

Title of meeting:	Cabinet Member for Traffic and Transportation Decision Meeting
Date of meeting:	23 rd March 2023
Subject:	Portsmouth Car Club
Report by:	Tristan Samuels, Director of Regeneration
Report Author:	Kirsty Routledge, Principal Transport Planner
Wards affected:	Central Southsea, Eastney and Craneswater, St Jude, St Thomas
Key decision:	No
Full Council decision:	No

1. Purpose of report

- 1.1. To provide a progress update on the procurement of a car club for Portsmouth.
- 1.2. To detail the proposed car club bay locations to be taken forwards in the first phase of the Portsmouth car club scheme and seek permission to proceed with the required Traffic Regulation Order (TRO).

2. Recommendations

It is recommended that the Cabinet Member for Traffic and Transportation:

- 2.1. **Notes the progress in made towards introducing a car club in Portsmouth;**
- 2.2. **Approves the use of designated car club parking bays in on-street and off-street locations for the duration of the car club scheme**
- 2.3. **Approves the on-street locations detailed in the report for designated car club parking bays to proceed to Traffic Regulation Order consultation.**
- 2.4. **Notes a report will be brought back to the Cabinet Member for Traffic and Transportation in June 2023 with the results of the TRO consultation and recommendations of the final designated bays to be implemented.**



3. Background

- 3.1. Portsmouth City Council recognises the need for sustainable transport options to help improve air quality and reduce carbon emissions; measures which reduce the reliance on the private car, such as car clubs, will support this. Portsmouth's Transport Strategy¹ includes reference to the need to develop a car club for the city, in Policy C; *Make parking easier in residential areas through encouraging fewer vehicles and supporting shared transport modes*. This policy details the growing demand for shared mobility options such as car clubs, which can reduce the need for private car ownership, particularly multiple car ownership for individual households.
- 3.2. A car club would also support the emerging parking strategy, which will look to support improved travel choices for all those seeking to travel into and move around the city, helping to reduce congestion and the demand for on-street parking spaces. By introducing car club vehicles, demand for residential parking is expected over time to fall as people can access a vehicle when they need one, without resorting to car ownership.
- 3.3. Some main roads in Portsmouth suffer from severe congestion, particularly at peak times, due to the dense and growing population of the city, high visitor numbers, and the geographical layout. A car club would offer a convenient option to residents, helping to reduce reliance on private vehicles and supporting a move away from the need to own a second vehicle. The scheme could also be utilised by local businesses for business journeys.
- 3.4. Car ownership has grown significantly in recent years, making parking problems progressively more acute. From 2009 to 2017 the number of vehicles licensed in the Portsmouth area increased from 90,200 to 102,200². The number of cars registered per person in the city (0.51) is now above the national average (0.48)³.
- 3.5. As detailed in the census data 2021⁴ 20.8% of households in the city had two cars or vans, with a further 5.4% of households having three or more cars or vans. (For comparison these figures are up from approximately 18% (two cars) and 4.5% (three or more cars) a decade earlier). A car club provides an option to reduce private car ownership and could be particularly helpful in reducing the need for a second or third vehicle in a household through providing easy access to a shared car club vehicle when required. An increase in shared car usage,

¹ Local Transport Plan 4 <https://www.portsmouth.gov.uk/services/parking-roads-and-travel/travel/local-transport-plan-4-ftp4/>

² From Department of Transport Vehicle Licensing Statistics (<https://www.gov.uk/government/collections/vehicles-statistics>)

³ This is based on a calculation dividing the total cars registered in Portsmouth in 2021 (106,224) by the Census population of the city in the same year (208,100). The comparative figures for England are total cars registered (27,241,319) and a Census population of 56,489,800. Vehicle licensing data can be obtained via <https://www.gov.uk/government/statistical-data-sets/vehicle-licensing-statistics-data-tables#all-vehicles>

⁴ census data - Office for National Statistics Number of cars or vans - Census Maps, ONS



and reduction in private car ownership would support improvements in air quality and reductions in carbon emissions from transport.

