

# Car clubs in new developments

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Surprise  
CarClub  
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SURREY

# Guidance on car clubs in new developments

## Who should read this guidance?

This guidance is for Transport Development Planning (TDP) Officers, Local Planning Officers and Developers.

## How to use the guidance

The key questions should be used to inform discussions to secure a car club. This will ensure that provision is appropriate to the development and that the car club operates successfully.

Key question	Refer to section:
What makes a development suitable for a car club?	2. Criteria for a successful car club
What are the benefits of car clubs for developers?	3. Benefits of car clubs for developers'
How can car clubs support sustainable development?	4. Benefits of car clubs for sustainable development
How do car clubs operate in Surrey?	5. Surrey car club network
What is the planning process in Surrey, for securing car clubs?	6. Planning process
How should car clubs be funded?	7. Funding
How many car club cars should be provided for a development?	8. Scale and ratios
What types of vehicles should be provided?	9. Vehicles
Where to site the car club bays?	10. Parking
How should the car club be promoted?	11. Promotion
How should the car club be monitored and reviewed?	12. Monitoring and review

## Contents

### Contents

1. Introduction .....	4
2. Criteria for a successful car club .....	5
3. Benefits of car clubs to developers .....	7
4. Benefits of car clubs for sustainable development .....	8
5. Surrey car club network .....	9
6. Car clubs and the planning process .....	10
7. Funding .....	13
8. Scale and ratios .....	15
9. Vehicles .....	16
10. Parking .....	17
11. Promotion .....	20
12. Monitoring and review .....	21
References and Further Sources of Information .....	22
Annex 1: Example of securing a car club through a S106 agreement .....	23
Annex 2: Use of electric car club cars .....	24
Annex 3: Population density by ward .....	25
Annex 4: Car club potential by location .....	30
Annex 5: Accreditation scheme .....	32
Annex 6: Car club locations in Surrey (operated by Enterprise Car Club). .....	33
Annex 7: Location Maps (Enterprise Car Club, February 2019) .....	34
Annex 8: Viability assessment template .....	36

# 1. Introduction

A car club provides cars for short term hire on a pay per trip basis. This allows individuals and businesses affordable access to a vehicle without the need for ownership. Take up of car clubs is growing rapidly, as levels of car ownership decline. Car clubs offer clear benefits for individuals, with cost savings and access to a range of low carbon, well-maintained, flexible use vehicles.

Car clubs also support policies to cut congestion, reduce emissions, improve air quality, reduce parking pressure and increase take-up of sustainable travel modes. Used in the right locations, car clubs can be a very effective measure to promote sustainable development.

This guidance has been produced to guide developers, planners and TDP officers in the process of deciding on, planning and implementing car club provision as part of a new development through the planning process. It should be read in conjunction with 'Travel Plans - a good practice guide for developers'.

## 2. Criteria for a successful car club

There are various factors that influence the potential success of a car club in a development. These include housing density, parking policy, the accessibility and visibility of the car club bays and how the car club is marketed and promoted.

The following check list shows factors which are likely to influence uptake of the car club. The more of these which are present in a location the greater the chances of the car club being successful in a new development and the less time it will take for the car club to become financially self-sustaining.

	<b>Location success factors</b>	<b>Yes</b>	<b>No</b>
1	In an urban area, with high population density (above 25 persons per hectare) and easy access to local amenities by walking and cycling. <i>See Annex1: Population density by ward</i>		
2	High density residential development (50 dwellings or more per hectare), with a high proportion of one and two bedroom dwellings.		
3	Car club to be easily accessed by, and visible to, occupants of the development and the surrounding neighbourhood.		
4	Identified potential day-time business use, to complement evening / weekend residential use.		
5	Good accessibility to public transport: Within 800m walking distance of a train station with a minimum two services per hour in peak time and / or within 400m of a bus stop with a minimum service of one bus every 30 minutes.		
6	Parking constraint within the development and within surrounding streets: For residential developments a parking ratio of no more than 1 space per unit. For business premises with a minimum threshold of 2500m <sup>2</sup> a maximum of 1 car space per 100m <sup>2</sup> . Within an area in which on-street parking is controlled, or other evidence of local parking pressure.		
7	Car-free developments (developments in which there are no parking spaces provided within the curtilage of the site).		
8	Favourable socio-economic and demographic characteristics: In upper quartile of Surrey wards ranked for car club potential considering levels of private car ownership, number of people working and MOSAIC profile. <i>See Annex 2: Car club potential by ward.</i>		
9	Will be part of an existing car club network in the wider area and occupants of the development will have access to that network.		
10	To be delivered as part of a coherent package of sustainable transport measures, normally as part of a Residential Travel Plan for a large-scale development (ideally promoted at point of sale) or a Business Travel Plan.		

Consideration of the above factors should give developers a good indication of the suitability of a car club for a proposed development. However, because there are many factors that can affect whether a development will support a successful car club it is important to look at each site as being unique. The county council can advise developers of the suitability of a car club in a development proposal in pre-application discussions. It is also recommended that developers contact the car club operator for site specific advice and likely costs.

The recommended funding contribution from the developer to be agreed with the car club operator, should be determined by an appraisal of the location against the above success factors, as this will determine the level of risk to the operator, the scale of marketing required and length of time before the car club becomes profitable. (See *funding section page 9*)

### 3. Benefits of car clubs to developers

- Car clubs allow cars and therefore parking spaces to be shared and the number needed and cost of providing them to be reduced.
- Developers benefit from being able to work on sites with a limited parking area which may previously have been impractical.
- By reducing the amount of parking, car clubs allow an increase in the number of units or amenity space on the site, increasing the profitability of the site.
- Car clubs are a popular alternative to private car ownership as they offer convenience without the responsibilities and capital outlay of ownership.
- Car clubs have added value to housing developments as residents perceive the vehicles as an extra service. Therefore the provision of a car club makes residential developments more marketable.
- Car clubs contribute to travel plan aims by reducing the impact of the private car from the development; the overall car miles driven, and local congestion.
- Car clubs support other travel plan initiatives – once residents have given up their private car, there is compelling evidence that they are more likely to walk, cycle or use public transport.

