

Car Clubs Consultation Data Analysis February 2024

Overview

Car clubs provide vehicles to hire on a short-term basis and allow people who do not own a vehicle to use one at their convenience, for example for purchasing bulky or heavy items that would be difficult to carry on public transport. Car Clubs provide residents and businesses with the option to make more sustainable transport choices.

There are currently two main models of car club scheme – the "Fixed Point" model and the "Free-Floating" model. With the Fixed Point model each car has its own designated bay and has to be returned to that bay by the end of the hire period. More recently, several companies have introduced the Free-Floating model, where a vehicle does not require a specific bay as it can be picked up and dropped off in any bay permitted by a participating local authority.

For local authorities, car clubs can help deliver against wide-ranging objectives which include:

- achieving net zero targets
- improving air quality
- increasing vehicle occupancy rates
- reducing parking pressures and congestion
- offering a sustainable transport option that can fill gaps in public transport provision

Car clubs are becoming more popular - with a total of 767,899 UK car club members in 2023; an increase of 38% since 2020. To accommodate this growth, the number of total car club vehicles has also increased. There are 5,167 car club vehicles operating across the UK.

Car clubs have operated in Haringey since 2008 with currently 74 fixed car club bays across the borough operated by ZipCar and three spaces located on private land and operated by Enterprise.

To ensure that car clubs in Haringey meet the needs of residents and provide best value, the council is planning to enter into a new long-term agreement with one or more operators to deliver these services.

Responses to the consultation exercise will be analysed and feedback incorporated into the future 'ask' of car club operators.

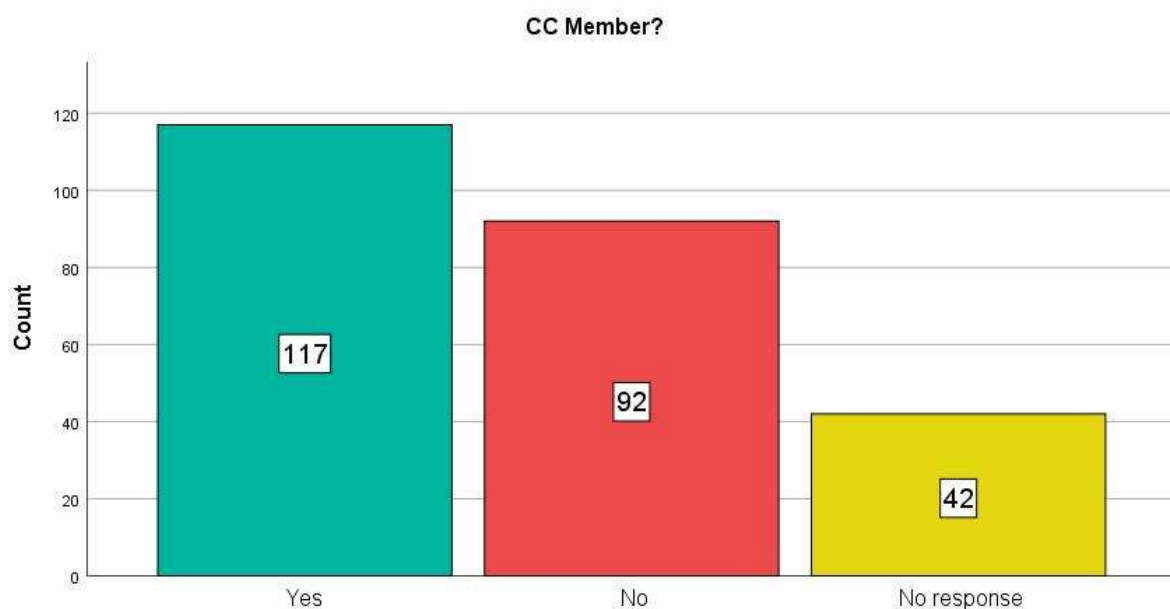
Consultation Analysis

The consultation was conducted using 'Commonplace' software. As with all such consultations; samples are 'self-selected' i.e. attract those who are already car club members, or who have an interest in the subject. When it is important to have a statistically representative view; then we would use market research techniques.

Given that only a small number of Haringey residents and businesses use, or are familiar with, car clubs; then a key ongoing challenge is how best to promote and encourage car club use in the longer term.

