



Salisbury Shared Mobility

September 2022



Wiltshire Council

Why do we support car clubs?

- Reduce demand for residential parking and reduce car usage
- 1 car club vehicle leads to 8.5 private cars being taken off the road
- Allow people to travel by public transport, cycling and walking while using car club for occasional trips: saves money and reduces pollution
- Allow people to use the appropriate vehicle size for their trip e.g. bicycle, car or van



A growing SW network in 2022

Co Cars

50% of our
fleet is EV



Bude



Cranbrook



Axminster

Salisbury

Exeter



Exmouth



Plymouth



Totnes



Truro



Falmouth



Wiltshire Council

A not for profit
social enterprise

Salisbury
Hourcars joined
CoCars

35 cars in Exeter

2 cars in Salisbury

Existing provision: Co Cars



Salt Lane

Toyota Yaris hybrid (EV charger not installed)



York Road

Toyota Aygo X-pression

Pricing

Annual membership for residents:

- £30 individual
- £40 household

Business packages:

- £25 initial registration fee for up to 5 drivers
- £10 registration fee for each additional driver
- From second year, £10 annual fee per driver
- Discounts on residential membership and bike hire



Hybrid & petrol cars

Mileage is 21p per mile

Band 1: small

£ **4.25** /hour

£32 / 24 hours

Toyota Aygo, Hyundai
i20/i20

Band 2: medium

£ **4.75** /hour

£36 / 24 hours

Toyota Yaris

Band 3: large

£ **5.25** /hour

£39 / 24 hours

Toyota Auris, Toyota
Corolla

Vans

Mileage is 27p per mile

Band 6: vans

£ **9.50** /hour

£71 / 24 hours

**£100 / 7am Sat – 7pm
Sun**

Ford Transit

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Electric cars

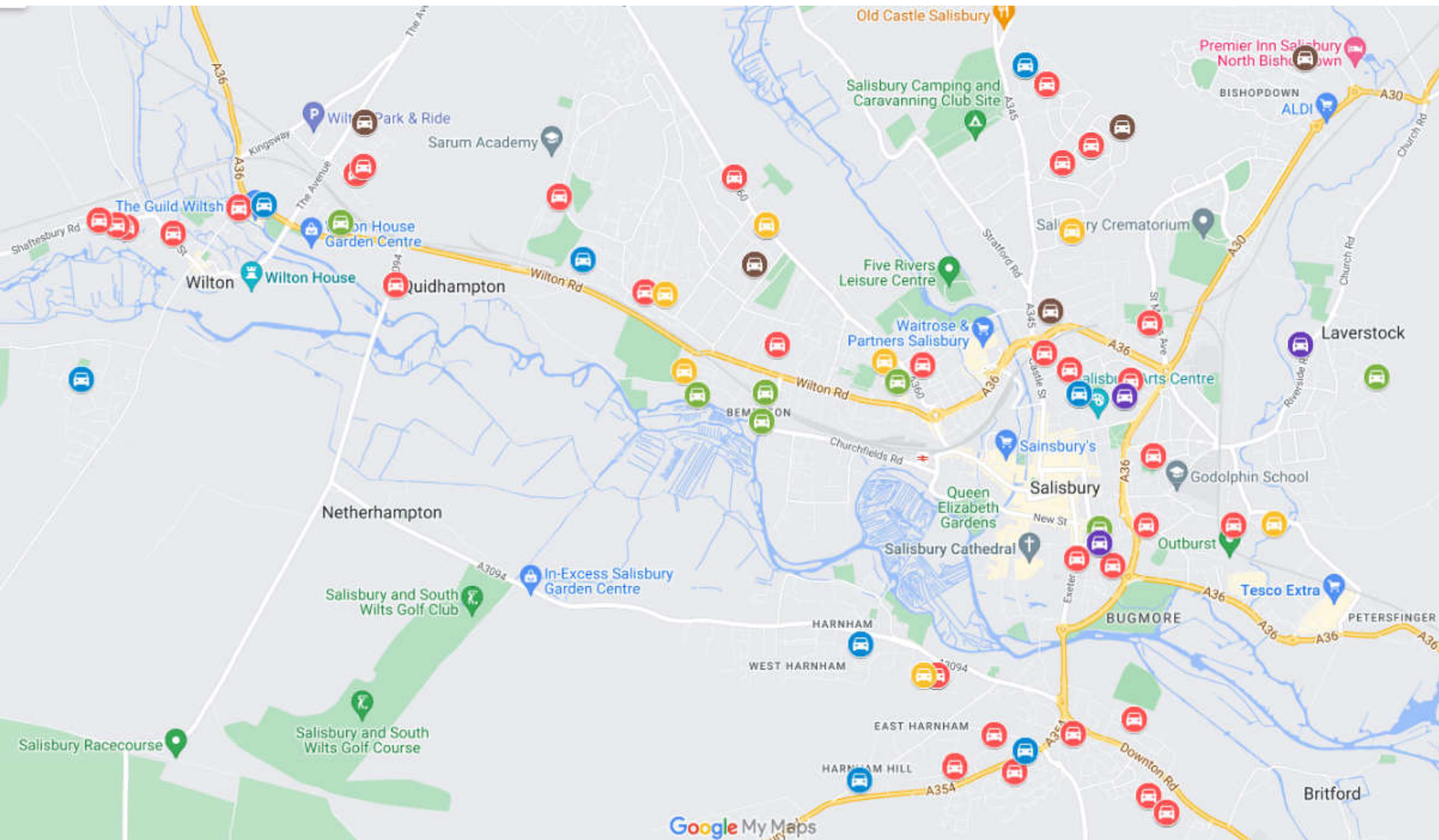
Mileage for Band 4 cars is 4p per mile.

