

Form name	Integrated Impact Assessment
Reference	IA516905034
Date	18/05/2023



Policy details

Request date	18/05/2023 10:13
Directorate	Regeneration
Service	Transport Planning
Title of policy, service, function	Portsmouth Car Club
Type of policy, service, function	New
What is the aim of your policy, service, function, project or strategy?	<p>The aim of a car club scheme in Portsmouth will be to provide a sustainable travel option for residents in Portsmouth, with an initial focus on certain areas of the city (Central Southsea, Eastney and Cranewater, St Jude, St Thomas), alongside Lakeside in the north of the city. This scheme will support the aims of the Local Transport Plan 4, particularly Policy C which has a focus on making parking easier in residential areas through encouraging fewer vehicles and supporting shared transport modes such as car clubs. It would also support the council's target to achieve net-zero carbon emissions by 2030.</p> <p>Whilst the Portsmouth City Council (PCC) focus of the car club would be on residential membership, businesses would be encouraged to sign up to the scheme directly with the car club supplier.</p>
Has any consultation been undertaken for this proposal?	yes

<p>What were the outcomes of the consultations?</p>	<p>Consultation was carried out in the form of two research surveys, one for residents and members of the public and one for businesses. The surveys were launched for a four week period on 13th September 2021 closing on 11th November 2021. The surveys were open to all on the PCC website, and was also promoted through a number of marketing and communications channels including Facebook, Twitter, LinkedIn and a press release. Additionally, a targeted letter drop was carried out to houses and businesses in the wards of Central Southsea, St Jude and St Thomas. A total of 879 people responded to the main survey and 60 businesses responded in the business survey. A key result of the main survey was that the majority of respondents who do not already belong to a car club would consider joining a car club in their area of the city (59%), just under a quarter (24%) would not consider joining a car club at the current time but would potentially consider membership in the future, and 17% would not consider joining a car club. 70% of respondents considering joining at present are 'very likely' (36%) or 'quite likely' (34%) to join (36%) whilst those considering joining in the future want more information before making a decision (64%). The four wards in the city which came highest in the survey question about likelihood to consider joining a car club in your area of the city by residential ward were St Jude (74%), Central Southsea (70%), Eastney and Craneswater (68%) and St Thomas (66%). Whilst the PCC scheme will not focus directly on business membership, with businesses instead being encouraged to sign up directly with the supplier, the key result from the business survey was that almost half of respondents who responded to the question of whether they would consider joining a car club for business purposes said they would consider joining (47%) and a further 19% would consider joining in the future. 34% would not consider joining. Traffic Regulation Order (TRO) consultation was carried out on 12 proposed car club bay locations between 11th April and 2nd May 2023. Following this, eight locations are proposed to be taken forwards within phase one, subject to approval from the Cabinet Member of Traffic and Transportation. The eight proposed bays are located within the wards of Central Southsea, Eastney and Cranewater, St Jude and St Thomas.</p>
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Has anything changed because of the consultation?	no
Did this inform your proposal?	yes
Please provide details	The results of the consultation helped inform some details of the scheme, such as the wards to focus the scheme in for phase one, having dedicated car club bays so that users are able to return the car to a bay at the end of their journey, and that small and medium sized vehicles will be used.

Equality & diversity - will it have any positive/negative impacts on the protected characteristics?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Crime - Will it make our city safer?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Housing - will it provide good quality homes?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Health - will this help promote healthy, safe and independent living?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Offering residents and employees in the city the opportunity to become a member of a car club would provide an accessible and cost effective means of travel, supporting a positive quality of life. Car club members may be more likely to walk or cycle for short local journey's, particularly if they no longer own a private vehicle, supporting improvements in physical and mental health. Reductions in privately owned vehicles on the road (through replacement of private vehicles for car club vehicle usage) would support the creation of healthy places, again improving quality of life for residents. One fully established, it is hoped that the car club would help to reduce parking congestion, again improving the quality of life for the residents.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Record the membership and usage of the car club and its vehicles Monitor the number of privately owned vehicles in Portsmouth over the coming years as the car club becomes established Monitor on-street parking demand across the city, particularly in areas where residents parking zones exist</p>

