

Environment Committee Meeting	
Meeting Date	Wednesday 11 th January 2023
Report Title	Sittingbourne Car Club Proposal
EMT Lead	Emma Wiggins - Director Regeneration & Neighbourhoods
Head of Service	Martyn Cassell – Head of Environment & Leisure
Lead Officer	Grace Couch – Climate and Ecological Emergency Project Officer
Classification	Open
Recommendations	<ol style="list-style-type: none"> 1. Agree to a car club expansion of two hybrid vehicles and one electric vehicle in Sittingbourne. 2. Proceed with a direct award of £29,262 to Hiyacar via the TPPL framework, with an additional cost of ~£4000 for a dedicated car club charge point funded from section 106.

1 Purpose of Report and Executive Summary

- 1.1. After the success of the Hiyacar run Car Club in Faversham, this proposal is being put forward to expand the scheme to Sittingbourne. The scheme would include 3 low emission vehicles in the town centre that can be booked at a low cost to promote modal shift away from car ownership, reducing emissions.
- 1.2. The report summarises the benefits of expanding the scheme, the justification for the vehicle locations and the proposed route for procurement.

2 Background

- 2.1 Providing a car club was included as a top 10 priority for 2021 in the Climate and Ecological Emergency Action Plan. This was achieved with the establishment of a pilot 3-car club in Faversham Town Centre in April 2022 after awarding the competitive Expression of Interest process to Hiyacar.
- 2.2 The recently established car club has proven successful so far, with a high utilisation rate. A car club is deemed successful once utilisation has reached 30-40% (due to utilisation rates being calculated across a 24/7 period). The utilisation levels over the last 90 days for the Faversham car club are as follows:
 - i. Queens Hall – 50.5%
 - ii. Institute Road – 43.6%
 - iii. Central Car Park – 30.0%

2.3 Hiyacar also produce quarterly KPIs on the Faversham Car Club, with a summary below:

- Estimated carbon savings - Over the first quarter 27 drivers saved a total of 6.39 tonnes of CO2 (0.24 tonnes of CO2 per driver saved).
- Estimated customer savings - Total saved by 27 drivers over the first quarter is £23,781.19 (£881 saved per driver for the first quarter.)

2.4 Success of the Faversham Car Club has also been measured anecdotally, with testimonies provided by customers:

- i. *Having opted out of a company car scheme now I work from home, this is a great solution to hiring cars locally when you need one. We hired to go to Latitude and got free fuel included for the weekend. - Victoria G*
- ii. *Convenient central location and really easy to use. The car was perfect, online instructions were clear for a newbie - I would definitely use Hiyacar again! - Robert N*
- iii. *I have several times this summer used Hiyacar for days out at the seaside or to visit country house gardens. I once used it to drive to a vaccination centre that was inaccessible by train. Booking the cars (even at relatively short notice) is always straightforward, and the checking in and out process is easy. The Swale Car Club cars are modern, clean, and in excellent condition to drive. Overall the Hiyacar experience has been a lot of fun. I'm really grateful to have such a useful service so close by to my house. I'm really looking forward to my next booking on Monday - driving a modern hybrid car is a joy compared with driving my previous car. - Thomas P*
- iv. *This is a really cost effective and eco-friendly way of having access to a car. More vehicles like this please.*
- v. Customer satisfaction levels and feedback:
 - Hiyacar rating average - 4.96/5
 - Vehicles rating average - 4.83/5

2.5 By expanding the Car Club to Sittingbourne, the council will create additional incentives for modal shift to occur, in which residents increasingly rely on public transport or active travel rather than car ownership. Studies have shown that a car club can take between 6-12 cars off the road per year and discourage second car purchase. This reduces transport costs for residents, while easing congestion, reducing parking pressure and improving air quality.

2.6 When considering the expansion of the car club, both Sittingbourne and Sheerness were considered by both the Council and via a feasibility assessment from Hiyacar. Although the Council has ambitions to expand the car club across the borough in the future, the outcome of this study points towards Sittingbourne as the most suitable location for this next phase. This is accompanied by a range of developments working with Hiyacar to quantify the mitigation provided by EV car clubs, with potential for car club vehicles to be included in developments in 3 sites in and around Sittingbourne and in Newington.

2.7 To understand the suitability of Sittingbourne as a location for the next Car Club in Swale, heat maps demonstrating the viability and likely usage of a car club for both Sittingbourne and Sheerness can be found in Appendices 2 & 3. These maps demonstrate that Sittingbourne is the more suitable location at present, but that plans for Sheerness could be considered at a later date.

