

# Car Clubs at Work

An information pack for employers  
*2007*

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rethinking car use

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# Car Clubs at Work

## An Information Pack for Employers

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# Section 1

## Introduction

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The purpose of the pack is to collate all the latest information, government guidance, and case studies relating to car clubs at the workplace.

It is aimed at workplace travel planners and employers from the private and public sectors seeking to assess the benefits of car clubs and best practise to date. The pack provides general guidance and examples of UK workplaces incorporating car clubs.

The importance of travel planning has grown as concerns about congestion and climate change have moved up the political agenda. Travel plans are an important tool in the delivery of sustainability, providing a mechanism for managing access to sites. The Department of Transport recommends car clubs for the key benefits of reducing traffic congestion, on- and off-street parking pressure and CO<sub>2</sub> and particulate pollution.

Although common factors can be seen across sites, local circumstances, which will affect whether a workplace will support a successful car club, mean that it is important to look at each case as unique. Carplus is able to support local authorities, travel planners and employers going through this process. General advice through to site specific visits and scoping reports can be arranged as appropriate. Local authorities may find it useful to refer to the Carplus **Fast Track Guide to Setting up a Car Club**, which can be downloaded from: [www.carplus.org.uk/Resources/carplus-resources.htm](http://www.carplus.org.uk/Resources/carplus-resources.htm)

Carplus also recommends talking to the national car club operators for site specific advice on viability. Contact details can be found in section 6 of this pack.

### Car clubs and travel planning

As an element of a workplace travel plan, a car club can play an important role in reducing costs, congestion, and environmental impact. Encouraging the use of public transport, cycling, walking and car sharing can all help to make journeys to and from the workplace more sustainable, and take pressure off the need to provide parking space. However, some staff need the use of a car during the day. The availability of car club vehicles can prove to be an easy and economical solution.

Car clubs offer employers:

- **convenience and flexibility:** people choose the most appropriate form of transport *for each journey* (rather than using a car by default), as well as having a choice of types of vehicle if indeed a vehicle is the best form of transport,
- **reduction in pressure on parking** at the workplace can enable the release of land or buildings for more productive uses and can also represent a substantial reduction in overheads,
- **provision of a new income stream** from the private use (including out of hours) of pool vehicles, if an employer operates the club,
- **freedom from administrative costs** if the club is operated by an external operator.

Section 2 of this Guide provides more insight into the benefits car clubs offer, with cost-benefits outlined in Section 4.

## Section 3

# Department for Transport - Making Car Sharing and Car Clubs Work (2004) Extract on car clubs (Edited to relevant sections)

### WHAT IS A CAR CLUB?

For the purpose of this guide a 'car club' is a club that provides its members with flexible access to the 'hire' of a vehicle. Vehicles are parked in reserved parking spaces, close to homes or workplaces and can be used, and paid for, on an hourly, daily or weekly basis.

### WHO RUNS CAR CLUBS?

*Closed community* car clubs in the UK are generally developed and managed by one of the following players:

- Commercial operator (e.g. Smart Moves, Streetcar, WhizzGo).
- Community group / partnership / not for profit organisation.
- Cooperative.
- Employer operated scheme (e.g. expansion of pool cars fleet).
- Informal residents group.
- Management group (on behalf of a development).

### HOW DO THEY OPERATE?

While seeking to avoid duplication of the Carplus toolkit, for context this guide provides a basic outline of how car clubs are run. We have therefore included a basic summary in Appendix B of the options available for various aspects of car club operation. The choice of technology and the operating structure are driven by the needs of the specific site and, to some extent, the resources available. Advice on the approach to be taken is generally determined through the scheme feasibility study.

One of the key issues identified by the research that supports this best practice guide is the need for a five year support plan for new start up car clubs (particularly in rural areas). After five years, it is anticipated that car clubs should become self financing (or a decision can be made as to whether to continue subsidy support).