1. Car Club member?

		Count	%
Car Club member?	Yes	117	47%
	No	92	37%
	No response	42	17%
	Total	251	100%



2. Car Club membership – by Ward

(Note that 36 respondents have either not given their locations, or do not live in Haringey)

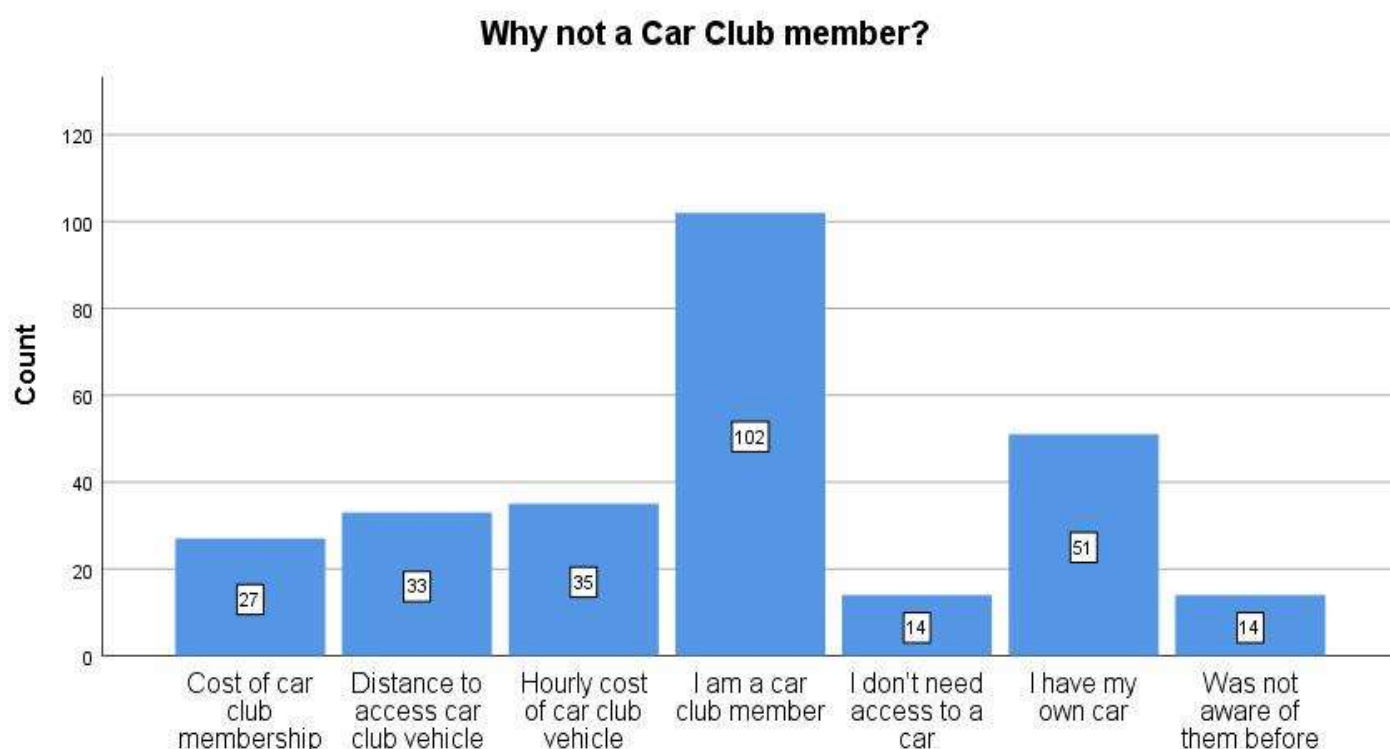
		I am a car club member	
		Count	%
Ward	Not in Haringey / no response	36	35%
	Highgate	8	8%
	Harringay	8	8%
	Hornsey	5	5%
	West Green	4	4%
	Stroud Green	4	4%
	Bounds Green	4	4%
	Noel Park	5	5%
	Bruce Castle	3	3%
	South Tottenham	4	4%
	St Ann's	4	4%
	Tottenham Central	2	2%
	Tottenham Hale	3	3%
	Seven Sisters	2	2%
	Crouch End	1	1%
	Northumberland Park	1	1%
	Hermitage & Gardens	3	3%
	Woodside	0	0%
	Muswell Hill	0	0%
	White Hart Lane	2	2%
	Fortis Green	1	1%
	Alexandra Park	2	2%

