



Car Club Survey 2022: RESULTS

"In the long term, widespread personal vehicle ownership is not compatible with significant decarbonization." – Commons Science and Technology Select Committee report

Introduction

Car usage at a national level

- Transport is the UK's largest emitting sector, at 27% of total UK CO₂ emissions. Private cars represent approx. 60% of transport emissions; 15–20% of total UK emissions are due to private cars.
- Cars are used inefficiently – only 3.5% of the time, according to the RAC.
- Cars are expensive to buy and run.

Benefits of reducing the numbers of cars we drive:

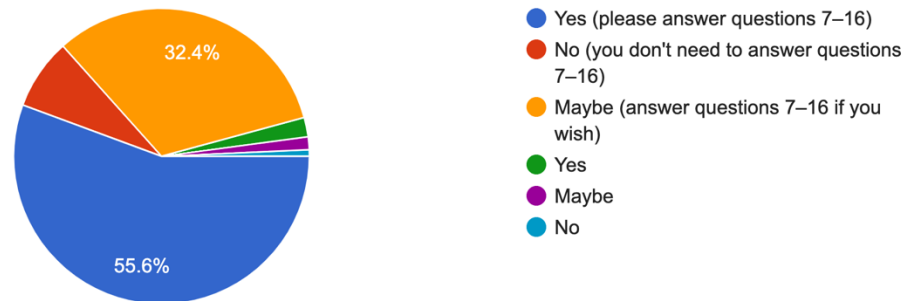
1. makes roads safer and more spacious for children, pedestrians, people on bikes.
2. creates a nicer environment for people to live in – we can replace on-street parked cars with trees.
3. reduces noise.
4. gives us cleaner air.
5. shares the cost of car ownership across more people, keeping money in the community.

How car-sharing reduces emissions

1. Manufacturing emissions are 25–50% of a car's total lifetime emissions. If you do the same miles in a shared car, you're already cutting emissions by 12.5–25%.
2. If you don't *own* a car, you actually end up *using* one an awful lot less.

We surveyed 152 local people about their opinions on joining an EV car-sharing club.

Question: Would you be interested in using a car club?

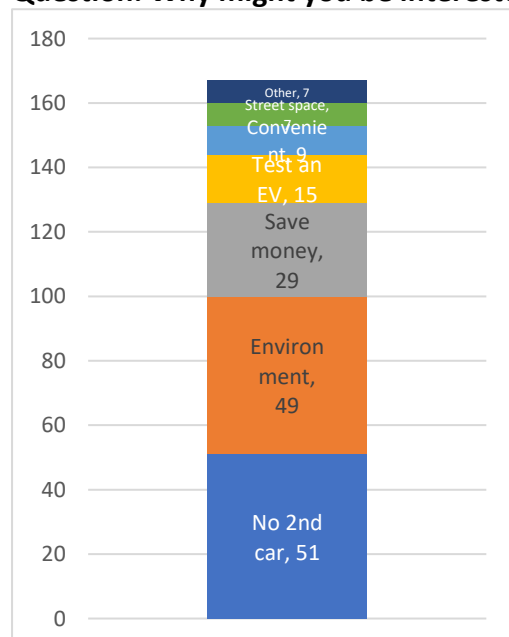


Summary of reasons

(most mentions first)

- Would allow us to sell or not purchase a second car
- Benefit the environment / right thing to do because of climate change
- Cheaper
- More convenient
- Keen to try electric car
- Create nicer streets with fewer cars
- Free up space for parking

Question: Why might you be interested in an EV-based car club?



Quotes from the survey

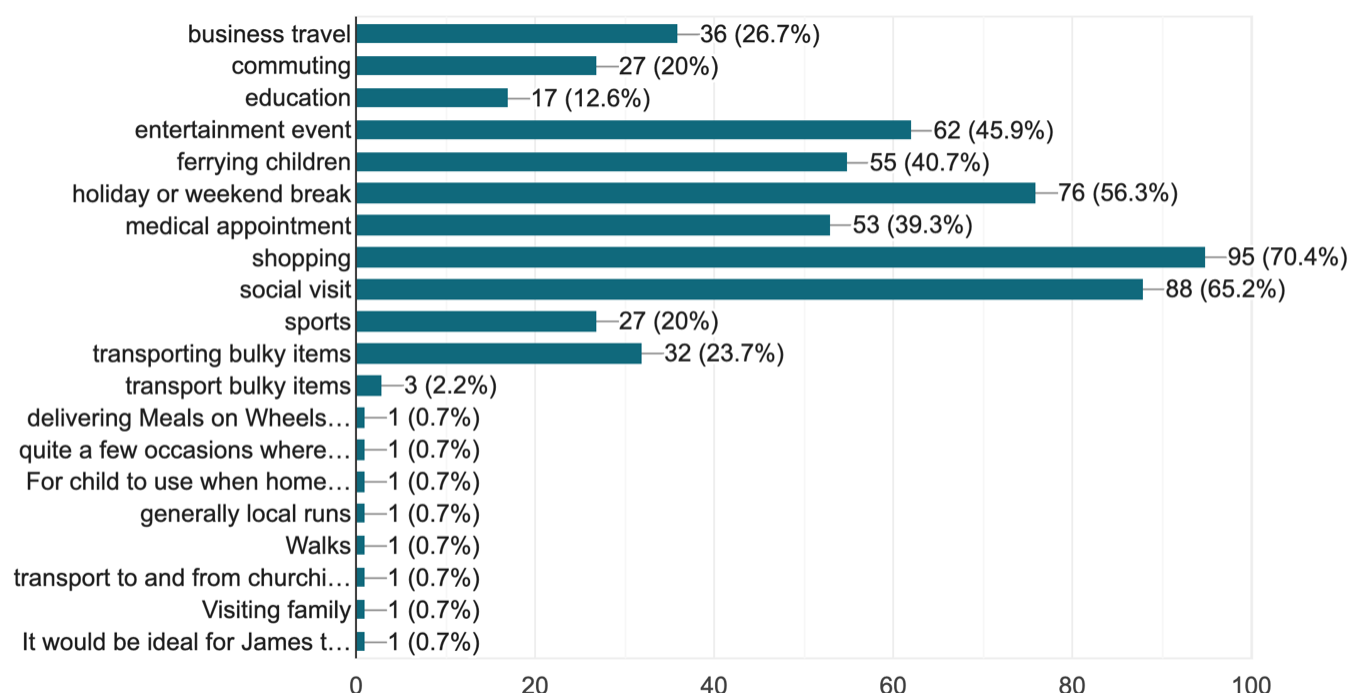
"Flexibility for our household. Also looking to the future, the possibility of not owning a car if the car club could meet all our needs."

"To see less cars parked on our streets (the best thing from the Gigaclear experience was seeing the streets empty)."

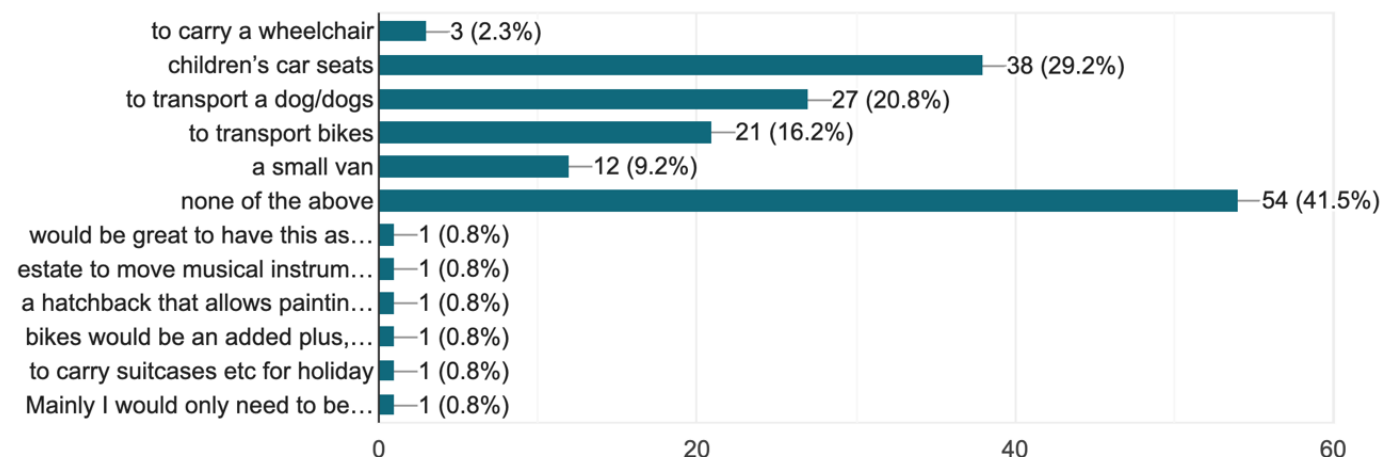
"To reduce need for two cars. Better for environment. Better use of resources."

"I love the idea for practical, ethical and environmental reasons. Also I don't use a car very often so this makes a lot of sense. Being able to hire a car for a week or longer would also be very helpful."

Question: What would be the purpose of your journeys? Tick all that apply.



Question: Would you need ...?



Usage	Respondents	%
Weekends	17	11%
Weekdays	36	24%
Both	95	64%

No of cars	Respondents	%
0	4	3%
1	73	50%
2	57	39%
3+	11	8%

Work address	Respondents	%
Other	58	39%
Home	56	38%
Oxford	20	14%
Retired	14	9%

Interest?	Respondents	%
Yes	83	59%
Maybe	47	33%
No	11	8%

Change car ownership	Respondents	%
Might sell a car	53	36%
Might not buy another car	69	47%
Wouldn't affect	26	18%

How far walk?	Respondents	%
5 min	12	8%
10 min	90	61%
15+ min	46	31%

Age	Respondents	%
18–21	3	2%
22–74	136	92%
over 75	9	6%

Address	Respondents	%
Charlbury	115	78%
Stonesfield	10	7%
Fawler	5	3%
Chadlington	4	3%
Enstone	3	2%

Key insights

- There were high levels of enthusiasm, with 143 people saying they were definitely or maybe interested. For context, to be viable, the industry yardstick is that a viable car club car should have around *40 users*.
- Most (80%) of respondents live in Charlbury.

- Distribution of usage is also helpful, with 24% of people wanting to use the cars during weekdays (biggest demand in other places is usually evenings and weekends).
- Over 70% of people would be happy to use a car within a 10 min walk.
- More than 120 people said that if a car club car could work, they would either avoid buying a second car or be able to sell their own car. That's a staggering 300 tons of CO₂ saved, or around 2,400 flights to Rome per year (assumes 2.5 tonnes per car, and 200kg for a flight to Rome).

Car club options explained

Source: <https://www.autoexpress.co.uk/car-news/97929/ultimate-guide-to-car-sharing-car-clubs-and-ride-sharing> (23 Sep 2020)

There are two different types of car sharing schemes. Traditional operators have a fleet of cars available to lease, while peer-to-peer clubs allow owners to share or rent their own vehicles. Here we list the pros and cons of both...

Traditional sharing

Typical operators: Co-Wheels, Zipcar, DriveNow, Enterprise Car Share

Typical costs: £0.33 per minute/£6 per hour/£54 per day

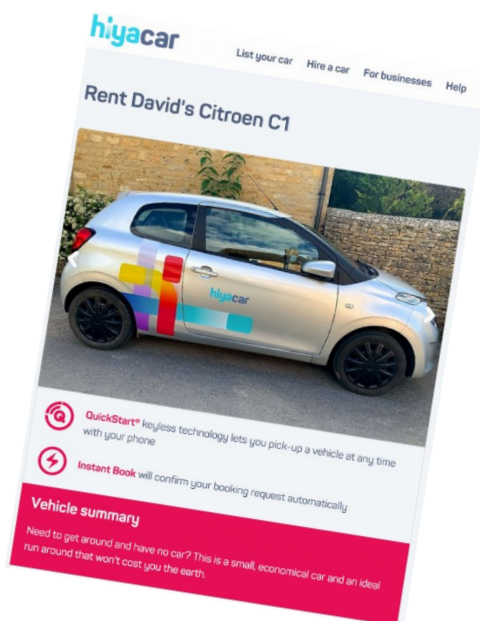
Pros: Clean, often brand-new cars, easy to use, insurance/fuel paid for

Cons: Expensive, specific locations, license points may stop registration

Peer-to-peer sharing

Typical operators: BlaBlaCars, HiyaCar, easyCar club, Rentecarlo, liftshare, GoCarShare, Get Around, Karshare, Como

Typical costs: £50 per day, £15 (London to Manchester)



Pros: Huge range of cars, great way for owners to make extra money



Cons: Pay for fuel, often older cars, could be less clean or presentable

What should Charlbury Town Council do?

Members of the Journeys Team believe that the best approach would be to ask providers of both traditional and peer-to-peer sharing systems to outline how the call sharing system might work in Charlbury (if at all) and possibly to provide illustrations or quotations for starting a system in the town. We think that for reasons of a) investment and b) simplicity, the best solution for Charlbury is likely to be a peer-to-peer system, but we are willing to investigate both peer-to-peer and traditional systems.

Advantages of traditional car-clubs

Preliminary investigation suggests that it is unlikely that a traditional sharing system would work in Charlbury because providers typically require a much larger population than that of Charlbury. Having said that, the results of the survey suggest that there is an unusually high level of interest in car sharing in the town, so it may be that, on sight of the survey results, traditional car sharing company would be interested.

- Would likely require a large investment.
- Traditional car club provides cars. Peer-to-peer relies on individuals loaning their cars to neighbours, so have to persuade people to sign up.
- Some people prefer the more anonymised service of a traditional car club.
- Cars tend to be new(er).

Advantages of peer-to-peer systems

Peer-to-peer systems require no investment and are easy to set up. We believe that is highly likely that if this council were to choose and promote one particular peer-to-peer sharing system that it would thrive in the town.

- Can get lots of cars of different types in various locations if enough people sign-up. (A 'cars-provided' car club such as Zipcar or Co-Wheels would provide a limited number of vehicles for a community the size of Charlbury and environs.)
- Likely to have a greater range of cars (big, small, older, newer, et cetera).

- The peer-to-peer system uses cars that already exist so we're not manufacturing new vehicles for a car club.
- People may like the neighbourhood-community element of borrowing cars.
- Can put dogs, etc., in cars – car owners specify whether or not they are happy.
- Could be 'seeded' by an EV provided by the operator.
- No risk or cost to Town Council (popular car sharing schemes could cost the Council tens of thousands of pounds to set up).

Suggested actions

1. Town clerk to approach three providers of traditional systems, choice to be explored with councillors. We would ask each provider to say whether or not they would be prepared to set up in Charlbury and if so, what the costs and expected outcomes might be.
2. Town clerk in conjunction with members of the Journeys Team to look at potential providers of peer-to-peer systems. The aim would be to assess the systems based on price, ease of use, customer reviews, and so on (we would need to agree a standardised set of criteria).*

*Note that Hiyacar already operates in Charlbury, with one member of the public regularly loaning his car via the system. This individual is David Green, the sustainability director at Blenheim and he has used Hiyacar to start a car club in Woodstock. One of the first actions of the Journeys Team should be to meet David Green to discuss how the system has worked in Woodstock and how the system has worked for him personally in Charlbury. Because of the obvious synergies and the fact that one Hiyacar vehicle is already available in the town, it is likely that Hiyacar would be one of three providers that we would contact. In Dec 2022, the closest alternative peer-to-peer system was one offering a car in North Leigh.

Cllr James Styring, on behalf of the Journeys Team of Charlbury Town Council, 23 01 23

23 January 2023