### Membership and hire costs

Membership costs are determined locally based upon the financial model developed by the operator. As a general rule the following applies:

- Clubs may charge a membership fee, or a deposit. See <http://www.carplus.org.uk/carclubs/cost-benefits.htm> for current rates.
- When starting up, clubs may offer subsidised membership rates for a limited period, to establish a membership base.
- For vehicle use there is a two-part payment: for vehicle hire (typically £2 - £4 per hour), and for mileage (typically 15p – 20p per mile).
- Vehicle use charges generally increase with the size of vehicle.
- For smaller clubs, with only a couple of vehicles, hire charges are often structured to discourage longer hire periods, of more than a day, as this pattern of hire reduces the availability of vehicles for other club members.
- Membership and hire charges can be varied to encourage second household membership and low-user membership.
- An alternative model is to consider pricing tariffs, offering flexibility to change tariffs on a month by month basis to suit particular needs of users.

### WHO USES CAR CLUBS?

Research shows that a wide variety of people join car clubs, and they generally do so because significant lifestyle changes lead to an increase, or decrease, in car use. Car clubs can allow an

increase in car use, while avoiding the need to buy a vehicle. They can also enable people to dispose of their car (or second car), if their need for it declines, while providing for those journeys that can only reasonably be made by car. Transitions in life that can lead to adjustments in car use include:

- Change of house.
- Change of job.
- Retirement.
- Car too old and costly to repair again.
- Children leave home.
- Loss of a company car.

## **BENEFITS OF CAR CLUBS**

Car clubs can offer a variety of benefits to individuals and society as a whole.

### **Benefits for individuals**

Car clubs provide flexible and affordable car use, without the costs and hassles associated with car ownership. They have added appeal for those who:

- Have no, or limited, on- or off-street parking near where they live.
- Cannot afford to run a car themselves, or do not want the inconvenience of being responsible for maintaining one, but need car access for particular journeys.
- Occasionally need a second (or third) household car, but do not have the means or desire to own one.
- Have recently moved to an area, as it can provide a means of making friends and becoming integrated into the community.
- Own a vehicle, but sometimes need a different type of vehicle for a particular purpose.

Car club users develop a balanced approach to their use of transport generally, and through 'pay as you go' motoring, recognise more clearly the true costs of travel and can therefore compare more easily the different options available to them for each trip.

### **Benefits for local authorities**

Because car club membership is often associated with members using cars less for some types of journeys or for journeys at some times, car clubs can help local authorities to reduce traffic volumes, reduce the amount of public land set aside for car parking, and reduce levels of congestion. It is estimated that every car club car has the potential to replace five privately-owned cars. This does not take into account the number of people who choose not to buy a car, because they have joined the car club instead.

Research has shown that car club members who give up a car are likely to reduce their mileage by around 60-70%. The average change in mileage for all car club users is a reduction of 33%. This takes into account those who join the club who did not previously own a car and those who use the car club to have access to a second car.

*Research on the Edinburgh City Car Club estimated that its 17 car fleet and 215 members saved 824,670 kms a year, and that 85 members gave up a car when they joined the club.*

### **Benefits for other transport users**

Car club members are more likely to use other forms of transport compared to those who own cars and do not use car clubs. Car club members tend to be more careful about their car use: they walk, cycle and use public transport where these options are appropriate, and resort to car club use for journeys that can only reasonably be made by car. This pattern of travel activity reduces traffic volumes, and increases the demand for, and viability of, alternative transport networks – to the benefit of all transport users.

## **CAR CLUB SETTINGS**

Car clubs can be established in a variety of *closed community* settings, which can generally be grouped into six categories.

### **1. Workplace car clubs**

These car clubs are managed by a commercial operator, or the employer, and make use of pool cars which are used for both business and personal journeys. A number of options are available to operate a workplace car club such as:

- A company could make its own fleet of pool cars available to staff for out-of-hours use utilising the same administration system used for business travel bookings.
- A club could be set up and run by an independent car club operator; businesses in the same area could join together to make the scheme more viable.
- A company could enrol as a corporate member of a local car club and block-book vehicles during working hours; the vehicles could be parked on site.
- A smaller company or self employed person could register as a member with a local car club and use the club's cars for business and personal use.

