

Cabinet

Cabinet Member's Decisions

**DEPUTY LEADER
(+ENVIRONMENT
NAD ASSET
MANAGEMENT)**

REVIEW OF CAR CLUB PILOT AND PROPOSED ADDITIONAL CAR CLUB BAYS BOROUGH-WIDE

Wards
All wards

This report provides an update on the progress of the Car Club pilot scheme, which began in December 2010, it details feedback we have received and sets out proposals to introduce additional bays across the Borough this financial year (2011-2012)

The report also details research undertaken by officers and proposes the framework for assessing and implementing Car Clubs by comparing with boroughs across London.

Transport for London (TfL) is funding these proposals.

CONTRIBUTORS
[Chief Officer or AD]
EDFCG
ADLDS

Decision taken by Cabinet Member on: 23 January 2012

**HAS A EIA BEEN
COMPLETED?**
YES

**HAS THE REPORT
CONTENT BEEN
RISK ASSESSED?**
N/A

- 1. To make permanent the four piloted Car Club bays detailed in this report.**
- 2. Introduce additional on-street Car Club bays as per the proposed locations detailed in this report by the end of the 2011/12 financial year (funded through a TfL grant of £50k)**
- 3. Include all Carplus accredited operators in extension of Car Club scheme (thereby offering residents a choice of multiple operators) and allocate locations to operators based on assessment criteria detailed in this report.**
- 4. Approval of assessment criteria for future expansion of car club bays in LBHF.**

AUTHORISED BY:

The Cabinet Member has signed this report.

DATED: 23 January 2012

1. STRATEGIC OBJECTIVE

1.1 The borough transport objectives as part of the approved Transport Plan (Local Implementation Plan 2) are as follows;

- To support sustainable population and employment growth in the five regeneration areas - White City, Earl's Court/West Kensington, Hammersmith Town Centre, Fulham Riverside and Old Oak Common,
- To improve the efficiency of our road network,
- To improve the quality of our streets,
- To improve air quality in the borough,
- To make it easier for everyone to gain access to transport opportunities,
- To support residents and businesses by controlling parking spaces fairly, and;
- To reduce the number of people injured and killed on our streets.

Mayor's Transport Plan 2 – Car Clubs

1.2 Transport for London (TfL) has adopted a policy that ensures more comprehensive coverage of Car Clubs in central and inner London. This includes seeking at least 50 bays in each London Borough.

1.3 TfL is supporting the development of Car Clubs throughout London and in specific locations such as areas of deprivation.

1.4 Council officers have assessed that there is scope to implement up to 60 on-street bays per year until 2014, which will be subject to detailed design, and local support through consultation and formal Council approval.

2. BACKGROUND

2.1 In July 2010, the Cabinet Member for Environment agreed to pilot an on-street Car Club bay scheme in Hammersmith & Fulham. The Council invited all Carplus accredited members to take part in the scheme and in December 2010, four on-street locations were introduced in the Ravenscourt Ward, close to Hammersmith Broadway, under an 18 month experimental traffic management order (TMO).

2.2 The four locations (indicated in Appendix 1) chosen were selected based on positive feedback from a previous consultation reviewing Controlled Parking Zones L & M. The bays were then allocated to Car Club Operators at the following locations:

- Nasmyth Street – Connect by Hertz
- Ravenscourt Road – Streetcar
- Dorville Crescent – City Car Club
- St Peters Road – Zipcar

2.3 It was agreed that the bays were to be implemented under an experimental traffic order and operate for 18 months, during which time the bays could be monitored to establish popularity, usage and membership growth. Suppliers

were required to provide data showing the usage of the bays at these locations, the results of which are discussed in this report.

- 2.4 An example of a Car Club parking permit issued to one of the Car Club operators is given below along with a Car Club permit holder only sign, which is present at each location. The permit number correlates with the identifier on the street sign which means that the bay is vehicle specific and only the permitted vehicle may park in the designated bay.



- 2.5 Earlier in 2011, the Council secured £50,000 of funding from TfL for the 2011/2012 financial year and a further £50,000 for the 2012/2013 financial period to assist the further roll out of on-street Car Club parking bays. This programme will be developed based on the results of the on-street trial that began in December 2010, and co-ordinated with our integrated transport programme (e.g. the neighbourhoods programme), on the basis that funding is purely for the development and implementation of Car Club only parking places within Hammersmith & Fulham.

