

CiViTAS
Cleaner and better transport in cities

ARCHIMEDES

AALBORG • BRIGHTON & HOVE • DONOSTIA-SAN SEBASTIÁN • IAGI • MONZA • ÚSTÍ NAD LABEM

Brighton & Hove

R54.1 – Car Clubs Research in Brighton & Hove

Brighton & Hove

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Quality Control	Alan Lewis
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1. Introduction

1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

CIVITAS I started in early 2002 (within the 5th Framework Research Programme);
CIVITAS II started in early 2005 (within the 6th Framework Research Programme) and
CIVITAS PLUS started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

Horizontal projects support the CIVITAS demonstration projects & cities by :

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

Key elements of CIVITAS

- CIVITAS is co-ordinated by cities: it is a programme “of cities for cities”
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living ‘Laboratories’ for learning and evaluating

1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

2. Brighton & Hove

Brighton & Hove is an historic city, in the south-east of England, known internationally for its abundant Regency and Victorian architecture. It is also a seaside tourist destination, with over 11km of seafront attracting eight million visitors a year.

In addition, it is a leading European Conference destination; home to two leading universities, a major regional shopping centre, and home to some of the area's major employers. All of this, especially when set against the background of continuing economic growth, major developments across the city and a growing population, has led the city council to adopt a vision for the city as a place with a co-ordinated transport system that balances the needs of all users and minimises damage to the environment.

The sustainable transport strategy that will help deliver this vision has been developed within the framework of a Local Transport Plan, following national UK guidelines. The ARCHIMEDES measures also support the vision, which enables the city to propose innovative tools and approaches to increase the energy-efficiency and reduce the environmental impact of urban transport.

3. Background to the Deliverable

Car ownership and use have continued to grow and extend across the UK population since the late eighties and are now embedded into most aspects of daily life in Britain.

In national attitude surveys people regularly referred to their work or home location being the main reason for needing a car and said that grocery shopping was the main trip they couldn't manage without a car. After-school child escort trips were also given as an important reason for many parents needing a car¹.

Many people from non-car owning households rely heavily on their friends and families to drive them around in the absence of alternative travel choices. People who do not own cars or cannot drive often say they feel isolated and a burden on their friends and families.

Over three quarters of households now own at least one car and 70% of adults have a driving licence. The average citizen makes two-thirds of trips by car and three-quarters of their weekly mileage the same way. Even amongst the lowest household income quintile where car ownership levels are much lower than for the average population, cars are used for 45% of daily trips and 65% of travel mileage. Forty percent of household members in this quintile report travelling by car at least once a week: however, they account for only around one-tenth the car trips made by members of one car households, and they make far fewer trips in a week overall, using any mode of transport.

Measure 54 covers 2 tasks:

Task 11.6.1 Car Clubs

BHCC will undertake research to identify the optimum locations for the car club demonstration that will be implemented in the Brighton & Hove CIVITAS Plus corridor.

¹ RAC Foundation for Monitoring – 'The Car in British Society' Executive Summary, April 2009.

The research will include a review of best practice from other established car clubs in Europe including Aalborg.

Task 6.4 Car-Sharing Scheme Improvements

BHCC will undertake work to develop the Car Club provision in Brighton & Hove beyond its core market, which is already well-established. The CIVITAS+ corridor includes areas of low income, with reduced density away from the city making it a suitable location to demonstrate this innovative development and potentially opening up the Car Club market beyond its current scope. This may provide benefits for pollution and congestion reduction as well as social inclusion. Investment will be required to cover:

- the installation of Car Club bays;
- costs of signing and lining;
- the legal costs of the Traffic Regulation Order process;
- planning and monitoring
- promotion and marketing materials
- further development of Car Club & lift share website

3.1 Summary Description of the Task

The technical element of the requirement is contained within Task 11.6.1 and is reported in the rest of this deliverable.

3.1.1 Task 11.6.1 Car Clubs

To guide the project this research has reviewed best practice in implementation and operation of Car Clubs based on information from established Car Clubs in Europe, including Aalborg.

This report includes research to identify the optimum locations for the Car Club demonstration that will be implemented in the Brighton & Hove CIVITAS corridor. The CIVITAS corridor includes areas of low income, with reduced density away from the city (in contrast to current car club sites in Brighton & Hove which are in central, and generally more affluent, areas of the city). Therefore the research has considered the implications of setting up a Car Club in disadvantaged or low income areas.

4. Car Clubs Research in Brighton & Hove

4.1 Description of the Work Done

Current research has focused on using secondary data sources, literature on car clubs is limited and there is little academic work on the subject. It is not the remit of this review to examine and substantiate all the claims that have been made for the success of car clubs but to meet the brief of the CIVITAS project and therefore the focus is on identifying a suitable location for new sites.

This report initially looks at European models for Car Club implementation, continuing with UK examples. Details of these include the spread and quantity of Car Clubs operating in the UK in 2007/08, and how they vary. Furthermore the research focuses on

Car Clubs in low density/ less affluent areas of the UK and how such implementation has been tackled.

Main internet sources include:

www.carplus.org.uk
www.carclubs.org.uk
www.citycarclub.co.uk

www.whizzgo.co.uk
www.streetcar.co.uk
www.commonwheels.org.uk

4.2 Summary of Activities Undertaken

4.2.1 European Models

Car clubs on the European continent have been a success story. Starting from small beginnings in the late 1980's, the idea has become so popular that many schemes have developed into professionally run organisations, offering an efficient, flexible neighbourhood form of short term car hire. The most successful schemes are in Switzerland & Germany, with Austria & the Netherlands following their lead. Schemes are developing in Denmark, Belgium, Sweden, Norway, Finland, Italy and France. By 2007 car clubs in European cities had a total membership of more than 230,000 people. Details of the development of Germany and Switzerland's car club development:

Germany

History

- 1988 StattAuto was formed with 5 members and 1 vehicle
- 2005 StattAuto/Greenwheels – Greenwheels, a Dutch company bought the majority of StattAuto shares. Contracts organised with 3 Public Transport operators, ticket holders with subscription tickets can use StattAuto/Greenwheels cars without any deposit or monthly fee.
- Dec 2005 name changed to Greenwheels AG.
- 2006 Greenwheels AG has 85,000 members, 2,500 cars at 1,500 locations in 250 towns.

Successes

- Bremen is a particular success story.

Problems

- Public Transport discounts were too costly. These were reduced, resulting in some members leaving.
- Lack of parking spaces – on street parking was not allowed for car clubs by law (2003).
- High up-front fees (joining fee, membership fee, deposit) proved a barrier to joining. Joining fee was lowered joining fee and deposit and membership fee waived but hourly rate was increased.

Lessons

- Involvement with Public Transport has resulted in increased usage of both car clubs and Public Transport.