Workplace car clubs have many benefits for both employers and employees. Staff can benefit from a range of choices (including the car club) for their personal travel needs. Employers can enjoy a number of benefits including:

- Reduced pressure on parking at the workplace.
- A new income source from the private use of existing pool vehicles out of business hours.
- An added benefit for employees that may aid recruitment and retention.
- Increased viability of other sustainable modes.
- Tax benefits associated with the removal of company cars.

## **2. Rural car clubs**

In general, rural car clubs are managed by local community groups, or local transport partnerships. Most rural car clubs are the subject of extensive feasibility studies, in order to ensure that the operating conditions are viable for the car club to establish itself, beyond any initial start-up grant funding. These feasibility studies will generally explore a range of characteristics, including:

- Is there a sufficient population base within a closely defined geographic area, combined with a strong sense of community engagement and informal networks?
- Do local journeys (current and perceived future journeys) cover a range of trip types, carried out across the daytime and evening periods, i.e. they are not concentrated just on the peak?
- Are the local authority and public transport operators supportive?
- Is there a demand for, and interest in, the car club concept, i.e. is there a realistic opportunity that the scheme will be utilised?
- Are there local issues causing people to re-assess their transport arrangements?
- Are there suitable locations where car club vehicles can be parked?
- Is there a local champion who will promote and enhance the scheme?

## **3. Car clubs in socially excluded areas**

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. The car club would 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.

## **4. Informal car clubs**

Car club arrangements do not necessarily need to be arranged on a formal basis. It is possible to set up car clubs with friends, neighbours or colleagues using cars already owned by members of the group or purchasing a car together. Some groups may even advertise for people unknown to the current members to join the club. 'Informal' arrangements such as those detailed above are often more flexible in nature as the car club can be shaped around members' needs.

## **INCREASING THE VIABILITY OF CAR CLUBS**

### **Local authorities can:**

- Include support for car clubs in Local Transport Plans by way of funding physical infrastructure (such as on or off street parking bays) as part of a capital expenditure programme, on the basis that car clubs seek to become self financing, typically after 5 years and hence do not require on-going revenue support.
- Consider car club cars for use as staff pool cars wherever possible.

- Review their TRO processes, to ensure that the provision of reserved car club only on-street parking bays can be put in place in a more timely and cost effective manner.
- In rural areas consider whether there is a sound case for funding car club development (i.e. a car club coordinator/promoter with some 'gap' funds to cover the start-up deficit, when member revenues do not cover car costs), and where it is feasible to establish car clubs that meet wider social (rather than just environmental) objectives.
- Recognise situations where it may be economically and practically more advantageous to subsidise car club services rather than commissioning socially necessary public transport in the same area or neighbourhood (note: this needs to be considered carefully within the context of local social inclusion objectives for the provision of local transport, not least as car clubs do little for those that cannot drive).
- Assist car clubs with publicity, marketing and the launch.
- Publish guidance for developers on car-free and low-car housing.
- Require car clubs to be included in planning agreements / conditions, when granting planning permission for appropriate residential developments.

#### **Car club service providers can:**

- Develop effective marketing and public awareness strategies to gain coverage in local and national media.
- Generate marketing information with local distinctiveness that will appeal to the local community.
- Develop funding, operational and marketing strategies that take account of the fact that car clubs take time to become established, and that many people join only when they reach a point of significant change in their lives which prompts a reassessment of car ownership / use. This is particularly true in rural areas: research for the Countryside Agency revealed that 77% of rural car club members join at a point of change in their lives.
- Provide accessible information on the cost of running a car and the proportion of household income spent on personal car ownership, to ensure people have the information to make more rational travel choices.
- Promote and develop the inter-operability of car club schemes.

#### **Public transport operators can:**

- Consider car clubs as part of a bus quality partnership.
- Consider inter-operability issues when developing smartcard applications (i.e making sure that smartcards for public transport payments can be used by car club members to also access car club vehicles).
- Consider car clubs as a viable addition to the public transport network.
- Consider joint marketing of car clubs.
- Consider the commercial benefits of offering discounts to car club users (and vice versa).