3. How do you feel about the Car Club scheme in Haringey?

		Car Club member?					
		Yes		No		No response	
		Count	Row %	Count	Row %	Count	Row %
How do you feel about the CC scheme in Haringey	Dislike it	1	9%	9	82%	1	9%
	Hate it	1	13%	5	63%	2	25%
	Like it	40	70%	14	25%	3	5%
	Love it!	11	85%	2	15%	0	0%
	Neutral	24	34%	33	47%	13	19%

4. Why not a car club member?

		Count	%
Why not a Car Club member	Cost of car club membership	27	11%
	Distance to access car club vehicle	33	13%
	Hourly cost of car club vehicle	35	14%
	I am a car club member	102	41%
	I don't need access to a car	14	6%
	I have my own car	51	20%
	I have not had any knowledge of car clubs before	14	6%
Total		251	100%

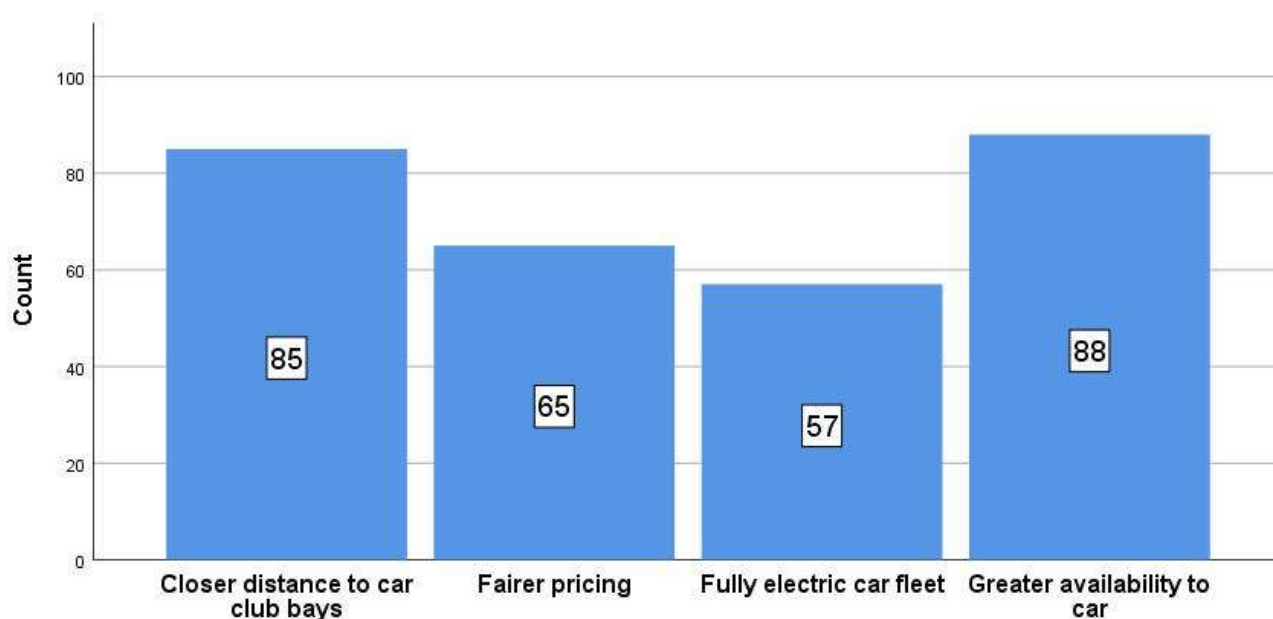


4a Other reasons for not being a member:

5. I am currently a member of Hiyacar.
6. I have 2 dogs
7. I have an elderly disabled mother and I need a car for her. I cannot rely on a car scheme.
8. Lack of availability of cars when needed.
9. Not the most sustainable option normally (e.g. public transport options)
10. Didn't know there were any nearby
11. I don't want to share a car with others. I think it is dangerous as you have no information about what has happened to the car, or how well it works.

12. I have three children and zip cars , the one I was a member of previously, can only easily accommodate two children plus me and my husband
13. I used to be a member of DriveNow before it left London
14. Insufficient vehicles. Used to be a member of Zipcar in a different area of London and was frustrated that there were Insufficient cars, so gave up my membership. I can see that would likely be a problem here as there seems to be few cars looking at the area where I live, there's only one. So I'm I better off getting an Uber? Having more in LTN areas may make people realise there's another option, so more please.
15. Partner is a member
16. Problem with my membership having initially joined in US, never been able to resolve
17. Too Small cars for my family
18. Uncertainty of immediate availability, 24 hours, 7 days a week at the nearest convenient location.