4. **Car clubs**

- 4.1. A car club is a scheme in which people become members, giving them access to a car on a pay-as-you-go basis, removing their need to own one. Car club vehicles generally have dedicated parking bays within the local area, enabling easy access and guaranteeing a dedicated space in which to return the vehicle to at the end of the journey. It is estimated that on average, once fully established, each car club vehicle in the UK replaces up to 20 private cars⁵.
- 4.2. Once fully established, there are many benefits to a car club, including:
- Reductions in congestion and vehicle queuing
 - Reduced pressure for on-street parking spaces
 - Reduction of the number of privately owned vehicles in the city
 - Reduction in vehicle miles driven in the city
 - Improvements to local air quality
 - Easy access to a vehicle, without having to own one
 - Quick access to vehicles, located at convenient local locations
 - Easy to use system to book and pay for vehicle use
 - Reduction in the cost of travel for car club members through not having to own a personal vehicle
 - The introduction of a fleet of car club vehicles, with all vehicles being Euro 6 standard or above
 - Reductions in businesses using 'grey fleet' vehicles, reducing business costs and reducing emissions
- 4.3. In July 2020, the development of a car club was approved by the Cabinet Member for Traffic and Transportation, including further research and market testing followed by the undertaking of a procurement process to establish a car club provider⁶.
- 4.4. In order to consider the level of interest and demand for a car club in Portsmouth, two targeted research surveys were undertaken between 13th September and 11th November 2021, one for residents and members of the public, and one for businesses. A targeted letter drop was undertaken in three wards of the city which had previously been identified as having higher propensity to supporting a car club; Central Southsea, St Jude and St Thomas, and it was also promoted to the general public through a range of ways including social media and the council website. In total, 879 people carried out the main survey and 60 businesses participated in the business survey⁷. The information provided in these surveys have helped to inform the details of the scheme.

⁵ CoMo UK - [Shared cars > Overview and benefits \(como.org.uk\)](https://www.como.org.uk)

⁶ <https://democracy.portsmouth.gov.uk/documents/s27293/Car%20Club.pdf>

⁷ <https://yourcityyoursay.portsmouth.gov.uk/car-club-consultation-2021/>



- 4.5. Approval was given by the Cabinet Member for Traffic and Transportation in January 2022 for a full procurement exercise for a car club to be undertaken⁸.

5. Details of Portsmouth car club scheme

- 5.1. Portsmouth City Council is establishing a car club for Portsmouth, alongside the existing car club scheme privately operating in the city at St Mary's Hospital and Wimbledon Park.
- 5.2. A procurement process was launched in December 2022, and following assessment of bids, Portsmouth City Council (PCC) are in the process of finalising the scheme in partnership with the preferred bidder, Enterprise Car Club, prior to entering into formal contract.
- 5.3. All vehicles deployed to the Portsmouth car club will meet the Euro VI emission standards as a minimum, with the two vehicles to be based at Lakeside being battery electric vehicles (BEV) from the launch date. Consideration will be given to upgrading the residential vehicle fleet to BEV as electric charging infrastructure becomes available in the future.
- 5.4. Members of the Portsmouth Car Club will be required to pay an annual membership fee, which for Portsmouth residents will be £20 for the initial year's membership, with an additional £20 driving credit applied to their account. Members would pay the standard membership fee for subsequent years, which is currently £60. Car club members pay a hire fee each time they use a vehicle, which starts from £6.70 per hour. Members will have the ability to earn free drive time through 'refer a friend', as well as other discounts including for Service people.

5.5. Designated car club parking bays

- 5.5.1. In November 2017 approval was given by the Cabinet Member for Traffic and Transportation to allow designated disabled parking bays and designated electric vehicle parking bays⁹. In February 2023 the parking strategy information report to Cabinet referenced how it will consider the need for multi-modal parking¹⁰. It is recognised that greater transport choices need to be provided for residents travelling to and around Portsmouth, and multi-modal parking availability would support this, expanding the use of the kerbside beyond just private motor vehicles, such as for car club parking bays. An increase in multi-

⁸ <https://democracy.portsmouth.gov.uk/documents/s36415/Car%20Club%20Report%20-%20Final.pdf>

⁹ [Agenda for Cabinet Member for Traffic & Transportation on Thursday, 23rd November, 2017, 4.00 pm Portsmouth City Council](#)

¹⁰ [Parking Strategy.pdf \(portsmouth.gov.uk\)](#)



modal parking will help to address the key objectives of the Portsmouth Transport Strategy, and help transform the kerbside into more efficient and versatile space.