#### **Employers' human resources and personnel departments can:**

Redress employment practices and terms and conditions of employment that can act against the use of car clubs by employees, such as:

- A requirement for an essential car user to undertake a minimum amount of business travel by car in order to retain 'essential' status.
- A requirement that essential car users bring their cars to work every day, rather than when it is essential.
- Travel expenses reimbursement processes that do not allow claims to be made for car club use.

## Appendix B

### Car Clubs: Typical Operating Characteristics

Car clubs generally provide several options for booking vehicles, to maximise their accessibility for people with different forms of ICT at their disposal:

- Internet / intranet booking
- Telephone booking
- In-car, using smartcard and mobile telephony

#### Location of vehicles

The cars are located at car stations, specially marked car parking locations that can be on-street or off-street. These parking areas are reserved for car club vehicles only. Typical locations (closed and open communities) include:

- Residential neighbourhoods
- Rail station car parks
- Supermarket car parks
- District shopping centre car parks
- Town / village centre car parks

#### Vehicle access system

A car club will usually use one of the following:

- Smartcard access with the keys in the car
- Keys kept by a designated person, such as a receptionist
- Keys kept in a secure, wall-mounted box, adjacent to the car

#### Fuelling

- Fuel card kept in the car
- Fuel costs reclaimed by staff (on production of valid VAT receipt)
- Fuel costs reclaimed by users (on production of valid VAT receipt)

#### Hire periods

- Minimum hire period is usually one hour
- Further increments can be as little as 15 minutes, but are generally measured in 30 minute periods

#### Invoicing system

This is usually

- Fully automated, or, in the case of smaller or informal clubs maybe,
- Manually produced based on paper based journey log

#### Daily / weekly vehicle checks and cleaning

- Managed by the operator
- Undertaken by the coordinating group
- Agreed informally between members

#### Vehicle acquisition and operation

- Most car club vehicles are leased, and are serviced by the leasing company
- Car clubs ensure their cars have emergency breakdown cover for users
- Leased vehicles are generally replaced every two to three years, maintaining their appeal
- Vehicles are generally leased against an agreed annual mileage limit, with penalties for excess mileage.

#### Insurance

- Users have to take up the insurance of the car club operator, hence strict rules of compliance for entry apply.

## Section 4



**INFORMATION SHEET**  
www.carplus.org.uk

# Car Clubs for Employers

## Cost savings briefing sheet

Car clubs have been proven to save money for employers around the world, this is a brief introduction to the savings which can be made. Please contact Carplus for further background information on car clubs - tailor made business cases can also be provided on request.

### **The facts.**

Cars are owned and serviced by an operating company and are booked for as little as an hour. They are parked in designated bays close to where users work. They can be used exclusively by one organisation, or also used by nearby businesses and residents, to increase the viability of the club.

### **The figures.**

- ◆ Reduces or removes the need for pool cars and or company cars.
- ◆ Removes the demand for parking spaces.  
The average space costs £400 just to maintain for a year and thousands to lease or buy.
- ◆ No fuel, maintenance, MOT or servicing costs.

### **Indication of money saving potential**

A simple extrapolation for various sizes of company, costs will vary dependent on location, vehicle requirements and predicted usage:

	Self employed	SME	Large, single site	Large, multi site
No of cars	One, occasional use	Five	Fifteen	One hundred
Savings (per year est.)	£ 2 250	£ 11 250	£ 33 250	£ 225 000

These savings are based on the following calculation:

#### **Pool cars**

Annual vehicle cost  
(Lease, insurance, fuels and incidentals)

82 500

Staff costs  
(managing fleet and bookings)

20 000

Total annual costs

102 500

#### **Car club**

Annual savings:

75 000

27 500

#### Notes:

10 vehicle pool  
Average size  
e.g. Astra

10 cars block booked  
8:30 to 17:30 for  
exclusive use

“It makes economic sense: it costs less than leasing pool cars, and the car club looks after the maintenance of the vehicles.”

