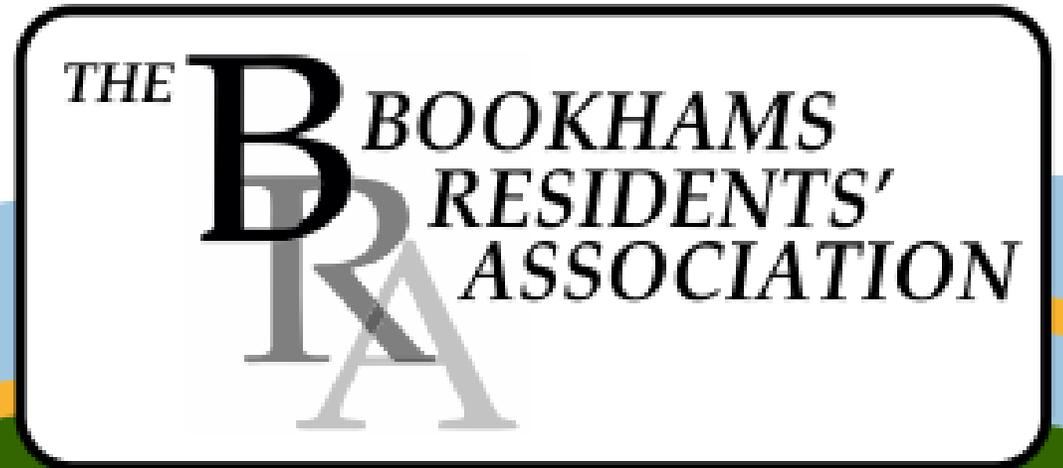


A Car Club for Bookham?

November 2018 Survey Results

Prepared by Les Huett
BRA Publicity



www.bookhamresidents.org.uk

Tel: 0300 030 9890

What is a Car Club?

By joining a car club you get all the convenience of owning a car without the hassle or costs of repairs and parking. You may be familiar with Zipcar in central London.

The BRA and Transition Bookham are working together to establish if there is interest in a car club and how residents might use such a car club.

What are the benefits?

Convenient car use

The convenience of a car without the hassle of owning one - no more servicing, insurance, parking, MOT or repairs.

Self-service

Cars are accessible to members at all hours and typically would be used for local journeys for several hours at a time. Bookings would be made through a mobile phone app or web site with the vehicle being centrally located in Bookham. (Note: this isn't a ride sharing idea).

Saves you money

According to Carplus, joining a car club could save you £3,500 per year compared to owning a car (if you currently drive fewer than 6,000 miles per year).

Protect the Environment

Car club vehicles are energy efficient and cleaner than the average car. They also reduce the need to own a car and discourage unnecessary car travel.

Survey

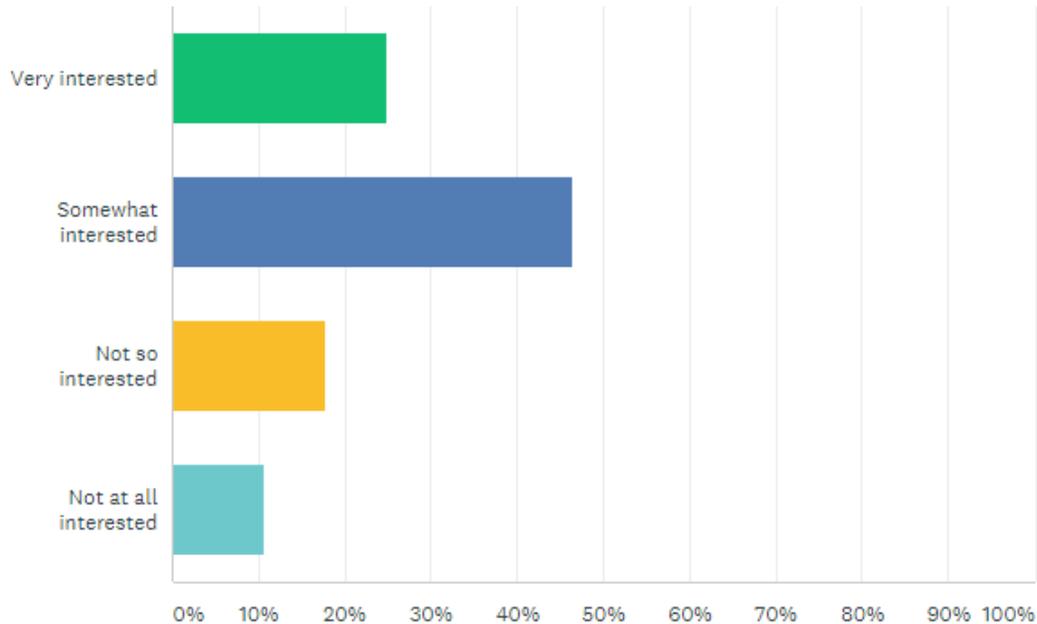
To understand if there would be any interest in a Car Club in Bookham in conjunction with Transition Bookham a short online survey was conducted in November 2018. Three questions were asked:

- Would you be interested in a Car Club for Bookham?
- If you did join a Car Club, how often do think you may use the service?
- Do you have any comments either for or against this idea? (optional)

28 residents responded to the survey

Q1: Would you be interested in a Car Club for Bookham?