3. RESEARCH & REVIEW

Car Clubs

- 3.1 TfL's research has indicated that the main environmental benefits of Car Clubs are a reduction in car ownership and miles driven in private cars, with a consequent reduction in CO2 emissions, air pollution and congestion. Car Club vehicles are generally newer and cleaner than the cars they replace.
- 3.2 Research from TfL shows that Car Clubs are having a positive effect on transport in London. Last year 13% of Car Club members sold a car immediately before joining a Car Club and 6% sold one after joining (Taken across the whole of the membership at that time this would equate to 1,680 cars removed from the road. 29% also deferred purchase of a car when they joined a Car Club (equal to 2,520 cars)

Car Clubs In Neighbouring Boroughs

- 3.3 Our neighbouring boroughs have adopted a similar approach to Hammersmith and Fulham working with multiple operators. The four main Car Club operators used are Streetcar, Zipcar, Connect By Hertz and City Car Club. The table below shows how many on-street bays currently operate in each of our neighbouring boroughs:

London Borough	Number of On-street bays	Car Club Operators
RB Kensington & Chelsea	200	Zipcar, Streetcar Connect By Hertz City Car Club
Richmond Upon – Thames	106	Streetcar, City Car Club Zipcar
Ealing	54	Streetcar, City Car Club Connect By Hertz
Wandsworth	31	Streetcar, City Car Clubs Zipcar
Brent	30	Streetcar, City Car Club Zipcar
Hounslow	15	Streetcar, City Car Club
Hammersmith & Fulham	4	Zipcar, Streetcar Connect By Hertz City Car Club

- 3.4 As part of the pilot scheme, Hammersmith & Fulham have charged each supplier the business rate for the parking permit (currently £766) as a pricing mechanism to fund the implementation costs of the parking bay including the installation of signage/lines and the cost of the traffic management order (TMO).
- 3.5 Carplus recently carried out a consultation with other London Boroughs, seeking information on how they charge Car Club operators for a permit and how the price of a permit varies in each London borough. The majority of boroughs charge for Car Club parking permits and results from their survey illustrate that the amount charged varies between £249 per year and £1,100 per year.
- 3.6 The majority of boroughs have decided to keep permit charges the same for the current year, with a minority of boroughs planning to significantly increase permit charges in the future. The majority of boroughs in 2010/11 charged below £249 a year for Car Club permits but in 2011/12 there will be an increase in the number of boroughs charging between £400 - £649 and more than £800 for Car Club permits.

- 3.7 Our neighbouring boroughs use various mechanisms to charge the operator for the allocation of a Car Club only parking place, the table overleaf shows what each borough charges:

London Borough	Cost of parking Permit
RB Kensington & Chelsea	£500
Richmond Upon – Thames	£500
Ealing	£600
Wandsworth	£1080
Brent	No Charge (Free Permit) No plans to charge in 2012/13 financial year.
Hounslow	No Charge (Free Permits) Likely to be charging £635 in 2012/13 financial year.
Hammersmith & Fulham	£766

- 3.8 Given that car club vehicles are allocated to one particular bay and are not entitled to park anywhere else within the Zone using the Car Club permit it is suggested that the annual permit charge of £766, in line with the first business permit price is reasonable.
- 3.9 There may be an opportunity in the future to integrate a new payment method for Car Club operators by looking at alternative methods of permit including electronic Smart Cards and other cashless initiatives which will also reduce administrative costs when issuing permits.

‘Free moving’ Car Club Vehicles - Car2go And DriveNow

- 3.10 Car2go (Mercedes Benz) and DriveNow (BMW) are concepts in which vehicles can be hired quickly at a pay as you go tariff. The aim of both suppliers is to develop a network of vehicles available across London and other major cities, without dedicated bays.
- 3.11 Unlike Car Clubs, the fleet of vehicles do not have a designated on-street space and members do not have to pre-book time, they can simply use an electronic swipe card to access the vehicles and drive. The fleet of vehicles is monitored by GPS and members can find out the location of their nearest available vehicle by smart device such as an iPhone. Once the journey is completed, the vehicle does not need to be returned to a particular location and is available for the next customer. The problem with this concept is that Car2go/Drivenow may cluster close to major venues thereby negating the positive impact of parking controls for residents.
- 3.12 Car2go and DriveNow are keen to launch a scheme in London and regularly provide updates on their progress in other cities. They are keen for London boroughs to sign up to the project and provide a facility in the Capital. We will continue to monitor the progress of both companies, who are currently undertaking London-based research, which officers will report to Cabinet Members in Autumn 2012.

