



# Looking forward to a second decade of growth

## The operator's perspective

Presented by:

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## Looking forward to a second decade of growth

1. **Edinburgh City Car Club – where are we now?**
2. **Why have we been successful?**
3. **What have we learned?**
4. **Plans for the future**
5. **How we will achieve this**

**Where are we  
now?**

**Why have we been  
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**Plans for the  
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**How we will  
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# 1. Edinburgh City Car Club: Where are we now?



- 82 cars in 59 locations across the city
- 2,500 members – 56% increase in the last 12 months
- Ratio of business to private membership now 36%:64%
- Campus presence at Queen Margaret, Napier and Edinburgh universities
- £618,000 full year turnover to 31<sup>st</sup> December 2008
- **First year of operational profitability in 2008**
- Nationally – 350 cars across 7 cities, 9000 members, turnover in excess of £2m for year to 31<sup>st</sup> December



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## 2. Why have we been successful?



- Strong and successful partnership with City of Edinburgh Council:



- Provision of good stream of on-street parking bays funded through S.75 contributions from smaller developments
- Proactive council parking team
- Enthusiasm and support from councillors
- Active business use of the car club by several CEC depts.



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## 2. Why have we been successful?



- Residents and businesses of Edinburgh backing the scheme
- Strong support from the Scottish press
- Dedication and enthusiasm of the City Car Club team
- Effective promotional activities to raise awareness
- Technology improvements
- Considerable financial investment from City Car Club



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### 3. What have we learned?

- Importance of a large corporate customer as the 'anchor'
- As a new concept, uptake in the first years was slow
- Financial cost of growing the fleet size too quickly
- Ensuring car locations match target demographics
- Importance of building clusters of cars
- Strong business percentage in the membership mix
- Passion and enthusiasm at high levels from all partners!



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## 4. Plans for the future

- Prevailing economic climate requires prudence
- Emphasis on continuing to build business membership
- Increasing Edinburgh locations to include tram connections
- Increasing fleet size in a sustainable way
- City Cars within 5-10 minutes walk from anywhere in the city
- Expand into Glasgow as soon as possible



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## 5. How we will achieve this...



- Increase sales, marketing and promotional activities
- Strengthen partnership with council travel planners
- Build stronger political support for car clubs
- Build partnerships with train, bus and tram operators
- Add locations along the new tram route

**10 years of car clubs is a milestone, we need to promote and capitalise on this to achieve success in the years ahead**



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# Thank you



**Feel free to get in touch:**

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