



# COULD A CAR CLUB BENEFIT YOUR UNIVERSITY?

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5 DEC 2016



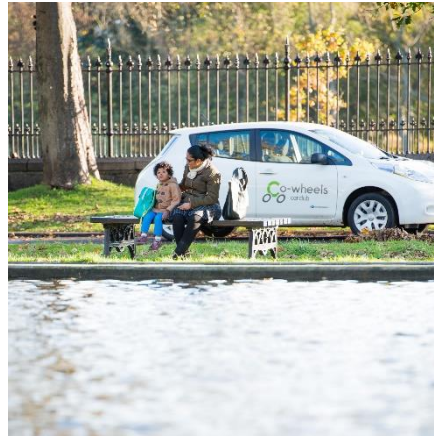
# What is a car club?

- Member-based organisation
- Hire by the hour
- Self-service, 24/7
- Convenient locations
- Different models
- Enabler of behavioural change



# Car clubs in Scotland

- 9,633 members
- 27 car clubs, covering 30 locations (20 LA's)
- St Andrews Uni, Robert Gordon Uni,



# Scottish Car Club Fleet

## 342 vehicles

- 49% less CO<sub>2</sub> than average UK car (90% in 3 lowest emission bands)
- 22% of the fleet is electric
- Newer, safer; 89% are 5 or 5+ NCAP rating
- Choice of vehicles

Car club vehicles in  
Scotland produce

**49%**

less CO<sub>2</sub> than the  
average UK car

\*from tailpipe emissions



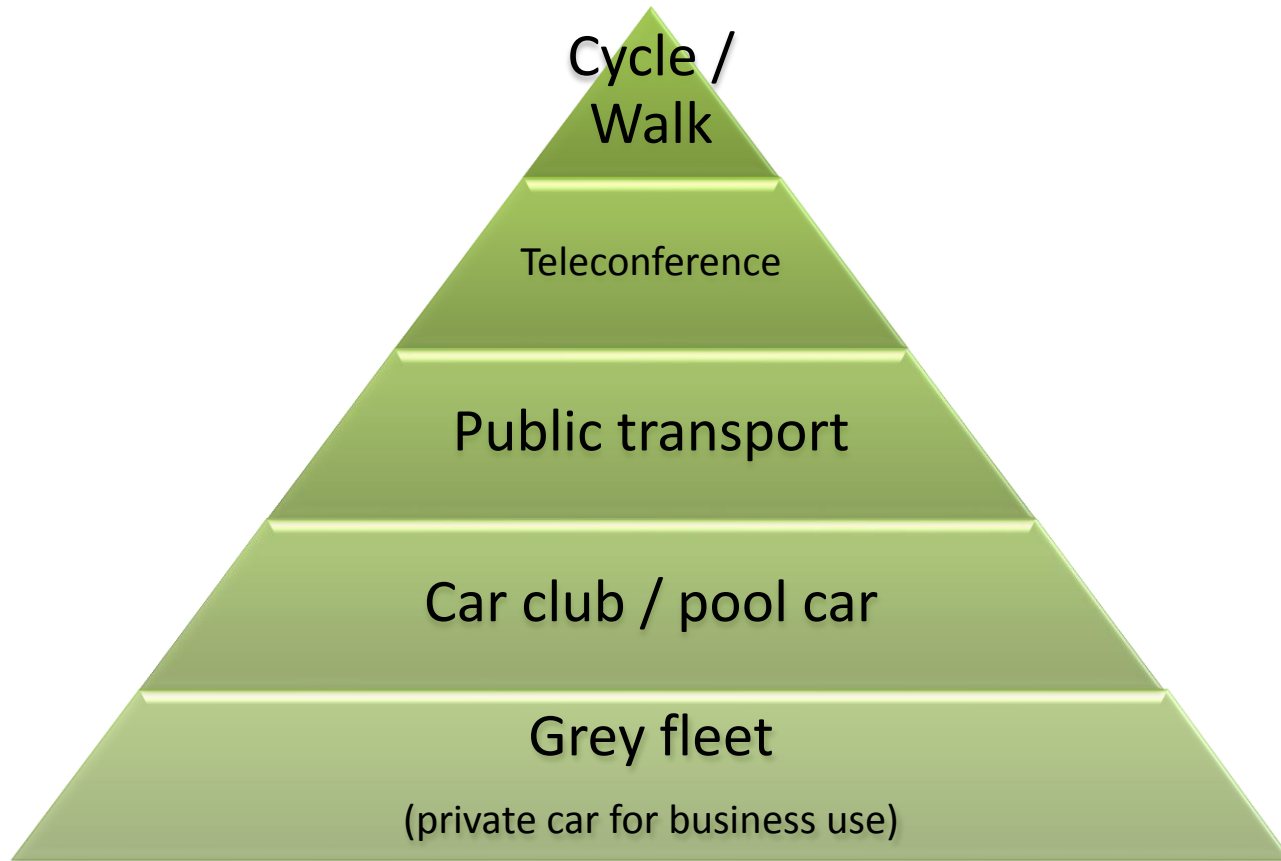
# Benefits of a car club

Displacing grey fleet....