Mileage for Band 5 cars is 10p per mile for the first 200 miles, 2p per mile thereafter.

Mileage for Band 5A Full2Full cars is 2p per mile. Cars must be returned with at least 90% charge*.

Band 4: small	Band 5: medium	Band 5A Full2Full
£ 5.75 /hour	£ 6.25 /hour	£ 5.00 /hour
£43 / 24 hours	£47 / 24 hours	£37.50 / 24 hours
Renault Zoe, Fiat 500e	Volkswagen ID.3	Selected Volkswagen ID.3*

Initial survey results: car club

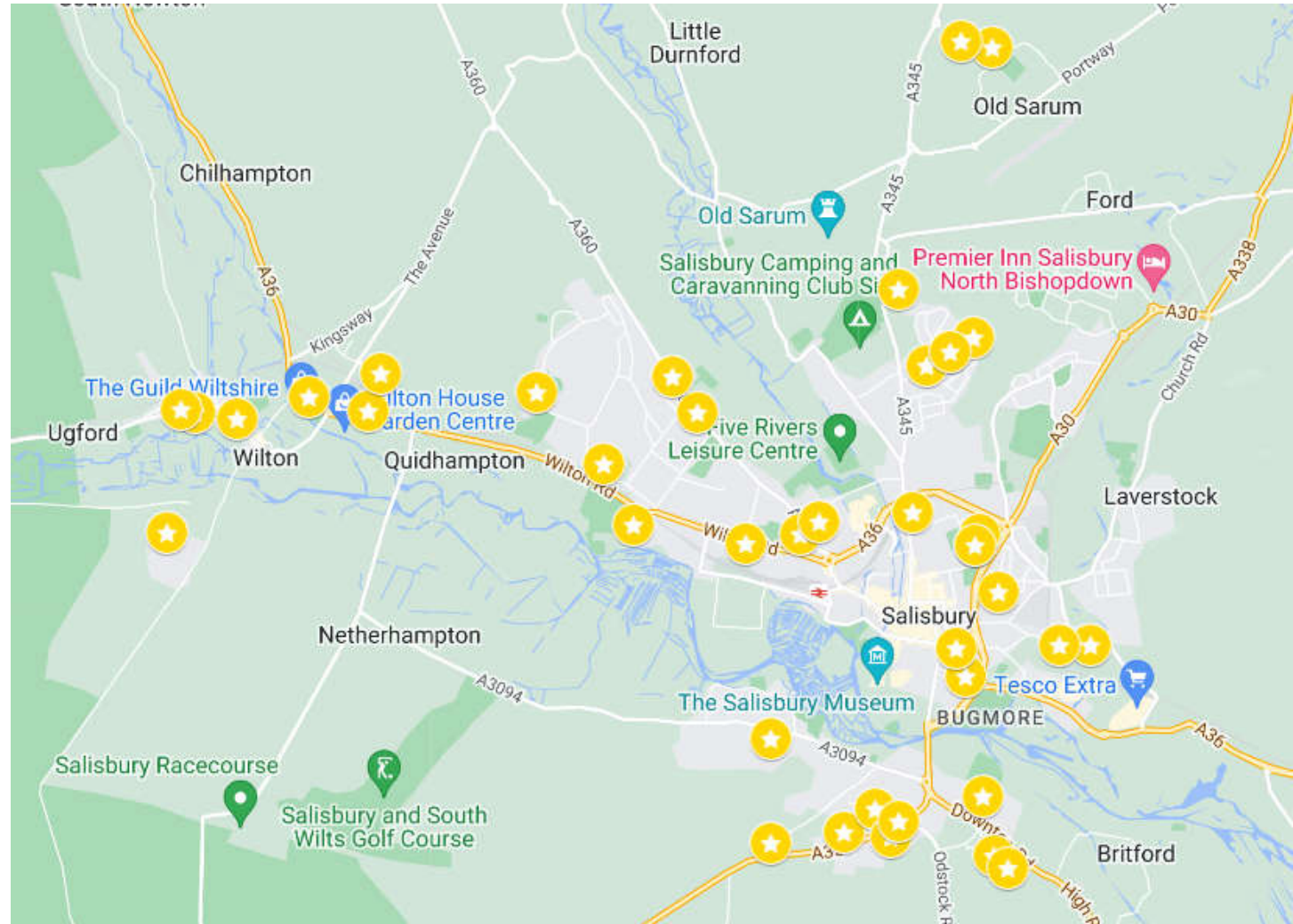


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Would joining an electric car club enable you to either get rid of a car you already own or not buy a car?

Indicator of demand:

- Not all potential customers will have seen survey
- Some people may decide to give up car after trying out car club