4. CONSULTATION

H&F News Consultation

- 4.1 In May 2011, Council officers requested feedback on the Car Club trial and also asked for suggestions for additional locations for new Car Clubs, via the Council's website and also a H&F news story.
- 4.2 93 responses were received from the public of which 48 of respondents were existing members of a Car Club. Numerous locations were suggested and have aided in the suggested locations in this report (Appendix 2 provides a list of proposed locations)

Feedback From Zone L&M Consultation

- 4.3 In the summer of 2010 a review of Controlled Parking Zones L&M was carried out, offering various options to alter its operation including the hours that the CPZ operates and maximum stay period for pay & display customers. The consultation showed that there was no support for any changes to operational hours of the CPZ however feedback on Car Clubs was very positive.
- 4.4 68 respondents to the consultation indicated their support for Car Clubs by saying that they would consider joining a Car Club if an on-street facility was available in their street.
- 4.5 The locations of the four bays piloted in December 2010 were based on the feedback we received from the L&M review. All four bays are located in the L&M area and have proved very popular amongst locals. Section 4.11 details the impact of the Car Club pilot.

Feedback From Zone V Consultation

- 4.6 In November 2011, the Council carried out a review of Controlled Parking Zone V by consulting residents and businesses of the zone offering various options to alter its operation. On the subject of Car Clubs, residents were asked if they were a member of a Car Club and whether non members would consider joining one if a designated space was provided.
- 4.7 In Zone V there are currently 28 members of a Car Club and 183 respondents said that if a dedicated on-street space was available in their area, they would become a member of a Car Club.
- 4.8 The current member base in the area only have access to the off-street Car Club bays. Research from operators shows that members are willing to commute to neighbouring boroughs and have commuted up to 1 mile to use the nearest available vehicle.
- 4.9 By providing additional bays in the area, it is anticipated that membership growth will increase and the requirement for a personal vehicle will be reduced leading to a reduction in car ownership, parking stress and congestion.

Review of Car Club Pilot & Feedback From Operators

- 4.10 Since the introduction of the four Car Club only bays in December 2010, we have received positive feedback from the public and from the Car Club operators. All operators have reported that requests have been received from their customers for additional on-street vehicles, positive feedback from the H&F news consultation confirms the additional requests.
- 4.11 The table below shows how many bookings each operator received in the first 6 months of the Car Club pilot:

Car Club Operator	Number of bookings in first 6 months of pilot	Hours Booked
Streetcar	65	697
Zipcar	62	541
Connect By Hertz	45	228
City Car Club	56	728

- 4.12 Car Club operators are very keen to progress with the roll-out of on-street Car Club bays in Hammersmith & Fulham. Membership rates are constantly increasing in our neighbouring boroughs and evidence has shown that members are willing to travel up to a mile to find their nearest on-street Car Club only bay.
- 4.13 In Summer 2011, Zipcar and Streetcar merged which means that their client bases are now shared and members may use both vehicles. For the purpose of allocating new parking places, the proposed locations detailed in this report will be distributed amongst Zipcar, City Car Club and Connect By Hertz.

5. ALLOCATION OF NEW CAR CLUB PARKING PLACES

- 5.1 All Carplus accredited suppliers who took part in the pilot scheme will be offered additional locations which have been identified through the various consultations detailed in this report.
- 5.2 To ensure competition between operators, we propose to allocate an equal number of bays to each supplier, therefore providing a choice of multiple operators for potential new members. This measure will also ensure that no single supplier becomes dominant in the borough.
- 5.3 The locations of the bays have been cited where we anticipate there will be no detrimental effect on parking stress. Where feasible we have proposed that the bays are installed adjacent to the flank wall of properties or by removing existing lengths of no waiting restrictions. It is also worth noting that as part of recent CPZ reviews we have identified additional shared use parking space, therefore there will be no net loss in parking space should we introduce the proposed bays.