- More cars in single parking bay locations builds confidence in vehicle availability (rather than lots of single cars scattered around).

Typical Member Profile In Germany

- Gender: 66% male 34% female
- Average age: 34
- Education: University educated
- Income: Above average income
- Still catering for those with environmental 'feelings'
- Second significant profile specific to Dresden is those who do not earn enough to own a car

Switzerland

- The first two Swiss car co-ops, AutoTeilet Genossenschaft and ShareCom, were set up in May 1987. ATG had 8 people sharing 1 car, and ShareCom had 17 people also sharing just 1 car.
- In 1997 these two companies merged to form 'Mobility' Car Sharing
- By 2006 there were 65,000 members, 1,750 vehicles at 1,000 locations serving 400 communities.
- Membership currently increasing at around 50% per year, for the full report see the Mobility Car Sharing website:
<http://www.mobility.ch/pages/index.cfm?dom=6>
- Mobility is Switzerland's most successful car sharing scheme.

Key Features of success so far in Europe¹:

Partnerships with:

- public transport companies
- car rental companies
- National Government and Local Authorities
- other businesses
- national and international organisations

Reliability and Convenience:

- booking
- location and availability
- range of vehicles
- smart cards and on-board computers
- extra equipment

Transparency of costs

Good alternatives to car use

Publicity and information

More information on Car Clubs in Europe can be found at

<http://www.carplus.org.uk/carclubs/international.htm>

4.2.2 Car Clubs in the UK

In 2003, CarPlus established a toolkit aimed at defining the process of establishing a car club (see <http://www.carplus.org.uk/> for further details). This is a very comprehensive resource covering all aspects of car club development. Therefore this document does not seek to replicate that work, but draws upon some of the success factors that are evident in current UK schemes, and sets a framework in which car clubs can flourish in line with European experience.

One key definition established was the notion of Closed Communities which can be contained within geographical boundaries or, more typically, an operating unit, such as a business, public sector organisation, or academic institution. In 2004 there were around 45 car clubs established in the UK (29 closed, 16 open).

CITY	Car Clubs operating in the area	No. of Cars	No. of Members	Costs
Brighton & Hove	City Car Club	42 (3 temporarily suspended and 2 coming soon)		£4.95 - £5.95 per hour £50 per year membership
	Whizzgo	7		£5.99 - £7.49 per hour £5 per month minimum of a year membership
	Streetcar	12		£3.95-£8.95 per hour £59.50 per year membership
Bristol	City Car Club	48 (1 coming soon)		
Edinburgh	City Car Club	84 (4 coming soon)	2,200 (Oct 08)	
Bath	City Car Club	7 (1 temporarily suspended)		
Norwich	City Car Club	10 (2 temporarily suspended)		
Birmingham	City Car Club	2 (1 coming soon)		
	Whizzgo	3		
Huddersfield	City Car Club	2 (coming soon)		
London	City Car Club	136 locations (150 cars?)		
	Whizzgo	25 locations		
	Zipcar	5,000	5,500 (Sep 08)	£25 annual fee From £3.95 per hour
	Streetcar	731 locations		
	Connect by Hertz	42		£3.95 per hour £50 annual membership
Stroud	Stroud Valley Car Club (Independent)	3 (1x people carrier)		£2.30 - £2.50 per hour £140 per year membership and £100 deposit

Exeter	Co-Cars Ltd (independent)	4		£50 deposit £1 a week administration fee
Reading	Commonwheels	3		£4 per hour Free membership £150 deposit
Bradford	Hour Car (Carplus Rural Programme)	4		£25 joining fee £100 per year membership
Portsmouth	Commonwheels	3		
Dartmoor	Moorcar (Carplus Rural Programme)	7	80	£1.90 - £2 per hour £50 membership
Colchester	Wombat (independent)	2		£2 - £3 per hour £60 membership
Leeds	Whizzgo	24 locations		
Southampton	Streetcar	2		
	Whizzgo	8		

Membership Totals:

Company	Membership	Cities
Streetcar	50,000+	6 cities (mainly London)
City Car Club	7,000	8 cities
Whizzgo	5,000	11 cities
Zipcar	5,500	London only
Commonwheels	?	7 cities

Car Club websites:

www.citycarclub.co.uk
www.whizzgo.co.uk
www.streetcar.co.uk
www.zipcar.co.uk
www.connectbyhertz.com

www.svccc.co.uk
www.moorcar.co.uk
www.co-cars.co.uk
www.commonwheels.org.uk
www.wombatcarclub.co.uk

4.2.3 Car Clubs and Public Transport in Europe

Car clubs are a key part of an integrated transport system, giving access to a choice of vehicles for those journeys which are best made by car; partnership with public transport, in conjunction with rideshare, car hire, taxis, cycling and walking, can offer a flexible transport package that gives people a real alternative to car ownership.

Research from Europe reinforces this. Members of the Mobility car club in Switzerland, who formerly owned a car, reduced their car mileage by 72% after they joined the club, furthermore overall travel was reduced by 17%, and other journeys were replaced with public transport (up 35%), walking and cycling (up 70%) (Energie, 2000).

Research in Munich suggests that; effects of moving miles from the car to public transport, continues for 3 to 5 years after joining a car club. Members who, as private car owners, drove 13,000km had reduced this to 2,500km after 5 years as a car club member. They substituted car km for Public Transport (majority), walking and cycling.

- Switzerland; Zurich – when access to car club vehicles was added to Public Transport season ticket, 2,500 customers took advantage of scheme in first 4 months and there was a 14% increase in season ticket holders. Car club membership was waived, although usage rates were slightly higher.
- Germany; Bremen - when the Bremer Karte season ticket was extended to cover car club vehicles. After the introduction of the AutoKarte in 1998, 500 took advantage of it in the first year, with about 150 private cars removed from the streets. In 2002 the Bremer Karte & Auto Card was introduced which is an electronic Public Transport ticket which also gives access to car club vehicles. 16% of users of Bremer Karte & Auto Card became new clients for PT season tickets.

4.2.4 Car Clubs and Public Transport in the UK

In the UK research found that former car owners increase their use of non-car transport modes by 40% after joining a car club. Two-thirds of those who owned a car before joining saw their mileage fall, by an average of around 25%². There is also Government support for integration; the [European Transport White Paper](#) recommends car clubs in combination with quality public transport as a particularly sensible measure for the sustainable future development of urban traffic. The UK White Paper for Transport encourages public transport operators to introduce joint ticketing with cross-modal discount schemes; car clubs could easily be integrated into this.

Partnership initiatives

- To offer a truly integrated system, a number of joint initiatives can be put in place:

Joint Ticketing

- Either Public Transport Season ticket holders pay a small additional charge to have access to car club vehicles OR Car club members are offered cut price season tickets for Public transport.

