

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	TRAFFIC MANAGEMENT SUB-COMMITTEE		
DATE:	16 SEPTEMBER 2015	AGENDA ITEM:	12
TITLE:	CONNECTING READING: CAR CLUB AND MULTIMODAL HUBS		
LEAD COUNCILLOR:	TONY PAGE	PORTFOLIO:	STRATEGIC ENVIRONMENT, PLANNING AND TRANSPORT
SERVICE:	TRANSPORTATION & STREETCARE	WARDS:	BOROUGHWIDE
LEAD OFFICER:	CHRIS MADDOCKS / MARIAN MARSH	TEL:	0118 937 4950 / 0118 937 2451
JOB TITLE:	TRANSPORT PLANNING MANAGER / TRANSPORT PLANNER	E-MAIL:	chris.maddocks@reading.gov.uk / marian.marsh@reading.gov.uk

1. EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to advise the Sub-Committee of funding secured from the Department for Transport towards providing two new car club spaces in Reading with links to other modes of transport. This will provide more sustainable door to door journey possibilities for people without access to a car.

2. RECOMMENDED ACTION

- 2.1 That the Sub-Committee grants spend approval for the Connecting Reading Car Club project.
- 2.2 That in consultation with the Lead Member for Strategic Environment, Planning and Transport, and Ward Councillors, the Head of Legal and Democratic Services be authorised to carry out statutory consultation for additional car club spaces as outlined in para 4.4 of this report.

3. POLICY CONTEXT

3.1 The proposal is in line with Reading's strategic objectives set out in the Local Transport Plan which has the vision to enable people to move around easily, safely, sustainably and in comfort by 'Better Connecting' Reading, specifically to:

- To align transport and land use planning to enable sustainable transport choices, improve mobility, reduce the need to travel and preserve the natural environment.
- To provide affordable, accessible and inclusive travel options for everyone.
- To reduce carbon emissions from transport, improve air quality, and create a transport network which supports a mobile, affordable low-carbon future.

4. THE PROPOSAL

4.1 The current car club in Reading, operated by Co-Wheels, comprises of seven cars: one car at Cemetery junction and one car at Redlane Court off Addington Road (just to the north of the University) both for hire throughout the day and night, and four cars at the Civic Offices plus another at The Avenue Centre which are booked out for council staff during office hours and available for the public to hire through Co-Wheels during out of office hours. The car club cars are very well used and Co-Wheels report unmet demand for more car share in Reading.

4.2 The Council, in partnership with Co-Wheels, has successfully secured funding of £48,800 from the Department for Transport's Car Club Demonstration Project for two additional car club spaces linked to other modes of sustainable transport to provide a multimodal approach to car club provision. These cars will be hybrid vehicles which use electric power when moving slowly around town and generate electricity using regenerative braking systems.

4.3 A review of potential locations for the two new car club spaces has been undertaken where there is known unmet demand and to connect with other modes: rail services, bus routes, cycle hire, cycle routes and pedestrian desire lines wherever possible. The project will also involve further multimodal initiatives such as joint ticketing and booking arrangements, incentives and 'nudges' for sustainable travel and joint marketing and promotion.

4.4 A short list of possible locations has been drawn up in partnership with Co-Wheels which brings together ReadyBike cycle hire, bus stops, suitable parking on street and high density housing with low car ownership where there is increased and unmet demand for car share. The two sites which best meet the criteria above have been

identified as: Oxford Road in close proximity to Battle Library and Rectory Road in Caversham.

- 4.5 Please see proposed location plans at Appendix A.
- 4.6 Furthermore, in response to our proposal, Co-Wheels are now proposing to install more cars into the Reading car club scheme and are currently seeking suitable sites from the short list drawn up to increase their provision of car share in Caversham and West Reading.
- 4.7 Liaison is on-going with other stakeholders in the multimodal package: Co Wheels, ReadyBike, Reading Buses and Better Points (a multimodal phone app encouraging sustainable travel already linked to Reading Buses and ReadyBike) to investigate opportunities for a multimodal package of ticketing, registration and promotions. A Sustainable Travel Incentive using Better Points across all modes will be investigated with a view to progressing for implementation at the time the new cars and spaces are introduced.
- 4.8 The Sub-Committee is asked to grant spend approval for the project and to approve the two locations for new car club spaces.

5. CONTRIBUTION TO STRATEGIC AIMS

- 5.1 The delivery of this project will help to deliver the following Corporate Plan Service Priorities:
 - Keeping the town clean, safe, green and active.

6. COMMUNITY ENGAGEMENT AND INFORMATION

- 6.1 Public consultation will be undertaken through the statutory Traffic Regulation Order (TRO) process for the new car club spaces.

7. LEGAL IMPLICATIONS

- 7.1 Any future proposals for waiting and movement restrictions would be advertised under the Road Traffic Regulation Act 1984.

8. EQUALITY IMPACT ASSESSMENT

- 8.1 In addition to the Human Rights Act 1998 the Council is required to comply with the Equalities Act 2010. Section 149 of the Equalities Act 2010 requires the Council to have due regard to the need to:-
 - eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;

- advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

8.2 The Council has carried out an equality impact assessment scoping exercise, and considers that the proposals do not have a direct impact on any groups with protected characteristics.

8.3 Car share enables people to make door to door journeys whether or not they own a car. It widens the choice of mode of travel and helps to ensure that non car owners are not disadvantaged but are able to make the same travel choices as those with access to their own car. By linking with other modes, people can reach a car space more easily thus encouraging more sustainable choices for door to door journeys and this can make car sharing more attractive rather than owning a car.

9. FINANCIAL IMPLICATIONS

9.1 The scheme is funded through a grant of £48,800 from the Department for Transport. A local contribution of £7,000 for the project will be funded through existing transport budgets.

10. BACKGROUND PAPERS

N/A

APPENDIX A - PROPOSED CAR CLUB LOCATIONS

[INSERT PLANS]