CITY OF EDINBURGH COUNCIL

“We operate on a team basis and thought it was wrong to spend £2,000 a station for parking places, which might only benefit a few people. We use public transport wherever possible. Using WhizzGo cars we are able to work better and more efficiently, doing site visits in chunks. But WhizzGo also offers flexibility – we can see clients at the drop of a hat if we need to.”

ARUP OFFICE MANAGER

“As a person who deals with money professionally, I know what a good deal the car club offers businesses.

I like the flexibility of being able to book a car online on the spur of the moment and simply cross the road to collect it from the bay. What clinched it for me was the financial savings the car club provides for my business.”

MICHAEL (TAXATION CONSULTANT)

*THE CITY OF BERKELEY is a user of City CarShare (a USA non profit operator) - by replacing 15 of its fleet cars with 4 hybrids, which are available to the public evenings and weekends, they have saved \$400 000 in the first year.*

Car clubs also have a number of additional benefits:

Environmental:

- Reducing congestion by removing commuters from rush hour traffic.
- Commuters will make more journeys by public transport, cycling and on foot.
- These changes will reduce the pollution, including carbon dioxide, produced by the workforce.
- Lock in the benefits of other schemes such as car sharing, subsidised bus routes and company public transport season tickets, by removing the need for employees to drive to work to have a car available for work use during the day.

Human resources:

- Employees who travel by non car modes are healthier, happier and more productive.
- Car clubs provide the entire workforce with access to a car when they really need one, rather than only limited numbers having company car privileges.
- Removes the need for private car ownership for work use for those staff who would prefer not to maintain a car.
- Can be promoted as a benefit in recruitment.

CSR:

- Reduced congestion will improve community relations.
- Resources such as car clubs (as well as cycle or foot paths or bus routes) will benefit the community as well as the workforce.
- Reducing pollution and supporting alternative transport can provide valuable PR.

Contact:

Call Carplus on 0113 234 9299 or email [info@carplus.org.uk](mailto:info@carplus.org.uk) for individual advice and to find your nearest operational car club.

You can download good practice guides, information sheets and research from our website at [www.carplus.org.uk](http://www.carplus.org.uk)

## Section 5

# Case Studies

### INFORMATION SHEET

[www.carplus.org.uk](http://www.carplus.org.uk)

*n.b. Text supplied by car club operators*

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**Arup**, an international environmental consultancy, is using WhizzGo cars in both Leeds and London, where the cars are exempt from the congestion charge because they can use LPG fuel. With a large number of employees, Arup has chosen to use WhizzGo as the most cost-effective alternative to pool cars and company cars. It uses group smart cards for its employees as these can be readily collected and returned from its reception areas.

Using WhizzGo means that Arup does not have the hassle of running, maintaining and administering a fleet of pool cars, or waste money as the cars depreciate in expensive parking spaces. Arup also avoids company car tax complications, and makes a smart choice environmentally, as employees leave their own cars at home.

- WhizzGo offers smart cards that are assigned to individual employees or group smart cards that can be used by several members of staff. Companies can use either or a combination, depending on their needs. WhizzGo can offer considerable flexibility in the way staff can apply to join a corporate scheme and can send details of each trip made at the time of the booking so that use of the scheme can be easily monitored. WhizzGo invoices detail every trip made by each member of staff and, if entered when the booking is made, any applicable job number.

**London Gateway Development Corporation** has 20 staff signed up to Streetcar and in possession of 'Streetcards' (smartcards). Staff can utilise vehicles from locations near their home, office or in proximity to transport hubs they travel through. Employees register and book themselves on line and the monthly bill is processed centrally. LGDC Streetcar bill average £900 pcm against their £1300 previous costs for 2 lease vehicles that were obviously only available for two people at a time.

- Streetcar gives the convenience of operating a fleet of cars, but without the fixed costs, depreciation and hassle. It's cheaper to use Streetcar than to pay employees to use their own car. Eg. You drive to Leeds from London (190 miles each way) once per fortnight for a meeting, the total comparable costs per year would be: private mileage ( @ RAC rate 42.4p per mile) = £4,281.72 per year vs Streetcar = £2,523.20 per year. Streetcar saving : £1,758.62 per year.

