

Driving London Forward: how car clubs can help deliver the Mayor's Transport Strategy



The context

The private car is the single most dominant transport mode in London, which is now home to a record 2.7 million of them. This neither fits London's self-image nor the Mayor's Transport Strategy goal of 80% of journeys being by sustainable modes by 2041, or the even tougher goal of London being a net zero carbon city by 2030.

If you assess car clubs against Policy 23 of the Mayor's Transport Strategy, you find that they support each of its elements:

- supporting mode shift away from car travel;
- complementing the public transport system;
- opening travel to all;
- cleaning London's air and reducing carbon emissions;
- creating a safe, attractive environment on our streets;
- using space efficiently;
- sharing data and knowledge

Collaborative Mobility UK (CoMoUK) is the national charity for the social, economic and environmental benefits of shared transport. We have produced this report with consultants Steer to estimate the future potential of car club services in London, and the impacts these would have.

London has strong ambitions to cut its transport emissions, but faces equally strong challenges in doing so.

As London emerges from the buffeting of the Covid-19 pandemic in a changed world, we contend that car clubs and shared transport more broadly should be a permanent, integrated part of the policy options London takes forwards to continue to make itself a more pleasant and productive and less polluted and congested global city.

The full report is available at como.org.uk.

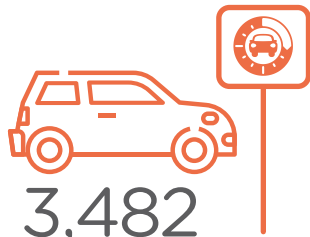


The current position



623,910

car club members in London
up from 300,000 in March 2019



3,482

car club cars shared in London

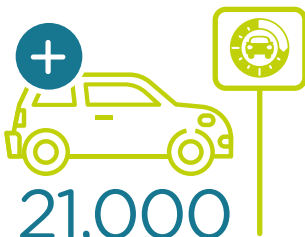
The potential

Through our analysis of the travel habits of car-owning households in London and the identification of car-owning households where trip frequencies and characteristics are such that the households could move from private car ownership to car club use, we find:



650,000

households that could give
up a privately-owned car



21,000

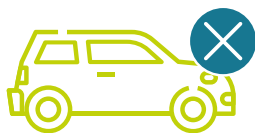
additional car club cars would
be needed to meet this demand

This would enable these benefits:



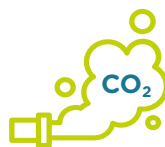
300,000

fewer privately
owned cars



194,000

ULEZ non-compliant cars
taken out of London



82,000

less tonnes of carbon
emission per year



24 MILLION

less car trips per year



340 MILLION

less car miles per year

There are 17 London boroughs which have more than 20,000 switchable households.

Our recommendations for 2022

Transport for London should:

- Promote car clubs as part of package of alternatives to the private car (whether the private car is ULEZ compliant or not);
 - Allocate support, including officer time;
 - Co-establish with London Councils and boroughs the basis of an EV charging infrastructure that suits the needs of car clubs and preferably gives them some preferential access to some of that infrastructure. This should include examining what GLA and TfL land could be used for these purposes;
 - Review parking policies;
 - Use LIP processes to collectively plan for growth in car club provision;
 - Open up funding from streams such as Healthy Streets and Liveable Neighbourhoods;
 - Revitalise the collection and publication of car ownership levels across London, with targets to reduce these;
 - Move beyond public transport accessibility levels to define Sustainable Transport Accessibility Levels (STALs). These would encompass all forms of sustainable transport – including shared transport – and give a richer insight into the options or lack of options available to Londoners and visitors alike. A goal should then be set of raising STALs over time.
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London Councils should:

- Co-ordinate development of standardised procurement frameworks by London boroughs;
 - Co-establish with TfL the EV charging infrastructure described above;
 - Co-ordinate with car sharing operators on a centralised data collection from car club operations for the city, replacing the existing data sharing between car clubs and boroughs.
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Boroughs should:

- Use car club vehicles for business borough trips;
 - Actively promote car clubs as an alternative to car ownership;
 - Freeze parking permit charges for car clubs for a period to reflect on the impacts of recent sharp increases;
 - Offer discounts on parking permits for EV car club cars.
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Car club operators undertake to:

- Increase the provision of car clubs cars in or bordering the ULEZ expansion area;
- Provide the very cleanest vehicles possible;
- Work with boroughs, BIDS and major employers to shift business trips from private cars to car club cars.

In the longer term we believe further steps are necessary, which we detail in the full report available at como.org.uk.

Integration with public transport and mobility hubs

Car club members have higher use of sustainable modes than national averages. CoMoUK research show that 64% of respondents were travelling by Underground at least once a week, compared to the average for people in London of 41%. 37% reported travelling by train at least once a week, compared to the average for people in London of 17% LTDS 2016/17.

Integration of modes through mobility hubs provides an opportunity for the Mayor to take this further. By working to build a network of mobility hubs that bring together shared, public and active transport options across London, London authorities can maximise the shift from private car use to more sustainable travel.

Find out more about CoMoUK
at www.como.org.uk



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supporting shared transport