## 4. Benefits of car clubs for sustainable development

- Car clubs offer residents an attractive, convenient alternative to private car ownership. This encourages more use of public transport, walking and cycling, whilst giving access to a car when needed. According to research data from CoMoUK each round-trip car club car replaces 10.5 private vehicles removed from the road in the last 12 months.
- Car club members drive less and make greater use of sustainable travel modes than the average license holder. By replacing several owned cars, car clubs can reduce or even eliminate the need for onsite parking for private vehicles.
- A car club therefore might unlock the potential of sites which are difficult or unprofitable to develop due to a lack of land for parking. Alternatively land not used for parking can be used to provide other benefits, such as green space or play areas.
- As car club cars are under 4 years old they are more fuel efficient and less polluting than the UK average car. All of the car club fleet in Surrey emits less than 100gCO<sub>2</sub>/km. Where electric vehicle charging infrastructure is available the car club will use ultra-low emission vehicles. Therefore car clubs contribute to reducing carbon dioxide emissions and improving air quality.
- Car clubs reduce the need for parking at employers' sites. If car club vehicles are available for business trips from the office, staff no longer need to drive their own cars to and from work.



## 5. Surrey car club network

Car clubs work best where a network of cars is developed, ideally clusters of cars within a short five minute walk of each other. This gives car club members (both residents and business users) confidence that a car will be available for them to book when needed. In a car club cluster there may also be a range of different size and models of vehicles to choose from, including electric or hybrid electric vehicles.

In accordance with its statutory powers as the transport authority, Surrey County Council procures a single preferred supplier to provide county-wide car club provision under the Surrey car club contract. In September 2015 Enterprise Car Club were the successful bidder in our contract retender and were appointed as our car club supplier from 1 December 2015.

Transportation Development Planning Officers can advise Developers on the suitability of a car club as part of pre-planning advice and can provide the appropriate contact details for our preferred operator. Developers are encouraged to contact the operator at an early stage of the planning process, so that the viability, cost and logistics can be accurately assessed.

If implementing the car club using on-street bays, the developer will be required to use the council's preferred supplier, under the Surrey car club contract.

The current car club network in Surrey can be viewed on the Enterprise Car Club website: <https://www.enterprisecarclub.co.uk/gb/en/programs/regions/south-east-england/surrey.html>

If implementing the car club using bays within the development, the developer may choose to work with either the council's preferred operator or their own preferred supplier. The supplier must have full accreditation with CoMoUk (formerly Carplus). *See Annex 3 CoMoUk Accreditation*

## 6. Car clubs and the planning process

A car club is most relevant to planning applications for large scale developments, those requiring a Transport Assessment or Transport Statement and a Travel Plan. The simplified list of thresholds below gives an indication of when these will be required, although this is always to be considered on a case by case basis:

- Retail developments over about 800 sqm gross floor area.
- Employment developments over about 1500 sqm gross floor area.
- Residential developments including 50 or more new homes.
- Non-residential institutions and assembly or leisure developments over about 1500 sqm gross floor area.
- Developments creating about 100 or more vehicle parking spaces.

### Areas with existing car club provision

If a development above these thresholds is proposed in an area which already has a car club, an assessment should be made of the existing use and capacity of the current scheme, in discussion with the car club operator. If the current cars are already well used (average utilisation of 20% or more) then it is likely that an additional vehicle or vehicles will be required as part of the new development. If however the utilisation is lower and therefore there is spare capacity, the developer may be required instead to incentivise take up of the existing scheme, for example by providing and promoting a membership offer, for example one year's free membership and two hours free drive time, for all occupants of the new development. This should be agreed in discussion with the car club operator.

### Recommended Process

- 1) In pre application discussions between the Developer, Surrey County Council Transport Development Planning and often the Local Planning Authority, all parties agree that a car club should be provided as part of the proposed new development.
- 2) A planning application is submitted including details of the proposed car club provision within the Transport Assessment and Travel Plan.
- 3) Car club provision is secured either via a Planning Condition or a S106 agreement:
  - a) Planning Condition

A car club can be secured using a standard condition:

*The development hereby approved shall not be [first occupied / first opened for trading] unless and until x car club vehicles have been provided for occupiers to use in accordance with a scheme to be submitted to and approved in writing by the Local Planning Authority. Thereafter the car club vehicles shall be retained and maintained for their designated purpose(s).*

The submitted scheme will need to include details of the car club operator, the types of vehicle or vehicles to be provided, the parking bays and how these will be implemented, how the car club will be marketed to residents or business users, including any agreed membership discounts or offers.

The above details should also be included within the Travel Plan, where required.

b) S106 agreement

A S106 agreement can be used to request a car club with associated financial support controlled by the terms of the agreement, where the county council is party to the agreement. Although, many LPAs are moving away from the use of S106 agreements due to their adoption of the Community Infrastructure Levy (CIL), S106 is still being utilised for the larger developments, for which car clubs are often highly relevant.

The wording of agreements is specific to each site, but a generic template is as follows:

*The developer will provide financial contribution of £XX,XXX (see page 10) index linked from the date of the resolution to grant planning permission and payable prior to commencement of development.*

*The County Council shall use the sum to implement and promote X (number) car club vehicles for the site in partnership with the County Council's preferred car club operator. The car club vehicle(s) will be located on-street/ within the development (delete as applicable).*

*Then either (if on-street): The car club vehicles will be located in dedicated on-street bays, with the necessary Traffic Regulation Order to be secured by the county council and fully funded by the Developer in accordance with the requirements of the County Council's Guidance on Car Clubs in New Developments.*

*Or (if off-street): The car club vehicles will be located in dedicated bays within the development in accordance with the approved car parking layout plan, or as may be agreed with the county council.*

*The Developer shall offer a minimum of 1yrs free membership to all new first time occupiers of each new dwelling, with further membership made available to other residents and members of the public at a cost in line with the Car Club Operators standard tariff. Subject to availability and booking, the vehicles will be fully accessible to all car club members at all times.*

The developer will use reasonable endeavours in conjunction with the operator and the highway authority, for car club vehicles to be fully electric, in the context of the Surrey Transport Plan Electric Vehicle Strategy. The car club will be promoted in line with best practice in this guide. Feedback on the car club should be gathered during surveys conducted for Travel Plan monitoring.

c) Community Infrastructure Levy (CIL)

Where a S106 is not being provided, agreement with LPAs will be sought with regard to the potential for CIL funding.

