

ANGUS COUNCIL

POLICY AND RESOURCES COMMITTEE

19 MARCH 2002

SUBJECT: SHAREAJOURNEY IN ANGUS

REPORT BY CHIEF EXECUTIVE and DIRECTOR OF PLANNING AND TRANSPORT

Abstract: This report seeks approval for the Council to purchase a Corporate Membership of Shareajourney.com Ltd, an Internet based car-sharing service. Corporate memberships are to be offered to other large employers within Angus to further facilitate car sharing in the area and contribute to the aims Local Agenda 21.

1 RECOMMENDATION

It is recommended that the Committee approve the purchase of a corporate membership of Shareajourney.com Ltd and offer corporate memberships to companies and other organisations within Angus up to a maximum of 2000 registrations.

2 INTRODUCTION

2.1 As part of the Council's commitment to sustainable development and Local Agenda 21, the Environment Strategy Group has been seeking methods of reducing single occupancy car journeys within Angus. Members will recall that as part of progressing towards a Green Transport Plan for Angus Council, the Council approved the adoption of a car share scheme for Council staff (Report 821/99 refers). This scheme has been running for some time and currently has 42 participants, not all of who have been successfully matched with a car-sharing partner.

2.2 In order to increase the chances of finding a suitable match for participants, there is a need to expand the scheme to outside the Council. This concurs with the Council's commitment to promote sustainable transport to the public as outlined in "Sustainable Angus", the Draft Local Agenda 21 Strategy for Angus. In addition, the Angus Local Transport Strategy identified that nearly 60% of travel to work journeys by Angus residents is by car. Car ownership in Angus as a whole is above the Scottish average, with high levels of car ownership and car dependence in many rural parts of Angus. The Local Transport Strategy also highlights the significant and increasing traffic flows on the A90 and A92 road corridors with strong travel links to Dundee, particularly daily commuter flows. The Car Sharing proposal will help the Local Transport Strategy to meet some of its aims and targets by widening travel choices for daily commuters as well as for some one-off type journeys for events such as football matches, concerts, etc.

3 SHAREAJOURNEY.COM LTD

3.1 The Travel and Transport Sub-group of the Environment Strategy Group have investigated various methods of expanding the Car Share Scheme. Shareajourney.com. Ltd was invited to give a presentation on their web-based system to the Environment Strategy Group. It was considered by the Environment Strategy Group that Shareajourney.com Ltd were offering a cost-effective automatic system which merited further investigation.

- 3.2 Shareajourney.com Ltd have offered Angus Council a Corporate Membership of up to 2000 registrations at a cost of £1,000 for a period of one year, after which, cost will be based on the amount of registered members. For example, up to 100 employees will cost £100, 101-200 employees will cost £200 and so on.
- 3.3 It is proposed that other large employers in Angus be invited to become corporate members and take up a share of the 2000 registrations offered. This means the Council will have paid for the first year's corporate membership for each participating company or organisation. Thereafter, corporate members will be responsible for paying the corporate rate for their employees registered on the scheme. Initial approaches to outside organisations have resulted in some expressions of interest and it is intended that other large employers be invited to join the scheme in due course.
- 3.4 The Shareajourney.com Ltd web page is fully automated and does not require any administration. However, arrangements will be put in place to enable employees without access to the Internet to participate in the car share scheme.
- 3.5 Shareajourney.com Ltd have recently enlisted Edinburgh Royal Infirmary onto the scheme and are also involved with helping to provide sustainable transport solutions for the Eden Project in Cornwall, one of the largest visitor centres in the UK. Other local authorities in the country are currently investigating joining Shareajourney.com.Ltd, however, Angus Council would be the first local authority in Scotland to implement the scheme involving other large employers in the area.

4 FINANCIAL IMPLICATIONS

- 4.1 The cost of the Council taking out corporate membership of Shareajourney.com Ltd is £1,000, plus another £500 for promotional items totalling £1,500. £1,000 will be met from Policy Led Budget money for Local Agenda 21 initiatives with £500 coming from the Economic Development Unit's Revenue Budget 2001-2002.

5 CONSULTATION

- 5.1 The Chief Executive's Department, Law and Administration and Finance Departments have been consulted in the preparation of this report. In addition, the proposal has been discussed by the Environment Strategy Group, which contains representatives from every department within the Council, and has been approved Chief Officers at their meeting of 5 November 2001.

6 HUMAN RIGHTS IMPLICATIONS

- 6.1 There are no Human Rights Implications in relation to this report.

7 CONCLUSION

- 7.1 This project contributes towards achieving the aims of a number of national and local strategies for sustainable development. By introducing this service, the Council will enable other organisations to reduce the number of single occupancy journeys within Angus thus contributing to a reduction in road traffic and subsequent emissions. Corporate membership of Shareajourney.com Ltd will provide a means of promoting sustainable transport to the wider community.

NOTE

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

AA/RM/SC
6 March 2002

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