- 5.4 As with the Car Club pilot, we will continue to monitor the performance of each Car Club bay and we will seek to establish additional locations for the 2012/13 financial year £50k commitment through consultation with locals and each Car Club operator, which officers will provide a report in Autumn 2012.

6. RECOMMENDATION

- 6.1 It is recommended that the on-street Car Club bays detailed in Appendix 2 of this report bays are introduced across the borough by the end of this financial year.
- 6.2 The summary of the proposed locations of bays can be seen in Appendix 2 of this report. The locations are not finalised and are subject to local consultation with residents. The locations are based on membership levels, their respective Car Club Operators and feedback through our previous consultations.

7. COSTS AND TIMESCALES

- 7.1 This Report seeks approval to implement changes recommended in section 6 of this report. The costs of this are summarised in the table below. These costs can be met in their entirety by TfL Car Club Grants
- 7.2 The production and advertisement of the Traffic Management Order relating to Car Club parking places can be undertaken in January 2012, with implementation of the bays in February/March 2012. Officer fees relating to the scheme will be met out of the funding allocated to Hammersmith & Fulham (£50,000). All implementation costs will also be met through the funding specifically allocated by TfL.

Action	Timescale	Cost
Seek permission to proceed with extension of Car Club scheme January ECM.	January 2012	N/A
Establish locations, consult with residents, ward councillors and relevant associations	January 2012	Officer Fees 10k
Invite Car Club operators to take part and allocate specific locations	February 2012	Officer Fees 10k
Formally advertise locations through Traffic Management Order. Implement bays, signage lines etc. (Each bay costing around £700)	March/April 2012	£30,000

8. RISK MANAGEMENT

- 8.1 We do not foresee and risk and therefore, there is no requirement to add to the Councils risk register

9. EQUALITY IMPLICATIONS

- 9.1 EIA completed and amended as instructed by the Opportunities Manager.

10. DIRECTOR OF FINANCE COMMENTS

- 10.1 Transport for London (TfL) have approved funding of £50,000 for this project in 2011-12.

