

THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

Title of meeting:	Cabinet Member for Transport
Subject:	Portsmouth Car Club update
Date of meeting:	26 th September 2024
Report by:	Gareth James, Transport Strategy Team Leader
Cabinet Member:	Councillor Peter Candlish, Cabinet Member for Transport
Wards affected:	Central Southsea, Eastney and Craneswater, St Jude, St Thomas, Cosham

1. Purpose of report

- 1.1. To provide an update on Portsmouth's car club, which launched in September 2023.

2. Background

- 2.1. A car club is a scheme in which people can gain access to a car on a pay-as-you-go basis, removing their need to own one.
- 2.2. The importance of working towards increased sustainable transport options in Portsmouth is recognised as a key aspiration within [Portsmouth's Transport Strategy](#). 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, is detailed within Policy C; Make parking easier in residential areas through encouraging fewer vehicles and supporting shared transport modes.
- 2.3. The reduction in car ownership that can be achieved through a car club supports improvements to local air quality and reduced congestion. The council recognises the urgent need to make improvements to the local environment and air quality, with a Climate Emergency being declared by the council in March 2019, and much work underway to improve air quality.
- 2.4. Following a full procurement process launching in December 2022, Enterprise Car Club was appointed as the operator to run Portsmouth's car club scheme, in which vehicles would have designated parking bays, enabling guaranteed parking space in which to return the vehicle at the end of the journey.

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- 2.5. Enterprise Car Club already operated a successful car club scheme at Wimbledon Park in Portsmouth. This car club, based in the Wimbledon Park Sports Centre car park, launched in September 2020 and had two vehicles, both well-utilised.
- 2.6. All Portsmouth car club vehicles meet Euro VI emission standards as a minimum.
- 2.7. Enterprise car club users must hold a valid driving license and be aged at least 19 years old.
- 2.8. Following Enterprise Car Club being selected to operate the Portsmouth Car Club, consideration was given to potential locations for the car club bays to be positioned within the four selected wards of Central Southsea, Eastney and Craneswater, St Jude and St Thomas. These wards were selected following a targeted survey for residents and members of the public carried out in 2021, in which they came out highest in the question about likelihood to consider joining a car club in your area of the city, by residential ward. Central Southsea, St Jude and St Thomas were also identified following 2019 research which indicated their high potential for a car club.
- 2.9. Twelve potential car club locations were identified within these four wards, with three bays being considered within each ward initially, with a view to take forwards two bays within each ward during phase one of the scheme.
- 2.10. In March 2023, approval was given by the Cabinet Member for Traffic and Transportation to proceed with Traffic Regulation Order (TRO) consultation for the 12 proposed car club parking bays. A statutory 21-day TRO consultation on the proposed car club on-street parking bay locations began on 11th April 2023.
- 2.11. Of the 12 on-street parking bay locations that were included in the TRO consultation, eight were taken forward in phase one of the scheme following consideration of the responses, with two bays present in each of the four wards. The eight bays are listed below, and all were implemented in September 2023, when the scheme went live:
 - Talbot Road
 - Devonshire Square
 - Festing Road
 - Craneswater Park
 - Clarence Road
 - Victoria Road South
 - Kings Road
 - Cottage Grove
- 2.12. Two bays are scheduled to be installed at Lakeside in autumn 2024. This will mark the expansion of the scheme to the northern part of the city, and they will also be the first EVs in the fleet later in the year after the necessary charging infrastructure has been installed.

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- 2.13. Vehicles come with damage protection, as well as third party and passenger liability cover, so users don't need to take out extra insurance. A damage waiver excess of £1000 per incident applies, but users only have to pay this if the accident is deemed to be their fault. If repair costs are less than the excess, users only have to pay that amount, and there are options to reduce the damage waiver excess.

