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City Of Edinburgh Council**

**Development of the City Car  
Club – Edinburgh’s  
Perspective**



One and two (Introduction Slides)  
Welcome etc.

# Edinburgh

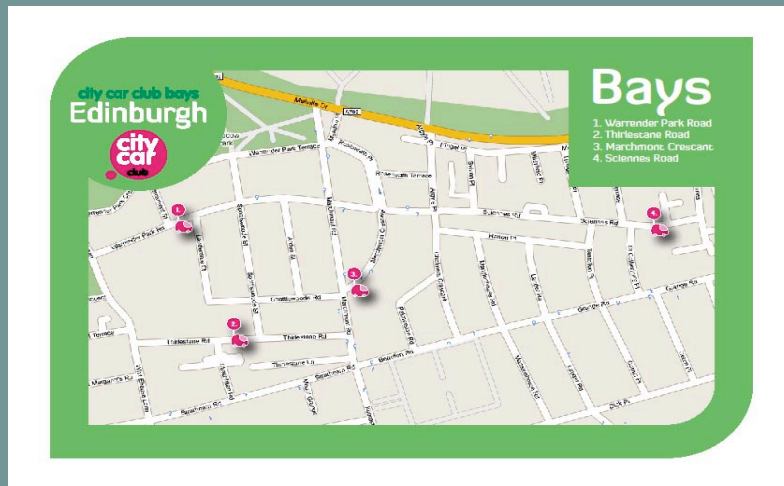


**EDINBURGH**  
INSPIRING CAPITAL

Edinburgh – As you can see from my slides Edinburgh is the inspiring capital city of Scotland, it is the Political and financial hub of the country and it is a cultural and historical landmark city renowned throughout the world.

Being one of the drivers of transport innovation, particularly within Scotland, Edinburgh became the first scheme of its kind in the UK – based on European models already established in Switzerland and Germany.

## Bay Locations in 1998 (4)



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### Three

The Council has always had a commitment, within its Local Transport Strategy, to pursue means of encouraging cars to be used more efficiently, through measures such as parking management, management of the road network and promotion of City Car Club

Until recently, non-car owners had limited access to the benefits of car ownership, and no opportunity to choose a car free environment. City Car Club, car sharing and Car Free Housing are starting to change this

March 1999 – four sites with eight cars located within Marchmont area of the city – predominance of degrees, middle income, early 30s. Research from European cities indicated that this type of population was most likely to subscribe to service

Original car club was operated by Budget (99-01) – number of factors affected economic viability of scheme and operator had to 'walk'



#### Four and five

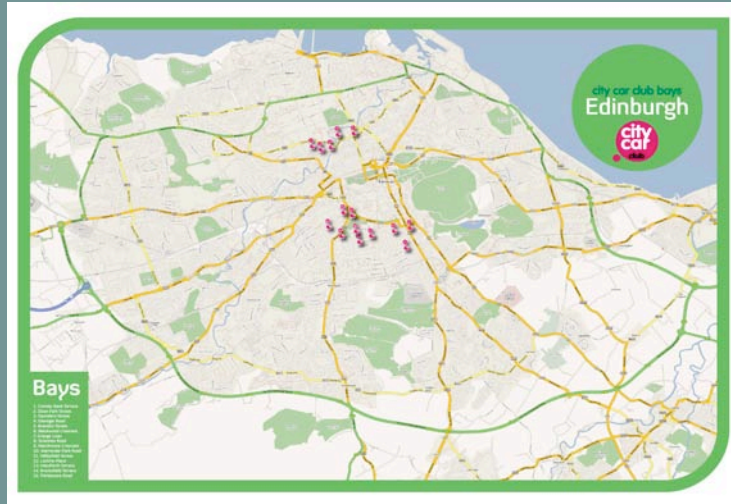
Smart Moves/City Car Club took over operation in 2001

Operation needed to be kick started

Council 'walked the talk' and supported City Car Club by block booking three vehicles within the city centre, currently nine, which gave City Car Club time to establish itself, ensured that vehicles would be used and therefore noticed by the wider public and provided the council with an economically advantageous, convenient alternative to fleet vehicles

The Council also showed its commitment to the scheme by providing spaces for City Car Club and delivering all associated work, TRO, Lines+Signs etc free of charge

## Bay Locations in 2001 (15)



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Soon number of locations had expanded to 15 and locations such as Stockbridge and Tollcross were brought into the scheme