Streetcar send out account statements once per month by email which are charged automatically (after a 5 day review period) to any personal or business payment card. Comment sections allow users to note the purpose for that trip.

Streetcar's simple tariff applies to all members, whether private or corporate. It is free to join Streetcar, and there are no monthly or annual membership fees. A company pays a returnable deposit of £495 for up to 5 drivers, and then £89 deposit per driver for the next 15 added to the account and £79 per additional driver thereafter.

Streetcar offers a range of discount packages for companies that would like to offer membership to their employees.

## **Leeds Met Car Club**

While many employers sign up as corporate members of existing car clubs, Leeds Metropolitan University has set up its own club, providing four Vauxhall Corsas for staff use.

The University has two campuses in Leeds and one in Harrogate, and experiences a significant number of journeys between sites. Three of the club cars are based at the Leeds Headingley campus, and two at the Leeds Civic Quarter campus. The cars are available to all of the University's 3,500 staff for business use during the day and for low-cost personal use in the evenings and at weekends.

The club is operated via a Helpdesk, with information stored and processed on an Access database. Bookings are made by telephone as little as 15 minutes in advance, and keys are collected and returned at a staffed Security desk. Using such a low-tech system has minimised development costs for the University.

The scheme was set up in April 2005. By the end of the first year, £9,800 in savings had been made on mileage claims, compared to the previous system of private vehicle usage. As a result of the availability of club cars, some staff members have sold their second car, providing an environmental benefit to the scheme.

*Source: Leeds Metropolitan University Transport Strategy 2002-2012 updated June 2006*

## Section 6

# Accredited Operators

**INFORMATION SHEET**  
[www.carplus.org.uk](http://www.carplus.org.uk)

Four independent operators operate all the major clubs in the UK.  
*The following four sections are edited text that has been agreed with the operators.*



City Car Club is the most established pay-as-you-go car club operator in Britain. Founded in 2000, City Car Club's main clubs are in higher density urban areas of London, Edinburgh, Bristol, Bath, Brighton, Camberley and Norwich.

Club members can rent cars by the hour from as little as £4.75 - including insurance, and fuel costs up to 50 miles per day. Lower rates are offered for bookings of a day or more. The club charges a one-off registration fee of £75.

Although extremely popular with the club's private members, an increasing number of business users are attracted by the convenience, cost savings and environmental benefits. City Car Club has developed several pool car schemes for larger employers such as City of Edinburgh Council (with nearly 500 users) and North Bristol NHS Trust. It also has many SME members who make use of the fleet – often in more than one location.

The club also has a specialist team providing consultancy and implementation for developers and housing associations with 7 years experience of dealing with car clubs as part of the planning process. This team also provides advice to local authority planners seeking to impose tighter parking ratios on planning applications.

City Car Club's fleet of nearly 250 cars (summer 2007) includes 20% Honda Civic petrol/electric hybrids to further minimise CO2 emissions for its members. Members have a choice in most cities of two sizes of 5-door hatchbacks. Supported by the Clubhouse - a 24/7 help desk service for emergencies and phone bookings, City Car Club has established a high level of customer satisfaction.

**Contact name:** James Finlayson **Telephone** 0845 330 1234 (option 4)  
**Email:** [info@citycarclub.co.uk](mailto:info@citycarclub.co.uk) **Web:** [www.citycarclub.co.uk](http://www.citycarclub.co.uk)  
**Address:** The Busworks, 39/41 North Road, London N7 9DP





Streetcar is the UK's largest car club, and one of the fastest-growing car sharing organisations in Europe. By December 2007 it had over 24,000 members using cars in 65 locations in 3 UK cities, with hundreds more members joining every month.

Streetcar operates a fully commercial business model and is proud to have proven that car clubs can be financially viable without external subsidies.