3. Promotion and Marketing

- 3.1. An introductory offer for Portsmouth residents means people currently pay only £20 for membership of the car club for the first year, instead of the standard £60 annual fee. The membership offer also comes with £20 worth of driving credit.
- 3.2. Letters were sent to 6,300 addresses near car club bays informing them about the scheme and inviting them to a launch event on Southsea Common on 16th September 2023. Circa 20,000 local residents subsequently received written communications from Enterprise, promoting the scheme and the introductory offer.
- 3.3. Enterprise has run several seasonal promotions and offers discounts for Armed Forces, NHS and Emergency Services staff. It promotes the car club directly to Portsmouth's residents across a range of social media as well in person at local events, such as the University of Portsmouth's "Green Week" held in April 2024.
- 3.4. Soon after launch, the car club was made available through Solent Transport's Mobility as a Service (MaaS) app, Breeze, expanding its reach beyond those accessing the service through the Enterprise app, and helping facilitate multimodal travel across the region without the need for a private vehicle. The bay locations were also added to Google Maps to help direct users and to raise awareness.

4. Scheme performance summary, Sept 2023 - August 2024

- 4.1. Key performance metrics of Portsmouth's car club since launch are as follows:

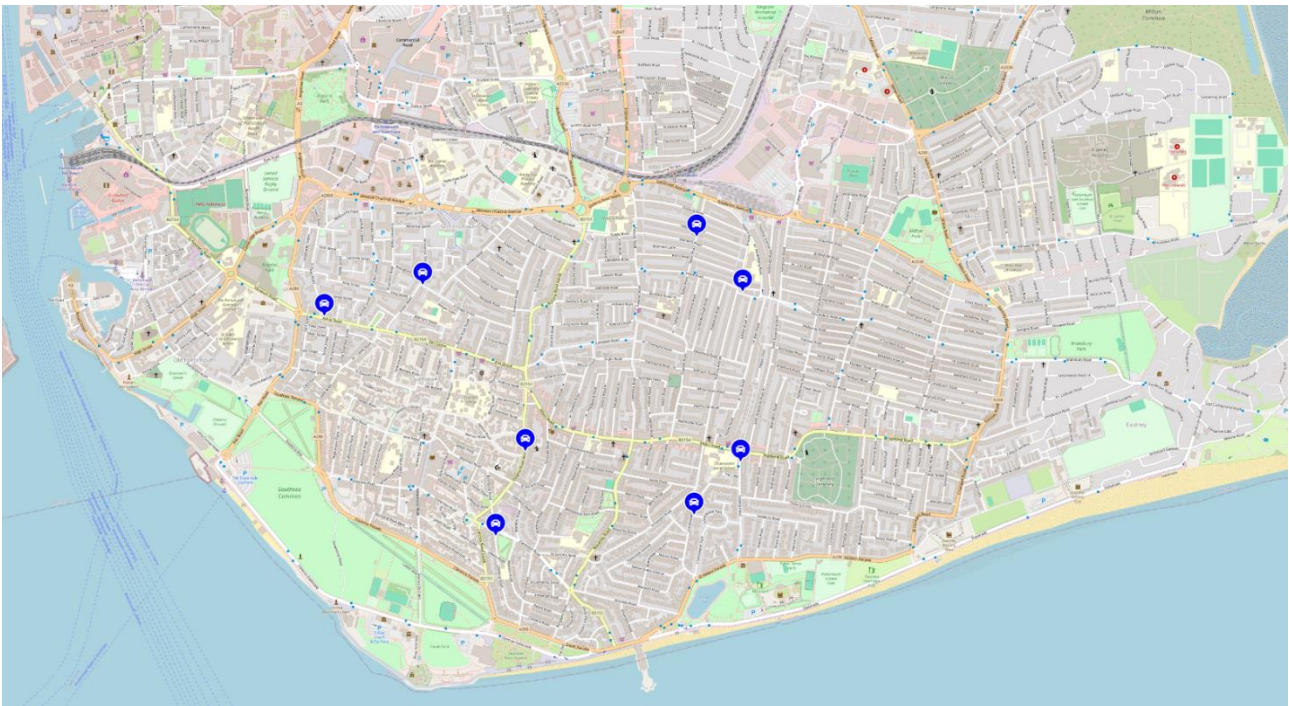
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Table 1: Car club usage by site from launch in September 2023 to August 2024

