

Car Club Accreditation Scheme

Application Form
Jan 07

carplus
rethinking car use



Carplus Car Club Accreditation Application Form

Contact details

Contact name	
Organisation name	
Trading name (if different)	
Address for correspondence	
Postcode	
Telephone	
Mobile	
Fax	
Email	
Website	
List of car club locations (ie name of town, city or Borough of London).	

Section one – Business requirements

Name of Chair	
Name Of Treasurer	
Name of Secretary	
Documents for Submission	Please tick if included in application
Constitution, Memorandum and Articles of association or equivalent	
Audited or management accounts	
Annual report or public statement of operations	
Pricing Structure	

Section two – Service Provision Requirements

2.1 The car club must have:	Please tick to confirm each statement in true for your car club
Trip cost must vary per mile AND/OR per time of booking	
Pricing must be available to customers at the time of booking and include all aspects of vehicle usage (e.g. insurance, tax, fuel etc).	
Customers should pay according to a fixed price structure.	
A recognised booking system (e.g. telephone and/or internet) accessible to all their customers.	
Vehicles available to be booked in hourly segments, for as little as one hour per booking	
Vehicles available to customers 24 hours a day, 7 days a week. This rule allows for block bookings by corporate members.	
A system by which the customer will not sign a new hire or rental agreement contract with each booking	

Vehicles which are accessible at the time of the booking commencing without assistance from a member of the car club staff	
Vehicles which are located within residential or commercial areas close to a cluster of members	

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2.2. Vehicle age	
All car club vehicles will be under four years old for the next 12 months	Yes / No
We wish to apply for special exemption from this criteria. Please give reasons:	
2.3 Cleaning procedures.	
Do you clean each vehicle at least every 4 weeks?	Yes / No
Do you clean or check the vehicles after every complaint?	Yes / No
2.4 Help Line	
Do you have a 24 hour help line for members having problems with the vehicles?	Yes / No

Section three: Safety requirements

3.1 Insurance	
Vehicles are either covered by: <ul style="list-style-type: none"> ▪ Comprehensive insurance ▪ Third party insurance and self insuring ▪ A mixture of both 	Yes / No Yes / No Yes/ No
3.2 Deposits and excess payments	
The required deposit should be not greater than the policy excess imposed by your insurer	Yes / No
Are members made aware of deposits and excess payments on joining	Yes / No
Will deposits be returned within 31 days of terminating the contract, minus deductions?	Yes / No
3.3 Roadworthiness of vehicles	
Do all vehicles comply with national legislation regarding roadworthiness?	Yes / No
Are all vehicles serviced and repaired by a qualified mechanic?	Yes / No
Are regular maintenance checks carried out and recorded according to legislation and the Highway code?	Yes / No
3.4 Breakdown cover	
Is each vehicle covered by roadside assistance including a means of getting the member back to the car station or to home from the breakdown?	
3.5 Handbook	
Are all members issued with a handbook on joining	Yes / No
Does each vehicle have a copy of the handbook?	Yes / No
3.6 Complaints Policy	
Do you have a complaints policy which is available to members?	Yes / No

Documents for Submission	Please tick if included in application
Member contract	
Car Club handbook	
Complaints Policy	
Details of the roadside assistance cover	

Section 4 – Data Collection

The criteria outlined below have been agreed with all operators and local authority representatives consulted as the standard data collection criteria for the Carplus Accreditation Scheme.

One of the aims of this process is to avoid having different reporting requirements in different boroughs. This does not mean that local authorities cannot make additional requirements in their tenders but these should be avoided or kept to a minimum. Some aspects may be particularly commercially sensitive and hence may need to be disclosed directly without being included in this process. Secondly it should be noted that the data criteria will have to be reviewed annually and there will be an opportunity for revisions and additions at this point.

The data should be collated into the following reports.

