Section 1. Context

1. How does your proposal demonstrate delivery of the 2050 Ambition?

Sustainability is a key theme which runs through much of the Southend 2050 vision. This includes sustainability of infrastructure and resources, and wider sustainability of health and wellbeing. In taking steps to ensure that people in Southend have a wide choice of transport options, we need to consider population trends in preferred transport modes. Use of electrical vehicles and plug-in hybrid electric vehicles is increasing at a national level and transfer of use from combustion engines to electric engines is an element of the national target for reducing net carbon emissions. We need to ensure that Southend has an infrastructure in place that facilitates their use for residents and visitors who are planning to transfer or who have already done so. A car club is part of this infrastructure as car sharing is a valuable way to take vehicles off the road and to provide access to cars for those who do not want a car or a second car or a third car. Operating an electric only car club is simply an environmentally friendly way whilst also giving households a way to safely test drive an EV.

Additionally, the contribution of petrol and diesel powered vehicles to air pollution is well understood and significant. Within the Borough, we have an air quality management area which has a central government agreed action plan for reduction of air pollution. Accelerating the move from petrol/diesel vehicles to electric vehicles would provide a significant part of efforts to do this. Poor air quality is a significant risk to health. There is robust evidence that air pollution is a major risk factor for cardio-vascular disease, respiratory disease, and some cancers. We know that air pollution is responsible for between 100 and 120 deaths in Southend-on-Sea each year.

Net-zero emissions require the reduction of 560,000t CO2e by 2030/2050 of which 29% is transport. The e-Car Club contributes to this by removing vehicles from the car park (on average 14 cars are taken off the road for every car club car) and lowering the impact of usage. As more vehicles are provided and more marketing occurs, the usage will expand with a direct impact on CO2 and air quality.

The current car club is used widely but not yet enough to be economic at its current size. The current vehicles were provided within an Innovate UK project. Of the cars available, 3 are provided for exclusive use to the Council as pool cars (1 within Community Safety teams and 2 for general use). The contract for the current operation expires at the end of October having been extended for 6 months. Discussions over a further extension are underway to cover the time before this proposal can start.

This approach is linked very clearly to the Safe and Well outcomes.

2. What evidence have you got that this approach will deliver of the outcome?

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**BUSINESS CASE**

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<thead>
<tr>
<th>Business Case Title</th>
<th>Revitalisation of E-Car Club</th>
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<tbody>
<tr>
<td>Theme(s)</td>
<td>Safe and Well</td>
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<td>Outcome(s)</td>
<td>Green City Outcome, expanding the availability of electric cars, providing an alternative choice to car ownership.</td>
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<tr>
<td>Cabinet Lead</td>
<td>Carole Mulroney</td>
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<td>CMT Coach</td>
<td>Joe Chesterton</td>
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<td>Outcome Champion</td>
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<td>Service Lead</td>
<td>Neil Hoskins / Jeremy Martin</td>
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<td>Business Case Owner</td>
<td>Neil Hoskins / Elizabeth Georgeou / Andrew Barnes</td>
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The e-car club currently has 9 vehicles of which 2 have been temporarily removed due to car park charges. Previously the cost of the car park spaces was covered by the IUK project.

In the month of July 2019, the cars were driven 2,214 miles saving 0.61 tCO2e across 7 cars compared with the same miles driven in a modern efficient car. If the emissions were compared with older cars, the CO2 saved would be up to 1.5tCO2e.

A total of 1218 miles were driven by staff members within the direct Council account of which 704 were on the 2 subscription cars available at the time. This equates to a direct saving against use of own cars of £548 although some hour usage charges were incurred. It is impossible to assess what alternative transport expenses would have been incurred.

The cars are most used in the core 8 hour working day and overall are booked slightly more than 50% of their time available in these hours. This is already enough to make booking the cars difficult especially at short notice (less than 2 weeks). It is noticeable that the pool cars represent more than 50% of the booked hours.

Revitalising the car club will involve:

- Replacing all of the cars with newer, higher range versions
- Providing a further 3 cars on a subscription basis with the first 12 months funded by the Innovate UK project NetX and with the subscription being withdrawn gradually over a further 12 months. Two of these cars would be made available for public use while one car would be reserved in working hours for the Council
- Additional marketing by both e-car club and the Council
- Work up as a feasibility study, and then demonstrating a proposal for direct investment into the local cars. This aims to drive a larger expansion into the area of Southend beyond the centre and the provision of a one way use option in exchange for a revenue share from hire receipts.
- Subject to approval from the relevant board, investment into a demonstrator programme of the expanded car club with revenue share.

3. What are the measures of impact, success and how will you embed learning?

Measures of impact will include the hours booked, the miles driven and the CO2 saved from the bookings. Further impacts from the promotion of EVs and the removal of other cars are harder to measure. User satisfaction is already measured by regular user surveys by e-car club.
Section 2. Aims, Objectives & Collaboration

4. What are the key aims and objectives of the proposal?

They key aim is to reinforce the role of the e-car club in Southend, promote its use and expand the facility using a revenue share model to justify the investment should this be demonstrated by the initial feasibility.

5. Who else have you involved in discussions and how have the helped to shape the proposal?

E-Car Club
Davinia Farthing

6. What are the links and dependencies with the other outcome proposals?

EV Charging – part of the funding comes from the NetX project described in the EV charging proposal

7. Who are the partners (or potential partners) and how to you envisage their role(s) in collaborating to delivering the proposal to achieve the outcome?

E-Car Club – currently operate the car club and will provide the vehicles

8. What potential challenges do you anticipate in respect of a) implementing this proposal, b) caused by this proposal once implemented?

Car club cars require dedicated car parking spaces and EV charging facilities. The charge point can be shared using the NetX expander but the reserved car park spaces may result in lost car park revenue which is identified as a cost assuming it will be incurred in every case.
Section 3. Social Value

9. How could the proposal deliver social value - in terms of the local community, businesses, economy and environment and what will the specific impact and benefits be?

Electric cars provide for lower CO2 and NOX emissions which will support both net-zero improved AQ. The car club provides for removal of cars from the local car park (14 per car club car on average) but also provides access to a car charged by the hour for people without a car. This can assist people to reach job interviews, to do one off journeys as well as regular journeys where the cost of a car full time is not justified.

10. What is the perceived impact the proposal will have on groups with ‘protected characteristics’?

Residents at each end of the age spectrum are more vulnerable to health effects of poor air quality and any successful intervention to improve air quality will provide additional positive benefits to these groups.

11. What is the proposal’s potential direct or indirect impact on the wider community?

These are explored above.