The availability of City Car Club in two of Edinburgh's traditional shopping areas encouraged further use, pleased retailers and was a further commitment to the Local Transport Strategy

# Intuitive IT Based System



Six

Identified early on that European model for booking and using vehicles was not as slick or as technology based as it could be

Paper based systems with car keys placed in on street safes seemed too onerous

Initially an infra red key was used, but this was unreliable

When Smart Moves/City Car Club took over the scheme we moved to the current Smart Card operation with on line booking

Easy for all users

## **Book**

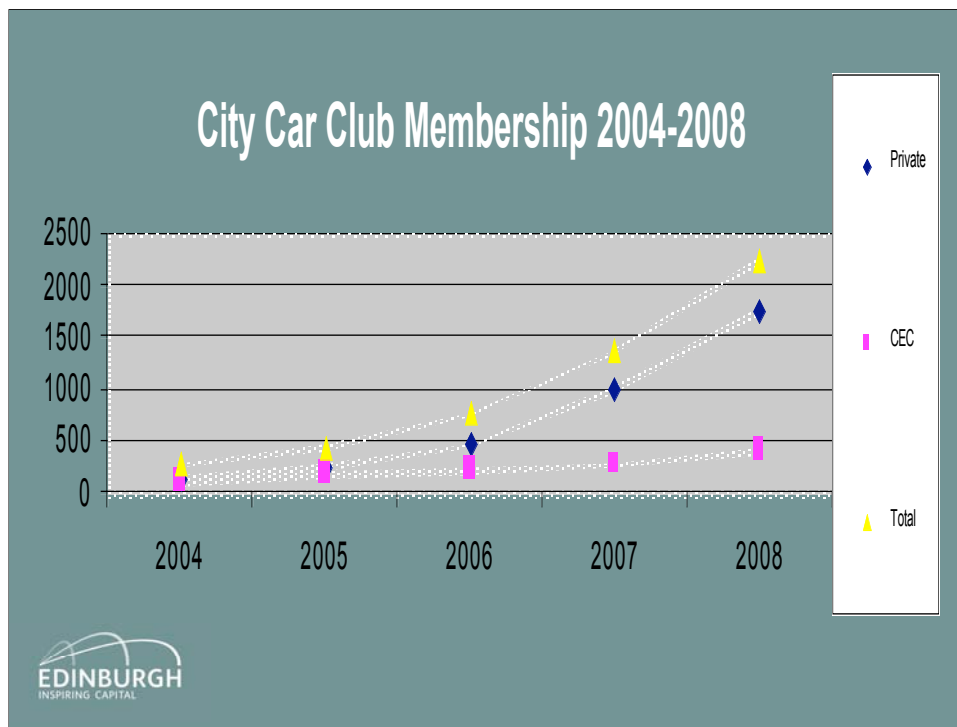
Once you join it takes just seconds to log in to our booking area and reserve your car. Or you can book over the phone for a small charge. You can even book directly from the car itself if the car is free.

## **Jump in**

Hold your membership card over the card reader on the windscreen to unlock the car. Once you're inside the car, tap your PIN into the on-board computer, and grab the keys

## **Drive away**

It's all yours; care-free driving, courtesy of City Car Club.



