Hately, 43, and his wife Emma both work in the Gherkin in the City and live a 25 minute walk from the office in Bermondsey, South London. They joined a car club 18 months ago.

Paul says, “We used to live in Switzerland where car sharing is well established so we were familiar with the concept. When we returned, we moved to a flat south of the river with a car space that we didn’t need. So we contacted a car club and rented them our space, and now have the added bonus of a car right outside our flat. In addition, there are now two or three other cars quite nearby so we can usually get one of these on a short bus ride, if not the one outside. “It’s economical, I feel better about the environment and liberated by not having the responsibility of organising maintenance and so on. It’s a totally flexible scheme. We just borrow the car when we need it – usually for weekends out of London visiting friends, or family in places that are not so accessible by train.”

Ranica Barua runs her own business selling bespoke blinds and uses a car club for both work purposes and her personal use.

Access to a car is essential for Ranica’s small business. However the cost and hassle of owning a car eats into her profits and time. Ranica chose to join a car club because membership offered a less expensive alternative to owning a car with all the accessibility of owning a car. The choice of different cars means that Ranica can also have a different car for work and personal use.

Maureen Gilmartin, 40, a secondary school teacher from West London has been using a car club for over a year.

Maureen says, "I have just moved flats to within walking distance to the school where I worked and a car club had a base right next door. It was ideal as I was able to walk to work every day, save lots of money by not running a car, get fitter and yet have a car at my disposal as and when I needed it. I felt I was doing my bit for the environment and the community by not adding to the traffic jams and pollution.

"Another great thing is that you can take advantage of the scheme as and when you please at the click of a mouse or a phone call away. It's so handy for quick visits to the supermarket when carrying heavy bags or popping into central London for a night out with the independence and freedom afforded from having your own wheels. I would recommend this scheme to anyone."

Anderson Wilde and Harris is a company of chartered surveyors. They signed up 15 employees to a car club in May 2007.

Anderson Wilde and Harris uses the cars to travel between sites with equipment that is simply too cumbersome to take on public transport. Jason from Anderson Wilde and Harris says, "It is a headache and waste of my time maintaining and running a car. We definitely save a lot on running costs and parking plus the added bonus of inclusive congestion charge".

A typical journey for the employees of Anderson Wilde and Harris can be anything from a couple of hours to a full working day but they usually stay within the free mileage of 30 miles. The average spend for the company on a monthly basis is £300 - a considerable saving on the commitment of running pool or fleet vehicles.

David Turin owns a small fine arts company in central London with his wife and is a frequent user of a car club for the school run and short trips in and around the city.

David uses the cars around three to four times a week and loves the way that joining a car club works hand in hand with his decision to lead a 'green' lifestyle. David moved from L.A to London a few years ago and maintained his reliance on public transport but inevitably found that there are those journeys that you unavoidably need a car.

David says, "I love car clubs because of the manner in which membership can address the problem of car ownership; both for the individual and for the environment. For me, signing up has solved all my transport problems whilst staying in line with my strong views on the need to cut carbon emissions. There really is an enormous 'ease factor' to the service and I would recommend it to anyone."

Appendix D - Template press release



PRESS RELEASE

FOR IMMEDIATE USE

Page 1 of 1

X Council brings savings to your doorstep

X new car club is being set up to ease parking pressures and save people cash

Day, Month, Year

There is now a new way to save money and hassle thanks to the London Borough of X, which has teamed up with X to bring the benefits of car clubs to (residents of X/ the area).

Councillor X is leading the new revolution in car use by giving up his/her own car and joining the new car club. *“Car clubs are a superb alternative to individual car ownership. As a member you have access to a car when you need one, but you don’t have to worry about the headaches and overheads of owning a car.”*

For a small membership fee, maintenance, MOT, tax, and insurance are all included. The only thing members have to pay for is the time that they use the car, which is just £X per hour.

By releasing cash tied up in owning a car, members are free to choose the best option for each trip. A popular choice is to invest in a bus pass or a bike. This means that as well as benefiting from extra exercise and saved money, members can also reduce their carbon footprint.

According to research supported by Transport for London, on average one car club car replaces 20 or more privately owned cars, which means fewer cars on the road. As people share the car, it also means fewer cars competing for parking spaces in local streets. The car club vehicle itself has specially dedicated bays (in easy to access locations / here).

Paul Hately explains why he became a car club member: *“It’s economical, I feel better about the environment and liberated by not having the responsibility of organising maintenance and so on. It’s a totally flexible scheme. We just borrow the car when we need it – usually for weekends out of London visiting friends, or family in places that are not so accessible by train.”*

Residents in X will be receiving information in the post to tell them more about the new club. The council is asking that these people return the card they will receive to register their interest.

The new club will be run by operator(s) X, Y and Z. You can find out more about them or how to join on their website. Or contact X at X council on X.

To find out how much you can save by joining, visit the car clubs calculator: www.carclubs.org.uk.

ENDS

Notes to editors

For further information or to set up interviews, please contact X at X.

Photographs are available.

London Borough of X

X

Carplus is a not-for-profit, environmental transport NGO established in 2000 that promotes shared mobility. By encouraging wider access to affordable, low-carbon alternatives to traditional car use in Britain, including car clubs and new models of car-sharing, it addresses some of the environmental, social and health impacts of road transport. It is a member of the Low Carbon Vehicles Partnership and the UITP (International Association for Public Transport)

Carplus manages a development programme for Transport Scotland and provides services on shared mobility to Transport for London, specialist consultancy services to transport authorities and operators, provides accreditation of operators, and undertakes data collection and research on the car club sector.

Web: www.carplus.org.uk

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