- 5.5.2. A 'back to base' model is being used for the Portsmouth car club, where car club vehicles will have a designated parking bay from which the vehicle is taken and returned at the end of each journey. This model will provide confidence to users that the parking bay will be available when the car is returned at the end of the journey. Information gathered from the targeted research survey for residents and members of the public carried out in 2021 showed that there is a desire for a designated parking bay to be available for car club vehicles. Within this survey, 73% of respondents who would consider joining a car club indicated that they would want to be able to park in a car club bay, and a potential barrier to joining a car club was concern of not being able to park in a car club bay when a journey has ended, with 44% of respondents giving this response. Designated car club bays will therefore be provided for each car club vehicle as part of this scheme.

5.6. **Proposed locations of car club bays**

- 5.6.1. The car club is initially focussing on the four wards of Central Southsea, Eastney and Craneswater, St Jude and St Thomas. These wards have been selected as following the survey carried out in 2021 they came out highest in the survey question about likelihood to consider joining a car club in your area of the city, by residential ward. The percentage results for this question for these top four wards were St Jude (74%), Central Southsea (70%), Eastney and Craneswater (68%) and St Thomas (66%). Central Southsea, St Jude and St Thomas were also the three wards that received the targeted letter drop to promote the survey following 2019 research indicating their high potential for a car club. The fourth ward, Eastney and Craneswater is a neighbouring ward to them.
- 5.6.2. In the initial stages of the car club scheme, two car club vehicles are proposed in each of the four wards, giving a total of eight car club vehicles being located in residential areas. Additionally, two car club cars will be introduced at the Lakeside site in the north of the city.
- 5.6.3. A Traffic Regulation Order (TRO) covering all of the proposed on-street locations will be undertaken, which will include consultation for each bay location.
- 5.6.4. The TRO will include twelve on-street locations, although it is proposed that only eight of these may be taken forward initially when the car club bays are introduced. This approach to consult on more spaces than required provides wider location options for final implementation. Further car club locations may be added to the scheme in the future phases.
- 5.6.5. The suggested locations to be taken forward to TRO for designated car club parking bays are detailed and shown in Appendix A.



Central Southsea

Talbot Road

Close to the junction with Manners Road, outside of number 92 Talbot Road.

Devonshire Square

Approximately 20m from the corner of Francis Avenue, next to the Co-op. To the right of the shop as you face it, on the north side of the road

Francis Avenue

First bay on Francis Avenue, close to the junction with Albert Road approximately 25m from the corner, on the west side of the road

Eastney and Craneswater

Festing Road

Approximately 40m from the corner of Highland Road, on the east side of the road, outside Pizza Hut/number 7

Kimberley Road

On Kimberley Road at the crossroads with Brading Avenue and Festing Grove, approximately 5m from the corner, on the west side of Kimberley Road opposite the post box

Craneswater Park

At the end of the road, on the corner of Craneswater Park. Located on south side of the road, outside of the flats

St Jude

Clarence Road

At the end of the road, at the corner of Clarendon Road/green. Approximately 10m from the corner of the road, on the east side.

Victoria Road South

Single parking bay opposite Nelson Road, on the east side of the road, outside of number 79a

Kent Road

At the end of Kent Road, at the junction with Western Parade. Approximately 35m from the corner of the road, on the south side of the street

St Thomas

High Street

Approximately 10m from the corner of Oyster Street, on the north side of the road, opposite the Cathedral's green



Kings Road

The end bay of designated parking at the South Street junction, approximately 10m from the turning, on the north side of the road

Cottage Grove

End of the road, at the junction with Green Road, approximately 20m from the corner of Green Road, on the north side of the road

- 5.6.6. Many of the suggested residential car club locations are situated within residents parking zones (RPZs), where demand for parking is high. The scheme can help reduce the demand for residential parking, as people will be able to access a shared vehicle when they need one, reducing the need for private car ownership. This scheme may be particularly useful in enabling people to reduce the number of vehicles in a household, such as a second or third private vehicle, as this may no longer be required if residents have access to a car club vehicle.

