

## Churcham House, Richmond Paul Mew Associates



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## What is Zipcar?



Zipcar is a pay-as-you-go car club designed to provide members with access to cars and vans as quickly and conveniently as possible with the least amount of hassle. Our team is passionate about bringing this innovative concept to every urban street as a simpler, more efficient, more sustainable way to use a car.

Zipcar is the world's largest car club with over 7,500 vehicles across North America and 1,800 across the UK. Zipcar now operates in London, Oxford, Cambridge, Bristol, Guildford and Maidstone and are launching in cities across Europe (Barcelona and Vienna so far). Zipcar positions cars across high-density residential and business districts. Each Zipcar member receives a smart 'Zipcard' which allows them to book and pick up any one of the vehicles in the fleet 24/7, 365 days a year.

Usage is charged in 30 minute units, with a minimum booking time of 1 hour at a typical rate of £6.00 per hour. Regardless of how long a member books a car for, a typical maximum charge of £59.00 applies per 24 hours. Included in this price are insurance and 40 miles of free fuel per 24 hours. After that there is a typical mileage charge of 25p per mile.

## Using Zipcar

The Zipcar process has been designed to provide simplicity and little administration. Once the person has become a member there is no further form filling required to hire a vehicle anywhere in the world.

Using Zipcar couldn't be easier; members let themselves in and out of the cars with their smartcard. There is therefore no queuing for car collection /return.

They simply:

- Book online or via the iPhone/Android app or mobile internet site
- Identify their Zipcar
- Use their smartcard, or smartphone to unlock the door
- Check for damage
- Take the keys
- Use the fuel card to pay for petrol



1. join



2. reserve



3. unlock



4. drive



## Zipcar & Property Developments

Zipcar works with an ever increasing number of Property Developers, Transport Consultants and Housing Associations across the UK to:

- Increase the likelihood of gaining planning permission on a site
- Addressing specific Section 106 or Travel Plan requirements
- Reducing the need to provide costly private parking
- Act as a useful marketing tool to help sell properties with a limited parking provision

## A Green Transport Solution

A large proportion of your future residents may have a private vehicle, but may not really need one. They may commute to work using public transport and just have a car for occasional use. A relationship with the world's largest car sharing club would definitely assist in reducing the carbon footprint of your residents, provide a convenient and easy to use service, and save them a substantial amount of money.

Every Zipcar takes an average of 20 privately owned cars off the roads of the UK (Car Plus Annual Survey for TFL 2009-2010), because members often sell (or don't replace) a car when they join.

Zipcar is a service that benefits the whole community. We have found that car club members choose to drive a car less after joining Zipcar than before, the average car club member only actually clocks up between 403 and 414 miles a year which is significantly less than private vehicle owners (Car Plus Annual Survey for TFL 2009-2010). This is because they both make better use of public transport and think much harder about their transport options according to what they need to achieve and the cost associated with that decision.

Not only this but car club vehicles are typically between 10 and 33% more efficient in terms of carbon dioxide emissions per KM travelled (Car Plus Annual Survey for TFL 2009-2010) compared to the average car because operators chose new and fuel efficient models.

## Development Viability

Zipcar has been operating in the borough of Richmond since 2005 and is now working in partnership with the council to provide car clubs on-street to residents. We currently have 52 vehicles in the borough and over 3,600 members. The cars are performing well, being used approximately 8 hours a day.



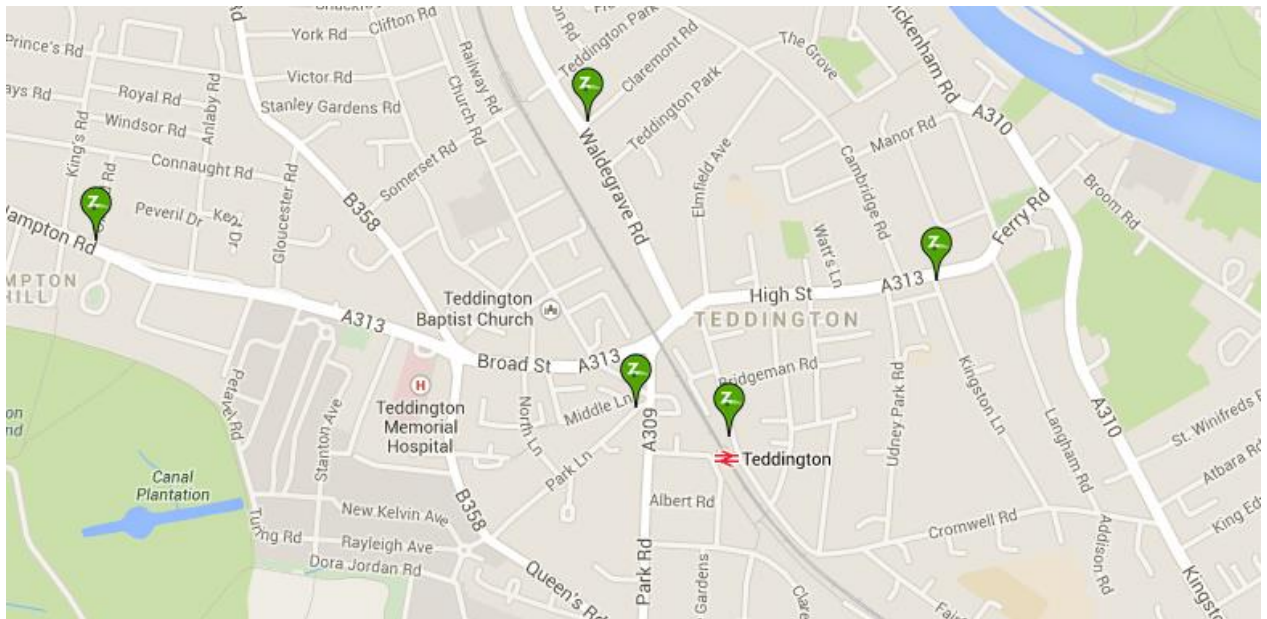
In our opinion a car club could work well at this location given support from the developer in the early phases of the development. The current proximity to local transport links is quite good (approximately PTAL 3) which is encouraging for the car club's chances of success, as synergy with public transport links is a key contributor to good car club performance. This makes it likely that the residents of this development will not need a car for work – essential to the success of the scheme.