Further potential car club locations

- Brown St under £5k
- College St/Bourne Hill under £5k
- Wyndham Road area £5k-15k
- Wilton Shopping Centre (through development)
- Wilton Hill £15k
- Edgam Place car park, Quidhampton £30k
- Harnham business park development site £15k
- Bemerton Heath (Pembroke Road area) £30k
- Heath Road/Primrose Rd off Devizes Road £15k
- Bemerton Heath (India Ave/Canadian Ave) £30k
- Gas Lane area (£15k possibly through development)
- Paul's Dene (Castle Road bus lane scheme)
- Further development sites (as conditions) e.g. Netherhampton Rd

Confirmed Locations

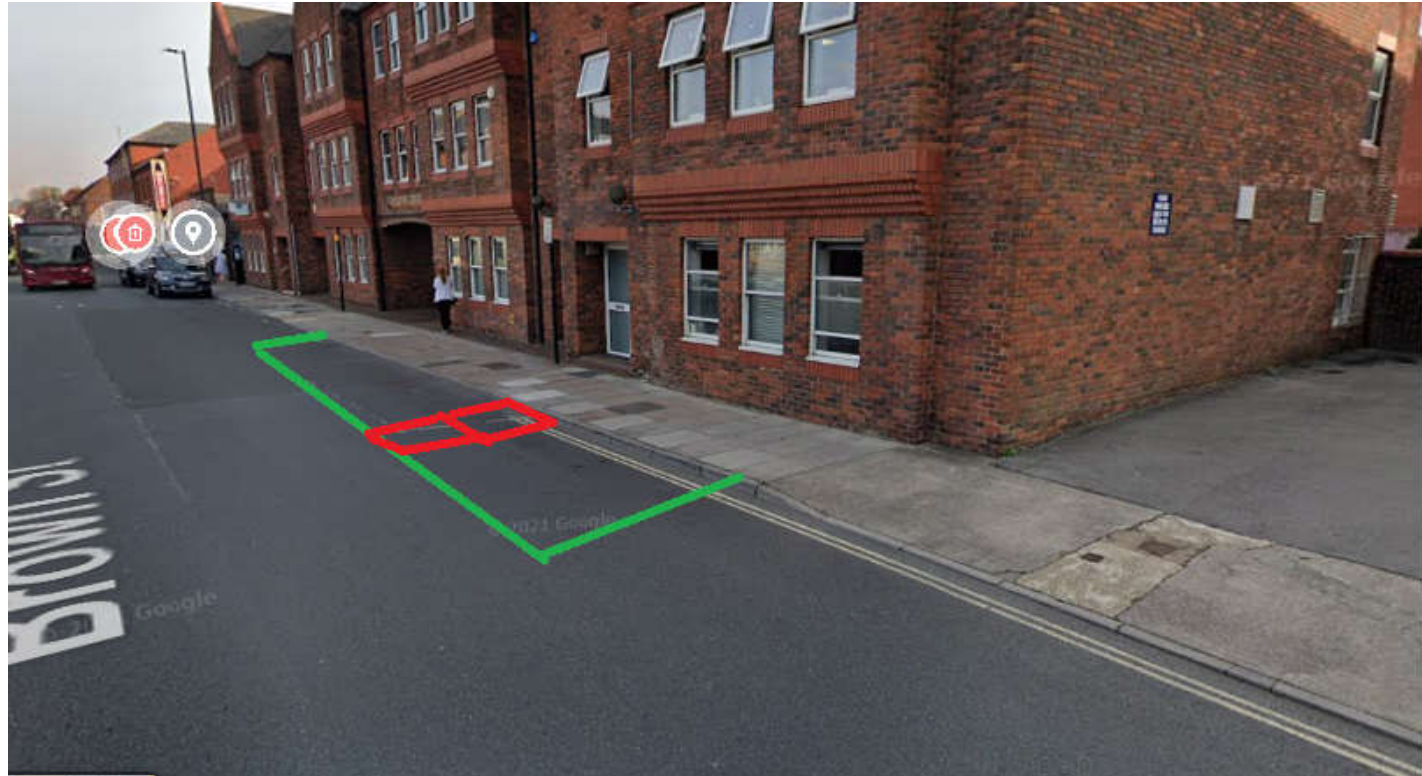
- Salt Lane – upgrade to EV?
- York Road – upgrade to EV?
- Salisbury Railway Station EV