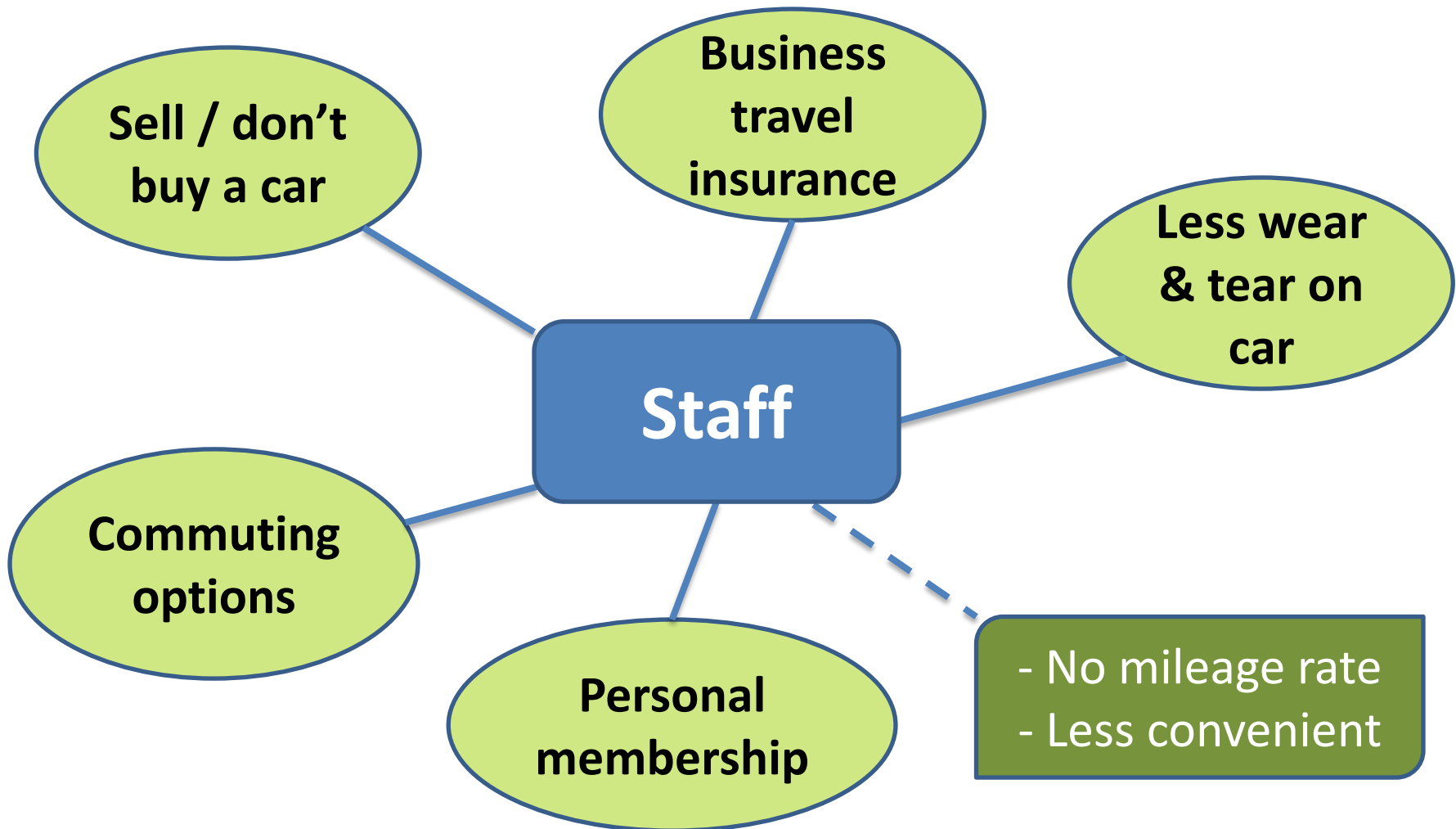


# Part of the travel hierarchy



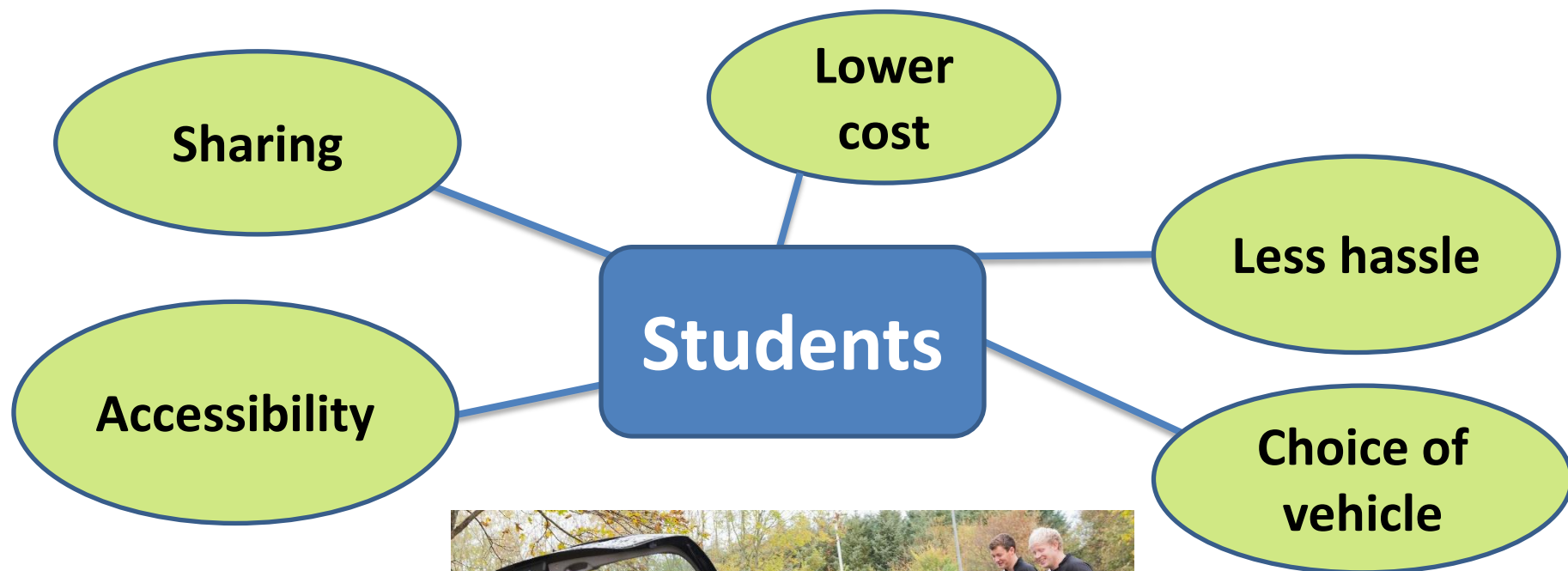


# Benefits of a car club





# Benefits of a car club



# Behavioural Change

## After joining, Scottish members...

- reduce their average household mileage by 967 miles per year
- are more likely to walk or take the bus more often
- reduce their travel carbon footprint by 50%

After joining a car club, car club members  
reduce their average household mileage by:

967miles