The very low parking ratio on site should ultimately ensure good uptake of the car club. We normally rely on a parking ratio of 0.7 to guarantee car club success.

As you can see from the map below, there is a good existing network of Zipcar vehicles in close proximity to the development.

This existing network would more than adequately meet the car club needs of the residents at the development, and as a result, we do not recommend installing an additional vehicle on site. Zipcar would advise that the developer provides a membership only package in this instance.

### Existing Network





## Marketing Package

A Zipcar welcome pack for each unit that entitles the occupier to 5 years' free membership (this is usually priced at £49.59+VAT per year). For 13 units detailed this would typically come to £3,223+VAT. However, we would be able to discount the 5 year term of membership to £2,600+VAT for the 13 units. This sum is to be paid by date of first occupation.

In order to ensure that only existing residents make use of the free memberships residents will receive an annual email asking them to confirm their personal details in order to renew the membership. As a result, if a resident moves out the new resident moving in will be able to claim their free membership whilst the old resident's membership will lapse.

In exchange Zipcar would commit to a contractual obligation to run the car club operation at the development for a minimum of 5 years.

Zipcar will provide 1 year's free business account (usually £119) for any commercial entity operating from or in conjunction with the site at no further cost to the developer.

## Marketing Proposal

A free membership to Zipcar is an excellent marketing tool to utilise with prospective buyers who, due to low parking ratios and parking restrictions, are unable to have their own vehicle on site. We would market the free memberships as a benefit paid for by the developer that provides residents with a cheaper, greener more convenient alternative to private car ownership. In this way Zipcar adds real value to the development and is an excellent solution to the recurring problem of prospective residents not being able to have their own vehicle on site due to a lack of space.

Zipcar would promote its service to the residents of the Churcham House development through a number of ways.

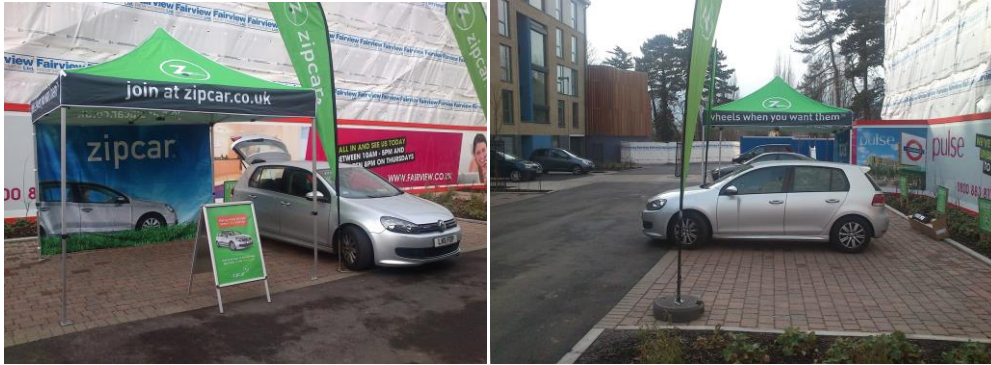
**Bespoke marketing material:** This would outline the offers your residents are entitled to. We find that this is crucial in generating early interest in the scheme; these would be part of each residents welcome pack. Additionally we would recommend that a mail shot is sent at a later date reminding residents of the service.

**Advertising within the development:** Zipcar would advertise within the development itself through posters and leaflets in communal areas.

**Launch day event:** Our promotions team are very experienced and have a number of fun and exciting ways to inform residents of the fantastic deal that Paul Mew Associates have secured for them. Techniques used by our promotions team include inflatable cars, vehicles

with video games in the back, balloons, banners and laptops that allow our team to show new members how the service works and assist in helping them sign up.

This approach would have the most impact if conducted at any open days or community events within the development.



## Vehicle Mix

Zipcar has a vehicle type for every occasion. This will ensure that your residents get the best possible service, and can find a vehicle to suit their needs. Zipcar membership also includes Zipvan membership – providing our members with convenient access to larger vehicles when required.

*Fuel, insurance and 60 free miles per 24 hours are included. Additional miles are 25p per mile (29p for premium vehicles and vans).*

Model	Weekday		Weekend	
	Hourly	Daily	Hourly	Daily
Polo	£5.00	£49.00	£6.00	£55.00
Golf	£6.00	£59.00	£7.00	£65.00
BMW 1	£7.00	£69.00	£8.00	£75.00
BMW 3, Touran	£9.00	£89.00	£10.00	£95.00
Transporter	£9.00	£84.00	£10.00	£95.00