

# Nottingham City Council Delegated Decision



**Nottingham**  
**City Council**

**Reference Number:**

1929

**Author:**

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**Department:**

Development

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**Subject:**

Car Plus Demonstration Funding Award (Integration theme): Nottingham City Car Club extension

**Total Value:**

£50,000 (Type: Revenue)

**Decision Being Taken:**

Permission is sought to accept the external award and commence delivery of the Car Plus Integration Demonstration project in line with the grant conditions.

**Reasons for the Decision(s)**

**In December 2014, Nottingham City Council (NCC) was awarded £37.5k revenue funding from the Car Plus Demonstration Funding programme under the Integration theme and a further £12.5k funding in March 2015 providing a total of £50k to:**

- Provide 4 additional car club vehicles (3 x hybrids/1 x electric);**
- Develop the Citycard smartcard as the "key" to car club membership with targeted marketing and membership incentives to encourage more residential and business users;**
- Create new Hire Hubs at 4 locations where users can interchange between bike, bus and tram and access Car Club vehicles or Citycard bikes to suit their onwards travel needs: Bulwell Riverside; the Forest Park and Ride; Queens Drive Eco Hub; and the Racecourse Park and Ride.**

**The project forms part of a programme of 10 national demonstration projects to develop car clubs in the UK and will contribute to wider NCC objectives that include:**

- Reduction in car dependency and congestion**
- Reduce business costs**
- Increase the use of sustainable travel modes**
- Reduce transport related carbon emissions**
- Increase access to employment opportunities for non-car owners**

**The additional funding will allow us to build on the initial success of the project and accelerate plans to improve integration between the City Car Club and other travel services via the Citycard. This funding will complement our existing business support activities funded through the Workplace Parking Levy (WPL) business support package and Local Sustainable Transport Fund (LSTF) and the development of smartcard services including Citycard Cycles and Cycle Hubs.**

**The grant funding will cover 72% of costs associated with the delivery of the demonstration project. With delivery required by end of September 2015 as a condition of the Car Plus Demonstration funding award City Car Club is well placed to deliver the required outcomes given that they are already providing a car club service in Nottingham eliminating any further set up costs. A 10% contribution of £7.08k has been secured from the City Car Club, Nottingham's contracted car club operator towards lease and operational costs of the new hire vehicles. The remaining £12.5k of match funding for cycle parking infrastructure at the new hire hubs will be funded from the 2015/16 City Cycle Ambition programme. No direct financial contribution is required from NCC other than officer time for project management and in-house communications and marketing activities using existing channels through web and social media.**

**£26,620 of the £50,000 grant is required by City Car Club towards the full costs of providing 4 additional car club vehicles to Nottingham's fleet (including 1 year vehicle lease, livery, telematics, insurance, maintenance, valeting, safety checks, bookings system and associated customer services valued at £25,080) plus £8,620 of membership and marketing incentives to boost membership and usage across the extended fleet. This represents 53% of the total grant award.**

Car Plus accreditation requires no vehicles are over three years old so City Car Club lease or purchase the cars for a maximum of three years. City Car Club will provide the vehicles to the Nottingham car club fleet for the 1 year specified for the agreement after which the vehicles would either remain in Nottingham if demand is there, or be deployed elsewhere in the City Car Club fleet for the remaining two years. The vehicles will be supplied with the necessary telematics equipment for them to be booked and shared as car club vehicles and members would have access to 24/7 help and booking systems. Vehicle costs also include comprehensive vehicle insurance and City Car Club have established credit lines with vehicle leasing companies and vehicle manufacturers to ensure value for money. The proposal with City Car Club will be formalised in a contract variation.

£10,880 of the grant funding will be retained by NCC for creation of the new parking bays (signage and lining) and in-house marketing activities to promote the scheme. NCC will also utilise the help of the Greater Nottingham Transport Partnership to promote the scheme to businesses in conjunction with the activities they already deliver funded through the LSTF programme. This would be supplemented by additional contributions from City Car Club in the form of staff time and commitments to reprint Nottingham Car Club marketing materials (currently uncoded).

The additional £12,500 grant funding awarded in March will be used to enhance the cycle hire and cycle parking facilities at the new car hire locations to improve co-location and integration of the City Car Club and hire bikes through the Citycard offer.