Integrated Smart Cards:

- Give access to car club vehicles
- Give access to Public Transport (extended to include taxis, hire cars, parking etc.)
- Single monthly bill to cover all transport costs

Integrated Information:

- Maps showing PT routes, car club bays, cycling and walking routes
- Web-based journey planner (including car club bays (JourneyOn))

² Environmental Change Institute, University of Oxford 'UK car clubs: an effective way of cutting vehicle usage and emissions?' Dissertation by Matthew Ledbury, Oct 2004.

- Trained staff at public transport centre with knowledge of other modes of transport.

Joint Marketing:

- Leaflets and posters advertising joint promotions
- Car club adverts on buses, trains, and at bus stops
- Parking bays at coach and train stations and close to bus stops
- Parking bays supplied with cycle stands
- Parking bays accessible by safe, pleasant walking routes

www.carplus.org.uk/carclubs/public-transport

In the UK examples of partnership initiatives include:

Whizzgo in Leeds

- Free advertising space on buses
- Offering car club members a free monthly season ticket when they join
- 15% discount on annual season tickets

Bristol City Car Club

- First bus offer 10% discount on all tickets bought in advance for car club members
- Free 3 month Rover Card for club car members who completely give up their private car.

Bath Car

- First bus offer 25% discount on Bath Tens (saver strips) for club car members.

4.2.5 Car Clubs in Low Density/Less Affluent areas

A lack of access to transport leads to a marginalisation from employment, income, social networks (such as family and friends), decision making, and adequate quality of life.

‘a person living in a neighbourhood with poor public transport links, if unable to afford a private car, may be excluded from seeking or continuing employment due to lack of mobility’ – Carplus

Lower income households who either run one car, are struggling financially to run a car, or have no car, are potential users of a car club. Access to a car club could offer them access to a vehicle in order for them to reach essential facilities such as health care, shops, job interviews or social activities.

Car clubs operating in less prosperous areas have focused generally upon lower monthly membership fees, and slightly higher charges for use (mileage and hours), recognising the difficulties that low income families have in meeting monthly payments.

They also enable a higher number of members per car, enabling better utilisation rates to be achieved. This reflects the fact that by paying a higher rate for usage, with low monthly charges, the incentive is very much on limiting car use to essential journeys only.

Challenges

- Car ownership is higher in rural areas than in urban.
- 84% of rural households own at least one car.
- Low-income households in the least densely populated areas spend, on average, over 30% more on motoring per week than those in more densely populated areas as they have greater distances to travel.
- Limited availability of public transport
- Decline in the availability of rural services
- Low income households struggle to meet the costs of car ownership

Examples of Car Club Initiatives in non- affluent or non-central locations

Swansea, City-Wheels

- Specifically serves social housing residents
- Set up by Swansea Housing Association in 2001
- 30% of social housing residents are disabled, retired or not working
- Used in conjunction with 'City Living' – a scheme to get people to move back into the city
- Not-for-profit scheme, keeps costs down.
- Swansea Housing Association runs the club.
- The club is used by employees of the Housing Association and by residents of the social housing scheme.
- The car bays are situated in the underground car park of the social housing building.

Carplus, Rural Car Club Programme

These programmes were set up to learn if they could succeed and to collate best practice. They therefore provide important reference points for trying to implement similar schemes in rural, and specifically to Brighton & Hove, less affluent areas.

- Multiple projects set up to test the feasibility of car clubs in rural areas.
- Community co-operation is required to make car club vehicles accessible to all when population density is low.
- Community networks already in place should Partnership with Carplus, Sustrans, and the Countryside Agency
- be utilised to support and champion the club

CarPlus Rural Car programme exists in:

- Moorcar (Ashburton)
- Stroud Valley Car Club (Stroud)
- A2B Travel Club (Bradford-on-Avon)

- Clay Wheels (Cornwall)
- Our Car Your Car (W Yorkshire)
- Hour Car (W Yorkshire)
- Endeavour Car Club (N Yorkshire)
- GoCars (N Yorkshire)

Moorcar

Set up in Ashburton in 2002 to solve rising fuel prices, an inadequate bus service, and parking problems. Moorcar started as a 'member co-operative' involving members in the running and maintaining of the club and used community help in finding parking spaces. Word of mouth is key to success.

Moorcar has 80 members, 7 cars and serves 4 towns on S. edge of Dartmoor. Membership costs £50 and usage costs £1.90-£2 per hour.

Commonwheels

A Community Interest Company which aims to establish an integrated network of car clubs across the UK. Help set up clubs in partnership with local groups and schemes.

Free membership and £150 returnable deposit

OR

£7.50 per month non-returnable deposit waiver] and £4 per hour

Commonwheels operate in High Wycombe, Kings Lynn, Oxford, Poole, Portsmouth, Reading and Reepham (Norfolk Car Club for Reepham and surrounding towns)

4.2.6 Further Considerations for the Siting of Car Clubs in the UK

Bioregional produced a report on the establishment and siting of Car Clubs across London in 2007 & noted:

that there are very few car clubs in the least deprived boroughs and less than 10 car club locations between the 10 most advantaged boroughs. Car clubs are generally most established in the middle ranking boroughs. While car clubs have established in some of the most deprived boroughs, it is more likely that factors such as population density, in particular a high number of young professionals have attracted car clubs to these areas.

They also noted that some councils such as Greenwich, Hackney and Islington are therefore conducting research and practical projects to assess the impact of car clubs on reducing social exclusion, Greenwich has commissioned a study to explore how car clubs can be further developed in the borough to extend their use to areas where they may help address social inclusion and accessibility. Like most London boroughs, Greenwich is mixed socially and economically; there is large provision of social housing and some zones of high deprivation; currently the car club is not serving these areas directly. The study aims to establish the factors needed to attract members from less affluent areas of the borough and successful operation as well as examining modal shift and impacts on car mileage / ownership it would seem advisable to contact these authorities to establish further details.

It is also clear that significant barriers exist to prevent car clubs and car sharing playing a significant role in the provision of accessibility to some disadvantaged groups. Barriers include:

- Lack of understanding of the car club concept;
- Lack of reliable data on the relative costs of provision by different means;
- A concern not to further erode the market for conventional public transport;
- The difficulties likely to be experienced when attempting to introduce a car club within a deprived community (difficulty posed by annual fee, lack of commitment within the community, vandalism, insurance problems.);
- Concern among some car club organisers as to the possible negative effect on their brand image.

Some groups/communities are not just isolated by economic factors alone but have complex additional needs whereby agencies on behalf of that group become a factor. Therefore additional barriers include:

- Institutional inertia (fed by professional jealousy, lack of time to consider new modes of provision, lack of understanding of the concept of car clubs and a belief that, since the concept would not be appropriate for all clients, it is not worth considering);
- The fact that some specific groups would require delivery/pick-up arrangements;
- The fact that some specific groups would require specially adapted vehicles.

