

# CarShare Wiltshire

WHY CONSIDER A CAR-SHARING SCHEME



Connecting  
**Wiltshire**

Travel made simple

Part of the Liftshare network



## INTRODUCTION

From humble beginnings, starting out in a turkey shed, over the years Liftshare has never waned from its mission – working to ensure everyone has someone to share a car with.

Since 1998 the networks of journeys added to Liftshare have increased dramatically – and over the years we have worked with Wiltshire Council on coverage across the local region.

This has grown considerably and we're looking at other ways to make sure the local community can travel more sustainably and reduce parking pressure and congestion in the region.

Among these pages we explain why you may wish to consider a car-sharing scheme for your organisation and just how we have been working with other organisations to achieve such an impact.



[carsharewiltshire.com](http://carsharewiltshire.com)

For more information

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# How to join Wiltshire's car-share scheme

Connecting Wiltshire has teamed up with Liftshare, the largest provider of car-sharing in the UK, to create [www.carsharewiltshire.com](http://www.carsharewiltshire.com). Car-sharing offers a sustainable travel option for the local community, reducing the number of cars on the roads, cutting pollution, parking pressure and helping individuals save money too.

The regional car-sharing service is free to use and is open to anyone over 18 – whether you're a driver or passenger the service works for you, allowing you to search for individuals going your way and helping you beat some of the daily frustrations on the roads.

Joining Carshare Wiltshire is easy. Simply head to the site [www.carsharewiltshire.com](http://www.carsharewiltshire.com) and click 'join for free'. You can

choose whether you register as an individual or as part of a private group.

Once you have registered your details, you will

need to activate your account. You do this by clicking on the link that we send to you on the account activation email.

Upon completing registration, the database searches for possible matches. When you have found a suitable match, you can then contact the member(s) using Liftshare's internal messaging system.

Liftshare guarantees that none of the details used in the registration process will be passed on to a third party.

“ Whether you're a driver or a passenger the service works for you... ”

### What's a private group?

This is a group that has been created for an organisation which only certain people can join; usually employees. Members who can join these groups are restricted by either email addresses or a password. Being part of a private group means that your initial search for a match will only check for other members of the same group, however you can then widen your search if you wish to the public group (Carshare Wiltshire). Both Dyson and Wiltshire Council have private groups.



# How much could you Save carsharing?



Did you know the average commuter saves around £1,000 a year car-sharing?

And, you don't have to share everyday - car-sharing is flexible and is proven to work even for those working shift patterns. What are you waiting for?

“ ...sharing the costs is perfectly legitimate and one of the biggest reasons thousands of people car-share daily... ”



## Halve your travel costs

Car-sharing can halve your travel costs – we suggest that drivers and passengers share the cost of fuel.

Drivers should not make a profit from sharing a car, this would invalidate insurance, but simply sharing the costs is perfectly legitimate and one of the biggest reasons thousands of people car-share daily.

Passenger contributions should be arranged before travel and should not exceed the running costs (including wear and depreciation) of the vehicle for the trip.

