

Report to Norwich highways agency committee
22 January 2015
Report of Head of city development services
Subject Future expansion of Norwich car club

Item

6

Purpose

To update members of the proposed expansion of the Norwich car club and seek authorisation to implement new car club bays.

Recommendation

To:

- (1) note the continued demand for the car club and welcome its planned extension across Norwich as a result of successful award of Car Club Development funding from the Department for Transport;
- (2) authorise the head of city development services to carry out the necessary statutory procedures to introduce car club bays as detailed in appendix 1 of the report and associated changes to waiting restrictions.

Corporate and service priorities

The report helps to meet the corporate priority A prosperous city and the service plan priority to implement the Transport for Norwich Strategy and Local Transport Plan

Financial implications

To be met by the Car Club Development Grant of £100,000 from the Department for Transport

Ward/s: All wards

Cabinet member: Councillor Stonard – Development, environment and transport

Contact officers

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Background documents

None

Report

Background

1. The Norfolk car club which operates vehicles in Norwich is supported jointly by Norfolk County Council and Norwich City Council. Policy support for the car club is made within the Norfolk Local Transport Plan, the Transport for Norwich Strategy and the Norwich City Council Local Plan.
2. The car club launched in Norwich in November 2006 and is currently operated by Co-wheels.
3. The car club in Norwich now has a total of 17 vehicles across the city, this represents an increase of 7 vehicles since 2012 when Members were updated last of expansion plans. Another six vehicles are due to be deployed early in 2015 in bays with extant Traffic Regulation Orders. From April 2015 the intention is to deploy one new vehicle a month over a five year period to enable members to grow steadily.
4. The car club operator has the ambition for Norwich to become the first city-wide, not-for-profit, car club in the UK. This will be achieved by growing the on-street car club fleet in Norwich from 17 to 80 vehicles over the next five years.
5. Norfolk Car Club has been chosen as the Department for Transport's national demonstration project for expansion of an existing car club. The DfT award of £100,000 covers designation and marking of car club bays, car club telematics, marketing and promotion. Norwich City Council provides in kind support in terms of office time and costs of promoting Traffic Regulation Orders to create car club bays, any costs are met by developer contributions for sustainable transport secured through planning applications.

Discussion

6. Car clubs have been proven nationally to reduce car ownership in its membership group so ease parking pressures. Several research studies confirmed this; findings by Transport for London in 2007 indicate that a single car club vehicle can directly remove 4 private vehicles and defer purchase of a further 6 vehicles. More recent research for Carplus by the respected Transport Research Laboratory (which included data from the Norwich Car Club) has demonstrated the much greater reward that for every 1 car club vehicle more than twenty private vehicles are either sold, or not purchased, representing a very significant reduction in parking pressure. For this reason the car club is a proven way of reducing car dependency and usage in Norwich, it is a useful means of managing parking pressures in controlled parking zones where parking demand is high.
7. There has been increasing demand for the car club from residents and businesses across the city and the car club must expand if it is to become a sustainable operation in the medium to long term and meet this demand. For example Norfolk County Council Adult Services now uses the car club to meet workplace travel requirements.
8. The proposed car club bay locations have been identified by the car club operator in consultation from car club members and in discussion with transportation officers and are listed in appendix 1.
9. Particular attention has been paid to the selection of bays to ensure the following:

- Local catchment of residential population or local businesses
- High visibility locations to attract potential customers and to be user friendly
- Are in safe locations which do not cause hazards to other road users
- Avoids potential conflicts from other parking pressures wherever possible

10. Further work will be undertaken to establish the car club at the University of East Anglia on campus, this is in addition to those sites listed in Appendix 1.

Conclusion

11. The proposed plans for car club expansion accords with local transport policy. The car club operator is confident that there is potential demand for car club vehicles across Norwich in locations which have sufficient population or business density. The expansion plans are fully funded by the DfT and offers residents and businesses in Norwich with transport choices
12. Formal statutory consultation will take place on the proposed sites listed in appendix 1 and subject to that consultation the new car club bays will be implemented on site as and when required to meet the operational needs of the car club.