The UK Commission for Integrated Transport report (The Potential Role of Car Sharing and Car Clubs within Socially Disadvantaged Groups - 2002) to target particular communities as potential sites for car clubs, experience suggests that the key factor in determining the success of a scheme is the presence of a champion within the local community and that schemes cannot be imposed from above.

4.3 Main Outcomes

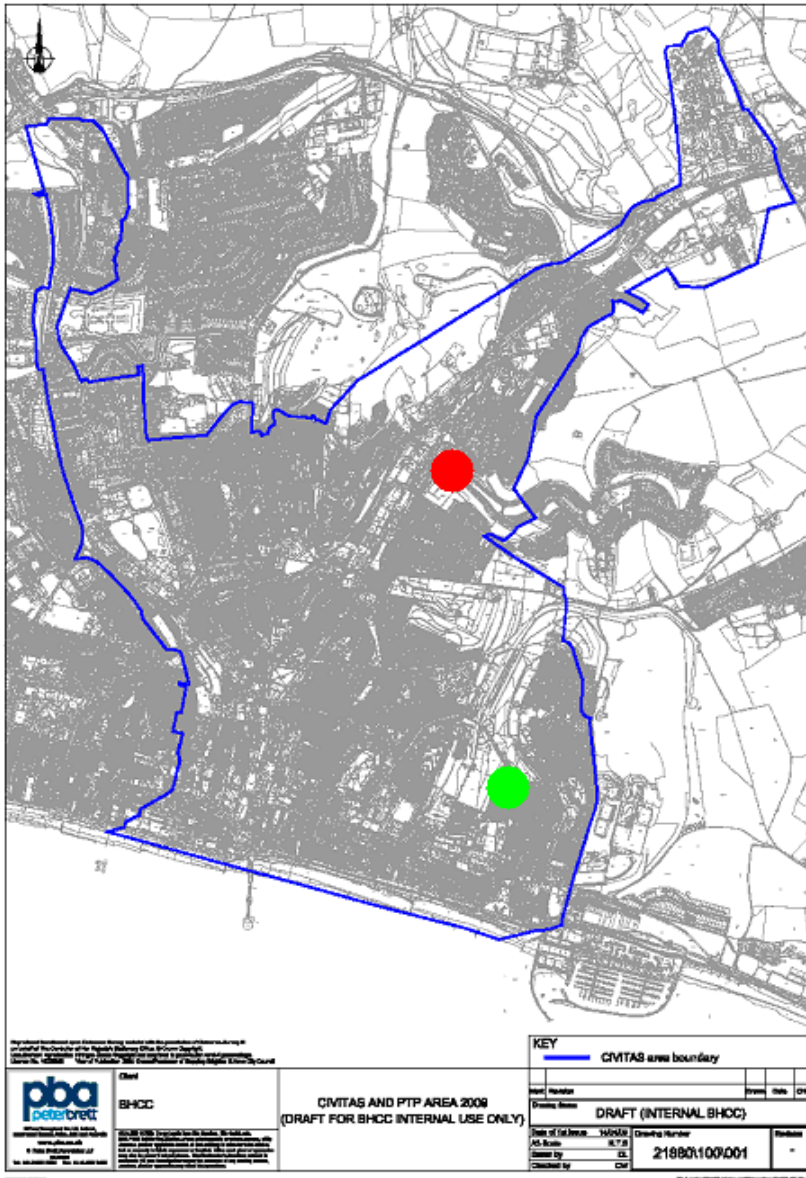
The location of a car club (to target those on low income) within the CIVITAS corridor has meant focusing the search on areas that sit within that corridor.

Contact was made with The Communities team at Brighton & Hove City Council to make use of their knowledge & expertise in working across the city with socially excluded groups.

As Brighton & Hove already has 3 active Car Clubs located in the city - the objective was to find a location removed from the centre and with indices of social disadvantage. The Communities team also gave advice about connecting with established community ventures within the targeted areas, and a list of contacts can be found in Annex 1.

Within the CIVITAS plus corridor they identified two areas:

- (1) as Whitehawk, also loosely referred to as East Brighton
- (2) and Moulsecoomb (together with a small part of Bevendean)



- Centre point of Moulsecombe and Bevendean area.
- Centre point of East Brighton area.

4.3.1 Whitehawk (East Brighton)

Key Points:

- Nearly nine out of ten people in East Brighton are White British.
- Significantly less pupils at Key Stage 2 living in East Brighton achieve level 4+ in both English and Maths than the City overall and considerably less pupils in East Brighton achieve 5 or more A* - C grades (including English and Maths) at GCSE than the City overall.
- One in six of the pupils receiving a fixed term exclusion from school in Brighton & Hove come from East Brighton
- Pupils in East Brighton are significantly more likely to claim free school meals than pupils across the City.
- Nearly one in ten people claiming Housing Benefit and Council Tax Benefit claimants in the City live in East Brighton.
- Three areas in East Brighton (in the centre of the ward) are in the most deprived 5% in
- England – this is most likely to be attributed to income; education; health & disability; and employment. East Brighton is the most deprived ward in the City.

4.3.2 Moulsecoomb & Bevendean

Key Points:

- Proportionately, there are more younger people and less people of retirement age in Moulsecoomb & Bevendean than Brighton and Hove as a whole.
- Nine out of ten people in Moulsecoomb & Bevendean are White British.
- Significantly less pupils in Moulsecoomb & Bevendean than the City overall achieve level 4+ in both English and Maths at Key Stage 2 or achieve 5 or more A* - C grades (including English and Maths) at GCSE.
- Pupils in Moulsecoomb & Bevendean are considerably more likely to claim free school meals than pupils across the City.
- One area in Moulsecoomb & Bevendean (towards the west of the ward) is in the most deprived 5% in England – this is most likely to be attributed to education; barriers to housing & services; income; living environment; and health & disability.

More detailed demographic profiling of these two areas, together with location maps, is included in Annex 2.

4.4 Problems Identified

The challenges and development of sighting a car club in less affluent less densely populated areas is evident, but only slight reference could be found to a potentially key consideration could be that the current car club ventures tend to feature a standard vehicle type. This makes it easier for members to feel comfortable with the car and means operators can develop partnerships with vehicle manufacturers for discount purchases.

However the 2008 Transport for London Car Clubs Strategy identified that there is demand from members for a variety of vehicles, most notably vans for bulk shopping.

There may be potential in further investigation in this area and establishing contact with Community groups may give additional information on targeting differing needs in areas

further away from the city centre. E.g. would People carriers be more attractive to sports based community groups?