Costs exclude TROs (these can be combined to reduce costs)

Costs may be lower for hybrid vehicles (but more difficult to justify for AQMA).

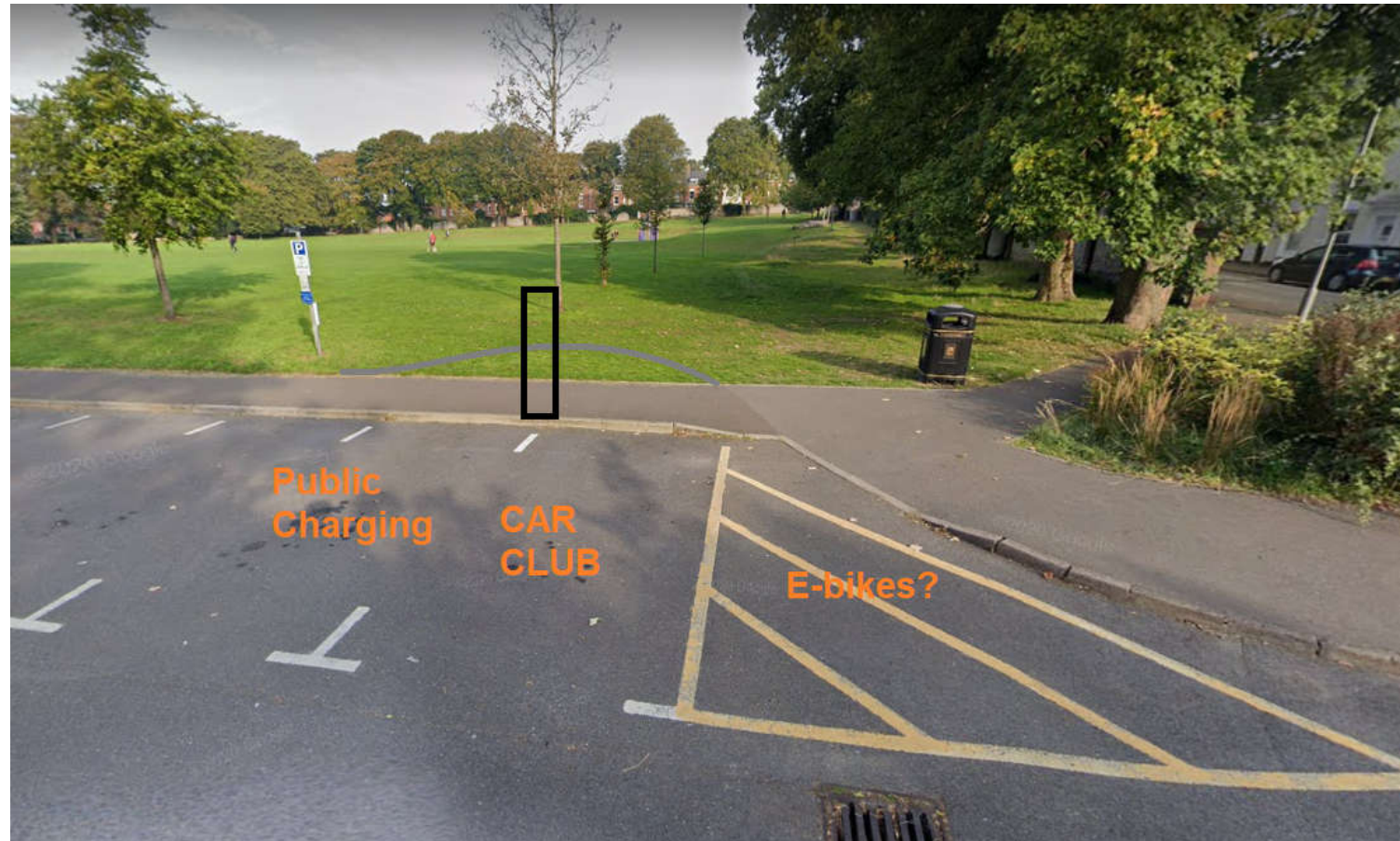
Brown Street

- Underutilised on-street parking adjacent to car park
- Provides 1 car club space + 1 public EV charging space
- Car Club charging excluded from county-wide contract
- Under £5k plus TRO



College Street car park / Bourne Hill

- Access Road is part of College St Car Park
- Potential use as pool car/pool bikes
- Under £5k plus TRO



Co Bikes

- Installed at Rail Station by SWR/Co-Bikes
- Part of Co-cars
- App driven turn-up and go electric bikes
- A-A or A-B trips i.e. bikes could be returned to dockless or docked hubs.
- Join & hired via App or online, 24/7 support and can pre-book in advance on the day
- Map in App, the map shows exact availability of e-bikes at any of the locations



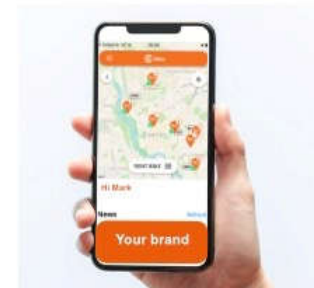
Co Bikes

Pricing

- Pricing from 50p per 15 mins (£2 per hour) using BikeRider 600 bundle.
- Discounted corporate pricing packages per company are available

Optional offers

- Corporate pricing offer for English Heritage staff etc.
- In App advertising direct to customers
- On bike Sponsorship and Advertising seen across the city



Co Bikes

Zero emission e-bikes are powered by
Good Energy 100% renewable energy

Maintained and cleaned by Co Bikes



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Other e-bike options

- Co Cars can also provide on-demand shared & for rent e-cargo bikes and also Co-Delivery a city wide e-cargo bike delivery service (www.co-delivery.co.uk).
- May be potential for child seats or other bike designs in future