Streetcar has a very simple pricing structure: There is an annual membership fee of £49.50, after which usage is charged at £4.95 per hour, or £35 per 24 hours (£49.50 per 24 hours on weekends). Hourly rates include 30 miles of petrol per day after which users are charged 19p per mile. There are no monthly or annual fees.

Streetcar has broad experience of providing car clubs for Local Authorities, Universities and Property Developers. Streetcar has recently secured contracts to operate car clubs in Greenwich, Islington and at Southampton University, as well as at several new housing developments. Streetcar is always happy to provide cost-free consultancy on how to integrate a car club – please contact us on 0845 644 8475.

**Contact name:** Brett Akker  
**Email:** [services@streetcar.co.uk](mailto:services@streetcar.co.uk)  
**Address:** Park House, 8 Lombard Road, London. SW19 3TZ.

**Telephone:** 0845 644 8475  
**Web:** [www.streetcar.co.uk](http://www.streetcar.co.uk)



WhizzGo leads the way in providing car clubs that fit like a glove with buses and other public transport and smarter travel choices, like walking and cycling. Our customer satisfaction is consistently above 95% and we have encouraged major organisations like Arup, Atkins, Leeds University and Leeds City Council to reduce private car usage.

WhizzGo operates successful car club in Leeds, London, Brighton, Manchester, York, Sheffield, Newcastle, Worcester, Birmingham and Liverpool.

From £3.95 per hour, including fuel, insurance and, if necessary, congestion charge, WhizzGo's fleet of funky new Citroen C3s are easy to use and offer cost, convenience and environmental benefits to businesses and private users. The cars come with hi-tech smart card access for a one-off fee of £25 and £125 returnable insurance deposit. There are no monthly or annual membership fees.

WhizzGo consultancy supports planners, architects, builders and developers, including house building giant, Barratt Homes, to integrate car clubs into their developments. They also offer management, booking and billing systems to other car clubs

**Contact name:** Charlotte Morton  
**Email:** [charlotte.morton@whizzgo.co.uk](mailto:charlotte.morton@whizzgo.co.uk)  
**Address:** 2<sup>nd</sup> Floor, Cathedral Chambers, Great George St, Leeds LS2 8BD

**Telephone:** 08444 77 99 66  
**Web:** [www.whizzgo.co.uk](http://www.whizzgo.co.uk)





Zipcar is the world's largest car club provider with 2,500 vehicles and a total of 80,000 users worldwide. The company operates in 14 London Boroughs.

Zipcar sees its award winning technology and the provision of a range of different vehicles as its unique selling points; with access to Mini Coopers, Honda Civic Hybrids, Toyota Aygos and luxurious BMWs as easy as getting money from a cashpoint.

Zipcar membership starts at £25 per year depending on the package chosen. Hourly rates start at start at £4.20 per hour or £38.25 per day including fuel and 60 miles of free driving. For more information go to the website at [www.zipcar.com](http://www.zipcar.com)

<b>Contact name:</b> Paul McLoughlin	<b>Telephone:</b> 0800 011 2555
<b>Email:</b> <a href="mailto:paul@zipcar.co.uk">paul@zipcar.co.uk</a>	<b>Web:</b> <a href="http://www.zipcar.com">www.zipcar.com</a>
<b>Address:</b> 10 Greycoat Place, London SW1P 1SB	



## Other operators

It may be worth approaching other operators from overseas who, at one time or another, have shown at least some interest in setting up in the UK. These include

- \* Cambio (Germany) [www.cambiocar.com](http://www.cambiocar.com) email [info@cambiocar.com](mailto:info@cambiocar.com)
- \* Greenwheels (Netherlands) <http://new.greenwheels.nl/Home.nl>

For up to date information, please contact Carplus.

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**Car Clubs at Work**

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**Personal details (optional)**

Name.....  
Job title.....  
Organisation.....  
Email address.....  
Phone.....

**Usefulness of the Guide**

How useful is this Guide to yourself and others in your sector of work?

very useful            quite useful            not useful            (please circle)

Do you think anything should be added to the Guide?.....  
.....  
.....

Are you aware of any errors in the Guide?.....  
.....  
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Any other comments.....  
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