4.4.1 Identification of additional key issues for the development of Car Clubs within Socially Disadvantaged Groups

- Real and perceived barriers to car clubs among target groups (e.g. insurance, cost, low driving licence tenure, elderly reluctance to innovate, disabled need for door to door service, lack of critical mass, pre-existing arrangements within the community)
- Potential links with other initiatives (action areas, demand responsive transport services, wider-access initiatives for health, education, training and life-long learning)
- Ways to overcome the barriers (e.g. dissemination of evidence on cost-effectiveness, flagship schemes based on model solutions, trials of model solutions)
- Discussion with relevant professionals and organisations (health, community health, community liaison officers, housing action area managers, local transport coordinators)
- Discussions with community representatives/ representative bodies
- Cost analysis - desk study using secondary sources

4.5 Future Plans

It had been intended that the findings of this report (R54.1) would inform the expansion of the car club scheme in Brighton & Hove in order to serve more socially disadvantaged and less densely populated locations than is currently the case (Task 54.1). The intention was that the recommendations above would inform the identification and selection of suitable locations that fall within the CIVITAS corridor and correspond with the project objectives. Precise locations would have been finalised through consultation with car club operators and relevant stakeholders.

However, as detailed in full in Deliverable T54.1, it was not possible to pursue the scheme as car club operators did not believe that it would be a financially viable project and there would have been a significant ongoing financial implication to Brighton & Hove City Council beyond the funds available for and the timescale of the project. This was the conclusion drawn from several discussions with car club companies operating locally and nationally.

Further to this, full consideration was given to the recommendations, examples of best practice and comments highlighted throughout R54.1. Despite these efforts, the fundamental barrier encountered to delivering the project surrounded the financial viability of operating car clubs in less densely populated locations. In addition, operators emphasised that compared with this issue, social deprivation was not a factor, whilst the barriers cited by earlier research discussed in previous sections of this report, such as concerns over vandalism, were seen as being of secondary importance. Finally, the research documented in the current report suggested that a key step in succeeding with the project would be to liaise with community workers and representatives. Initial steps were made in this respect, but ultimately progress could only be made if the car club operators were willing to become involved.

As mentioned, the experiences of and lessons learned by Brighton & Hove City Council in attempting to deliver this project are detailed in full in Deliverable report T54.1.

Annex 1: Neighbourhood Contacts

Neighbourhood Contact	Contact	email	Phone
Bevendean	Tony Silsby	tonysilsby@trustdevcom.org.uk	01273 603698
Bristol Estate	Graham Allen	g.j.allen@ntlworld.com	01273 272767
Brunswick & Regency	Andy Silsby	silsbysilsby@onetel.com	07879 452929
Coldean	Jenny Moore	jennymoore@trustdevcom.org.uk steveandrews@trustdevcom.org.uk	01273 262220 01273 676416
Eastern Road	Becky Purnell	becky.purnell@brighton-hove.gov.uk	01273 291730
Hangleton & Knoll	Nicole Vann Gemma Goodey Lizzie Beckett	nicole.vann@hkproject.org.uk gemma.goodey@hkproject.org.uk lizzie.beckett@hkproject.org.uk	01273 235052
Hollingbury	Linda Saltwell	lindasaltwell@trustdevcom.org.uk	01273 262220
Hollingdean	Liz Lee	elizabethlee@trustdevcom.org.uk	07533 011417
Moulsecoomb	Kaye Duerdoth	kaye@newmanfrancis.org	077306 24363
Portland Rd & Clarendon	Jo Martindale	joanna@martindale.org.uk	01273 262220
Portslade	Lorette Mackie	lorettemackie@trustdevcom.org.uk	01273 430176
Queens Park & Craven Vale	Sue Hes	suehes@trustdevcom.org.uk	01273 262220
Tarner	Becky Purnell	becky.purnell@brighton-hove.gov.uk	01273 291730
Whitehawk	Graham Allen	g.j.allen@ntlworld.com	01273 272767
Woodingdean	Rosaria Gracia	rosariagracia@trustdevcom.org.uk	01273 262220

Neighbourhood	Name of Local Group	Chair	Contact Details	
Bevendean	Action for Bevendean Community	Robert Brown	Tony Silsby 01273 603698 tonysilsby@trusdevcom.org.uk	
Bristol Estate	Bristol Estate Community Association	Ray Freeman	Graham Allen 01273 272767 g.j.allen@ntlworld.com	http://www.bristolstate.org.uk/
Brunswick & Regency	B&R Neighbourhood Action Group	Liam Mandville	Andy Silsby 07879 452929 silbysilsby@onetel.com	http://www.brunswickandregency.org.uk
Coldean	Residents Association Stanmer and Coldean LAT	? Ted	Jenny Moore 01273 262220 jennymoore@trusdevcom.org.uk	http://coldean.org.uk
Eastern Road	Eastern Road Partnership	Chris Cooke	Becky Purnell 01273 291730 becky.purnell@brighton-hove.gov.uk	http://www.brighton-hove.gov.uk/index.cfm?request=c1175614
Hangleton & Knoll	Hangleton and Knoll Community Action	Roy Taylor	Nicole Vann 01273 235052 nicole.vann@hkproject.org.uk	http://www.hakdirect.org.uk/ http://www.hangletoncommunitycentre.org.uk/ http://www.hkproject.org.uk/cgi-bin/index.cgi http://www.hakit.org.uk/
Hollingbury	Hollingbury LAT Hollingbury Youth Partnership	Barry Nichols	Linda Saltwell 01273 262220 lindasaltwell@trusdevcom.org.uk	http://www.hollingbury.info/
Hollingdean	Hollingdean Partnership	Cllr Christine Simpson	Sam Warren 01273 293794	http://www.hollingdean.com/

			sam.warren@brighton-hove.gov.uk	
Moulsecoomb	Moulsecoomb LAT	Cllr Anne Meadows	Kaye Duerdoth 077306 24363 kaye@newmanfrancis.org	http://www.ebndc.org.uk/ http://www.eastbrightontrust.org.uk/
Portland Rd & Clarendon	Portland Rd & Clarendon Forum	Jo Martindale	Jo Martindale 01273 262220 joanna@martindale.org.uk	http://www.westhovecommunities.net/
Portslade	Portslade Forum	Lyn Strong	Lorette Mackie 01273 430176 lorettemackie@rustdevcom.org.uk	http://portsladecommunityforum.net
Queens Park & Craven Vale	Queens Park & Craven Vale Community Forum	Cllr Bill Randall	Sue Hes 01273 262220 suehes@trustdevcom.org.uk	
Tarner	Tarner Area Partnership	Nancy Pollard	Becky Purnell 01273 291730 becky.purnell@brighton-hove.gov.uk	http://www.brighton-hove.gov.uk/index.cfm?request=c1175614
Whitehawk	Whitehawk Crime Prevention Forum The Get Together Group	Cllr Warren Morgan	Graham Allen 01273 272767 g.j.allen@ntlworld.com	http://www.whitehawk.uk.net/ http://www.ebndc.org.uk/ http://www.eastbrightontrust.org.uk/
Woodingdean	Woodingdean LAT	Lee Farrow	Rosaria Gracia 01273 262220 rosariagracia@rustdevcom.org.uk	http://www.woodingdean.info/

