

# **Car Clubs in Britain – a Dynamic Experience**

Bremen 16 04 2015

Chas Ball

# History

- Car clubs (car-sharing) starts in UK in 1999 (Edinburgh)
- Slow development in a few cities incl. London (2003) – mainly by City Car Club
- Accelerated from 2006 with arrival of Streetcar
- All station-based/round-trip
- Most using on-street parking



# State of Play – end 2015

- 200,000 members – 3,500+ cars
- Mostly round trip (station-based)
- **London** – 80%
- Flexible and point to point EV models in new capital plan



# State of Play 2015

## Scotland

- Steady growth from 2010
- Highest proportion of ULEVs - £1M funding
- Strong foundations



# State of Play 2015

## England (not London)

- Government agreed to fund national car club development programme
- Kick-start funding support 2014 and 2015
- Helped to grow existing schemes (Norwich); start new cities (Derby); encourage integration (Nottingham, West Yorkshire)

# Carplus role

- **Advocacy** of low carbon, shared mobility
- **Promote** increase acceptance and recognition
- **Accreditation** of car club operators and data collection
- **Secure resources** for innovation and growth



# Taking Stock

- Shared mobility gaining acceptance - recognized in meeting carbon and air quality targets
- New interest in growth potential by rental sector, OEMs and rail operators
- Foundations established in more cities and towns
- Small but growing rural network

# Lack of urgency

- Recognition of role of shared mobility is limited
- Lack of political urgency on main policy drivers – climate change, air quality - a key factor
- Land use planning policies – going backwards



# Can we sell shared mobility?

- Shared mobility not as sexy as shiny new technology – a lot cheaper
- To succeed needs cross-cutting solutions
  - Smart cities
  - Planning and development
  - E-mobility
  - Business travel – pool cars, fleets
  - Parking

# Government intervention

- Kick start not subsidy
- Investment in *demonstration* and *change*
- Technology and vehicles not the funding priority
- Diverse programmes – different stages of development



# London's future strategy

- Big ambition in London
- TfL assisted by “coalition” of operators and key stakeholders
- New Car Club Strategy for London to be published this month –

*Growing car clubs*

*to support London's transport future*

# Report says main drivers are:

- Freeing parking space
- Environmental benefits – carbon emissions and air quality
- Promoting familiarity with EVs
- Reducing cost for households
- Reducing cost for business and employers

# Factors limiting ambition:

- Regional governance and national policy
- Delivery
  - Availability of parking space and limitations of re-charging
  - Capacity of boroughs
  - Creating incentives for adoption
- Awareness and visibility

# Operators change

- Consolidation – Enterprise now operating City Car Club (800 cars throughout Britain)
- **Rental sector** – taking over but is it absorbing or maintaining the culture of car clubs?
  - Hertz – Hertz 24/7 NO
  - Avis/Budget – Zipcar YES
  - Enterprise – City Car Club ?
  - Europcar – not yet involved

# New operators

- **OEMs** – ambitious and well funded
- Hard to adapt to local conditions
  - **DriveNow** – pioneering in 4 of 33 London boroughs
  - **Car2go** – failed to recognise how we do it
  - **Ford** trials

# Independent Operators

- Co-ops and Community Enterprises assuming leadership role in promoting concept
  - Co-Wheels CIC (300 cars in 30+ locations)
  - Co-cars Co-op (20 cars in SW England)
  - E-car (shared EVs only)



# Innovation

- New models of shared mobility
- Adoption slow in UK
- Expect some changes by 2017
  - Shared e-mobility (round trip) – E-Car, Co-Wheels
  - Shared e-bikes – new innovation funding managed by Carplus
  - Point to point EVs – Bollere (London)
  - Flexible/one-way – DriveNow (London)

# Challenges

Political priorities

Economic – making the case

Investing in people and change



# Thank you, Michael





**Chas Ball, Centre for Sustainable Transport**

[chas@c4st.uk](mailto:chas@c4st.uk)