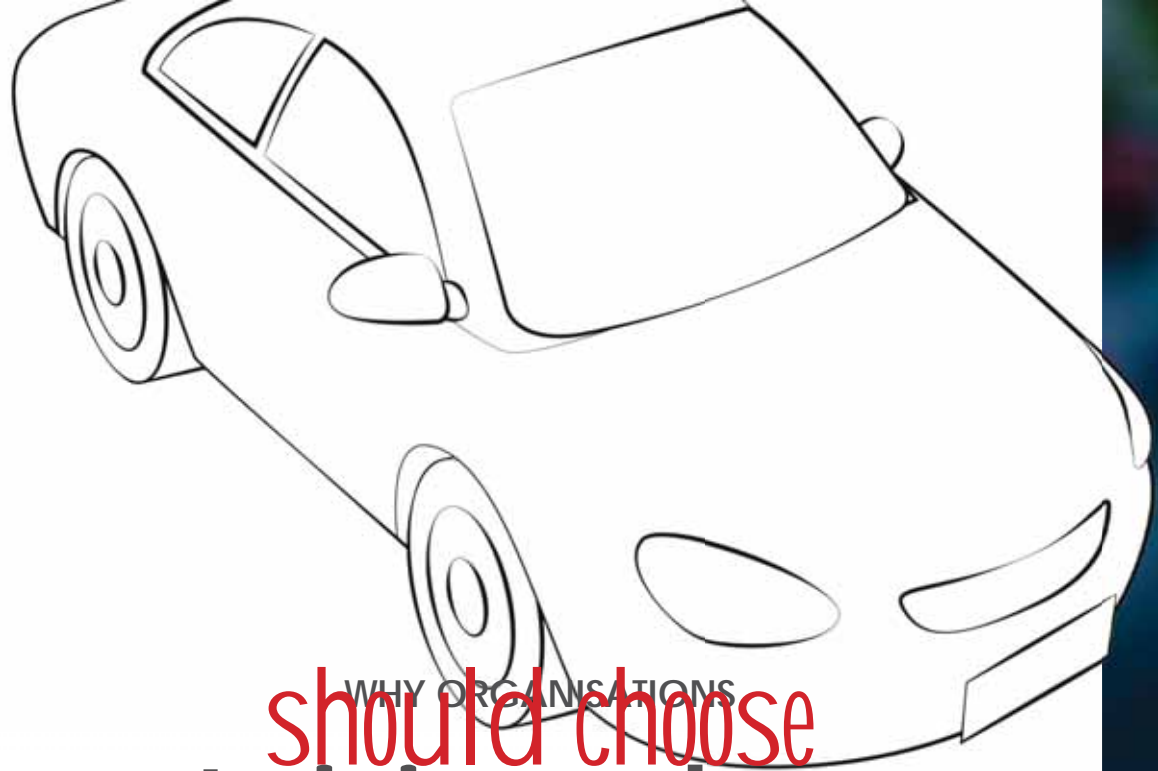
The savings calculator that can be found on the Carshare Wiltshire website can assist in working out an appropriate sum of money to compensate your fellow sharer(s).

“ ...the scheme genuinely saves me above £1,500 in petrol over a year, making allowances for holidays and times when you need to go in on your own because you work late... ”

## Be responsible

When it comes to travelling, every member is responsible for his or her own safety. However, we do recommend that members follow some simple security measures outlined below:

- Avoid exchanging home addresses with your travelling companion before you meet them
- Arrange to meet in a public place
- Inform a friend or family member of whom you will be travelling with, when and to where
- Make sure you show each other your IDs - staff passes, passports, or driving licences - so you know you're travelling with the right person
- You are under no obligation to go ahead with any car-share. If you have any doubts about your travelling companion, for any reason, you should avoid travelling with them



# WHY ORGANISATIONS should choose to join carshare WILTSHIRE

Car-sharing can play a major role in helping you reduce the costs and CO<sub>2</sub> arising from your business.

Advantages of a private group under the umbrella site of Carshare Wiltshire include:

- Branded site focused on helping employees on their commute; reducing single occupancy vehicle use and thereby reducing parking pressure. (The organisational scheme can also be used for one off trips)

- With car-sharing there is no expensive infrastructure. The two costs are investing in buying the right system and promoting it. In all our experience, promoting an organisational service is far more effective for your organisation than promoting the local scheme. A small amount of money invested in promoting your recognised brand reaps huge rewards as there is employee ownership, awareness and support.

- Having a group means your organisation...

- has access to the real time monitoring pages

- can therefore monitor the impact of any marketing

- can support the local community and reduce congestion

- can work jointly with the local council to maximise uptake

- can easily contact all their members

- can get access to the free mobile app for groups - branded to your organisation

- The typical benefit cost ratio of having a Liftshare scheme is >30:1

The exponential take up of an organisation focused scheme demonstrates the value that can be gained from providing a bespoke car-share solution for your employees as opposed to simply relying on the generic promotion of a regional website.

Other advantages ...

