

# Developing community links in St Andrews



## E-CAR CLUB UNIVERSITY OF ST ANDREWS

The University of St Andrews has taken the lead in establishing a car club for the town. With support from the Developing Car Clubs in Scotland programme, funded by Transport Scotland, E-Car Club launched its all electric car club in April 2015. For many members, the car club offered an opportunity to test and drive an electric vehicle.

"It's been a revelation having a fully electric car club scheme based in St Andrews. We now have three locations within the University from which residents, students, and staff can collect a vehicle, and enjoy zero emissions car travel. The take up from students has been particularly good. Our new target is to boost membership amongst staff and residents, whilst also looking at other sites where vehicles could be based, and ultimately, providing better access to more people."

Alistair Macleod, Transition University of St Andrews

### At a glance metrics

Number of vehicles:	8 cars plus 2 vans
Number of members:	570
Parking & charging:	St Andrews University estate
CO <sub>2</sub> saved <sup>1</sup> :	19 tonnes
Operator:	E-Car Club

1. Based on mileage from an average UK vehicle, rather than an electric model.

### Success factors

- Active support from the University
- Suitable charging point locations
- Community partners
- Engagement through effective marketing

# CASESTUDY

## The town

St Andrews (pop. 16,800) is a town on the east coast of Fife in Scotland, a ½ hour drive from Dundee and 1½ hours from Edinburgh. The town has limited regional transport links, with no train station, and suffers from congestion and parking pressure. However, St Andrews does have a compact town centre, with good local bus services. Accordingly, the local population own less vehicles, and often use walking as a means of transport.

## The requirement

The University of St Andrews is an integral part of the town, and the largest local employer with over 2250 members of staff and around 8500 students. In 2015, the University established a fully electric car club, in order to:

- Provide an alternative to private vehicle ownership for staff, students and residents
- Reduce demand for parking on University sites
- Significantly reduce carbon emissions from vehicle use
- Reduce the University's business travel costs
- Provide residents of the town with low cost access to electric vehicles

As a popular tourist destination with over five million visitors per year, it was decided that a car club could also contribute positively to the local tourism economy.

## The solution

E-Car Club worked closely with the Transition University of St Andrews group to deploy 10 fully electric vehicles. It hosted regular workshops on a variety of topics, including the process of booking the vehicles, and how to maximise the range of an electric vehicle.

E-Car assessed the best locations for the vehicles by considering potential business demand from University staff, and private use of the vehicles by students and the public. The greatest challenges have been identifying charging point locations with a suitable grid connection, addressing the local planning requirements, and installing the charging posts. However, the ongoing development of the University's estate, coupled with active support, ensured the development of new charge point locations, and therefore, better access to vehicles.

E-Car Club worked with its network of industry leading partners and the University to identify and make use of public funding opportunities to support the timely installation of charging points.

## The service

The service provided by E-Car Club is a fully managed car club service, which includes: vehicle purchase and management, telematics equipment, vehicle booking system, insurance, licence checks, breakdown recovery, 24/7 driver support, and logistics advice. E-Car Club is also responsible for the ongoing marketing campaign which it runs in collaboration with the University.

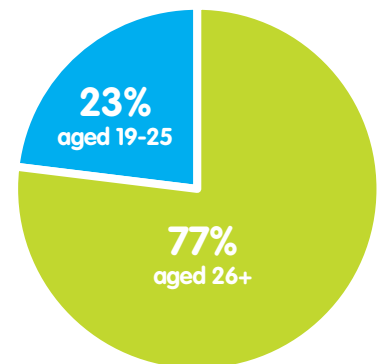
## The results

The close working relationship between Transition University of St Andrews and E-Car Club means the scheme in St Andrews, is moving from strength to strength. E-Car Club is looking at new sites for additional vehicles due to the high-level of uptake.

Since inception in April 2015, over 570 people have registered to use the car club. Members have travelled almost 80,000 miles and have made close to 2,000 bookings. 23% of car club users are aged 19-25, and while these are not all students, it gives an indication that the remaining 77% are a mix of university staff and the public.

**Applications from students for parking permits have dropped significantly over the past four years. This is due to a range of sustainable transport initiatives being promoted by the University, and the car club is actively contributing to this culture shift.**

The vehicles used in St Andrews are categorised as zero emission, and have made a sizeable contribution to reducing the carbon footprint of the University by offsetting miles travelled in conventional vehicles. With an average car in the UK emitting 250g of CO<sub>2</sub> per mile, the car club has saved over 19 tonnes of CO<sub>2</sub> since inception. In addition, there has been a noticeable reduction in traffic in the town, as well as improved mobility for residents.



## About Carplus Bikeplus

Carplus Bikeplus promotes accessible shared transport including car clubs, shared bikes and 2+ car sharing. We work to change the way people travel, to reduce the environmental impact of transport, and improve access to transport for all.

We support and encourage measures that promote car clubs, car sharing, bike sharing and other shared transport schemes which complement public transport, cycling and walking to provide affordable and flexible travel.