#### Seven

To achieve a continuation of service Smart Moves and the Council planned to:-

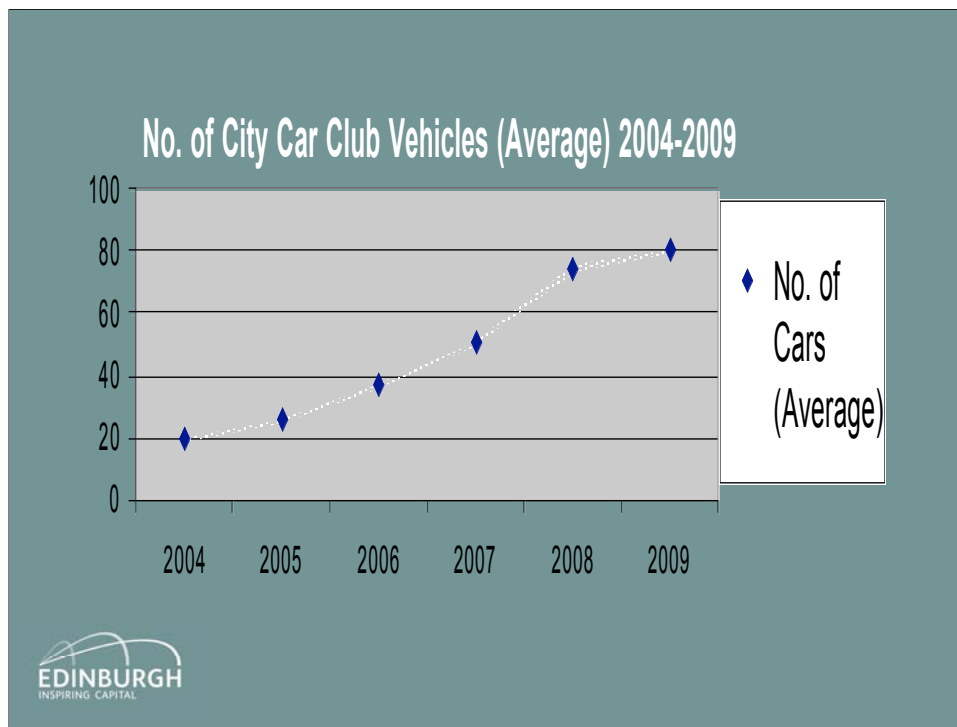
- establish an active partnership ensuring the maximum potential of the scheme was realised
- introduced a new fleet of small and medium sized Vauxhall cars equipped with on-board communications device
- commissioned a call centre to operate telephone bookings and run a help desk
- introduced internet booking as an alternative to telephone booking
- established local marketing and support services in Edinburgh
- rebuilt member confidence in the reliability of the club.

Figures clearly show that the partnership strategy worked and membership has steadily grown

Membership grew at a particularly impressive rate between 2004 and 2008 – 273 to 2262

Most impressive during this time was the growth in private members (from 152-1776) proving that the carefully considered location of new bays and marketing through various sources (buses, 'On Route' publicising LTS, leaflet distribution etc) was raising the profile of the scheme

Also showed that the initial reliance on Council support through block booking and high membership, although still important, was no longer vital to continuing success of scheme



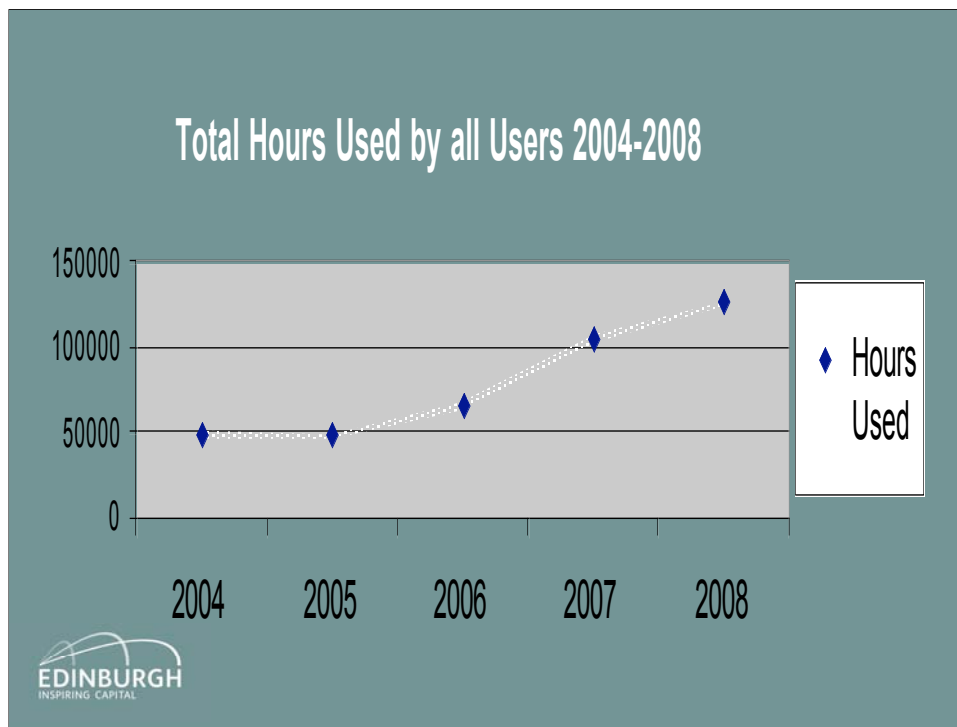
## Eight

Increased marketing including attendance at Fringe Sunday, Car Free Day, Portobello Festival of Learning, and the consultations on the proposed extension of the Controlled Parking Zone and the success of existing and new Car Club locations obviously led to the need for more vehicles

