

Efficient Use of Vehicles

A Car Club for Swindon

Emilie van de Graaff, Associate, ITP



Photo courtesy of Worcestershire County Council

Project Overview

- Desk based review
- Interviews with operators
- Interviews with employers / stakeholders
- Financial modelling
- Develop Business Case

What is a Car Club?

- Fleet of cars
- Operated by a commercial or community organisation
- Hired by the hour by members
- Can be used to provide pool cars OR
- Placed in residential areas



Photo courtesy of Carplus

Key success factors

- Maximise vehicle use
- High visibility car park spaces
- Effective marketing campaign
- Partnership working between LA / operator / businesses
- Right type of operation for size of population
- Link to Travel Plan

How do Business Car Clubs work?

- Business joins car club
- Cars provided on or near site
- Each individual is registered (DVLA license checks etc)
- Business or individual receives smartcard
- Individual books online (by hour)
- Invoice sent to business monthly

How do Business Car Clubs work?

- Usually set amount of free miles per day
- Operator provides vehicles checks, maintenance and insurance
- Car comes with fuel card
- In some cases car also available for private use by employees

The NHS Trust in Bristol is using membership of the Bristol City Car Club to tackle staff car commuting at two hospitals. Having dedicated car club cars on site for staff use means that staff no longer need to commute to work by car.

Lauren Caris, Speech and Language Therapist at Frenchay Hospital:

"I find the car club scheme to be convenient and flexible. I am able to use a car for business without the hassle of owning one. I make bookings via the internet site which is easy to use."

Quote courtesy of Carplus website

How do Business Car Clubs work?

City 🔍 🌐

Location 🔍 🌐

Day	Month/Year	Hour	Minute	Booking time
Start of booking today tomorrow				<input type="radio"/> 1 hour <input type="radio"/> 2 hours <input type="radio"/> 6 hours <input type="radio"/> 1 day <input type="radio"/> 2 days <input type="radio"/> 1 week
- 07 +	- Sept 2009 +	- 16 +	- 00 +	
End of booking today tomorrow				
- 07 +	- Sept 2009 +	- 17 +	- 00 +	

[Send booking request](#)
 [Reset to original data](#)
 [Show overview](#)

Start of booking ▾

- Sept 2009 ▾ +

Mon	Tu	Wed	Thur	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				


Example booking page from Whizzgo

How do Business Car Clubs work?

07/09/2009 WhizzGo online booking system

Member: Ms Emilie Van de Graaff

Company/Organisation WhizzGo Smart Card Number PIN

[Login](#) [Logout](#) 

[New booking](#) [Change or cancel booking](#) [My Trips](#)

Overview at location **Aston University and its nearby locations** from [Refresh](#)
 for days

Please select the desired booking period with your mouse (two clicks) =car available =car is occupied =your own booking =other

Location: **Aston University** [Show this location only](#) on Mon 07. Sept 2009

	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	
<input type="checkbox"/> YE57 YZH - C1 Petrol																							
	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	

Location: **Brindley Place** [Show this location only](#) on Mon 07. Sept 2009

	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	
<input type="checkbox"/> YM07 OYO - C3 Diesel																							
	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	

Example booking page from Whizzgo

Business Car Clubs

- Benefits both employees and employers
- Supports organisation's Travel Plan
- Increases ability to car share / use public transport / walk / cycle
- Reduces need for company pool cars / grey fleet
- Reduces need for car park spaces
- Saves money

Next steps

- Work with employers interested in setting up a car club
 - Best if employers can work together to maximise efficiencies
 - SBC – tender or other procurement route
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- Any questions / comments?