



INFORMATION SHEET

Community Engagement

A template for a community engagement plan when setting up a car club

Introduction

Car clubs are becoming more popular across the UK due to a number of benefits, not least those to the environment in terms of carbon reduction, and to the community in terms of providing increased accessibility options. Evidence from the [2017/2018 CoMoUK Annual Survey of Car Clubs, Scotland](#) sets out the following benefits that the introduction of a car club can bring (*results from the annual survey in italics*):

- Improve air quality and reduce carbon emissions - *car club cars in Scotland produce 45% less CO₂ tailpipe emissions than the average UK car.*
- Reduced private car ownership - *in the last five years in Scotland, car club members have sold or disposed of over 7,000 cars.*
- Reduction in vehicle miles driven - *car club members reported an average reduction in miles driven of 572 miles a year after joining a car club*

In addition, car clubs can improve accessibility by providing non-car owners with access to a car for journeys that cannot realistically be made by any other mode.

To ensure that local residents and businesses fully understand the benefits that a car club bring to their local area, it is important to engage with these key groups as well as other local stakeholders at the earliest opportunity when a car club is being considered. Typically, local people will be supportive in principle of a car club but will be concerned about the potential loss of parking, with bays being allocated to car club vehicles.

The following note provides guidance on engagement approaches to these groups and stakeholders.

Overview of process that needs to take place

Prior to making an application to the relevant authority for a Traffic Regulation Order (TRO) to request the allocation of car parking spaces, consultation and engagement on the proposals should take place. Good engagement will provide information on the car club and the benefits that it will bring to interested parties and reduce the number of objections to the TRO once it is advertised.

Consultation with affected parties

Mandatory consultation is required as part of the TRO (such as an advert in a local newspaper and a sign erected where the bays are proposed) but it is advised that engagement with other interested parties also takes place in advance to secure support and reduce the number of objections. The affected parties will be dependent on the proposed location of the car club vehicles' parking bays.

The table below sets key stakeholders and parties who should be engaged as part of the process.

| Interested Party | Area of Interest | Engagement Approach | Timing | Benefit | Effective Messages |
|--|--|---|---|---|--|
| Local authority - officers | Parking availability, road safety, community benefits, general advice. | One to one meetings. | At inception stage. | To gain advice and support. Understand local authority processes required and stakeholder approach. | Savings to the authority; Best practice examples; Benefits to the community; Environmental benefits; Reduced pressure on parking |
| Local authority - elected members | Impact on authority operations, road safety concern, concerns of electorate. | One to one meeting with relevant parties (where possible), or presentation to appropriate committee or cabinet. | At the earliest opportunity. | Gain support of local authority including cabinet members as decision-makers and elected representatives. | Cost savings to the local authority (if used for business travel) Reliance on car ownership reduced due to availability of other options; Low carbon vehicles in comparison to grey fleet; Benefits to environment and air quality; Reduced pressure on parking. |
| Members of Scottish Parliament / Members of Parliament | General awareness and potential good advocates. | Letter and follow-up meeting if required. | Following local political support. | High level advocate and notable champion for the scheme to promote local and wider benefits. | Environmental and air quality benefits; Community benefits of increased accessibility. |
| Community / town councils | Resident and business concern. | Presentation to group meeting, online information. | To tie in with fixed meetings at earliest opportunity. Suggested to gain support prior to circulation of communications to local residents. | To enable open discussion of benefits and address stakeholder concerns. | Environmental benefits; Reduced pressure on parking; Increase range of transport options; available to residents. |
| Local residents | Reduction of parking, not wanting a business operating from their doorstep | Leaflets outlining benefits, public meeting, online information including social media posts. | Following initial discussion with community leaders to enable initial concerns to be addressed in communications. | Provide high level information suitable to all highlighting benefits and alleviating concerns. | Increased accessibility options for local residents Reduction of pressure on parking Benefits to environment Potential to save members money if they have under-utilised cars |

| | | | | | |
|---|--|---|---|--|--|
| Businesses directly affected and business organisations | Impact to customers, deliveries, loading, etc. | Email to key contacts, online information, in person discussion with those most affected. | Following initial discussion with community leaders to enable initial concerns to be addressed in communications. | Develop understanding of benefits to local area and any specific benefits to businesses. | Reduction in pressure on parking |
| Other residents | Interest in opportunity presented. | Online information. | Raise awareness for future expansion potential. | To gain wider support for current scheme and assess support for future expansion. | Increased accessibility options for local residents Reduction of pressure on parking Benefits to environment Potential cost savings |



CoMoUK is a charity working to improve transport choices to help create inclusive communities, healthy people and a greener environment. CoMoUK supports all modes of shared transport including car clubs, bike share and micro-transit. Shared transport is continually evolving and innovating; we want to support and ensure that new modes of transport work positively for the public. CoMoUK believes that now is the time that we can start making positive changes to transport. Politicians, local authorities and other decision makers have acknowledged the need for change, and we want to be there to support these positive and innovative transport changes.

E: scotland@como.org.uk

T: [@Como_uk](https://twitter.com/Como_uk)

W: www.como.org.uk

CoMoUK is a company limited by guarantee (4429814), and also a registered charity in England and Wales (1093980), and Scotland (SC044682)