- 4) Once secured through the above methods, the car club will normally require on street parking provision, which will initially require a Traffic Regulation Order (TRO) to “reserve” the parking space for car club use only. The TRO is initiated, processed and signed off by SCC at the request of the Developer or LPA. There is a cost associated with TROs that SCC can invoice to the Developer. This can be up to £6000 (see section below on funding) depending on a range of factors. TROs are independent of the planning process.
- 5) Highway works may be necessary to allow the car club parking bay to be installed or should an Electric Vehicle Charging Point (EVCP) be required. This is likely to require a S278 agreement (normally a mini-S278 for minor highways works). A S278 is an agreement that allows a developer to carry out works, make alterations or make improvements to the public highway, normally necessitated by a planning permission. The S278 agreement is entered into by SCC and anyone wishing to work on the public highway. In the case of car clubs this is likely to be the Developer. As is the case with the TRO, it is independent of the planning process. There are costs associated with S278 agreements and these are typically included within the S278 process.
- 6) Once a S278 agreement has been engrossed, and a TRO signed off, the final step is to apply for a Streetworks Licence to allow the works to actually take place. This is between the contractor carrying out the works and the Streetworks Team. It is used to agree the exact timing and traffic management requirements when the works take place.
- 7) After the works have been completed and the car club has been installed for a period of time (as will be specified) the condition may be signed off by the LPA.
- 8) The S278 works then enter a 12 month maintenance period and at the end of this period are then signed off.

## 7. Funding

When negotiating car club provision it is important that the developer is made fully aware of the County Council and car club operator's expectations of financial support.

There are two elements of funding which the council will seek to secure:

### 1) County Council Activities - The Council's costs in providing on-street spaces through the TRO process

As noted in the Parking section, on-street locations are preferable for maximum benefit to community-wide use, and to the long term commercial viability of the car club. The council will require developers to fund the one-off costs associated with providing an on-street space through the Traffic Regulation Order (TRO) process. These costs may vary according to the location and whether the timescale for advertising the bays can fit with the standard parking review process.

An indication of the likely cost is shown below:

<b>Scheme Element</b>	<b>Deliverability</b>	<b>Requirements / Assumptions</b>	<b>Estimated cost</b>
TRO cost of adverts	SCC TRO team	2 adverts to be placed in local paper at £1500 each	£3,000
TRO preparation (officer time)	SCC TRO team	Cost per order	£1,000
TRO site mapping	SCC / Borough Parking team	Cost per site	£750
Lining and signing	Contractor	Cost per site	£250
Resident letter	Developer	Direct delivery to a single ward of 5000 households	£1,000
<b>Total TRO costs</b>			<b>£6,000</b>

### 2) Car club operator activities

The car club operator's cost involve start-up costs for a new location, or cost of adding an additional vehicle in an existing location. These costs include the supply of a vehicle, the installation of telematics and marketing and promotion. Furthermore, there are ongoing costs of maintaining the vehicle and providing the booking service.

#### **Indicative funding contribution towards operating the car club**

When setting up a car club in a new location there is always a risk that the uptake of the scheme may initially be low and income generated by usage may not meet the on-going costs of maintaining the scheme. A new car club location may typically take between 12

to 24 months to become self-sustaining. Slower uptake is a financial risk to the operator.

The indicative funding levels shown below are based on the principle that this risk is shared fairly between the developer and the car club operator. The level of risk can be rationalised by an assessment of how well the proposed location meets the success criteria, as set out on page 4. This in turn should be used to determine the level of funding contribution the developer should expect to provide, and for how long.

<b>Location assessment (number of success factors out of 10)</b>	<b>Rating for car club potential</b>	<b>Developer contribution for 1<sup>st</sup> year of operation (per vehicle)</b>	<b>Developer contribution for 2<sup>nd</sup> year of operation (per vehicle)</b>	<b>Total Developer contribution</b>
8 to 10	High	£5,000	Nil	£5,000
5 to 7	Medium	£5,000	£5,000	£10,000
2 to 4	Low	£6,000	£6,000	£12,000
Less than 2	Unsuitable	-	-	-

## 8. Scale and ratios

Depending on the size and location of the development, more than one car club vehicle may be required prior to first occupation. Alternatively a phased approach may be suitable, so that additional vehicles are required to be added once the initial vehicles have reached an agreed level of use (typically 20% or more). Such an approach is recommended for locations in the Low to Medium category above, where there is less certainty about the level of demand.

The table below sets out the indicative level of car club provision for different sizes of residential development:

<b>Development size</b>	<b>Recommended number of car club cars provided</b>
Less than 50 dwellings	Nil: Promote use of existing network of car club cars, if relevant
up to 100 dwellings	Case by case assessment
up to 200 dwellings	1 car
up to 400 dwellings	2 cars
up to 600 dwellings	3 cars
up to 800 dwellings	4 cars
up to 1000 dwellings	5 cars
over 1000 dwellings	6 to 10 cars

### **Strategic developments**

For larger scale, strategic developments the County Council will look to secure the commitment of the developer to fund the car club beyond the initial 12 to 24 month set up period. This will be agreed on a case by case basis, but will be likely to take the form of providing a 'Minimum Revenue Guarantee', which will ensure that the operator can continue to provide the scheme, should there be a period of fluctuating demand. This will provide all parties with confidence that where a car club is agreed as a key transport mitigation measure, it will be maintained in the long term.