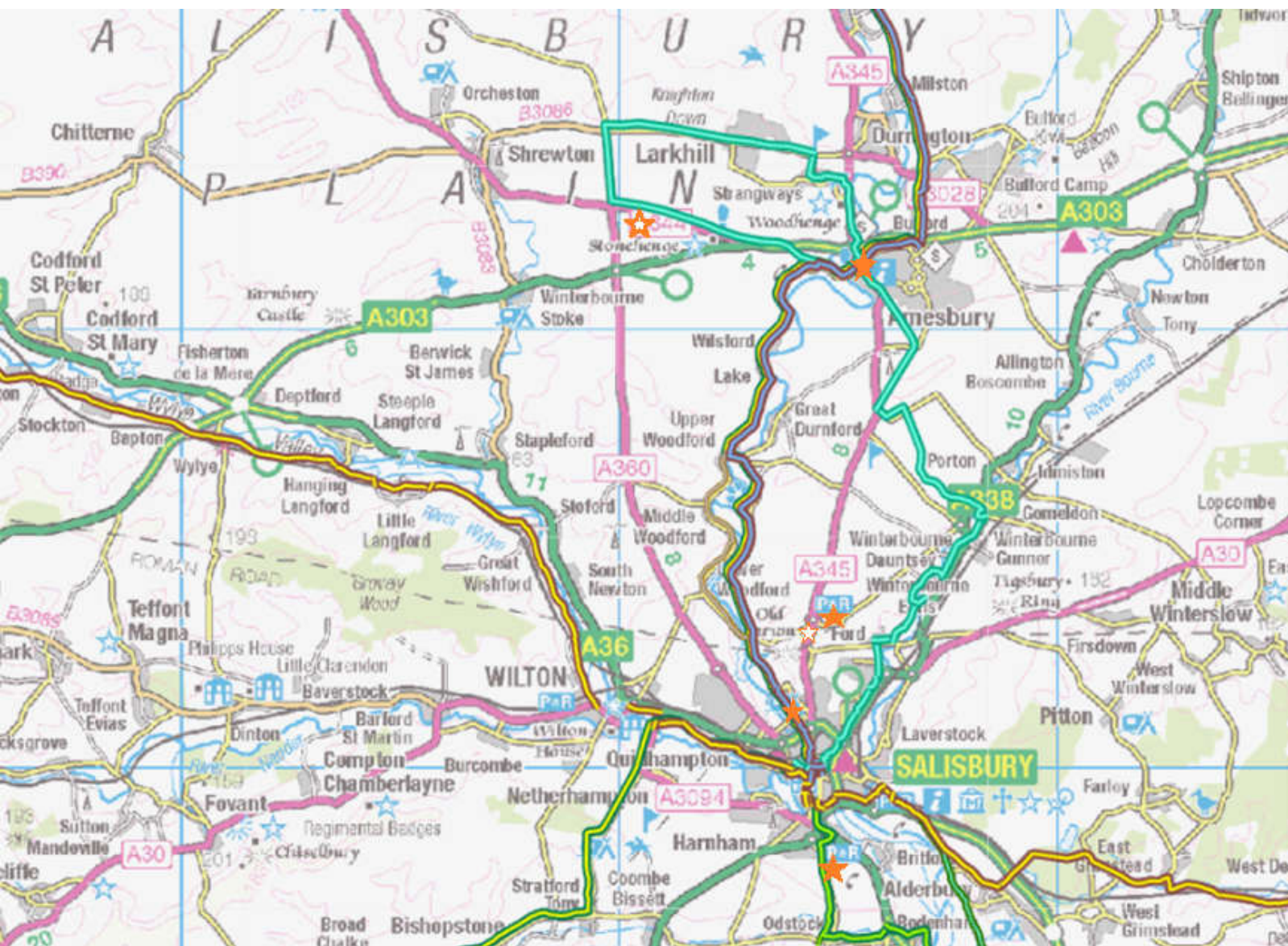


Potential Locations

- Stonehenge Visitor Centre
- Amesbury Museum
- Amesbury central car park (dockless)
- Old Sarum (dockless)
- Beehive Park & Ride
- Five Rivers Leisure Centre
- Coach Park/River Park
- Queen St, Salisbury (off Market Square)
- Fisherton Street Bridge
- High St/New Canal, Salisbury
- Cathedral Close (dockless)

Confirmed Locations

- Salisbury Railway Station
- Salisbury District Hospital
- Delivered through private agreements with SWR and Hospital



Stonehenge Visitor Centre

- to be negotiated with English Heritage

Amesbury Museum and/or Central Car Park

✓ National Cycle Network - Sustrans

- NCN 4
- NCN 24
- NCN 45
- NCN 403
- NCN 482

✓ Other Wiltshire Cycle Routes

- Salisbury - Porton - Stonehenge route
- Woodford Valley Inns & Cafe (NCN 45 link)
- Salisbury to New Forest Cyclway
- Alderbury to Downton NF link
- Wick Down NF link