The council has assisted the Car Club by leasing nine vehicles at a economically advantageous rate

Number of vehicles has quadrupled in four years

Unprecedented growth



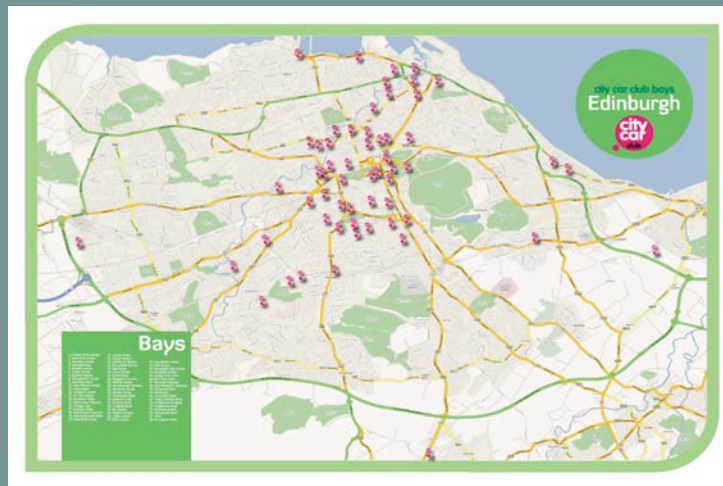
#### Nine

When the scheme first started a number of factors combined to make the operation uneconomic for the operator. There was very little daytime business use, which, combined with the fact that the bulk of private use was at evenings or weekends produced an inefficient utilisation of the vehicles. Although the number of hires per member was generally in line with expectations, the number of members per car was less than a third of that experienced in successful car clubs in Europe resulting in a low utilisation rate per car.

The initial choice of sites was not well matched to the eventual distribution of membership, particularly outwith the initial core areas of Marchmont and Sciennes and marketing by Budget was not as extensive as originally expected. All these factors combined to produce an operation which could not be sustained without substantial losses being incurred by the operator

Marketing in partnership with the Council and a greater understanding of where bays/cars are needed has resulted in the number of hours used by all members almost tripling between 2004 and 2008 from 48K to 127K

## Bay Locations in 2009 (58)



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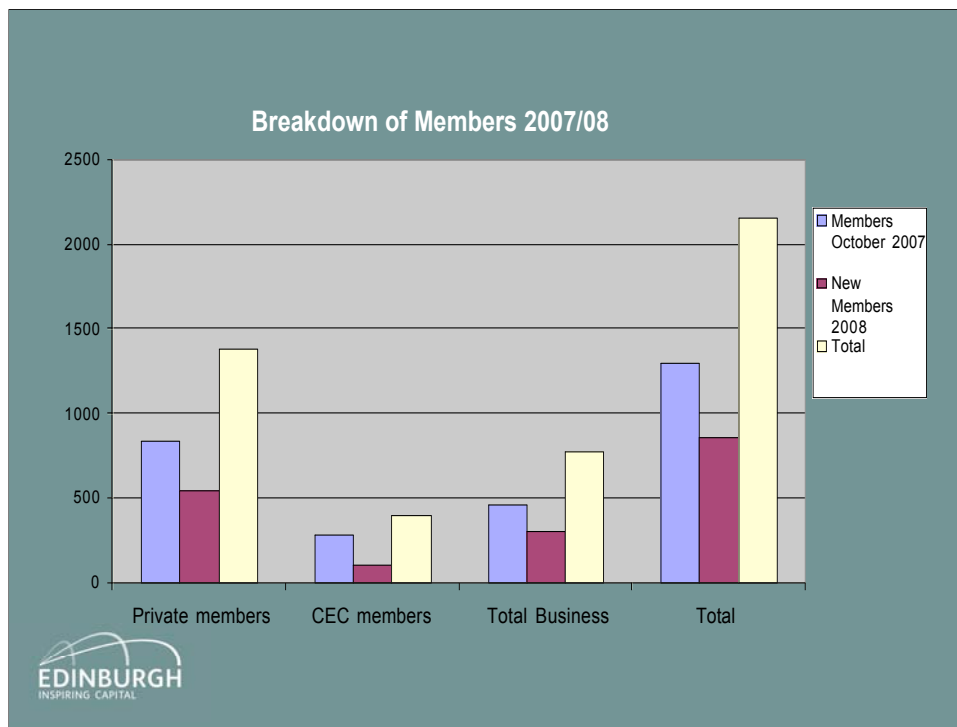
Ten

Car club proving to be success after ten years of growth

Club has grown considerably – now 82 cars in 59 locations citywide.