### **Example of a developer funding contribution**

- Proposed new car club location assessed as having high potential for car club uptake
- Residential development of 350 units
- 2 Car club cars to be provided in on-street bays (one double bay)

Contribution to county council's TRO costs: £6,000

Contribution to car club set up and operation (2 cars for one year): £10,000

Total contribution £16,000

## 9. Vehicles

Under the Surrey car club contract the car club operator must supply vehicles which are Euro 6 and have maximum emissions of 100g CO<sub>2</sub> per km. A Key Performance Indicator for the contract is for the car club to progressively reduce its average fleet emissions. Surrey County Council works with the preferred operator to achieve this by providing the use of electric vehicle charging infrastructure on its own estate and, as the Highway Authority, on-street vehicle charging points. This has enabled Enterprise Car Club to introduce full electric and plug-in hybrid electric vehicles into their fleet in Surrey.

When considering where to site new car club bays wherever feasible locations should be chosen where it may be viable to install electric vehicle charging points. For on-street charging points the footway needs to be a minimum width of 2.0m to allow the charging point to be installed at least 450mm from the kerb, while maintaining a minimum pavement width of 1200mm for pedestrians.

If car club bays are to be provided in off-street bays it is recommended that these bays are provided with electric vehicle charging points, to enable the car club to operate electric vehicles. These must be 7kw Fast charge points.

Surrey County Council's electric vehicle strategy sets out the council's approach to expanding and maintaining electric vehicle charging points.



## 10. Parking

Whether car club cars are provided in on or off-street bays, the vehicles must be made easily accessible 24 hours a day, seven days a week. This is an important consideration in the siting of car club cars within new residential developments, where the car club cars are to be shared with people from outside the development. They should not be prevented or deterred from using the cars through difficult access arrangements. Ideally the car club bays should be sited in an open and highly visible location.

In deciding whether to locate car club bays on-street or off-street the following factors should be taken into account:

Suitability of the roads in close proximity to the development (not more than 5 minutes' walk from the development):

- In an area where on-street parking is controlled
- Suitable opportunity to implement a car club bay along with other S278 works in relation to the development
- Opportunity to advertise the TRO for an on-street bay at the same time as Surrey County Council's scheduled local parking review.
- Feasibility of installing electric vehicle charging infrastructure to facilitate the use of ultra-low emission vehicles (see section on vehicles). Factors to consider are electricity capacity and connection point and suitable pavement width. A minimum 2 metre width is needed to ensure a minimum 1.2m is kept clear for pedestrian access.

Suitability of alternative off-street parking provision:

- Easily accessible and highly visible car club bays

### **Statement of best practice:**

In order to provide maximum benefit to the development's occupants, vehicles should ideally be located on street and preferably within 200m of the development. In certain cases, a maximum distance of 800m will be considered.

Locating the car club parking bay within the development is less favourable than an on street location, but may be acceptable if an on-street location is not viable. Vehicles located within a private parking area must be accessible 24/7 and visible from the public highway.

## Securing on-street bays

### Process

On-street car club bays will ordinarily be within an area in which parking is controlled and therefore a Traffic Regulation Order (TRO) will be needed to secure a dedicated car club bay.

The following process should be used:

1. The TDP Officer agrees the precise location of the bay, following a site visit and in consultation with the Parking team, the developer and car club operator.
2. TDP request authorisation for the bay under the delegated authority of the Cabinet Lead Member for Place.
3. A request to advertise the bay, including a Statement of Reasons, is submitted to the TRO team.
4. Whenever possible the car club bay is advertised at the same time as a Parking review.
5. If objections to the bay are lodged, the authorising authority (or delegated persons) decides whether these should be accepted or rejected.
6. The TRO team then make the Order.

### Criteria

Car club bays must meet the minimum criteria for on-street parking bays:

Parking parallel to street: 1.8m wide x 4.5m long

Perpendicular parking: 2.0m wide x 4.2m long

However, to allow for larger car club vehicles to be used if needed, it is preferable to have bigger bays:

Parallel parking: 2.0 x 5.5m

Perpendicular parking: 2.4 x 4.8m

The marked bay must have the standard upright car club parking sign (as shown below) and the relevant permit identifier, as provided by the TRO team.



The accompanying road marking legend saying 'CAR CLUB' or 'CAR CLUB ONLY' should also usually be provided, as shown below:



Wherever possible cycle parking (such as a 'Sheffield stand') should be made available within or close to the car club bay. This widens access to the car club.

## 11. Promotion

The car club should be promoted through a variety of channels to site occupants and the wider community, including:

- Point of sale
- Moving in/ Welcome packs
- Developer's website
- Leaflets to local community and local businesses

Residents/employees of the site should be provided with incentives to join, for example:

- One year of complimentary car club membership and
- Free drive time offer

## 12. Monitoring and review

Car clubs implemented as part of new developments are required to be accurately monitored and reviewed. This is especially important where a phased approach for implementation has been agreed. It is recommended that a formal review of the performance of the car club is undertaken and reported after the first and second years of operation. Where applicable this could be included as part of the Travel Plan monitoring process.

The car club operator is able to provide accurate data on the utilisation of each car at a named location. The approved methodology is to record the number of hours a car is booked out in each 24 hour period and show this as a percentage of the total available hours over a month. A successful car club should show an average utilisation of between 20 to 25% sustained over a 6-month period. Figures higher than this suggest the need for a further vehicle to be provided. Significantly lower utilisation would indicate that the car club needs to be reviewed, perhaps with a different approach to the way it is marketed and promoted.

# References and Further Sources of Information

Guidance, best practice and case studies from CoMoUK (Collaborative Mobility)  
<https://como.org.uk/shared-mobility/shared-cars/how/>

This includes guidance on:

[Electric Vehicles in car clubs](#)  
[Car Club Parking Guidance](#)  
[Car Clubs in New Developments](#)

Case studies including:

[Guildford Car club expansion project \(2016\)](#)

# Annex 1: Example of securing a car club through a S106 agreement

## **New Central Development, Woking**

446 residential apartments with a parking ratio of 0.4 parking spaces per unit

Developer: Barratt Homes

The car club was secured by S106 agreement and launched in 2013. An on-street parking bay was implemented immediately outside the development on Guildford Road through a TRO.

