

Streetcar in Property Developments Waltham Forest 2010



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What is Streetcar?

Streetcar is a pay-as-you-go car club designed to provide members with access to cars and vans as quickly and conveniently as possible with the least amount of hassle. Our team is passionate about bringing this innovative concept to every urban street as a simpler, more efficient, more sustainable way to use a car.

Launched in London in April 2004, Streetcar now operates in Oxford, Cambridge, Brighton, Southampton, Guildford, Maidstone, and more recently, Bristol, Edinburgh and Glasgow. Streetcar positions cars across high-density residential and business districts. Each Streetcar member receives a smart 'streetcard' which, in combination with a unique PIN/Membership number combination, allows them to book and pick up any one of the vehicles in the fleet 24/7, 365 days a year.

Usage is charged in 30 minute units, at a typical rate of £5.95 per hour. Regardless of how long a member books a car for, a typical maximum charge of £59.50 applies per 24 hours. Included in this price are insurance and 30 miles of free fuel for any booking within a 24 hour period. For bookings over 72 hours, 200 miles of free fuel per calendar day is included.

Using Streetcar

The Streetcar process has been designed to provide simplicity and little administration. Once the person has become a member there is no further form filling required to hire a vehicle.

Using Streetcar couldn't be easier; members let themselves in and out of the cars with their smartcard. There is therefore no queuing for car collection / return.

They simply:

- Book online or via the iPhone app or mobile internet site
- Identify your Streetcar
- Use your smartcard or iPhone to unlock the door
- Check for damage
- Enter your PIN and take the keys
- Use the fuel card to pay for petrol





Streetcar & Property Developments

Streetcar works with an ever increasing number of Property Developers, Transport Consultants and Housing Associations across the UK to:

- Increase the likelihood of gaining planning permission on a site
- Addressing specific Section 106 or Travel Plan requirements
- Reducing the need to provide costly private parking
- Act as a useful marketing tool to help sell properties with a limited parking provision

A Green Transport Solution

A large proportion of Waltham Forest residents may have a private vehicle, but may not really need one. They may commute to work using public transport and just have a car for occasional use.

Every Streetcar takes an average of 20 privately owned cars off the roads of the UK (TFL study 2007), because members often sell (or don't replace) a car when they join. This means Streetcar has already taken over 25,000 cars off the streets.

Streetcar is a service that benefits the whole community. We have found that members choose to drive a car 68% less after joining Streetcar than before (Streetcar member survey 2007), as they both make better use of public transport and think much harder about their transport options according to what they need to achieve and the cost associated with that decision. This behaviour change, combined with the fact that the vehicles are new and fuel efficient, means that Streetcar has saved 100,000 tonnes of CO₂ to date, and is aiming to prevent the emission of around 50,000 tonnes of CO₂ over the next two years. Additionally we offset the lower CO₂ emissions created by us, making Streetcar carbon neutral.



Waltham Forest & Property Developments

Currently Streetcar does not operate on any developments in Waltham Forest as part of planning conditions, but this is certainly something we hope to change moving forward. Streetcar has experienced good growth in the borough in the last year, and has had discussions with developers of the following sites to implement a car club scheme on their sites:

- 33 Highams Road
- Sutherland Road
- Forest Road
- Banbury Park
- Walthamstow Stadium
- Robinia Crescent
- Hainault Triangle
- 80 Ruckholt Road

Using new property developments to spur car club growth is a simple and cost free solution for the Local Authority. By making a developer fund the implementation of bays and ensuring they incentivise residents to join a car club over using a private vehicle you will ensure that car clubs continue to grow in the coming years.

The most effective way to do this is by writing this into a Section 106 requirement or Travel Plan.

Section 106

Waltham Forest has started included conditions for car clubs on a large number of sites in the last year. The following point were outlined last November in a meeting with Billy Parr and Linda Webb, I have condensed them slightly for your convenience:

1. Asking the developer to provide the spaces at their own expense – this could be providing private spaces off-street or paying for on-street bays (including TRO and signing and lining costs), the number of which depends on size, parking ratio, area etc.
2. Making the developer provide memberships for residents of the development (normally for 2 or 3 years). This is a great way to incentivise residents moving into a new development to change their vehicle habits at a time they are changing lots of other things in their life.



3. Marketing the service to residents – this point should tie in with the above and ensure that the scheme is considered seriously by the developer, normally the car club would provide this marketing material.
4. Making sure the car club is a Car Plus accredited organisation – in line with Waltham Forest's current policy.

Simple inclusion of these points can ensure that car clubs form a serious part of any new developments travel plan and has a genuinely positive impact on reducing private vehicle usage at any new site, as well as helping grow the number of car club vehicles and users in any given area.

Car Club Requirements

Generally speaking Streetcar looks for the following criteria when assessing the viability of property developments:

- 30 or more residential units (this can be lower if in an area of high residential density)
- A parking ratio of around 0.7 or lower
- Controlled parking zones in the vicinity
- Proximity to Public Transport links (the higher the PTAL the better, normally anything over 3 will work)

It is not essential that all of these criteria are met, however, the more that are, the better chances a car club will have at becoming a success. I am always available for consultation on a site by site basis and am happy to suggest whether or not a scheme will realistically succeed and what kind of provision needs to be included.