✓ Wiltshire Cyclway

- Wiltshire Cyclway

Beehive Park & Ride

- Tourists
- Park & Cycle
- Toilets

Old Sarum

- To be negotiated with English Heritage

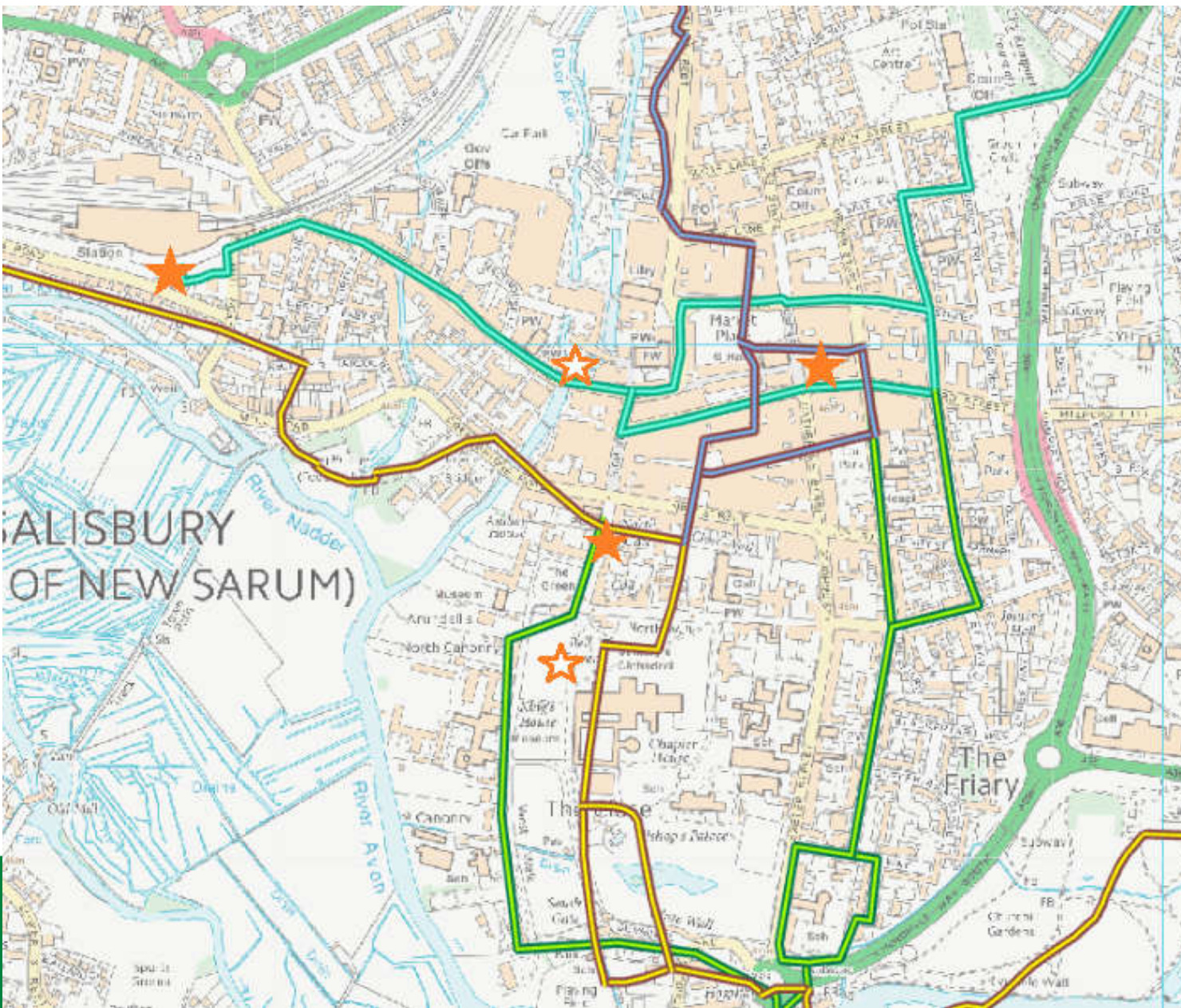
Five Rivers Leisure Centre

- Café/toilets, etc
- Recreation

Coach Park/River Park?

- Toilets, arrival point





Rail Station

- Tourist arrival point
- Commuters to hospital

Fisherton Bridge

- Dockless?

Queen St

- Layby in pedestrianised area
- Information Centre

High St/New Canal

- On pedestrianised area,
- Or on street?

Cathedral Close

- To be negotiated between Cathedral and Co Cars

Scheme Costs

- Approx £50,000 per site (10 e-bikes and 10 docks)
- Approx £550,000 for:
 - 11 stations (3 dockless/virtual + 8 docked)
 - 100 powered docks & 80 e-bikes
 - onsite groundworks & electrical installations
 - setup & initial operations, project management, etc.
 - Marketing e.g. free/discount vouchers
- Exact costs depend on groundworks & electrical installation (may be included with wider schemes where appropriate)

Initial sites: cycle hire

- Launch of first hire point at Salisbury Station
- Secure funding and agreement for further sites (in order of priority):
 - The unused parking bay in Queen St (pedestrianised) by Cotswold Outdoors.
 - High Street (with cycle parking stands allocated by CATG/LFHIG moved on street to the double yellow lines on New Canal outside Burger King),
 - College St access road
 - Five Rivers Leisure Centre
- National Highways designated funds or other funding sources for further sites
- Needs at least 10 sites to be viable

The challenge: cycle parking

- Apartments or terraced housing with no space for cycle storage and/or without direct access to the highway
- Developers may prefer (or only be able) to provide cycle parking off-site
- Workers and some shoppers needing secure covered parking



Cycle hangars: how it works

- Stores 6 bikes
- May be able to accommodate different types of bikes (e.g. cargo and standard bikes or integrate electric chargers)
- Fully managed scheme: book and pay through app
- Annual user fee = £20 - £50 (38p - £1 per week)
- Access via a key or mobile app