The club has now grown into a 'city' car club with car stations from Granton and Portobello in the north to Morningside in the south and from Edinburgh Park in the west to Niddrie in the east also including site like IKEA

Membership now over 2300 (450 of these are Council staff using the 'pool car' arrangement)



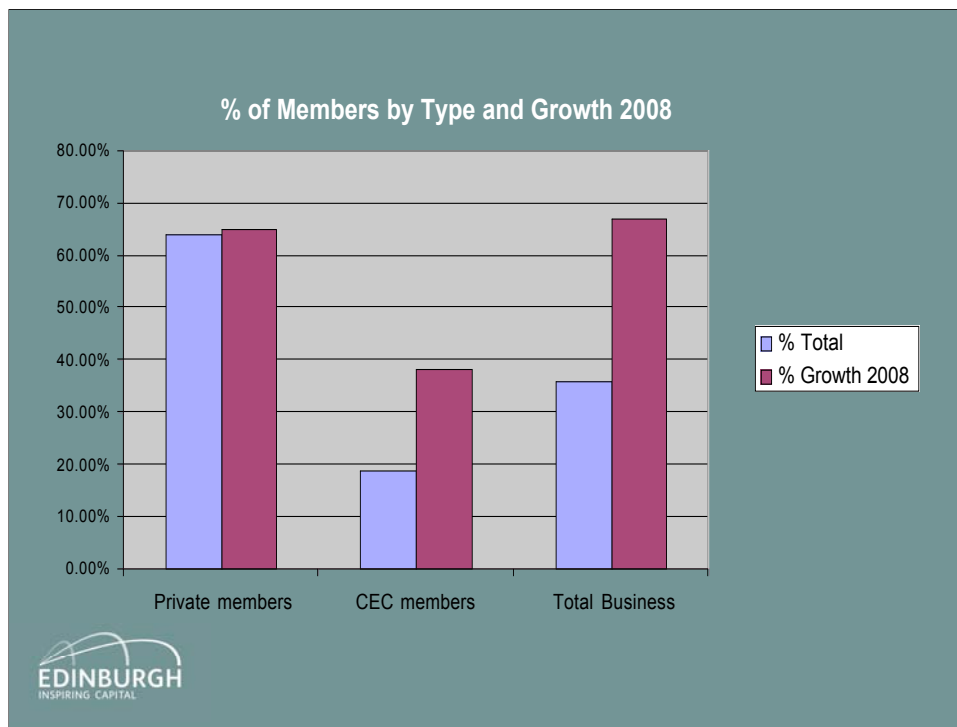
### Eleven and twelve

By making much more efficient use of a pool of cars, a single vehicle can replace five to six privately owned cars, thus helping to reduce parking pressure. The primary aim is to inform travellers about the travel choices available and the impact of car use, supported by the provision of equipment and services that can make it as easy as possible for people to benefit from alternatives to car use where practical alternatives exist. The strategy supports the overall aims of the LTS to reduce congestion, and to reduce the adverse impacts of travel.

“Smarter travel choices”

**Car sharing, city car club** Measures to encourage car sharing, and to provide ‘city car club’ facilities are both elements in the toolkit of measures available as alternatives to conventional single occupant car travel. As such they can be built into Travel Plans and be an available option in awareness and individualised travel planning initiatives

It is extremely encouraging to see that Private Members and Business users have both increased their membership particularly in the last year



The fact that the business community has grown their membership by over 100% between 2007/08 shows real buy in and support for policies which have encouraged a change in travel habits

Information is key and the increase in membership in 2007/08 indicates the success of marketing and accessibility to information particularly through the internet

Key objectives of Council's LTS have been met:

**To improve awareness and understanding about alternatives to car use**

**To ensure that basic facilities are in place in homes, schools, shopping areas and**

**To support innovative measure to reduce travel demand or provide better alternatives to car use**



## Thirteen

The club is a good example of partnership between the Council and private sector – we do not pay the club to provide the service – we work with the club to promote the concept of pay-as-you-drive car sharing.