5. What do you think would encourage more use of Car Clubs?



		Count	%
What would encourage CC use	Closer distance to car club bays	85	34%
	Fairer pricing	65	26%
	Fully electric car fleet	57	23%
	Greater availability of car	88	35%
	Total	251	100%

5a What would encourage more use of Car Clubs - by Ward

(percentages read across >>>>>)

	What would encourage CC use							
	Closer distance to car club bays		Fairer pricing		Fully electric car fleet		Greater availability of car	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Not in Haringey / no response	29	32%	18	20%	19	21%	34	37%
Highgate	3	19%	3	19%	3	19%	4	25%
Harringay	7	47%	4	27%	4	27%	8	53%
Hornsey	2	14%	2	14%	3	21%	4	29%
West Green	4	36%	7	64%	2	18%	4	36%
Stroud Green	5	45%	6	55%	4	36%	5	45%
Bounds Green	3	27%	3	27%	5	45%	4	36%
Noel Park	4	40%	4	40%	1	10%	5	50%
Bruce Castle	2	20%	1	10%	2	20%	3	30%
South Tottenham	7	78%	4	44%	2	22%	4	44%
St Ann's	3	38%	2	25%	2	25%	4	50%
Tottenham Central	4	57%	2	29%	2	29%	1	14%
Tottenham Hale	1	17%	1	17%	0	0%	0	0%
Seven Sisters	2	40%	2	40%	3	60%	2	40%
Crouch End	1	20%	0	0%	0	0%	3	60%
Northumberland Park	2	50%	1	25%	1	25%	1	25%
Hermitage & Gardens	1	25%	3	75%	1	25%	0	0%
Woodside	2	67%	2	67%	2	67%	1	33%
Muswell Hill	0	0%	0	0%	0	0%	0	0%
White Hart Lane	1	50%	0	0%	1	50%	0	0%
Fortis Green	1	50%	0	0%	0	0%	0	0%
Alexandra Park	1	50%	0	0%	0	0%	1	50%
Total	85	34%	65	26%	57	23%	88	35%

5b Service Suggestions

		Count	%
Service suggestions	More car club vehicles	131	69%
	More flexible pick up and return arrangements	115	61%
	More affordable hire rates	107	56%
	More electric vehicles	78	41%
	Total	190	100%

5b What else might encourage the use of car clubs?:

- Cost
- I need access to a van much more than a car. There are no cars or vans within a mile of me
- Instead of catering to car drivers Haringey should massively reduce SUVs and street parking, remove all pavement parking and extend or create safe spaces for pedestrians , wheelchair users, cycling inc. assisted and cargo bikes. This is no time to tinker at the edges and make more provisions for private car users.
- Manual transmission and smaller vehicles
- Ability to drop car anywhere, as with electric bikes.
- Dog friendly cars
- European car companies. Both Zipcar and Enterprise are US-owned.
- I am a car club member
- I'm already a member
- Knowing there was one!
- More possibilities to drive one-way to / from airports.
- Nothing
- No as I have my own car
- Nothing. I think Haringey council is a dictatorship. They are doing everything in their power to stop me from driving my car and I am very upset about this. I am a single woman and I drive my car for personal safety reasons. There have been two murders this year in Tottenham near where I live. My car is Ulez compliant and parked outside my home. I feel safe to drive around in my car but this council denies me driving around Tottenham due to LTNs. I think the council have lost the plot and do not care about women and how vulnerable we are. The area of Tottenham has a lot of crime and assault against women and this point has been disregarded by the council. I should be allowed to drive my own personal car anyway I please.
- Nothing
- These don't offer the freedom of immediate availability & convenience of my own vehicle

6. Current mode of travel (many use multiple means of transport)

		Count	%
Mode of travel	Underground	133	53%
	Walking	125	50%
	Bus	101	40%
	Cycling	100	40%
	Train	62	25%
	Private car	45	18%
	Total	251	100%

6a. Other modes

- Overground train too. Mainly walking, I would prefer more cycling but unsafe in Haringey.
- Zipcar
- Electric motorbike

6b Mode of travel grouped by whether respondents have a driving licence.