Annex 2: Detailed Demographic Profiling of Possible Implementation Areas

Whitehawk (East Brighton)

		East Brighton Ward	Brighton and Hove
Total Population		13,705	253,500
Gender:	Male	50% (6,901)	49% (124,700)
	Female	50% (6,804)	51% (128,800)
Age:	Under 16	18% (2,422)	16% (40,706)
	Working Age	67% (9,137)	67% (170,311)
	Retirement Age	16% (2,146)	17% (42,475)
Ethnicity:	White British	89% (12,084)	88% (218,134)
	Other White	6% (753)	6% (15,448)
	Mixed	2% (221)	2% (4,799)
	Asian or Asian British	2% (272)	2% (4,539)
	Black or Black British	1% (96)	1% (1,992)
	Chinese or Other Ethnic	1% (132)	1% (2,905)
Free School Meals (aged 1-11)		674 pupils (40%)	4,209 pupils (17%)
Jobseekers Allowance Claimants		412 (5%)	4,495 (3%)
Housing Benefit and Council Tax Benefit Claimants:		2,715	28,800

Population

- Around 13,705 people live in East Brighton – over 5% of the population in the City. There are a similar number of males to females.
- The age profile of people in East Brighton is similar to that of the City overall, with two thirds of population of working age and the remainder divided between those under 16 years and those of retirement age.

Ethnicity

- Nearly nine out of ten (89%) of people in East Brighton are White British (89%) with 6% from another white background and 5% of people from a non-White background.

Educational Attainment

- Two out of five pupils (41%) at Key Stage 2 (final year at primary school) achieve level 4+ in both English and Maths – a significantly lower level than the City overall

(71%). The proportion of pupils achieving 5 or more A* - C grades (or equivalent) including English and Maths at GCSE is also significantly lower than Brighton & Hove overall (17% for East Brighton and 44% for B&H).

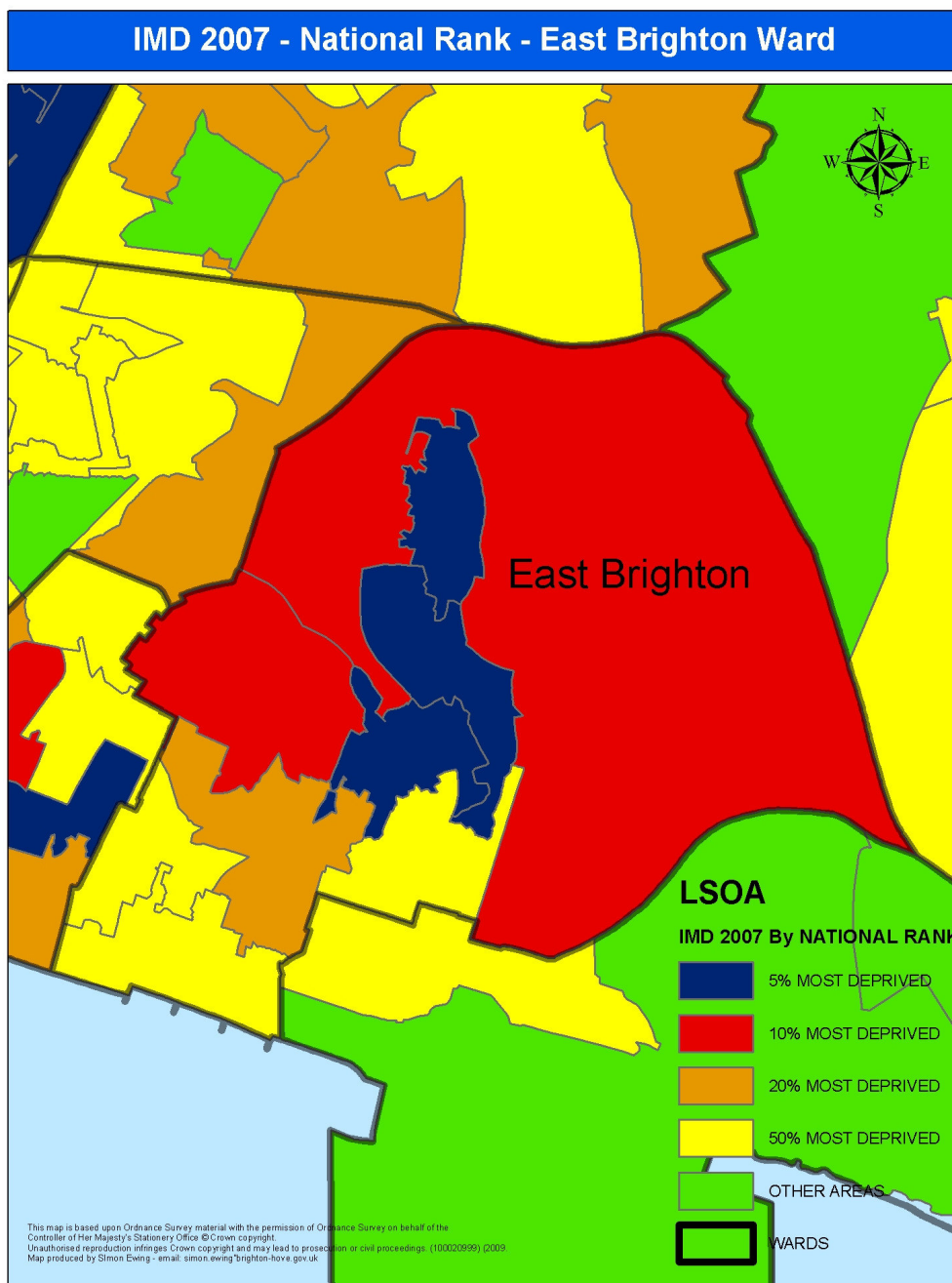
- 166 pupils received a fixed term exclusion from school – nearly 16% of all the pupils excluded in the City.

Benefits

- Two out of five pupils in years 1 to 11 are eligible for free school meals – considerably higher than for the City overall at one in six pupils.
- One in twenty (5%) people of working age are claiming Jobseekers Allowance – higher than the City overall (3%).
- There are over 2,715 Housing Benefit and Council Tax Benefit claimants in East Brighton – more than 9% of the total for Brighton & Hove.