With an ideal mix of day-time use by local business users (including SCC) and evening and weekend use by residents, the car club has proved highly successful. After one year there was evident demand for a second vehicle at the site, so this was put in. Utilisation of both cars has been consistently high ever since (25% or more), both with the original operator (Co Wheels Car Club) and since December 2015 with Enterprise Car Club. The cars now form part of an expanding network in central Woking.

## Annex 2: Use of electric car club cars

### **Guildford car club network**

In 2016 the car club network in Guildford was expanded from two to eight cars through SCC and Guildford Borough Council's successful bid for funding through the Car Club England Development Programme. The new network was launched in May 2016 by Enterprise Car Club, including letters and information packs to 5,000 households. The network now includes three electric vehicles in on-street bays supplied with the use of Fast Charge electric vehicle charging points. These are very well used, a Nissan LEAF at one of the sites being booked 151 times over a 6 month period by 30 different users.

### **Quadrant Court, Woking**

Two full electric vehicles are located at SCC's offices at Quadrant Court where they are available 24/7 for SCC staff business travel and use by local car club members.



## Annex 3: Population density by ward

Ward name	All usual residents	Persons per hectare
Addlestone Bourneside	5,596	25.1
Addlestone North	5,905	22.3
Alfold, Cranleigh Rural and Ellens Green	1,848	0.6
Ash South and Tongham	7,674	12.4
Ash Vale	5,686	15.7
Ash Wharf	6,120	19
Ashford Common	8,045	52.3
Ashford East	7,219	37.9
Ashford North and Stanwell South	8,257	32.8
Ashford Town	7,089	46
Ashtead Common	4,129	9.4
Ashtead Park	4,042	7.8
Ashtead Village	5,998	30.3
Auriol	3,932	42.8
Bagshot	5,592	6.5
Banstead Village	9,110	19.7
Beare Green	1,881	2.5
Bisley	3,965	10.8
Blackheath and Wonersh	1,914	2.9
Bletchingley and Nutfield	5,646	1.7
Bookham North	5,779	13.3
Bookham South	5,596	8.3
Box Hill and Headley	2,007	2
Bramley, Busbridge and Hascombe	4,645	1.4
Brockham, Betchworth and Buckland	4,482	2
Brookwood	2,565	3.5
Burpham	5,696	24.6
Burstow, Horne and Outwood	5,864	1.6
Byfleet	7,724	27.1
Capel, Leigh and Newdigate	4,372	1
Chaldon	1,735	3.7
Charlwood	2,326	1.6
Chertsey Meads	6,038	19.7
Chertsey South and Row Town	5,328	16.7
Chertsey St Ann's	6,040	11.1
Chiddingfold and Dunsfold	3,949	0.9
Chipstead, Hooley and Woodmansterne	8,823	4.8
Chobham	3,799	1.6
Christchurch	5,101	19.6
Clandon and Horsley	8,749	2.6
Claygate	7,168	15.2
Cobham and Downside	6,564	5.7

Cobham Fairmile	4,751	8.6
College	5,873	18.6
Court	6,830	32
Cranleigh East	6,468	12.7
Cranleigh West	4,224	3.3
Cuddington	5,934	43.9
Dorking North	4,157	16.3
Dorking South	7,001	17.4
Dormansland and Felcourt	4,066	1.3
Earlswood and Whitebushes	8,857	13.5
Effingham	2,711	2.3
Egham Hythe	6,474	33.9
Egham Town	6,384	24.2
Elstead and Thursley	3,866	0.8
Englefield Green East	5,427	21.6
Englefield Green West	5,180	7.7
Esher	6,743	7.3
Ewell	5,532	35.7
Ewell Court	5,417	37
Ewhurst	2,228	1.4
Farnham Bourne	4,167	6.8
Farnham Castle	4,205	5.2
Farnham Firgrove	4,384	30.3
Farnham Hale and Heath End	4,438	33.4
Farnham Moor Park	5,016	8.4
Farnham Shortheath and Boundstone	4,123	28.8
Farnham Upper Hale	4,244	11.8
Farnham Weybourne and Badshot Lea	4,295	11.3
Farnham Wrecclesham and Rowledge	4,616	9.8
Felbridge	2,096	2.5
Fetcham East	3,836	9
Fetcham West	4,160	7.7
Foxhills	5,672	3.1
Frensham, Dockenfield and Tilford	4,089	1.2
Friary and St Nicolas	8,990	26
Frimley	6,178	28.9
Frimley Green	5,717	24.4
Godalming Binscombe	4,087	35.5
Godalming Central and Ockford	4,692	18.6
Godalming Charterhouse	4,105	18.3
Godalming Farncombe and Catteshall	4,600	25.8
Godalming Holloway	4,320	21.6
Godstone	5,949	3.3
Goldsworth East	7,970	44.5
Goldsworth West	5,135	64.9
Halliford and Sunbury West	6,106	17.2
Harestone	4,146	9
Haslemere Critchmere and Shottermill	5,981	9.2
Haslemere East and Grayswood	6,553	6.6
Heatherside	6,049	34.2
Hermitage and Knaphill South	5,330	46.6

