

## **Report to Partnership Meeting 13 April 2017**

### **RESEARCH AND STRATEGY DELIERY**

#### **Car Club Development Officer**

#### **Purpose of Report**

To update Members of an application to CarPlus for the funding of a Development Officer to support the development of existing and new car clubs within the HITRANS area.

#### **Background**

Carplus is funded by Transport Scotland to deliver the Developing Car Clubs in Scotland programme. They are currently awaiting final confirmation of their funding for 2017-18. As part of this programme, CarPlus are proposing to offer funding for Car Club Development Officers to help establish and support car clubs in new locations in Scotland. These staff could be used in one of two roles:

- To help develop a car club in a new location (e.g. securing parking bays; looking at the options for organisations to block-book vehicles; securing support of elected members, if relevant; tendering for an operator). If you are proposing to use this funding to set up a new car club, we would expect to see a proposed launch date for the car club before or shortly after 31st March 2018.
- To market and develop a car club that has just been launched. This funding is designed to establish car clubs in new locations. If an application is made for support for an existing car club, we would expect it to be significantly expanding its area or membership by 31st March 2018.

#### **Funding**

Funding is likely to be available from April 2017-March 2018. This funding (if successful) will need to be spent by the 31st March 2018. There is no requirement for match funding.

#### **Eligibility**

This fund is open to:

- Public sector organisations
- Community organisations
- Private car club operators

The funding can cover the salary of the Development Officer, as well as employer contributions for pensions and NI. CarPlus can only fund the post for time spent on car club development – we cannot provide 100% funding if you would like this role to cover other elements of work.

Funding will be provided from the date that the staff member starts in post, and must be spent by 31st March 2018. Therefore, if the member of staff is in post from 1st June, a maximum of ten months salary could be applied for.

Priority will be given to settlements with a population of over 20,000. However, applications that include one or more smaller settlements in addition to at least one larger settlement will also be considered, as will proposals looking at a grouping of smaller settlements in the same area. There is no upper or lower limit for applications. However, we would anticipate applications to be in the region of £15-25,000. The Development Officer role can be part-time.

The funding is designed to establish car clubs in new locations. A new car club should be launched before (or shortly after) 31st March 2018 or, if the funding is for an existing car club, there should be evidence of a significant increase in membership and/or area covered.

### **HITRANS Application**

Based on dialogue with Car Plus, The Highland Council and Moray Council in recent months, HITRANS has submitted an application for funding to cover a full-time Development Officer based with HITRANS in Inverness.

The Officer will be expected to support the development and / or establishment of car clubs in the larger towns in the HITRANS area liaising with partner organisations including local authorities and potential operators and planning for growth and development of the car clubs. The initial focus will be on developing the two schemes which have recently commenced in Inverness and working with operators who have expressed an interest in developing or expanding schemes in Elgin, Stornoway, Fort William, Wick and Thurso. The officer will also be expected to support the development of schemes in other locations such as Oban and Kirkwall.

A copy of the proposed job description is attached as an appendix to this report.

### **Recommendation**

Advisors are invited to provide comment on the application and proposed remit of the Development Officer.

#### RTS Delivery

Impact - Positive

Comment – Establishing new and promoting existing car clubs is identified in the updated draft HITRANS Delivery Plan

#### Policy

Impact - Positive

Comment – Establishing car clubs within the HITRANS area helps provide an efficient alternative for those without access to a private vehicle and provides alternatives to grey fleet for public and private organisations.

#### Financial

Impact – Positive

Budget line and value – Should the application be successful, the post would be fully funded through the CarPlus.

#### Equality

Impact – Positive

Comment –

**Report by: Neil MacRae**  
**Designation: Partnership Manager, HITRANS**  
**Date: 4<sup>th</sup> April 2016**

## Appendix 1

### HITRANS

#### Job Profile

**Job Title** Car Club Development Officer

**Service**

**Grade & Salary:** *to be graded*

**Location:** Inverness (with some travel throughout HITRANS area)

**Reports to:** HITRANS Partnership Manager / Local Authority Transportation Managers

**Responsible for**

#### **Job Purpose**

To support the creation and the development of publicly accessible car clubs in the HITRANS area while maximising the benefits to the wider community. To promote the car club concept to local authorities, to the business community and the general public within the HITRANS area. This will improve the range of transport options available so improving accessibility, and contribute to ambitions of behaviour change from private car use to more sustainable modes of transport.

#### **Main Accountabilities**

- Support the establishment of car clubs in the larger towns in the HITRANS area including Inverness, Elgin, Oban, Fort William, Nairn, Wick, Stornoway and Kirkwall by liaising with partner organisations including local authorities and potential operators and planning for growth and development of the car clubs.

#### **Outline of Main Duties and Responsibilities**

- Build a fuller understanding of demand for car club vehicles in the HITRANS area
- Develop the technical specifications for the creation of a car clubs in the larger towns in partnership with Carplus Trust, including careful selection of car club parking locations so that they are convenient for users, and steering the process to formalise these spaces as required (e.g. applying for TROs)
- Support (and help to expand if relevant) existing car clubs in Inverness, Findhorn, Forres, Mallaig and Arisaig.
- Engage with car club operators to establish the most effective business model each area, and if relevant, organise tendering process to select a car club operator or set up other mechanisms to operate the car clubs in partnership with Carplus Trust
- Launch the car clubs and develop marketing and communication activities including marketing and PR materials, use of social media and other communication means

- Promote the car club concept to local authorities in the area where membership would reduce the use of personal vehicles for business use and consider arrangements for block-booking vehicles and how these will complement the pool fleet if relevant
- Work with local authorities to manage changes in travel policy required to guide employees towards the use of car club vehicles where appropriate
- Promote the car club concept to the business community where they are located near to the vehicles
- Promote and raise awareness of the car club concept to residents and visitors across the region
- Liaise with key partners including Carplus Trust, local authorities, public transport (including ferry) operators and local business networks in order to maximise the potential of the car clubs in the area
- Attend relevant events and meetings in order to raise the profile of the car clubs
- Link into other sustainable transport activity that enhances and/or raises the awareness of the car club.

## **General**

The post holder may be required to perform duties other than those given in the job description for the post. The particular duties and responsibilities attached to posts may vary from time to time depending on the requirement of the Service without changing the general character of the duties or the level of responsibilities entailed.

The post holder may be expected to work evening and weekends.