

## Twickenham Station, Richmond



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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 10,000 vehicles across North America and over 1,800 across the UK. Zipcar now operates in London, Oxford, Cambridge and Bristol. 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 12 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

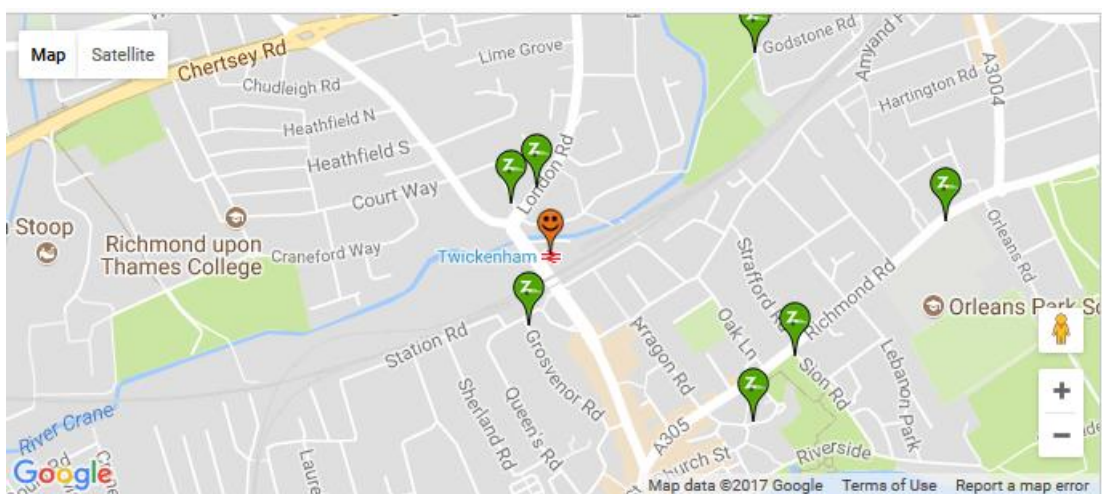
Zipcar has been operating in the borough of Richmond since 2005 and is now working in partnership with the council to provide car clubs on-street to residents. We currently have 52 vehicles in the borough and over 3,700 members. The cars are performing well, being used approximately 8 hours a day.

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 very good (approximately PTAL 5) 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 low parking ratio on site should ultimately ensure good uptake of the car club. We normally rely on a parking ratio of less than 0.7 to guarantee car club success.

As the map below indicates, there is a very strong network of Zipcar vehicles in the vicinity of the development and as a result, Zipcar would not seek to immediately add further vehicles on site, the existing network is more than sufficient to meet the car club needs of residents. However, as demand grows, we would evaluate the necessity to install a vehicle at the development when required.

## Existing Network



## Marketing Package

A Zipcar welcome pack for each unit that entitles the resident to one 'lifetime free membership' (Richmond Borough discount of £250 +VAT per membership). This comes to a total contribution of £28,750 (+VAT) for the 115 units detailed. This sum is to be paid in advance of first occupations.



Zipcar would also offer 1 free business account (usually £99+VAT per year) to *each* commercial unit operating from or in conjunction with the development, at no further cost to the developer. Each account has the option to add multiple drivers as and when the need is required and will be handled by an Account Manager who will be responsible for ensuring the smooth operation of the service and on-boarding new drivers.

In exchange Zipcar would commit to a contractual obligation to run the car club operation at the development for 20 years.

## 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 Twickenham Station 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.

## 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.

Model	Weekday	Weekend
	Hourly / Daily	Hourly / Daily
Toyota Yaris / Ford Fiesta	£6 / £54	£7.50 / £65
VW Golf / Ford Focus	£7 / £64	£8.50 / £75
Toyota Prius (PHEV)	£7 / £64	£8.50 / £75
Audi A3	£8 / £74	£9.50 / £85
Ford CMAX (7 Seater)	£10 / £94	£11.50 / £105
VW Transporter	£10 / £89	£11.50 / £105



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