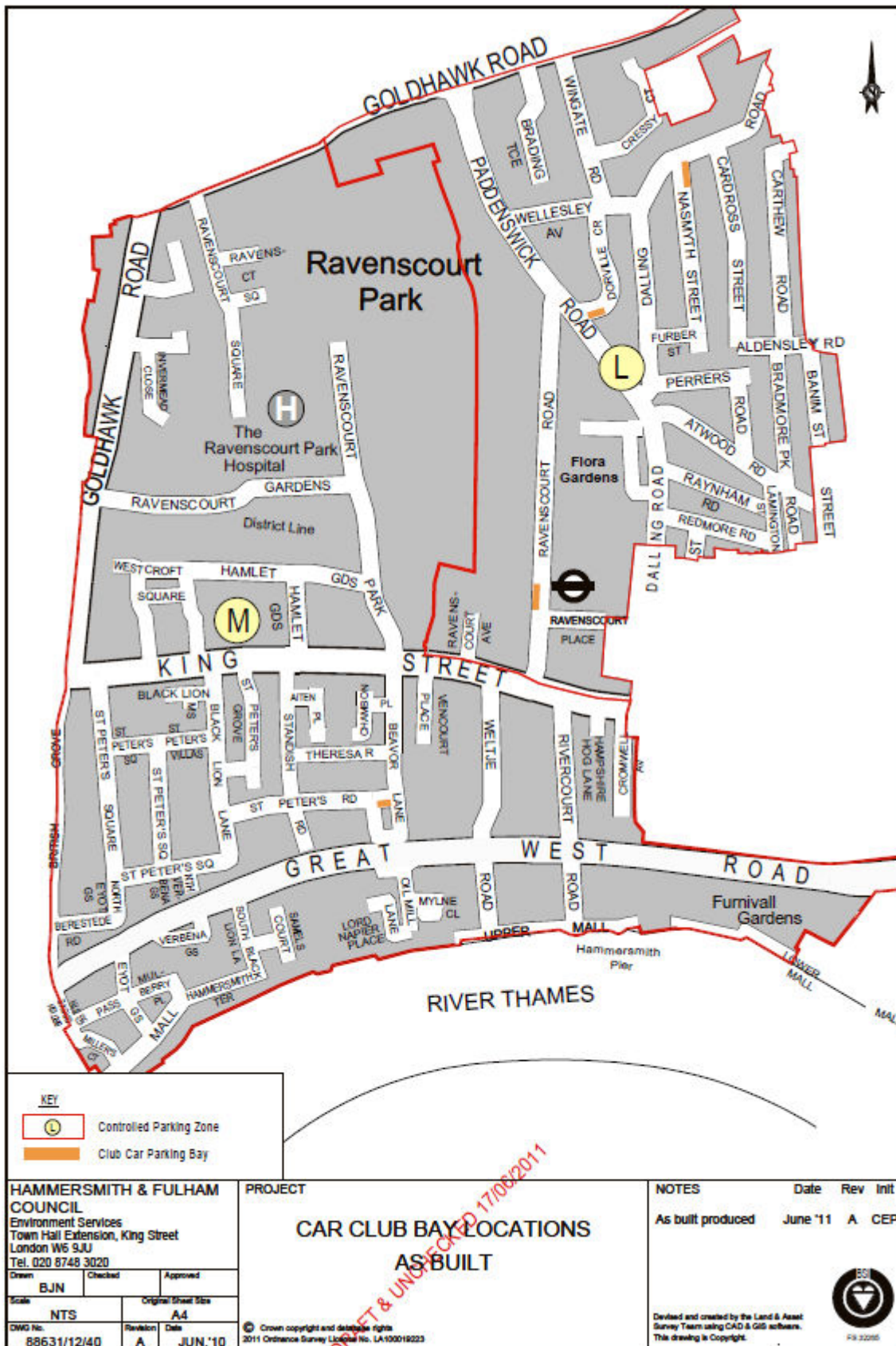
At present the costs are based on an estimate. This is subject to change once the detail of the scheme has been costed. The funding however is limited to the amount approved by the TfL board plus a contingency. Any variation in costs in excess of the contingency can not be assumed to be funded by TfL unless this is approved in advance. Alternatively, officers may need to manage the workload to ensure that expenditure is contained within the approved provision.

11. ASSISTANT DIRECTOR OF LEGAL SERVICES COMMENTS

- 11.1 The Assistant Director (Legal and Democratic Services) has read and is satisfied with the contents of this report.

LOCAL GOVERNMENT ACT 2000 **LIST OF BACKGROUND PAPERS**

No.	Description of Background Papers	Name/Ext. of Holder of File/Copy	Department/ Location
1.	Car Clubs	Carl Gellard Ext. 3522	EnvD, 5 th floor, HTHX



PROPOSED LOCATIONS

APPENDIX 2

Street	Controlled Parking Zone
Brook Green	A
Queen Caroline Street	A
Blacks Road	A
Sussex Place	A
Bute Gardens	A
Masbro Road	B
Sinclair Road	B
Blythe Road	B
Batoum Gardens	C
Queens Club Gardens	D
Beaumont Crescent	D
Auriol Road	E
Edith Road	E
Sedlescombe Road	F
Tadmor Street	G
Biscay Road	H
Beryl Road	H
Kinnoul Road	H
Rylett Crescent	I
Coningham Road	J
Stanlake Villas	J
Agate Road	K
Kilmarsh Road	K
Cardross Street	L
Rivercourt Road	M
Hamlet Gardens	M
Verbena Gardens	M
Weltje Road	M
Du Cane Road	N
Eynham Road	N
Novello Street	Q
Chipstead Street	Q
Studdridge Street	Q
Whittingstall Road	R
Avalon Road	S
Waterford Road	S
Colwith Road	T
Bowfell Road	T
Oxberry Avenue	U
Hestercombe Avenue	U
Boscombe Road	V
Willow Vale	V
Curwen Road	V
Wardo Avenue	W
Bronsart Road	W
Munster Road	W
Langthorne Street	X
Doneraile Street	Y
Stevenage Road	Y
Hazelbury Road	Z

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