Bay Address	Trips	Hours	Mileage
Talbot Road, Southsea, PO4 0HF	179	2493	13341
Clarence Road, Southsea, PO52EU	112	2266.75	8717
Festing Road, Southsea, PO49QX	109	2498.25	10044
Devonshire Square, Southsea, PO40JF	108	1827.5	8825
Kings Road, Southsea, PO54DN	81	2099.75	8305
Craneswater Park, Southsea, PO40NT	62	2777.5	9033
Victoria Road South, Southsea, PO52BU	62	1711	5369
Cottage Grove, Southsea, PO54DZ	59	1856	7420
Grand Total	772	17530	71054

Map 1: Portsmouth's car club bays (there are also bays available to Enterprise members at the Enterprise offices on Fratton Way, and at Wimbledon Park Sports Centre car park)



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Table 2: Trips per month by site from launch in September 2023 to August 2024

Bay Address	2023				2024								Grand Total
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Talbot Road, Southsea, PO4 0HF	17	15	9	21	9	11	8	15	23	16	20	15	179
Clarence Road, Southsea, PO52EU	6	6	14	14	12	12	6	3	11	6	9	13	112
Festing Road, Southsea, PO49QX	10	14	6	5	5	8	1	12	7	13	16	12	109
Devonshire Square, Southsea, PO40JF	3	7	8	14	11	9	5	7	13	13	12	6	108
Kings Road, Southsea, PO54DN	6	6	8	5	15	8	6	9	8		1	9	81
Craneswater Park, Southsea, PO40NT			2	6	7	10	8	7	5	4	8	5	62
Victoria Road South, Southsea, PO52BU	3	3	9	3	8	4	9	6	4	4	5	4	62
Cottage Grove, Southsea, PO54DZ	6	9	7	9				2	6	3	12	5	59
Grand Total	51	60	63	77	67	62	43	61	77	59	83	69	772

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- 4.2. The car at Cottage Grove was unavailable for a period between January and March 2024 while essential repairs were carried out, as was the case for the Kings Road car in June 2024. The car at the Craneswater Park bay was added after the launch of the wider scheme, as additional time was required to optimise the car club bay signage with existing residents' parking signage, to ensure that it was as clear and clutter-free as possible.
- 4.3. The total number of members is 385 (an average of 48 per car), and the average length of hire is 22.2 hours.
- 4.4. Use of the scheme is in line with Enterprise's expectations based on comparable markets, while user feedback has been largely positive. A representative example of feedback received to date is as follows: "Easy to use and convenient. Ability to book by the hour. Good and straightforward communication with staff."

5. Next steps

- 5.1. If the scheme continues to perform in line with expectations, Enterprise has indicated that it aims to add new bays in agreement with the council from 2026 onwards.
- 5.2. The council will continue to work with Enterprise to monitoring and evaluate the scheme. This includes but will not be limited to the performance metrics outlined in section 4 of this report as well as any relevant local and national survey data. Monitoring of the scheme will be reported to the PCC officer Future Transport Project Board at its monthly meetings.
- 5.3. The council has also been supporting expansion by requesting that car club bays are integrated into development travel plans and S106 contributions. The most noteworthy example to date is the Somers Orchard Masterplan site, for which the developers have specified that three electric car club spaces will be included in the development if approved, and they will promote the car club to all new residents.
- 5.4. Enterprise continues to actively promote the service to expand the car club's user base, and it plans to attend further in person events such as the University of Portsmouth "Freshers Fayre" to complement its social media campaign and other comms activity. It has been formally added to the council's Transport Liaison Group (TLG), which meets quarterly with the overarching aim of ensuring Portsmouth's transport network is as effective as possible for all users.

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 Signed by (Director)

Appendices:

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	https://democracy.portsmouth.gov.uk/documents/s45251/Car%20Club%20TT%20Report%20-%20March%202023.pdf
Car club report to Cabinet Member for Traffic and Transportation March 2023	https://democracy.portsmouth.gov.uk/documents/s45251/Car%20Club%20TT%20Report%20-%20March%202023.pdf
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
Car club report to Cabinet Member of Traffic and Transportation July 2020	https://democracy.portsmouth.gov.uk/documents/s27293/Car%20Club.pdf
Car club consultation 2021	https://yourcityyoursay.portsmouth.gov.uk/car-club-consultation-2021/