Income deprivation and poverty - will it consider income deprivation and reduce poverty?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>This project could support easier travel for those who cannot afford to own a car, as being a car club member offers a reduction in the cost of travel, through only having to pay an annual membership, and miles travelled, but not having to pay for the cost, upkeep and maintenance of a personal vehicle.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Regular monitoring will be conducted on the car club scheme, in terms of membership, usage etc. An updated report will be taken to the Cabinet Member for Traffic and Transportation one year after the scheme launch.</p>

Carbon emissions - will it reduce carbon emissions?

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?	A car club would reduce the need to own a private vehicle, resulting in a reduction in private vehicle miles driven in the city. It is hoped that this measure would support and uptake in walking and cycling for short local journeys, through the reduction in privately owned vehicles. The car club vehicles will be a minimum of Euro 6 vehicles.
How are you going to measure/check the impact of your proposal?	Monitor uptake of car club membership and number of privately owned vehicles registered in the city over the coming years.

Energy use - will it reduce energy use?

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?	A car club would reduce the need to own a private vehicle, resulting in a reduction in private vehicle miles driven in the city, and the energy required to run the vehicles
How are you going to measure/check the impact of your proposal?	Monitor uptake of car club membership and number of privately owned vehicles registered in the city over the coming years.

Climate change mitigation and flooding - will it proactively mitigate against a changing climate and flooding?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Natural environment - will it ensure public spaces are greener, more sustainable and well-maintained?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Through offering an alternative to owning a private vehicle, it is hoped that over time, once fully operational, the car club will result in improvements to public realm and public space, through a reduction in privately owned vehicles in Portsmouth.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Monitor uptake of car club membership and number of privately owned vehicles registered in the city over the coming years.</p>

Air quality - will it improve air quality?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>This project would assist in reducing traffic volume and congestion, leading to a reduction in air pollution, particularly NO₂ and particulate matter. A key aim of the car club would be to remove the need to own a privately owned vehicle (or second vehicle). The fleet of vehicles in the car club would all be of a high standard (Euro 6 or electric vehicles), which are less polluting than older vehicles and diesel vehicles.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Monitor uptake of car club membership and number of privately owned vehicles registered in the city over the coming years. Assess air quality data for Portsmouth over the coming years.</p>

Transport - will it make transport more sustainable and safer for the whole community?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Through offering an alternative to owning a private vehicle, it is expected that this scheme would encourage some residents to replace their own vehicle for the use of a car club vehicle, helping to reduce congestion and high volumes of traffic over time. Reduced traffic volumes would help to create a safer and more pleasant environment for pedestrians and cyclists. All vehicles in the car club fleet would be of Euro 6 standard or higher, supporting a switch away from older more polluting vehicles to cleaner, more sustainable ones.</p>
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How are you going to measure/check the impact of your proposal?	Monitor uptake of car club membership and number of privately owned vehicles registered in the city over the coming years.
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Waste management - will it increase recycling and reduce the production of waste?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Culture and heritage - will it promote, protect and enhance our culture and heritage?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Employment and opportunities - will it promote the development of a skilled workforce?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Economy - will it encourage businesses to invest in the city, support sustainable growth and regeneration?

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?	By offering car club membership to local businesses, this scheme would offer an attractive option for staff travel, particularly at locations where there is limited parking.
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How are you going to measure/check the impact of your proposal?	Assess the number of local businesses registered with the car club.
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Social value

Please explain how your policy, service, function, project or strategy delivers Social Value	This scheme will help to provide a sustainable travel option for residents and businesses in Portsmouth
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Involvement

Who was involved in the Integrated impact assessment?	Kirsty Routledge
Name of the person completing this form	Kirsty Routledge
Date of completion	2023-05-18