# Using a car club

## Existing car club in your area

- Corporate members (ad hoc use)
- Block-booking

## No local car club

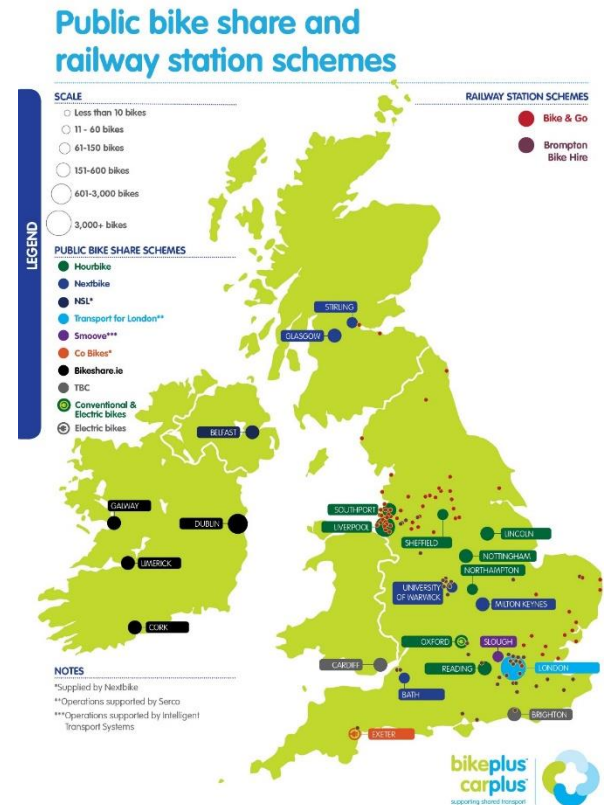
- Tender for national operator  
(Carplus can provide advice)



# Bikeplus

- Bike sharing schemes
  - Fixed docking stations,
  - Staffed hubs
  - Peer to peer sharing
  - Use of smart locks
- Guidance & case studies
- New innovate ideas

[www.carplus.org.uk/projects/bikeplus/](http://www.carplus.org.uk/projects/bikeplus/)



# Thanks!

## Any questions?

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