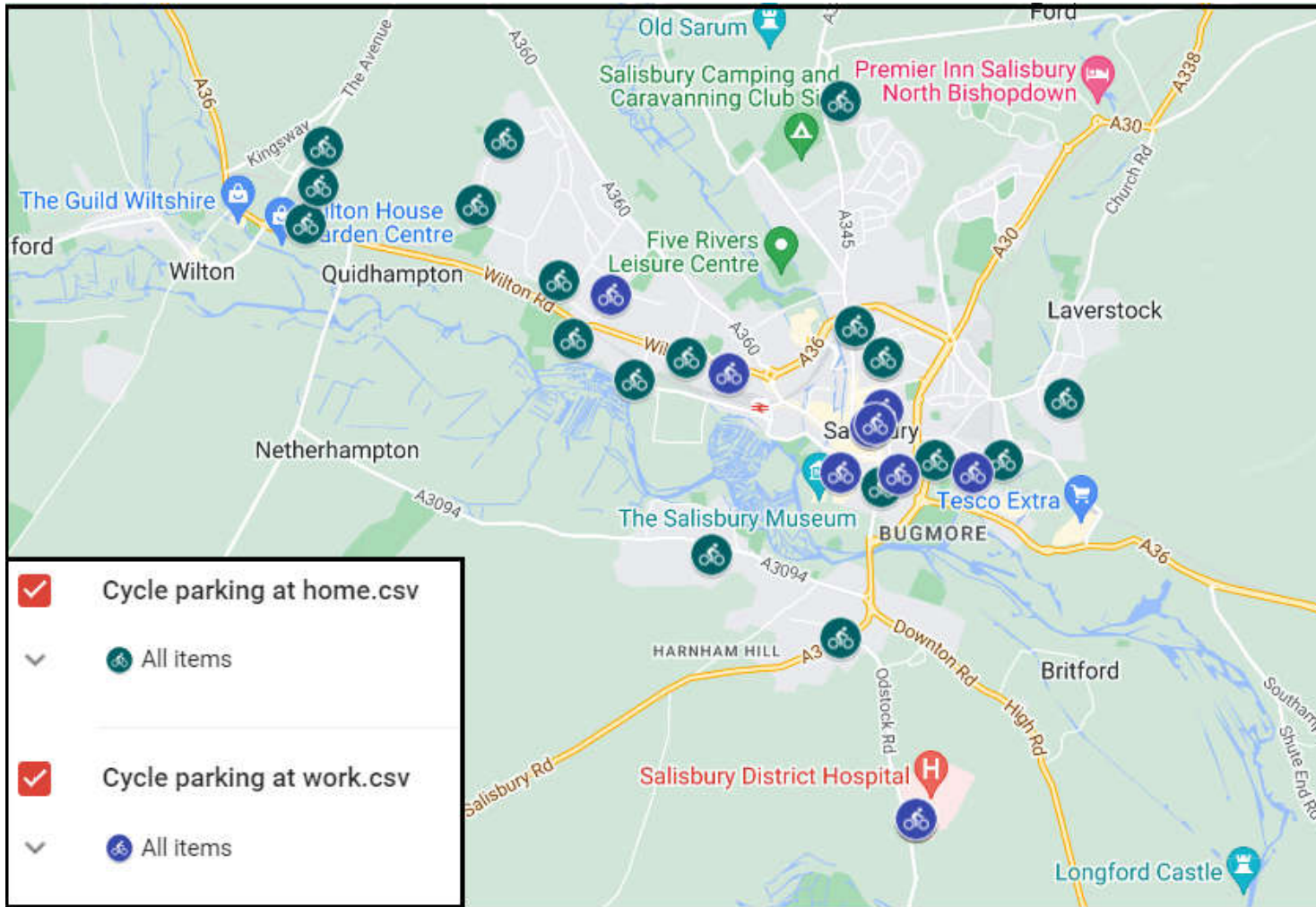
Cycle hangar costs & funding

Costs

- Hangar and installation: £4,000 - £5,000
- Management fee (app and key access)
- Annual maintenance costs
- Reactive maintenance costs

Funding

- LHFIG or other funding applications
- S106 contributions or conditions on new developments
- User fees: may be adjusted depending on maintenance costs/occupancy rates



Initial survey results: cycle hangars

Also potential at Maltings development site

Cycle hangar: proposed pilot locations

Up to 4 hangars to be located on street

City centre (combines residential, commuter & shopper; Air Quality)

(1 hangar is the size of 0.5 car parking space):

- St Anne St – on single or double yellow lines
- Park St – redundant 30 min parking bay
- Belle View Road – reduce size of 1hr parking bay
- Milford St (outside YoYo)

Next steps

- Check locations with WC and SCC councillors
- Applying for funding for car clubs, 1 bike hire site and cycle hangars through Defra's Air Quality Fund, with S106 match funding
- Traffic Regulation Orders for Car Club sites/letters to residents

