



REPORT TO: ECONOMIC GROWTH, HOUSING AND ENVIRONMENTAL SUSTAINABILITY COMMITTEE ON 1 DECEMBER 2020

SUBJECT: CAR CLUB POLICY

BY: DEPUTE CHIEF EXECUTIVE (ECONOMY, ENVIRONMENT AND FINANCE)

1. REASON FOR REPORT

1.1 To inform the Committee of a proposed policy position in relation to car clubs.

This report is submitted to the Economic Growth, Housing and Environmental Sustainability Committee following a decision of Moray Council on 17 June 2020 to agree a simplified committee structure as a result of the COVID-19 pandemic. In the case of this committee the combining of the delegated responsibilities of Economic Development and Infrastructure, Community Services (Housing and Property) and Finance (budget, capital and revenue monitoring) (para 9 of the minute refers).

2. RECOMMENDATION

2.1 **Committee is asked to:**

- i) **note the role played by Car Clubs in promoting modal shift to sustainable travel methods; and**
- ii) **approve the policy position set out in section 4 of this report.**

3. BACKGROUND

What is a Car Club?

3.1 In its simplest form, a car club is 'pay as you go' car hire. Car clubs are member based organisations which provide access to dedicated vehicles in a community, which can be hired on an hourly or daily basis. The cars are usually booked online, with access to the vehicle either by smart card or by collecting the key from a key safe. The Car Club covers all the costs of the vehicle – purchase, maintenance, insurance etc. A member usually pays a membership fee and then a 'per mile' fee for usage.

What are the Benefits of Car Clubs?

3.2 Car clubs are helpful for both users and wider society:

- A car club can provide less expensive access to a car than private car ownership where a vehicle is only needed occasionally; the average cost per year to own and run a new car is close to £7,000 (RAC). Car club members who drive less than 6-8,000 miles per year could save up to £3,500 a year (Como)
- Car club vehicles in Scotland are, on average, 29% more fuel efficient than the average car in the UK (CarPlus) which helps reduce emissions.
- Car clubs reduce the number of cars on the road – CarPlus survey data shows that 30% of respondents (car club members) would have bought a car if they had not joined a car club, and another 61% state that they are less likely to buy a car in the near future.

The Council's role in relation to Car Clubs

- 3.3 There are currently two car clubs operating successfully in Moray – CoWheels and Moray Carshare. Enterprise Car Club is operating nearby in both Aberdeen and Inverness. All these car clubs have been growing over recent years.
- 3.4 As car club provision expands the interaction with the public road network increases. In order to be successful and easy to use for members, it is important that cars can be located quickly, and are safely parked. There have been previous approaches to officers to identify locations in car parks or on the public road which could be dedicated for car club vehicle use to support this.
- 3.5 Increasingly car club vehicles are fully electric, and if vehicles are located on the public road network it is feasible that they are charged using council owned vehicle charging points.
- 3.6 Growth and success of car clubs supports the council's sustainable travel and climate change policy positions by reducing emissions and vehicle miles.

4. PROPOSED POLICY

- 4.1 It is suggested that Moray Council has the following policy position in relation to Car Clubs.

Car Club Policy Statement

- 4.2 Moray Council supports the growth and development of Car Clubs as a sustainable, affordable and environmentally friendly mode of transport particularly in rural areas.
- 4.3 Moray Council will cooperate in the promotion of Car Club services in a fair and impartial way to promote mode shift from single occupancy private car use.
- 4.4 Where a Car Club wishes to park a vehicle on public road infrastructure the council will support an approach for signing and road markings to be put in

place. The Car Club will pay the costs for such signage and road markings. Any proposed site must be safe and not cause inconvenience to other road users, as assessed by council officers. If a Car Club requests a dedicated bay in a council operated car park this will be facilitated where there is sufficient spare parking capacity. Where this is on public road this will be implemented by means of a Traffic Regulation Order, and will follow the formal process, including consultation.

- 4.5 Provision of dedicated parking as described above will be on a 'first come first served' basis if there is interest from more than one car club. Spaces will be allocated to provide the maximum opportunity and minimum inconvenience for residents – e.g. it may be appropriate to have more than one Car Club provider's vehicles in a town centre car park with spare capacity, but not in a residential street where there is other demand for space.
- 4.6 Requests for more than one vehicle to be provided with a dedicated space in the same location by a Car Club will also be considered in relation to impact on space availability for other road users by council officers.
- 4.7 If a Car Club ceases to use a dedicated space for more than six consecutive months the Council reserves the right to remove the road markings and signage.
- 4.8 A Car Club may approach the Council for dedicated use of a public electric vehicle charge point. This will be considered favourably if the charge point in question is lightly utilised. Only one of the two charging places will be marked as dedicated to a Car Club at a charge point. Under this arrangement the Car Club will pay for energy consumption at the prevailing cost rate.
- 4.9 A Car Club may approach the Council to install its own charge point at a dedicated Car Club parking space. If it is safe and feasible for a Charge Point to be installed then the Council will consent to the installation subject to the Car Club paying all relevant costs (including officer time associated with any utility company liaison, any legal fees etc.), and entering into a licence arrangement with the Council in relation to the Charge Point. The licence will cover matters such as liability and insurance, and rights & obligations should usage come to an end / need to be rescinded.
- 4.10 This policy will be kept under review, and any change proposals brought forward when identified. An update by means of an information report will be provided in 12 months' time.

5. SUMMARY OF IMPLICATIONS

(a) Corporate Plan and 10 Year Plan (Local Outcomes Improvement Plan (LOIP))

The proposed policy supports a growing and diverse economy with sustainable travel choices.

(b) Policy and Legal

This report supports Policy DP1 iii) of the new Moray Local Development Plan 2020, which requires (in all new developments);

“Within communal parking areas there will be a requirement for electric car charging points. Parking spaces for car sharing must be provided where a need is identified by the Transportation Manager.”

The proposed policy supports the Council’s Climate Change Policy.

(c) Financial implications

There are no financial implications arising from this report – any parking would not be at the detriment of income generation, and any work done would be fully cost recovered.

(d) Risk Implications

There are no specific risks arising from the report.

(e) Staffing Implications

There are no staffing implications arising from this report

(f) Property

There are no property implications arising from this report

(g) Equalities/Socio Economic Impact

Car clubs are expected to assist in reducing socio-economic inequalities. However, this cannot be quantified at the moment and measures would need to be developed to monitor the socio-economic impact of car clubs.

(h) Consultations

The Depute Chief Executive (Economy, Environment and Finance), Legal Services Manager, Principal Accountant (P Connor), Strategic Planning & Development Manager, Equalities Officer and Committee Services Officer (L Rowan) have been consulted and their comments incorporated into the report.

6. CONCLUSIONS

6.1 Car Clubs support a move to sustainable travel options and a low carbon economy.

6.2 The Council supports the development of Car Clubs in Moray as set out in its policy statement.

Author of Report: Nicola Moss, Transportation Manager
Background Papers:
Ref: