

DERBYSHIRE COUNTY COUNCIL

**MEETING OF CABINET MEMBER – JOBS, ECONOMY AND
TRANSPORT**

11 February 2014

Report of the Acting Strategic Director – Environmental Services

DERBYSHIRE COUNTY COUNCIL CAR SHARE SCHEME

(1) **Purpose of the Report** To seek approval for the continuation of Derbyshire County Council's Car Share Scheme, due for renewal on 30 April 2014.

(2) **Information and Analysis** Derbyshire County Council has operated a successful car share scheme since 2004.

Car-sharing is when two or more people share a car and travel together. It allows individuals to benefit from the convenience of the car, whilst reducing the costs and alleviating the associated problems of congestion and pollution.

Derbyshire's scheme provides for a fully hosted and managed website that enables those living and/or working in the administrative area of Derbyshire County Council to register and search for suitable car share partners/matches.

The scheme also provides for a closed group for County Council employees.

To date, a total of over 2,000 members are registered with the scheme.

The current contract with the incumbent provider, Liftshare.com Ltd, is due to expire on 30 April 2014 and there is therefore a requirement to initiate the appropriate procurement process to ensure continuity of service from 1 May 2014.

The journey to work is a major contributor to congestion. Given the economic and environmental costs associated with congestion, it is recognised that action needs to be taken to reduce the number of cars on our roads. Car sharing has the potential to do just this.

Car sharing can save both employers and employees time and money; less congestion will lead to fewer delays on the roads, pressure for parking spaces will be reduced, as will the cost of maintaining those parking spaces. Car

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sharing also provides health, environmental and social benefits for the wider community. It is worth of noting that research undertaken by the Department for Transport (Making Car Sharing and Car Clubs Work) has indicated that organisations which implement an effective car sharing scheme increase multi-occupancy car use by 21%.

A recent survey of Derbyshire County Council employees demonstrated that 10% of those surveyed currently car share with a further 25% stating they would consider car sharing in the future providing they could have help in finding a suitable car share partner.

The closed section of the Derbyshire Car Share Scheme (i.e. for County Council employees only) forms the bedrock of the Derbyshire County Council Employee Travel Plan – 'Miles Better', a major component of the Council's Smarter Travel programme.

Benefits of the car share scheme include the following:-

- Reduced congestion.
- Reduced emissions - leading to long term health benefits.
- Carbon reduction – helping to minimise climate change through the reduction in use of the private car for travel to/from work. Estimates for reductions in carbon through the introduction of the car share scheme for County Council employees, for example, stands currently at 394 tonnes.
- Improved road safety.
- Reduced grey fleet usage.
- Reduced pressure on car parking sites and local neighbourhoods (on-street parking) throughout Derbyshire.
- Reducing the need to require more land for car parking in the future.
- Saving money on parking space maintenance.
- The Authority can highlight the work it undertakes in this area and can genuinely be seen to be taking a leading role in this area.
- Improving employers (including County Council) corporate image, enhancing recruitment and retention potential.
- Creating better internal social networks: a hidden attribute can be that employees who car share tend to discuss work related issues informally during commuting time.
- Direct user cost savings, arising from sharing the cost of fuel, parking charges and other running costs.
- Enabling those without a car, or those who do not wish to drive, to have another travel option available to them.

(3) Financial Considerations Based on 2013/14 costs, it is estimated that these are to be in the region of £5,000 per annum. It is recommended that the contract term should be for a minimum of three years

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with an option to extend for a further two years should service levels be satisfactory and on agreement with both parties.

The cost will be met from within existing revenue budgets although discussions are ongoing as to how these costs could be met more long term, with each department potentially contributing to this corporate-wide scheme.

In preparing this report the relevance of the following factors has been considered: legal, prevention of crime and disorder, equality and diversity, human resources, environmental, health, property and transport considerations.

(4) **Key Decision** No.

(5) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? No.

(6) **Background Papers** None. Officer contact details – Richard Lovell, extension 38192.

(7) **OFFICER'S RECOMMENDATION** That approval be given for the continuation of Derbyshire County Council's Car Share Scheme for a minimum period of three years with an option to extend for a further two years.

Mike Ashworth
Strategic Director – Economy, Transport and Environment