All spend and claims need to be made by 30th September 2015 and the project will be monitored through bi-monthly performance reports with finance reports to Car Plus due on 31st March and 21st September 2015. Jennie Maybury in Transport Strategy is the project manager responsible for the claims and financial elements of this project.

This report seeks approval to deliver the project in line with the approved funding bid.

**Other Options Considered:**

**Other options considered include:**  
**1 - Do nothing**  
**At present City Car Club has a 3 year contract to provide a car club service in Nottingham. There are currently 9 vehicles available for hire from 8 City centre locations. There has been positive take-up and growth of the car club membership since its launch in May 2014 in line with agreed targets.**

**The Car Plus Demonstration funding creates an opportunity to accelerate the expansion of the Car Club offer in 1 existing location and in 4 new locations providing 4 additional vehicles to create a total hire fleet of 13 cars thereby supporting more businesses and also providing hire points which are accessible to communities with low car ownership levels. Without this grant funding additional vehicles and hire points outside the City centre would have to be provided on a purely commercial basis and would be unlikely to come on stream in 2015/16.**

**As one of 10 demonstration projects selected for funding, participation in the programme will continue to raise the profile of Nottingham as a leader in integrated transport provision in the UK. Turning down the funding would risk damaging Nottingham's reputation as a national leader in innovative and sustainable transport solutions.**

**Background Papers:**

**Unpublished background papers:**

**Published Works:**

**Affected Wards:**

**Citywide**

**Colleague / Councillor Interests:**

**None**

**Consultations:**

**Date: 08/12/2014**

**Other:Councillor Jane Urquhart Portfolio Holder for Planning and Transport**

**The project proposal set out in the successful bid was agreed at Portfolio Holder meeting 8/12/14**

**Those not consulted are not directly affected by the decision.**

**Crime and Disorder Implications:**

Personal safety and designing out opportunities for crime will be considered for each of the car hire sites. Vehicles are fitted with GPS trackers and the cars are insured via the operator, City Car Club.

**Equality:**

Please login to the system to view the EIA document: Car Plus Demonstration Project EIA signed.pdf

**Decision Type:**

Portfolio Holder

**Subject to Call In:**

Yes

**Call In Expiry date:**

16/04/2015

**Advice Sought:**

Legal, Finance, Procurement, Equality and Diversity

**Legal Advice:**

This report does not raise any significant legal issues, however to accept the funding from CarPlus the Council must sign a grant agreement. That agreement includes the right for CarPlus to claw-back the grant if the money is not used for the agreed purpose. If funding is to be provided to City Car club the existing contract will need to be varied and an appropriate claw-back provision included. The Legal Services team can assist as necessary to prepare any required contract variation. Advice provided by Andrew James (Team Leader Contracts and Commercial) on 30/12/2014.

**Finance Advice:**

This decision seeks approval to spend £50,000. This cost will be met from external grant, and the Council has received confirmation of the grant funding award from Carplus Trust.

For the Council, the Transport Strategy Manager will oversee the activities, and will put in place measures to ensure compliance to the Carplus grant funding conditions to maximise the grant drawdown for costs incurred and to avoid clawback of grant funding.

Advice provided by Maria Balchin (Finance Analyst) on 30/12/2014 (updated advice provided 25/03/2015).

**Procurement Advice:**

As there are only 6 months of the current contract to go, additional set up costs makes the consideration of alternative providers impractical.

A detailed cost breakdown has been provided ensuring value for money.

Advice provided by John Watson (Category Manager) on 20/03/2015.

**Equality and Diversity Advice:**

The proposal is covered adequately within the EIA as to the Public Sector Equality Duty. The key issues remain accessibility and the opportunity that any scheme offers real choice and inclusion for disabled and older people in particular. An integrated transport system must benefit those who are most disenfranchised and it is vital that a review takes place to ensure that provision meets the spirit and intent of the Equality Act and the duty on public authorities set within it. Advice provided by Adisa Djan (Equalities and Diversity Consultant) on 23/12/2014.

**Signatures**

<b>Jane Urquhart (Portfolio Holder Planning and Transport)</b>
<b>SIGNED and Dated: 09/04/2015</b>
<b>David Bishop (Deputy CE, CD for Development and Growth)</b>
<b>SIGNED and Dated: 07/04/2015</b>