

Report to Partnership Meeting 23 June 2017

RESEARCH AND STRATEGY DELIVERY

HITRANS Car Club Development Officer

Purpose of Report

To update Members of a partnership between HITRANS and CarPlus which has enabled HITRANS to fund a Development Officer to support the development of existing and new car clubs within the HITRANS area over the next 10 months.

Background

Carplus is funded by Transport Scotland to deliver the Developing Car Clubs in Scotland programme. As part of this programme, HITRANS have successfully applied for funding towards a Car Club Development Officer to help establish and support car clubs in new locations in the Highlands and Islands. These staff could be used in one of two roles:

- To help develop car club/s 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) with expectation of 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.

HITRANS Car Club Development Officer

HITRANS successfully applied to CarPlus for £27,500 to fund the appointment of a Car Club Development Officer for the Highlands and Islands on a fixed term contract until 31st March 2017.

Following a recruitment process and interviews on 29th May, the successful candidate was appointed to the position and is due to start in this role on 19th June 2017.

The primary functions of the officer will be 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.

They will be expected to support the establishment of car clubs in the larger towns in the HITRANS area including 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.

Postholders Main Duties

- 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.

Recommendation

Members are invited to note the report and consider opportunities for the new Development Officer to explore during the period of this partnership with CarPlus.

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 – The Car Club Development Officer post is fully funded by CarPlus through the Developing Car Clubs in Scotland programme.

Equality

Impact – Positive

Comment –

Report by: Neil MacRae
Designation: Partnership Manager, HITRANS
Date: 23rd June 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.