Deprivation

- According to the Index of Multiple Deprivation 2007 (IMD) East Brighton is the most deprived ward in Brighton – six areas are within the most deprived 20% in England,
- The Index of Multiple Deprivation (IMD) provides a relative ranking of areas across England according to their level of Deprivation. The IMD brings together 37 different indicators which cover specific aspects or dimensions of deprivation: Income; Employment; Health & Disability; Education, Skills & Training; Barriers to Housing & Services; Living Environment; and Crime.



The map shows the nine areas in East Brighton mapped against the IMD. The three main areas of multiple deprivation in East Brighton are in the centre of the Ward (the purple areas), with two areas in the north and west of the Ward in the most deprived 10% (the red areas), a further one in the south-central of the ward in the most deprived 20% (the orange areas) and the remaining areas in the most deprived 50% (the yellow areas).

Number of Cars/Vans per Household (2001 ONS)

	East Brighton Ward	Brighton and Hove Unitary Authority
All Households	6,468	114,479
Households with no cars or vans	3,076 (47.56)	41,830 (36.54)
Households with one car or van	2,632 (40.69)	50,169 (43.82)
Households with two cars or vans	634 (9.8)	18,738 (16.37)
Households with three cars or vans	94 (1.45)	2,931 (2.56)
Households with four or more cars or vans	32 (0.49)	811 (0.71)
All cars or vans in the area	4,329	100,049

Car/Van ownership in East Brighton is slightly lower than across the City. There is an average of 0.6 Cars/Vans per household in East Brighton, compared to 0.9 per household in city as a whole. Almost 50% of households in East Brighton have no cars/vans.

Method of Travel to Work – Resident Population, People aged 16-74 (2001 ONS)

	East Brighton Ward	Brighton and Hove Unitary Authority
All people aged 16-74 in employment	5,592	117,551
work mainly at or from home	475 (8.49)	10,870 (9.25)
by: Underground, Metro, Light Rail or Tram	15 (0.27)	202 (0.17)
by: Train	366 (6.55)	9,854 (8.38)
by: Bus, Mini Bus or Coach	1,107 (19.8)	14,642 (12.46)
by: Motorcycle, Scooter or Moped	47 (0.84)	953 (0.81)
by: Driving a Car or Van	1,948 (34.84)	50,733 (43.16)
by: Passenger in a Car or Van	313 (5.6)	5,730 (4.87)
by: Taxi or Minicab	34 (0.61)	623 (0.53)
by: Bicycle	142 (2.54)	3,168 (2.7)
by: On foot	1,116 (19.96)	20,162 (17.15)
by: Other	29 (0.52)	614 (0.52)
Ave. distance (km) travelled to fixed place of work	13.72	15.63
PT users in households: With car or van	757 (50.87)	15,143 (61.31)
PT users in households: Without car or van	727 (48.86)	9,173 (37.14)

Only 35% of people aged 16-74 in employment travel to work by driving a car or van in East Brighton. This is almost 10% under the city average. After car travel, most people are travelling to work by bus (20%) or by walking (20%). 49% of people in households without cars or vans in East Brighton use public transport compared to only 37% across the city.

Lone Parent Households with Dependant Children (2001 ONS)

10% of households in East Brighton are occupied by lone parents with dependant children, compared to 16% of households across the City. 92% of lone parents with dependant children living in East Brighton are female.

Moulsecoomb & Bevendean

		Moulsecoomb & Bevendean Ward	Brighton and Hove
Total Population		16,395	253,500
Gender:	Male	49% (8,031)	49% (124,700)
	Female	51% (8,364)	51% (128,800)
Age:	Under 16	20% (3,250)	16% (40,706)
	Working Age	68% (11,165)	67% (170,311)
	Retirement Age	12% (1,980)	17% (42,475)
Ethnicity:	White British	91% (14,234)	88% (218,134)
	Other White	4% (673)	6% (15,448)
	Mixed	2% (249)	2% (4,799)
	Asian or Asian British	2% (288)	2% (4,539)
	Black or Black British	1% (130)	1% (1,992)
	Chinese or Other Ethnic	1% (148)	1% (2,905)
Free School Meals (aged 1-11)		783 pupils (36%)	4,209 pupils (17%)
Jobseekers Allowance Claimants		324 (3%)	4,495 (3%)
Housing Benefit and Council Tax Benefit Claimants:		1,995	28,800

Population

- Around 16,395 people live in Moulsecoomb & Bevendean – more than 6% of the population in the City, and in common with the rest of the city there are slightly more females than males.
- The age profile of people in Moulsecoomb & Bevendean is different to that of the City overall – there are more people under 16 (20% compared with 16% for B&H) and less people of retirement age (12% compared with 17% for B&H).

Ethnicity

- The majority of people in Moulsecoomb & Bevendean are White British (91%) with 4% of people from another White background and 5% from a non-White background.

Educational Attainment

- Less than half (48%) of pupils at Key Stage 2 (final year at primary school) achieve level 4+ in both English and Maths – significantly lower than the City overall (71%). The proportion of pupils achieving 5 or more A* - C grades (or equivalent) including English and Maths at GCSE is also significantly lower than Brighton & Hove overall (27% for Moulsecoomb & Bevendean and 44% for B&H).
- More than one in seven pupils receiving a fixed term exclusion from school in Brighton & Hove comes from Moulsecoomb & Bevendean.