(clearly, those without a driving licence would not be able to use car clubs)

		Have driving licence?					
		Yes		No		No response	
		Count	Row %	Count	Row %	Count	Row %
Other mode of travel - by whether the user has driving licence	Underground	129	97%	0	0%	4	3%
	Walking	120	96%	0	0%	5	4%
	Bus	96	95%	0	0%	5	5%
	Cycling	97	97%	0	0%	3	3%
	Train	59	95%	0	0%	3	5%
	Private car	45	100%	0	0%	0	0%
	Total	204	82%	0	0%	46	18%

Again, it is useful to note that many respondents use multiple means of transport

6c Mode of travel grouped by whether respondents have their own car

		Car owner?					
		Yes		No		No response	
		Count	Row %	Count	Row %	Count	Row %
Other mode of travel - by car owner	Underground	45	34%	87	65%	1	1%
	Walking	46	37%	78	62%	1	1%
	Bus	36	36%	64	63%	1	1%
	Cycling	27	27%	72	72%	1	1%
	Train	20	32%	41	66%	1	2%
	Private car	42	93%	3	7%	0	0%
	Total	82	33%	135	54%	34	14%

6d Mode of travel grouped by respondents who are / are not car club members

		Car Club member?					
		Yes		No		No response	
		Count	Row %	Count	Row %	Count	Row %
Mode of travel - by CC user	Underground	77	58%	55	41%	1	1%
	Walking	67	54%	57	46%	1	1%
	Bus	50	50%	50	50%	1	1%
	Cycling	64	64%	35	35%	1	1%
	Train	34	55%	27	44%	1	2%
	Private car	19	42%	26	58%	0	0%
	Total	117	47%	92	37%	42	17%

7. Main purpose for using car club

		Count	%
Use CC to	To travel outside immediate area	66	62%
	To carry bulky shopping	54	50%
	To visit friends and family	42	39%
	To move house	25	23%
	Total	107	100%

7a Other purposes for using car clubs

- Access to a van to move bulky items.
- To go to the tip with sacks of rubble
- To hire vans for moving bulky items
- Need a van
- To use a van
- Van hire for tip
- Going to the tip
- Collecting children from clubs
- For occasional use e.g. taking pet to a vet or moving furniture.
- Go on holidays
- to keep safe during covid
- To use occasionally for longer trips when cycling or public transport is not really viable
- Access to a van. Car availability while my car was being repaired
- Additional car if needed / Use of van if needed
- All of the above
- all of the above!
- Convenience / flexibility
- During pandemic, UK vacations without using a train.
- Emergency
- Flexibility
- For ad hoc journeys (eg one way using zip car flex, or where own car is not suitable)
- For work. I use zip or enterprise at least 3 evenings a week
- I have lapsed my membership of zipcar due to non-use. I joined 14 years ago when it was still streetcar, as an environmentally friendly way of car use. But had to buy a car because car clubs are just too expensive to use -- this has to change!
- It's a cheap "virtual" second car
- My car was unavailable
- Not a member yet
- To supplement our current car when not available
- Various

7b Frequency of use

		Count	%
Hiring frequency	1-2 times per month	32	13%
	2-5 times a year	82	33%
	I have not yet hired a car club car	86	34%
	Less than once a year	31	12%
	Total	251	100%

8. Demographics of car club users

8a. Car club use by age group

		Car Club member?					
		Yes		No		No response	
		Count	Row %	Count	Row %	Count	Row %
Age group	16-24	0	0%	1	100%	0	0%
	25-34	12	52%	9	39%	2	9%
	35-44	35	59%	18	31%	6	10%
	45-54	19	48%	14	35%	7	18%
	55-64	10	31%	18	56%	4	13%
	65-74	7	30%	11	48%	5	22%
	75-84	2	33%	3	50%	1	17%
	85 or over	0	0%	0	0%	1	100%
	Total	85	46%	74	40%	26	14%

8b Car club use by employment status

The main users are those who are in full time employment or self-employed.

Those who are unemployed, home parenting, working as carers, volunteering are not using car clubs.

		Car Club member?					
		Yes		No		No response	
		Count	Row %	Count	Row %	Count	Row %
\$Status	Retired	8	29%	16	57%	4	14%
	Self-employed	17	61%	9	32%	2	7%
	Working full-time	50	48%	43	41%	11	11%
	Working part-time	6	30%	10	50%	4	20%
	Total	80	46%	73	42%	20	12%