6. Proposed Timescales

- 6.1. The TRO process for the proposed car club bays will be undertaken following the decision of this paper.
- 6.2. Following the TRO consultation, officers will consider the responses and if there are objections to bays which officers believe would be beneficial to implement, a report will be brought back to the Cabinet Member of Traffic and Transportation in June 2023.
- 6.3. If there are no objections the bays will be implemented.
- 6.4. After the final locations, if any, have been agreed, on street signing and lining will be installed with the Portsmouth car club launching in July 2023.

7. Reasons for recommendations

- 7.1. Much research and work has been undertaken to ensure that any car club launched in Portsmouth is as successful as possible.
- 7.2. Designated car club parking bays are required to support the success of a car club scheme in Portsmouth.
- 7.3. The locations identified as potential designated on-street car club spaces have been identified as those which will best encourage usage of the car club.
- 7.4. It is a statutory requirement to undertake TRO consultation for the introduction of designated car club bays in on-street locations.



7.5. A final decision will be required on which proposed sites will be taken forward to implementation.

8. Integrated impact assessment

8.1. An IIA has been undertaken, see Appendix B.

9. Legal implications

9.1. It is the duty of a local authority to manage their road network with a view to achieving, so far as may be reasonably practicable having regard to their other obligations, policies and objectives, the following objectives:

- (a) securing the expeditious movement of traffic on the authority's road network; and
- (b) facilitating the expeditious movement of traffic on road networks for which another authority is the traffic authority."

9.2. Local authorities have a duty to take account of the needs of all road users, take action to minimise, prevent or deal with congestion problems, and consider the implications of decisions for both their network and those of others.

9.3. The City Council may provide both on-street and off-street parking places and may designate that only a particular class of traffic may use such parking places. Any on-street parking places must be enforced by a traffic regulation orders (TRO).

9.4. A TRO can be made for a number of reasons, including avoiding danger to persons or other traffic using the road or for preventing the likelihood of such danger arising, for preventing damage to the road or any building on or near the road, for facilitating the passage on the road of traffic (including pedestrians) or preserving or improving the amenities of the area through which the road runs.

9.5. A TRO may make provisions for identifying any part of the road to which any provision of the TRO is to apply by means of a traffic sign.

9.6. A proposed TRO must be advertised and the public given a 3 week consultation period where members of the public can register their support for or any objection to the proposals. If objections are received to the proposed order the matter must go before the appropriate executive member for a decision whether or not to make the order, taking into account the comments received from the public during the consultation period.

10. Director of Finance's comments

- 10.1. The cost of the TROs will be funded through the Car Club budget in the capital programme.
- 10.2. Once the results of the TRO consultation are known a paper will be brought back to the Cabinet for Traffic and Transportation and the recommendations will be appraised for any financial implications.

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Signed by:

Appendices:

- Appendix A - Location of proposed car club bays
Appendix B - Integrated Impact Assessment

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
Portsmouth Transport Strategy	¹ Local Transport Plan 4 https://www.portsmouth.gov.uk/services/parking-roads-and-travel/travel/local-transport-plan-4-ltp4/
Vehicle licensing statistics	From Department of Transport Vehicle Licensing Statistics (https://www.gov.uk/government/collections/vehicles-statistics)
Vehicle licensing data	https://www.gov.uk/government/statistical-data-sets/vehicle-licensing-statistics-data-tables#all-vehicles
Car club report to Cabinet Member for Traffic and Transportation January 2022	https://democracy.portsmouth.gov.uk/documents/s36415/Car%20Club%20Report%20-%20Final.pdf



CoMo UK information on car clubs	Shared cars > Overview and benefits (como.org.uk)
Car club report to Cabinet Member of Traffic and Transportation July 2020	Car Club.pdf (portsmouth.gov.uk)
Car club consultation results 2021	Car Club Consultation 2021 - Your City, Your Say survey research (portsmouth.gov.uk)
Designated parking bays report to Cabinet Member for Traffic and Transportation, November 2017	Agenda for Cabinet Member for Traffic & Transportation on Thursday, 23rd November, 2017, 4.00 pm Portsmouth City Council
Parking Strategy report to Cabinet, February 2023	Parking Strategy.pdf (portsmouth.gov.uk)

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

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Signed by:

Appendix A - Proposed car club bay locations