**Social**

- Encourages interaction/building friendships
- Saves time enabling opportunity to pursue personal interests
- Contributes to work life balance
- Personal feel-good factor and sense of well being
- Feeling of safety travelling with others
- Encourages social responsibility amongst members of staff
- Helps with rural mobility

**Environmental**

- Reduces CO<sub>2</sub> and NO<sub>x</sub> emissions
- Reduces travel congestion

**Commercial/Economic**

- Reduces parking demand and costs at key sites
- Invaluable for networking
- Learning new things about the company/sharing ideas
- Less congestion, less stress, potential increase in productivity
- Aids in delivery of travel plan objectives
- Focus on Corporate Social Responsibility targets
- Bespoke reporting tools enable capture of key management information
- Projected return on investment within 36 months
- Reduces travel costs for members of staff

The likely costs of a car-sharing scheme for your organisation include:

- Purchasing the Liftshare managed system
- Staff time (average of one to two hours a week) spent marketing and monitoring the system The Liftshare system removes the need to do any matching (this is automated), provides automated monitoring pages to cut the time needed to a minimum and gives marketing advice to help ensure marketing is done effectively.
- Providing incentives to encourage people to join the system and to share a car
- Providing marketing material to help raise awareness of the system

Local businesses referred through Wiltshire Council will receive a

**10% discount**



**LIFTSHARE IN YOUR POCKET**

Whilst responsive website designs deliver the Liftshare service in your pocket, we know that 82% of time on smartphones is spent via app; so app usage dominates browser usage across smartphones and tablets.

So we've created an app for you too! The brand new Liftshare business app is chock full of functionality and it...

- Rebrands to match your scheme
- Allows members to post and seek journeys
- Allows instant messaging between members
- Includes ratings and reviews
- Includes real-time notifications
- Allows members to edit/update profiles
- Allows members to update /edit existing journeys

The app works for both Apple and Android.



# Case File

## Great Western Hospital

### CAR-SHARE SCHEME

Following a board meeting of the GWH (based in Swindon), a decision was made to implement a car-sharing scheme for its 4,000 staff. The scheme proposed to cap how frequently staff can use the car park, to ease the pressure on the oversubscribed car park by encouraging workers to car-share or find alternative transport to use during the commute to and from work.



#### CAR-SHARING SOLUTION

Having investigated their options for car-sharing providers, GWH chose Liftshare and their LITE product. Based on Liftshare's existing customer base (which includes a great number of NHS organisations), easy to use software and support model, the decision was easy.

The Liftshare LITE product provided them with a solution that delivers a simple, white-labelled system to encourage car-sharing through journey matching, BUDI\* groups and savings calculations.

**Controversial, but successful**  
To encourage individuals to sign up to the Liftshare scheme, radical changes to parking were implemented. Before the car-sharing scheme was initiated 3,600 staff had parking permits, but there were only 1,800-spaces. Parking costs a mere £5 per month and was largely unrestricted. It was split as roughly two-thirds for patients, one third staff.

A tough and controversial decision was taken by the hospital to implement drastic changes. Fees for parking were hiked up to £1 per day. And staff were restricted to parking six days in a fortnight, except weekends, unless there were special circumstances.

All other times staff were encouraged to share cars or make their way to the hospital some other way. These moves freed up an average of 250 extra spaces for patients every day.

To help encourage car-sharing further, GWH introduced an incentive to the staff - awarding 6 weeks' free parking to the members of BUDI teams registering within a certain timeframe.

To assist staff with registration various events were organised, they included presentations demonstrating how to use the software, and for one day only a member of the Parking Administration team assisted individuals in registering. These events were well received.

GWH also displayed various sized Liftshare posters throughout the hospital staff areas. The PowerPoint presentation provided by Liftshare was an extremely effective aid; as well as being used for open sessions it was included on the hospital's intranet for all staff to view and provide them with instructions for registration.

#### The outcome

Overall the figures show that the Liftshare scheme has been successful, over 30% of staff have registered and parking pressures have eased. Whilst many staff did not choose the arrangement, those who now car-share are seeing the advantages and the hospital itself now has an additional 250 spaces freed up per day for patients as a result of their actions, not to mention the large savings of carbon dioxide emissions.

\*A budi team is a group of car-sharers that are connected with one another on the site