

Use of Car Clubs in the Workplace

Many organisations spend a significant amount on pool cars, company cars, taxis and mileage claims to enable their employees to move between sites and attend meetings. A car club can provide a more efficient, and therefore cheaper, way of using vehicles, and reduce the need for employees to drive to work.

Car clubs provide community based, short-term car hire and give members access to a car for essential journeys without the cost of ownership. This means that members don't have to pay insurance, tax, petrol or maintenance costs. Vehicles are parked in reserved parking spaces, close to homes or workplaces.

Car clubs have been operating in Northern Europe and North America for many years. Research from Europe shows that car club members who previously owned a car reduce their overall travel and cut their car mileage by more than half, making greater use of public transport, cycling and walking. One car club vehicle can replace up to 20 private cars. This has big implications for the area in terms of improving air quality, people's health and reducing congestion.

How could you operate a car club?

- You can enrol as a corporate member of a local car club and block book vehicles during working hours (see overleaf for information on Liverpool's car club)

- As a smaller company or self employed person, you could register as a member with a local car club and use the club's cars for business and personal use
- You could make your fleet of pool cars available to staff for out of hours use using the same administration system used for business travel bookings

Benefits of using a car club for your organisation:

- Reduce the amount spent on taxis, pool cars or company vehicles significantly. There are no charges for insurance, fuel, repairs or MOT
- Reduce your internal administration costs. You are sent one bill per month including your own internal job codes so that you can keep track of your travel costs and easily attribute the charges
- Allocated car parking spaces are always available – cars are parked in designated bays within walking distance of your workplace
- Reduce car park pressures. Staff have access to a car during the day which can enable some to travel to work by other means than their car, freeing up valuable parking space and reducing rush-hour congestion
- Improve your environmental credentials - corporate social responsibility involves examining every aspect of your business and thinking how you can use resources more efficiently
- Provide a new source of income from private use of existing pool vehicles outside of business hours

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- an added employee benefit which may aid recruitment and retention

Liverpool Car Club - A Car When You Want One

WhizzGo launched Liverpool's first car club in July 2006. There are 10 cars based around the city centre, which will increase as the scheme takes off. The number of designated spaces will also grow as membership increases, and new areas will then be included.

Once your organisation is a member of the WhizzGo car club, it is very easy for your employees to use:

1. **Book a car.** You can reserve a WhizzGo car online or by phone. The cars can be booked out in 30 minute increments with a minimum booking period of one hour. Book your car as far as 12 months or as little as one minute in advance.
2. **Drive off.** Hold your smart card against the reader in the windscreen and wait a second or two for it to recognise you and give you the green light. Get in the driving seat, enter your PIN, grab the keys from the passenger glove box and drive away.
3. **Want it for longer?** If you discover you need the car for a longer period, you can extend your booking by phone if no-one else has booked it. Just press the button on the onboard computer to speak directly to a member of the WhizzGo team or extend the booking online.

4. **Failsafe parking.** When you're finished with it, park the car back in its allocated space, return the keys and walk away.
5. **Simple monthly payments.** Each month you will be emailed full details of your company usage and can pay in a variety of ways to suit your organisation.
6. **Expect major savings.** Using WhizzGo means you pay for what you use, rather than a lease car where you pay an annual fee. It also allows employers to reduce costly personal mileage claims by offering an alternative.

Case Example

"The WhizzGo service is convenient, handy and easy to use. It saves time having to travel home to pick up a car for meetings as the WhizzGo car is located just a couple of minute's walk from the office. There is no need to claim expenses, and bookings can be extended when necessary which is useful when meeting schedules change."

Ben Riley,
Taylor Young - Liverpool

Contact TravelWise for information about rates and location in Liverpool



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