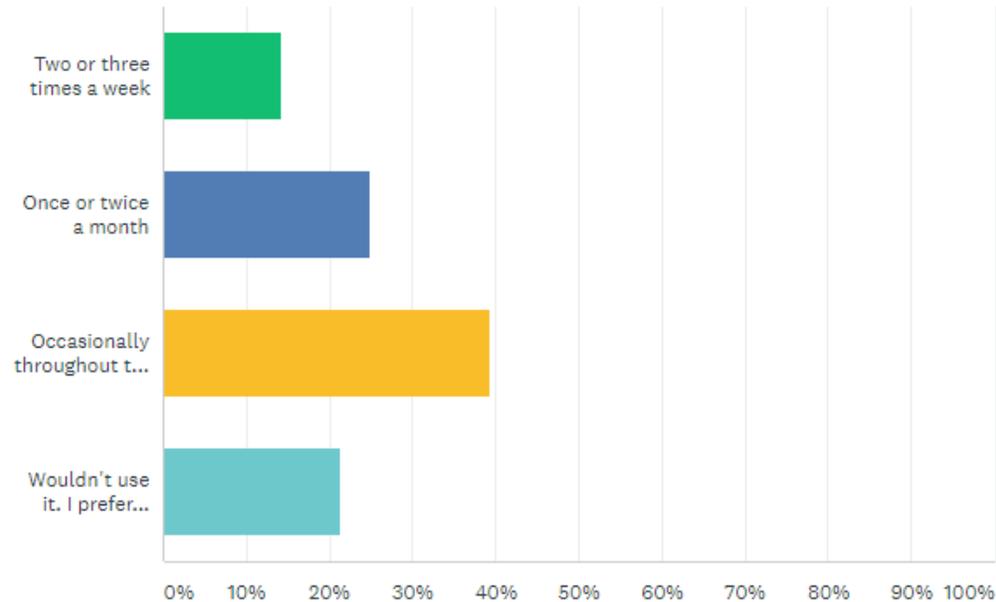
Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Very interested	25.00% 7
▼ Somewhat interested	46.43% 13
▼ Not so interested	17.86% 5
▼ Not at all interested	10.71% 3
TOTAL	28

Q2: If you did join a Car Club, how often do think you may use the service?

Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES
Two or three times a week	14.29% 4
Once or twice a month	25.00% 7
Occasionally throughout the year	39.29% 11
Wouldn't use it. I prefer to use my own transport and/or public transport.	21.43% 6
TOTAL	28

Q3: Do you have any comments either for or against this idea? (18 responses)

- Interested in saving money and hassle, but not sure a car could be available whenever I wanted it, or it would be a vehicle I would be happy to drive.
- Would be nice to use for emergencies, if your car broke down or was in a garage being fixed.
- It certainly seems superficially a good idea. How would collection/delivery of a car be arranged? In addition to hourly/daily use, would it allow keeping a car for several days to enable journeys to distant relatives or friends, and would it be cheaper than hiring a car in the normal way.
- Would there be a limit on how frequently you could use the car?
- Interested to know more - cost, number of cars available and ultimately the likelihood of being able to give up own car in favour of the scheme.
- I am not sure how it is costed - I usually use public transport and would continue to do so for many journeys as parking is so difficult and expensive around here.
- This would be a brilliant facility for Bookham. We recently went down from two cars to one in order to be greener, but would find the option of a car club a great way to manage when we both need access to a car.
- How would the car get to my house? If I need to pick it up somewhere I would be less interested. Here's an idea for promoting the scheme: target 2nd cars. Do you really need 2 cars? Replace one by the car scheme saving you lots of money, hassle of insurance, mot and servicing and of course no longer blocking your drive or parking space in the road

Q3: Do you have any comments either for or against this idea? (18 responses)

- Having to walk to central Bookham which is at least 1 mile for me, and 1 mile home afterwards, makes it less attractive, as I am sure it would be parked in the central village car park. Would there be restrictions on use and distance; for instance, would there be a maximum mileage per hire? Also, would un-made-up roads be banned?
- All depends where the car(s) are located
- I suspect the majority of drivers who only make local trips are stay at home parents (school run, shopping, meeting other parents) which would be a good idea. Or the more mature driver who is less tech savvy.
- I suppose I would use more or less depending on price and where it was... We are a family of two adults and two children under 7 and if my partner had the car and I needed one this option would be appealing but as I would need to get two car seats in I wouldn't be able to carry them too far..
- Think it's a great idea on every level - environment, personal cost etc.
- More probably daily. Also I haven't driven a manual car for over 30 years so would need an automatic, preferably electric vehicle.
- Obviously depends on costs and availability at short notice.
- Already own a car but would be useful for the occasional times when we need 2 cars (e.g. separate commitments for us/children).
- It is hard to answer this survey as there isn't any information about how it would work.
- Worth exploring

Conclusion and Next Steps

This is a small sample size but the general consensus is that a Car Club could be a useful facility to have in the village.(71%)

Most respondents would see this as a service they would use to supplement rather than as a replacement for their current transport arrangements. (64%). As would be expected at this stage of the investigation respondents would like to understand the operation of the service.

Next steps: BRA Public Transport portfolio owner and Transition Bookham to liaise with Bookham Councillors and MVDC/SCC to determine if a Car Club would a service that could be provided to Bookham residents.