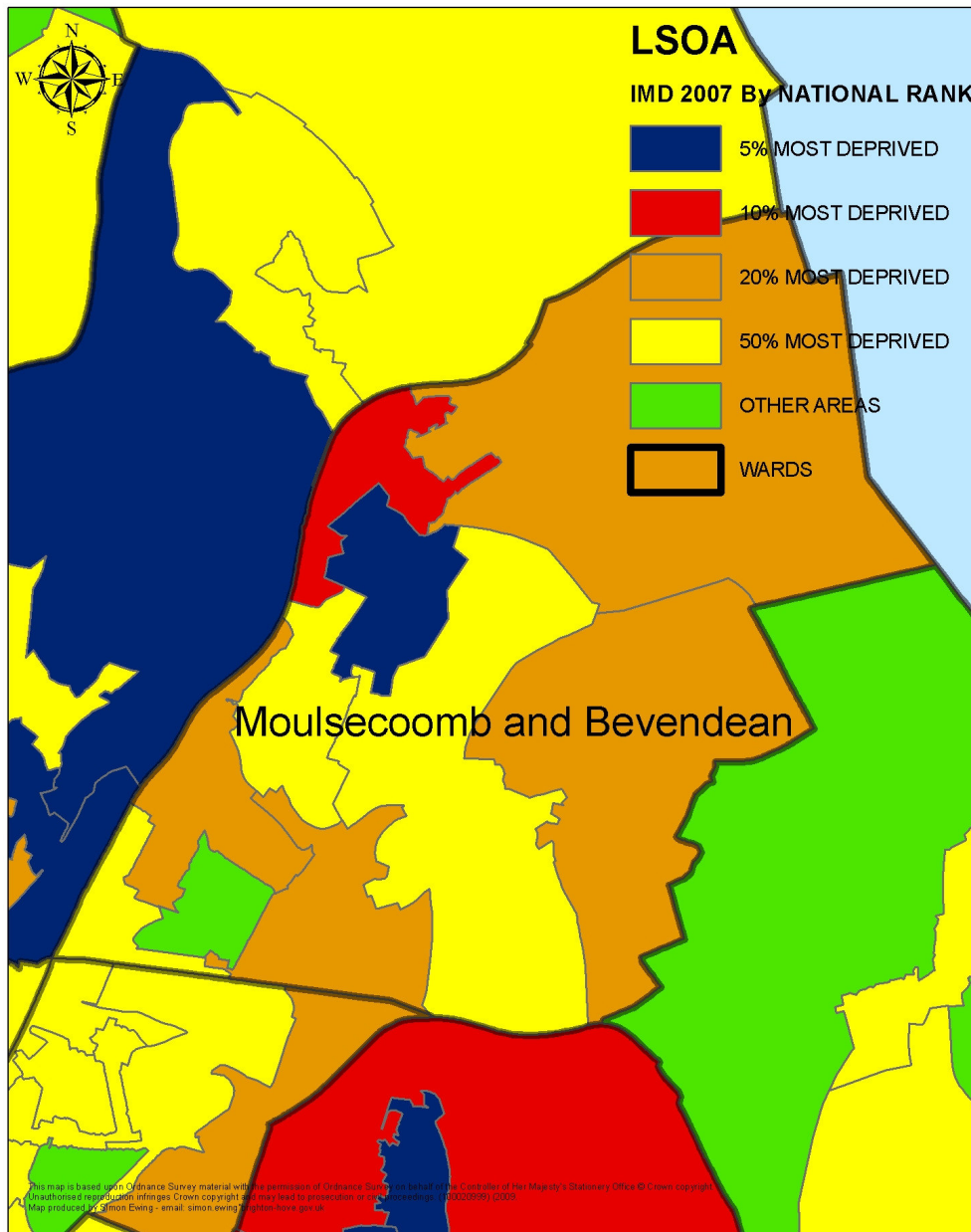
Benefits

- More than a third (36%) of pupils in years 1 to 11 are eligible for free school meals – considerably higher than for the City overall (17%).
- Just 3% of people of working age are claiming Jobseekers allowance – a similar level to that of the City overall.
- There are nearly 2,000 Housing Benefit and Council Tax Benefit claimants in Moulsecoomb & Bevendean – nearly 7% of the total for Brighton & Hove.

Deprivation

- Moulsecoomb & Bevendean has one area which according to the Index of Multiple Deprivation 2007 (IMD) is within the most deprived 5% in England. Moulsecoomb & Bevendean is the third most deprived ward in the City.
- The Index of Multiple Deprivation (IMD) provides a relative ranking of areas across England according to their level of Deprivation. The IMD brings together 37 different indicators which cover specific aspects or dimensions of deprivation: Income; Employment; Health & Disability;
- Education, Skills & Training; Barriers to Housing & Services; Living Environment; and Crime.

IMD 2007 - National Rank - Moulsecoomb and Bevendean Ward



The map shows the ten areas in Moulsecoomb & Bevendean mapped against the IMD. The purple area is in the most deprived 5% in England, the red area in the most deprived 10%, the four orange areas in the most deprived 20% and the three yellow areas in the most deprived 50%).

Number of Cars/Vans per Household (2001 ONS)

	Moulseccomb & Bevendean Ward	Brighton and Hove Unitary Authority
All Households	5,601	114,479
Households with no cars or vans	2,001 (35.73)	41,830 (36.54)
Households with one car or van	2,501 (44.65)	50,169 (43.82)
Households with two cars or vans	914 (16.32)	18,738 (16.37)
Households with three cars or vans	149 (2.66)	2,931 (2.56)
Households with four or more cars or vans	36 (0.64)	811 (0.71)
All cars or vans in the area	4,941	100,049

Car/Van ownership in Moulseccomb & Bevendean is in line with the City percentages. There is an average of 0.9 Cars/Vans per household in Moulseccomb & Bevendean, as well as in the city as a whole.

Method of Travel to Work – Resident Population, People aged 16-74 (2001 ONS)

	Moulseccomb & Bevendean Ward	Brighton and Hove Unitary Authority
All people aged 16-74 in employment	6,101	117,551
work mainly at or from home	378 (6.20)	10,870 (9.25)
by: Underground, Metro, Light Rail or Tram	4 (0.07)	202 (0.17)
by: Train	203 (3.33)	9,854 (8.38)
by: Bus, Mini Bus or Coach	1,248 (20.46)	14,642 (12.46)
by: Motorcycle, Scooter or Moped	62 (1.02)	953 (0.81)
by: Driving a Car or Van	2,761 (45.25)	50,733 (43.16)
by: Passenger in a Car or Van	520 (8.52)	5,730 (4.87)
by: Taxi or Minicab	42 (0.69)	623 (0.53)
by: Bicycle	134 (2.20)	3,168 (2.7)
by: On foot	730 (11.97)	20,162 (17.15)
by: Other	19 (0.31)	614 (0.52)
Average distance (km) travelled to fixed place of work	10.29	15.63
PT users in households: With car or van	894 (61.44)	15,143 (61.31)
PT users in households: Without car or van	513 (35.26)	9,173 (37.14)

Almost 50% of people aged 16-74 in employment travel to work by driving a car or van in Moulseccomb & Bevendean. This is only slightly higher than the city average. After car travel, most people (20%) are travelling to work by bus.

Lone Parent Households with Dependant Children (2001 ONS)

	Moulsecoomb & Bevendean Ward	Brighton and Hove Unitary Authority
All lone parent households with dependant children	685	6,963
Male lone parent : Total	55	602
Male lone parent: In full-time employment	21 (38.18)	316 (52.49)
Male lone parent: In part-time employment	3 (5.45)	52 (8.64)
Female lone parent: Total	630	6,361
Female lone parent: In full-time employment	54 (8.57)	1,059 (16.65)
Female lone parent: In part-time employment	162 (25.71)	1,853 (29.13)

8% of households in Moulsecoomb & Bevendean are occupied by lone parents with dependant children, compared to 16% of households across the City. 92% of lone parents with dependant children in Moulsecoomb & Bevendean are female.