Appendix 1

Proposed car club bay locations for 2015 to 2019

Location	Bay size	City district
Bank Plain adjacent Nos 5 & 7	1 vehicle	City centre
Bensley Road adjacent No. 4	1 vehicle	South city
Bond Street adjacent side wall of 284 Dereham Road	1 vehicle	West city
Brunswick Road adjacent Heigham Cottage	1 vehicle	South city
Bunnett Square opposite No. 133 adjacent to Colman Road	1 vehicle	West city
Brian Avenue adjacent No. 2 (near Cecil Road)	1 vehicle	South city
Clarendon Road adjacent No. 17	1 vehicle	South West city
Edinburgh Road adjacent to the side wall of the Mitre public house Dereham Road	1 vehicle	West city
Fishergate opposite Nos. 50-55	1 vehicle	City centre
Greenways near to Church of Latter Day Saints Church	1 vehicle	South city
King Street (south) opposite former Ferry Boat Inn	1 vehicle	City centre
Mousehold Avenue adjacent Silver Road Baptist Church	1 vehicle	North city
Newmarket Street adjacent No. 34	1 vehicle	South city
Northfields adjacent Dell Rose Court	1 vehicle	West city

Rawley Road adjacent to junction with Humbleyard	1 vehicle	West city
Recreation Road adjacent No. 1	1 vehicle	West city
Riverside Road opposite Nos. 16/17	1 vehicle	East city
Shipstone Road adjacent 71	1 vehicle	North city
St. Giles Street adjacent 51b	1 vehicle	City centre
St. Mary's Plain adjacent Zoar Baptist Chapel	2 vehicles	City centre
St. Clement's Hill adjacent to No. 2 St Clements Hill	1 vehicle	North city
St Leonards Road Opposite No. 92 St Leonards Road	1 vehicle	East city
Sussex Street adjacent No. 4	1 vehicle	City centre/North city
Waldeck Road adjacent No. 56	1 vehicle	South city
Wilberforce Road End of bay nearest Earlham Road near to No. 99 Friends Road	1 vehicle	West city

Norfolk Car Club gets £100,000 to expand in Norwich, Cringleford, Costessey and Wymondham

26 November 2014



Baroness Kramer with Norfolk Car Club founder Rex Warner. Photo: Bill Smith

A car club scheme in Norfolk has been granted £100,000 of government funding.

The money is part of £500,000 being handed out by the Department for Transport and will fund more than 50 new vehicles across car club demonstration projects in Norfolk, Derby, Nottingham and West Yorkshire.

The £100,000 has been awarded to Norfolk County Council and Norwich City Council to grow the successful Norfolk Car Club in Norwich and across the Greater Norwich area.

In early 2015 the club aims to introduce eight more vehicles in Norwich, and is also planning to expand to Cringleford, Costessey and Wymondham later in the year.

The new Norwich cars will be based in Avenue Road, York Street, Nelson Street, Northcote Road, Ella Road, Heigham Street, Greyfriars Road and Surrey Street.

Norfolk Car Club founder Rex Warner said the funding would also go towards designating and marking out another 20 bays across Norwich as part of its long-term plan to introduce a new car every month in Norwich over the next five years.

Membership of car clubs allows access to low carbon vehicles for short periods of time, often by the hour, on a pay-as-you-go basis. Norfolk Car Club currently operates 17 cars and has 500 members, but it hopes to have 80 on-street bays within five years.

Mr Warner said: "Our members are very supportive – many emailed to support this bid and so we have a very active membership.

"We also have strong support from partnerships with Norfolk County Council and Norwich City Council and also a very clear vision of how we want the car club to grow."

He added: "I'm delighted that Norfolk Car Club has been chosen as the Department for Transport's national demonstration project. This award is fantastic news for our members, and prospective members, who want the car club to grow to many more locations across Norwich and surrounding towns."

Transport minister Baroness Kramer said: “These investments will give the growing interest in car clubs added momentum.

“Car clubs cut congestion, reduce carbon and save people money while still giving people the freedom and flexibility to use a car when they want to.

“We can now look forward to the winning towns and cities providing a practical demonstration of the increasing relevance of car clubs to sustainable transport throughout England.”

Norfolk Car Club member, Dr Lewis Spurgin, said: “I have used the car club for several years now, and have always found it to be an excellent service - indeed it is now an invaluable part of my everyday life.

“It is convenient and great value for money, the cars are always clean and run smoothly, and the staff are friendly and helpful. Any expansion of Norfolk Car Club that brings their high-quality service to more people and areas is, in my view, a great thing.”

To celebrate the award, Norfolk Car Club is offering free car club membership. Join online at www.norfolkcarclub.com and quote promotional code “FREE”.