1. An annual report to collate information on environmental impact and customer satisfaction. (March)
2. Quarterly report on number of members and cars. (March / June / Sept / Dec)

Summary of criteria – notes below

Source	Local Auth	Carplus	Quarterly Report	Annual Report
Operator systems	√	√	Membership numbers total	
Operator systems	√		Membership numbers by authority boundary	
Operator systems	√	√	Car numbers total	
Operator systems	√		Car numbers by authority boundary	
Operator systems	√		Utilisation rates for cars	
Operator systems	√	√		Average miles / member / year
Operator systems	√	√		Average miles / trip
Standard survey	√	√		Number of members who joined in last 12 months that have given up or deferring car purchase.
Standard survey	√	√		Customer satisfaction
Standard survey	√	√		Frequency of trips / mode / split by in town / out town

Section A - Quarterly report

Frequency: March / June / Sept / Dec

1. Membership numbers

- Membership numbers broken down by local authority boundaries – to each authority
- Total membership numbers for the UK including those using off street bays – to Carplus and authorities

A member is defined as

“Someone who has completed all the necessary procedures, and is currently authorised by the operator, to access and use a car”

2. Number of cars

- broken down by local authority boundaries – to each authority
- total for the UK including off street bays – to Carplus and authorities

The cars must meet the criteria set in the previous sections of the accreditation scheme regarding age, location and accessibility.

3. Percentage of the chargeable day the car is busy on average over a monthly period

This information is deemed commercially sensitive but was requested by the majority of authorities. LA's should confirm with their operators if they require this data and then send it to them directly, and not to Carplus.

Section B: Annual Report

Frequency – every 12 months

Sample size – 25% of all members

The survey should include the Carplus questions in the exact wording format but can obviously include extra questions that the operator would like to add. The survey should log the location of the club they are a member of and the number of months they have been a member to compare travel differences over time.

From operator systems

1. Aggregate figures on average miles driven / member / year. Calculated as total number of miles driven over 12 months divided by total members (as defined in section 1).
Optional: Average miles / member / year - broken down by number of years as a member of the car club.
2. Aggregate figures on average miles driven / hiring for data collected over the 12 month period.

From standard on-line survey

The following data will be collected by the operators using an on-line survey emailed to a sample of 25% of members. The results will be collated automatically and forwarded to Carplus for amalgamation into a national survey. Carplus can help in producing this survey via an on-line site such as Survey Monkey.

There are two versions for new joiners and members who are being surveyed after a year or more since joining. The former omits the customer satisfaction question and the car club as a mode of travel when asking about travel behaviour.

3. Number of members who joined in last 12 months that have given up or deferred a car purchase as a percentage of total new members in this period.
4. Customer Satisfaction – “What is your overall satisfaction with the current service?” (Very good / good / average / poor / very poor).
5. Modal Split * - see table below

The data outlined below will provide information on modal split (difference between members and non members) and shift (differences brought about due to joining) through comparison with:

A: A comparison of data from newly joined members on their behaviour prior to joining with those of membership of more than a year.

B: A comparison of travel habits of members for one year with those having been members for 2 or more years.

C: Collective results for each mode compared to the National Travel Survey results.

I certify that the information provided in this application form is a true representation of the car club for which we seek accreditation

Signed

Print name

Dated

Structure for modal split question

(options could be presented as tick boxes or drop down menus)

How often do you use each of the following transport modes?

Please count each trip from starting point to destination as one trip eg: home to shops, then shops to home is two trips. A car club hire should be split into more than one trip if it involved more than one destination.

Please split your answer between journeys which are approx 5 miles (for each trip) or less (in town) or > 5m.

	Daily	4-6 times a week	2-3 days per week	At least weekly	About once a fortnight	About once a month	About once every 3 months	Rarely	Never
Car club car <5miles									
>5m									
Other cars as driver <5miles									
>5m									
Car as passenger <5miles									
>5m									
Taxi <5miles									
>5m									
Train/tube <5miles									
>5m									
Bus <5miles									
>5m									
Other public transport <5miles									
>5m									
Walking <5miles									
>5m									
Cycling <5miles									
>5m									
Motorcycle <5miles									
>5m									
Internal UK flights									