We continue to support the club by providing on street parking places, by promoting the club in Council publications (Oracle, A-Z, Website), by encouraging developers to contribute financially and as corporate users.

Many of the new car club sites have been part funded by developers through the planning process to ease parking pressures from new development.

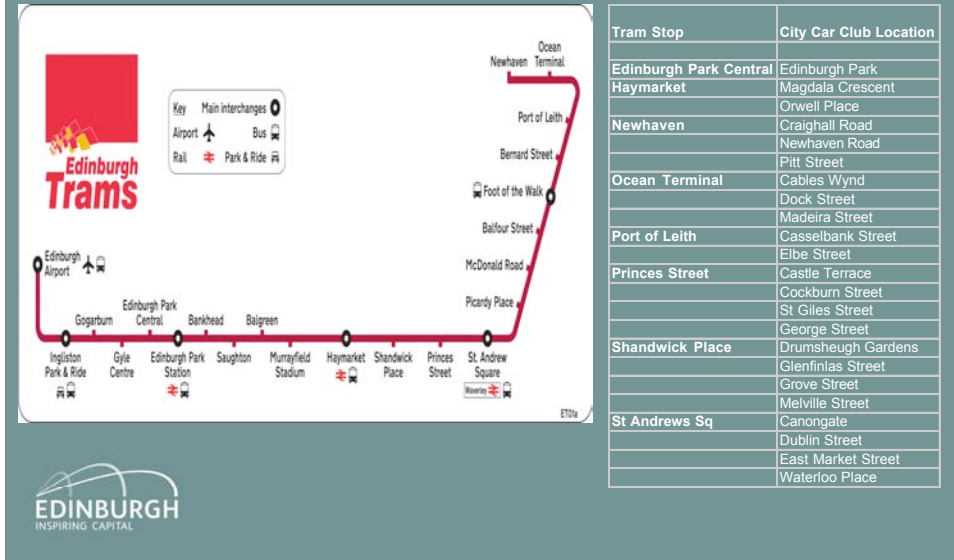
An increasing number of residents find that pay-as-you-go motoring is cheaper and more convenient than owning their own car and have joined the City Car Club. As a result, the Council actively supports this concept through the development control process. Experience from national and European car clubs shows that such facilities can help reduce the number of permanent parking spaces needed for a residential development. For new residential developments, the Council will require up to one parking space per 20 units to be provided for City Car Club vehicles, together with a financial contribution towards costs. Prospective residents should be made aware of the facility, especially where a Residential Travel Plan is a planning condition.

Developer contributions since 2004 c. £400K

Car club cars contribute to a reduction in car ownership thus contributing to potential reduction in pollution from road traffic

Contributes to Council's transport strategy to encourage sustainable car use – payment at the point of use relating the cost of the journey to the cost of alternative modes of transport.

## Coordination with Edinburgh Trams



### Fourteen

According to a City Car Club Membership survey across all schemes (although Edinburgh members provided 40% of respondents):

Three-quarters of City Car Club members use public transport at least once a week, 31% use public transport daily, and 15% report an increase in public transport use since joining City Car Club

Vital that access to public transport is easy for City Car Club Users

We have ensured that a number of City Car Club locations are near to existing public transport interchanges

Clear that locations will also be located near to planned tram stops



Fifteen

The City Car Club Membership survey also states that:

City Car Club members are more likely to be multi-modal, selecting the most appropriate transport for the journey they are undertaking. City Car Club members walk, cycle and use public transport more frequently than the national average

Envisage one multimodal ticketing service which will encourage interconnectivity

This will be particularly important at key transport hubs such as Haymarket Station

With proper marketing and buy in from technology and transport providers could even create a loyalty scheme not dissimilar to supermarkets

Sum up

The club is still the biggest car club in the UK outside London

The club contributes to social inclusion by offering the opportunity for non car owners to access a car for those trips where public transport is unavailable

City Car Club membership has reduced car dependency amongst its members and reduced the number of cars owned by a group with the highest potential for high car dependency.

The club will continue to grow with support from its partner City Of Edinburgh Council