Hersham North	5,992	26
Hersham South	6,422	8
Hinchley Wood	5,068	15.8
Hindhead	4,292	6.3
Holmwoods	6,417	4.8
Holy Trinity	7,793	10.8
Horley Central	8,297	33.7
Horley East	5,925	10.2
Horley West	7,854	26.4
Horsell East and Woodham	4,789	7.2
Horsell West	7,348	16.4
Kingfield and Westfield	5,576	22.6
Kingswood with Burgh Heath	6,891	4.9
Knaphill	9,958	23.2
Laleham and Shepperton Green	7,962	10.2
Leatherhead North	7,035	11.4
Leatherhead South	4,281	6.7
Leith Hill	1,745	0.4
Lightwater	6,791	16.2
Limpsfield	3,569	1.9
Lingfield and Crowhurst	4,201	2.8
Long Ditton	6,343	29.6
Lovelace	2,624	1
Maybury and Sheerwater	10,574	61.7
Mayford and Sutton Green	2,470	2.4
Meadvale and St John's	7,795	32.6
Merrow	8,036	18.2
Merstham	8,123	8.7
Mickleham, Westhumble and Pixham	1,995	1.8
Milford	4,156	4.9
Molesey East	6,337	21.3
Molesey North	6,008	36.6
Molesey South	6,743	53.7
Mount Hermon East	5,211	15.5
Mount Hermon West	6,052	54.8
Mytchett and Deepcut	7,101	7
New Haw	5,757	16.1
Nonsuch	5,438	8.9
Nork	7,556	20.8
Normandy	2,981	1.8
Oatlands Park	6,352	30.6
Okewood	1,885	0.7
Old Dean	4,636	15.2
Old Woking	3,192	14.2
Onslow	9,492	26
Oxshott and Stoke D'Abernon	6,615	4.9
Oxted North and Tandridge	5,848	3.3
Oxted South	6,129	7.3
Parkside	6,180	22.7
Pilgrims	2,613	0.8
Pirbright	3,691	1.9

Portley	4,624	36.5
Preston	2,950	46.1
Pyrford	5,022	8.2
Queens Park	3,766	26.6
Redhill East	9,978	25.6
Redhill West	8,185	46.3
Reigate Central	7,361	10.8
Reigate Hill	5,695	8.6
Riverside and Laleham	6,718	31
Ruxley	6,174	25.7
Salfords and Sidlow	2,611	1.6
Send	4,245	6.1
Shalford	5,655	2.8
Shamley Green and Cranleigh North	1,761	1
Shepperton Town	6,677	12.4
South Park and Woodhatch	7,331	12.2
St George's Hill	6,502	6.9
St John's and Hook Heath	4,656	13.4
St Michaels	5,197	25.7
St Pauls	5,790	23.5
Staines	7,861	14.3
Staines South	7,123	54.3
Stamford	6,088	14
Stanwell North	7,667	12.3
Stoke	6,187	21.9
Stoneleigh	4,809	47.7
Stoughton	9,805	66.5
Sunbury Common	8,076	46.3
Sunbury East	6,798	18.6
Tadworth and Walton	7,123	5.1
Tatsfield and Titsey	1,863	1.4
Tattenhams	7,370	30.1
Thames Ditton	6,307	33.5
Thorpe	5,465	6.4
Tillingbourne	5,498	1.2
Town	6,979	51.3
Town	4,912	18.7
Valley	4,202	33.3
Virginia Water	5,940	4
Walton Ambleside	4,291	29.6
Walton Central	6,790	35.8
Walton North	6,511	14.3
Walton South	6,545	37.3
Warlingham East and Chelsham and Farleigh	5,584	3.1
Warlingham West	3,317	11.6
Watchetts	5,152	24.4
West Byfleet	5,626	16
West End	4,693	3.2
West Ewell	6,377	51.8
Westborough	9,307	54.9
Westcott	2,251	2.3

Weston Green	3,876	25.8
Westway	4,352	51.9
Weybridge North	4,347	18.7
Weybridge South	4,600	22.8
Whyteleafe	3,900	18
Windlesham	4,392	4.6
Witley and Hambledon	4,306	2.3
Woldingham	2,141	2
Woodcote	5,719	8.1
Woodham	5,304	21.7
Worplesdon	8,529	4.8

## Annex 4: Car club potential by location

The following data was collated for each Surrey ward:

1. Population density
2. Level of employment
3. Average car ownership
4. Mosaic profile

Each Surrey ward was then ranked according to its potential for car club uptake. The wards that are ranked in the upper quartile are shown below with the ward with the highest potential listed first.

Rank and Ward Name
1. Goldsworth East
2. Mount Hermon West
3. Friary and St Nicolas
4. Egham Town
5. Redhill East
6. Horley Central
7. Egham Hythe
8. Redhill West
9. Onslow
10. Staines
11. Maybury and Sheerwater
12. Holy Trinity
13. Walton Central
14. Ashford Common
15. Town (Camberley)
16. Godalming Central and Ockford
17. Sunbury Common
18. St Michaels
19. Stoughton
20. Court
21. Ashford Town
22. Town (Epsom)
23. Addlestone North
24. Ewell
25. Addlestone Bourneside
26. Earlswood and Whitebushes
27. Molesey South
28. Godalming Farncombe and Catteshall
29. Dorking North
30. Westway
31. Leatherhead North
32. Chertsey Meads
33. Ashford North and Stanwell South
34. Byfleet

35. Whyteleafe
36. Valley
37. Weybridge South
38. Frimley
39. Reigate Central
40. Knaphill
41. Hermitage and Knaphill South
42. Queens Park
43. Staines South
44. Dorking South
45. Goldsworth West
46. West Ewell
47. Stoke
48. Weybridge North
49. Molesey North
50. Chertsey St Anns
51. Stanwell North
52. Ashford East

## Annex 5: Accreditation scheme

As the Local Highway Authority Surrey County Council expects any car clubs operating in the county to be fully accredited through the CoMoUk (formerly Carplus) national accreditation scheme. Details of the scheme and how to apply can be found here:

<https://como.org.uk/accreditation>

The appointed operator under the Surrey car club contract must maintain full accreditation with the scheme.

If a Developer chooses to use an operator other than SCC's preferred supplier (applicable only where the car club bays are not on the public highway) that operator is required to hold full accreditation with CoMoUk, in order that the planning condition requiring a Car club may be discharged.