2.8 The proposed car park locations for car club vehicles in Sittingbourne are:

- Spring Street Car Park
- Albany Road Car Park
- Bell Road Car Park



2.9 By financially contributing to a car club expansion with Hiyacar during its set up, the scheme will be self-financing by the end of the contract. Due to the success of the Faversham car club, Hiyacar have agreed to provide a quote for a Sittingbourne car club launching in Spring 2023 and ending in February 2025 - the same time as the existing Faversham car club contract. This is instead of the standard 3 year financial model used.

2.10 Providing an EV comes at an additional cost of £1560 to the contract, however including an EV provides opportunities for 'try before you buy' and will help to encourage residents to make the change. This will require funding to install an additional compatible charge point. It is proposed that this is installed at Albany Road Car Park, which will come at a lower cost due to existing future proofed charging infrastructure (quotes to be obtained but estimated to be ~£4000 or less).

- 2.11 To be able to expand the car club with the same provider and bring consistency and scale across the Borough, it is proposed to provide a direct award to Hiyacar using the TPPL Framework Agreement at a total cost of £27,702 (hybrid) or £29,262 (hybrid/electric) over two years.
- 2.12 A framework is an agreement between a contracting authority, such as The Procurement Partnership Limited (TPPL), and one or more suppliers which establishes the terms under which a supplier will enter into a contract with a member in the period during which the framework agreement applies. In effect, this means that the Council is able to use this contract arranged by TPPL without having to go out to tender itself.
- 2.13 The Council has section 106 funding available from Sittingbourne housing developments to spend on improving air quality and it is felt that allocating some of this funding for the car club will help us to meet the objectives.

3 Proposals

- 3.1 Agree to a two-year car club expansion of two hybrid vehicles and one electric vehicle in Sittingbourne.
- 3.2 Proceed with a direct award of £29,262 to Hiyacar via the TPPL framework, with an additional cost of approximately £4000 for a dedicated car club charge point funded by section 106.

4 Alternative Options Considered and Rejected

- 4.1 Members could choose not to expand the car club and redirect the remaining s106 monies to other projects.
- 4.2 Agree to a two-year car club expansion of three hybrid vehicles in Sittingbourne and proceed with a direct award of £27,702 to Hiyacar via the TPPL framework. This is not recommended as we want residents to be able to trial use of an electric vehicle and hopefully encourage more to transfer from existing internal combustion engines.

5 Implications

Issue	Implications
Corporate Plan	<p>Investing in our environment and responding positively to global challenges</p> <p>The Climate and Ecological Emergency is recognised as the biggest global challenge this generation will face. Car Clubs have been shown to accelerate the route to increased active travel and lower car usage, which is essential to meeting Swale’s target of net-zero across the borough by 2030. At present 24% of commutes in Swale</p>

	are carried out by low emission methods, and this will need to exceed 40% by 2030 to meet our targets.
Financial, Resource and Property	£88,000 is available through the s106 Air Quality Mitigation funds from 16/507877/4 Crown Quay. These funds would be used to support the 2-year car club in Sittingbourne. Using this funding will also cover the cost of the charge point to enable an electric vehicle in the car club (quotes to be obtained).
Legal, Statutory and Procurement	The Framework Agreement has been reviewed by Legal and no issues have been identified.
Crime and Disorder	Car parks and assets within them such as car club vehicles could be susceptible to vandalism adding to the annual maintenance costs. Incidents such as these are covered by Hiyacar's insurance and maintenance policies.
Environment and Climate/Ecological Emergency	The Climate and Ecological Emergency is recognised as the biggest global challenge this generation will face. Car Clubs have been shown to accelerate the route to increased active travel and lower car usage, which is essential to meeting Swale's target of net-zero across the borough by 2030. At present 24% of commuting journeys in Swale are carried out by low emission methods, and this will need to exceed 40% by 2030 to meet our targets.
Health and Wellbeing	Improved air quality as a result of modal shift will have a positive impact on the health of residents.
Safeguarding of Children, Young People and Vulnerable Adults	None identified at this stage.
Risk Management and Health and Safety	Health and safety measures will be included in the appropriate measures within the final contract agreed with the supplier.
Equality and Diversity	None identified at this stage. An Equality Impact Assessment was completed for the Faversham car club, in which no negative impacts on protected characteristics were identified for this type of project.
Privacy and Data Protection	Data Protection principles will be adhered to when implementing data collection exercises within the scope of the project.

6 Appendices

Appendix 1 - Cost breakdown (Exempt)

Appendix 2 - Sittingbourne Heat Map

Appendix 3 – Sheerness Heat Map