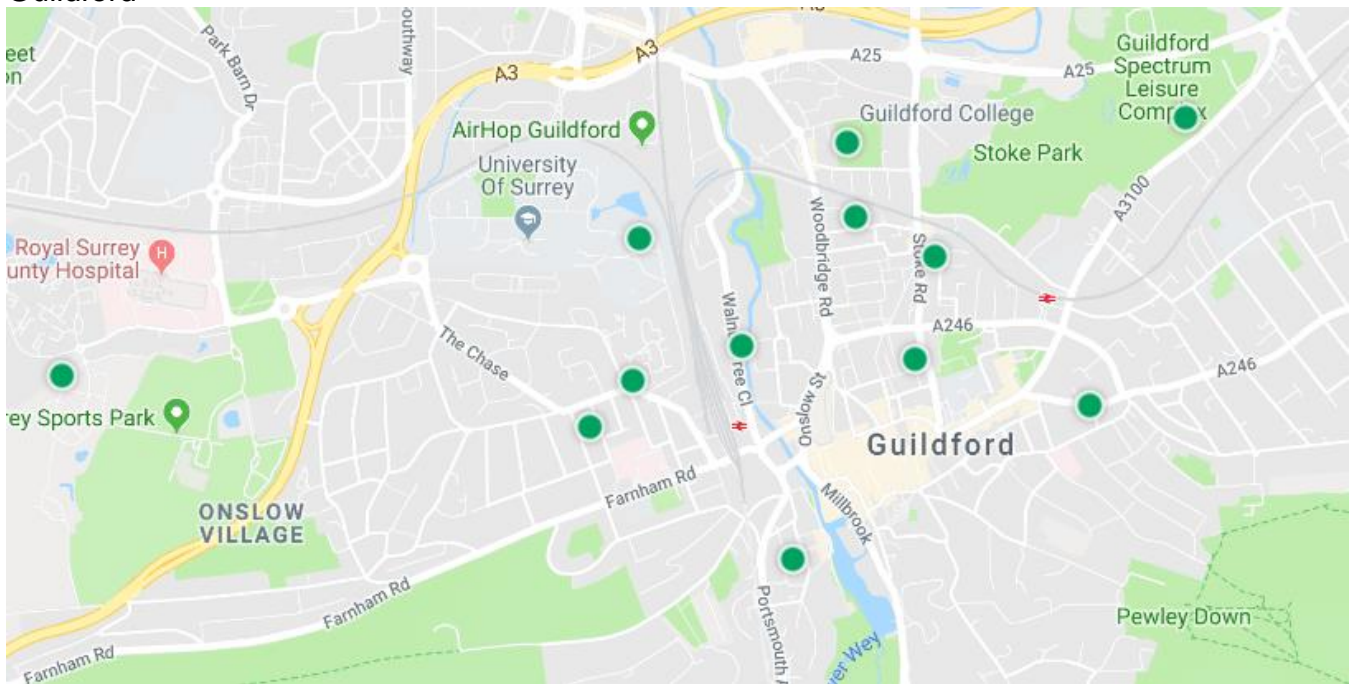


## Annex 6: List of car club locations in Surrey (operated by Enterprise Car Club), as of March 2019

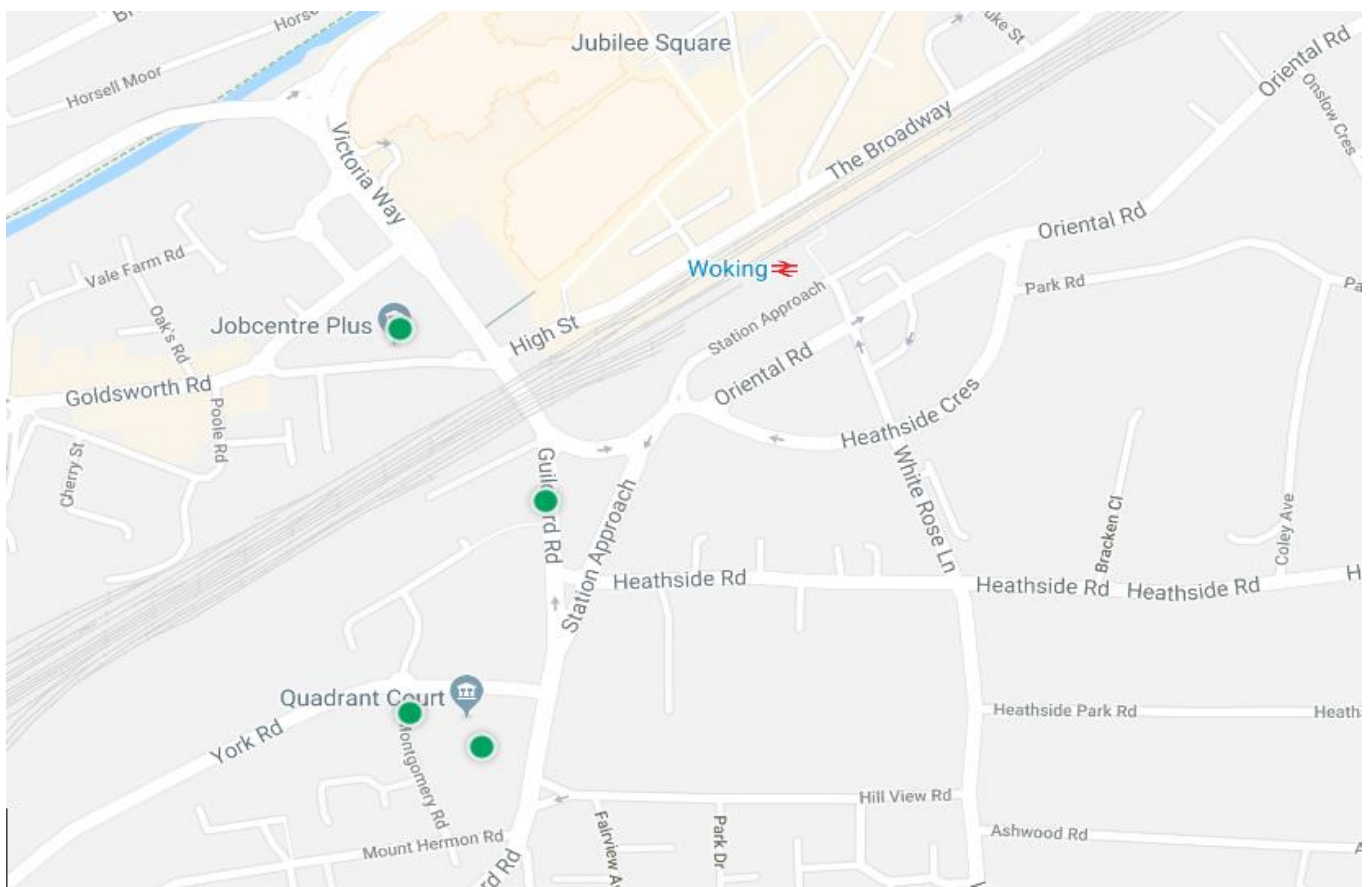
District	Street / Location	Town	Year Implemented	Number of bays	Number of Electric Vehicles
Elmbridge	New Zealand Avenue	Walton-on-Thames	2019	2	
Elmbridge	Mayfield Avenue	Walton-on-Thames	2019	1	
Elmbridge	Ashley Park Road	Walton-on-Thames	2019	1	
Guildford	Millmead Terrace	Guildford	2016	1	
Guildford	Eagle Road	Guildford	2016	1	
Guildford	Dapdune Road	Guildford	2016	1	1
Guildford	George Road	Guildford	2016	1	
Guildford	Walnut Tree Close	Guildford	2016	2	2
Guildford	Ludlow Road	Guildford	2016	1	
Guildford	Poltimore Road	Guildford	2016	1	1
Guildford	Martyr Road	Guildford	2016	1	
Guildford	Uni of Surrey, Stag Hill Campus	Guildford	2017	1	
Guildford	Manor Park, Uni of Surrey	Guildford	2017	1	
Guildford	Recreation Road	Guildford	2018	1	
Guildford	London Road	Guildford	2018	1	
Guildford	Harvey Road	Guildford	2018	1	
Mole Valley	Pippbrook	Dorking	2015	1	
Mole Valley	Fairmount House	Leatherhead	2015	1	
Mole Valley	Mole Business Park	Leatherhead	2015	1	
Reigate & Banstead	Gloucester Road	Redhill	2015	3	
Reigate & Banstead	Warwick Road	Redhill	2016	1	
Reigate & Banstead	High Street	Redhill	2017	1	
Runnymede	Market Street	Addlestone	2017	1	
Woking	Quadrant Court	Woking	2015	2	2
Woking	Guildford Road	Woking	2015	2	
Woking	Montgomery Road	Woking	2018	1	
Woking	Goldsworth Road	Woking	2018	2	
				<b>34</b>	<b>6</b>

# Annex 7: Location Maps (Enterprise Car Club, February 2019)

## Guildford



## Woking



## Dorking



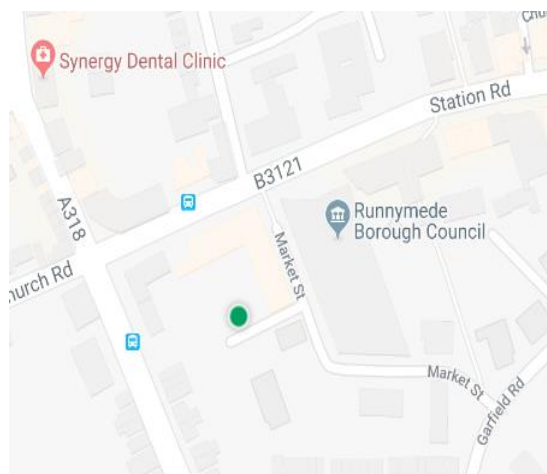
## Redhill



## Leatherhead



## Addlestone



**Initial assessment of viability for a car club at:** (Enter name of site)

Ward:

Date of assessment:

There are various factors that influence the potential success of a car club in a development. These include housing density, parking policy, the accessibility and visibility of the car club bays and how the car club is marketed and promoted.

The following check list shows factors which are likely to influence uptake of the car club. The more of these which are present in a location the greater the chances of the car club being successful in a new development and the less time it will take for the car club to become financially self-sustaining.

	<b>Location success factors</b>	<b>Yes</b>	<b>No</b>
1	In an urban area, with high population density (above 25 persons per hectare) and easy access to local amenities by walking and cycling.		
2	High density residential development (50 dwellings or more per hectare), with a high proportion of one and two bedroom dwellings.		
3	Car club to be easily accessed by, and visible to, occupants of the development and the surrounding neighbourhood.		
4	Identified potential day-time business use, to complement evening / weekend residential use.		
5	Good accessibility to public transport: Within 800m walking distance of a train station with a minimum two services per hour in peak time and / or within 400m of a bus stop with a minimum service of one bus every 30 minutes.		
6	Parking constraint within the development and within surrounding streets: For residential developments a parking ratio of no more than 1 space per unit. For business premises with a minimum threshold of 2500m <sup>2</sup> a maximum of 1 car space per 100m <sup>2</sup> . Within an area in which on-street parking is controlled, or other evidence of local parking pressure.		
7	Car-free developments (developments in which there are no parking spaces provided within the curtilage of the site).		
8	Favourable socio-economic and demographic characteristics: In upper quartile of Surrey wards ranked for car club potential considering levels of private car ownership, number of people working and MOSAIC profile.		
9	Will be part of an existing car club network in the wider area and occupants of the development will have access to that network.		
10	To be delivered as part of a coherent package of sustainable transport measures, normally as part of a Residential Travel Plan for a large-scale development (ideally promoted at point of sale) or a Business Travel Plan.		

## **Assessment and Recommendations**

Number of success factors (out of 10):

Rating for car club potential: (High / Medium / Low / Unsuitable)

Recommended number of car club vehicles:

Indicative developer funding contribution:

£..... contribution per vehicle for one / two years

Plus additional costs of up to £6000 to pay for TRO for on-street bay (if applicable)

Total developer contribution:

- (Number) dedicated car club bays should be provided (on-street / within the development), equipped with Electric Vehicle Fast Charge Points and stand for cycle parking.
- Car club should be promoted as part of sales and marketing of the development.
- Membership offer for residents e.g. one year's free membership and some free drive time, should be agreed with car club supplier.