



Section 106 Developer Proposal

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Location: Cowards Lane, Codicote, SG4 8UN

Car Club Provision on New Developments

Co Wheels has many years of working with property developers, travel consultants, local authorities and housing associations to deliver bespoke car-sharing clubs for developments across the UK. We have partnered with many developments to help meet Section 106 / 75 and planning regulations that give their residents their own bespoke property development car club. Car Clubs are proven to be the lynchpin to supporting low-car lifestyles and support people to shift away from private car use to embrace active travel and sustainable transport by providing a flexible service to fulfil occasional trips not covered by other means.

We have successfully installed many vehicles in developments for shared residential use, whilst also allowing members to have access to our 600 cars and vans across the UK.

Co Wheels provide an alternative to car ownership that creates significant environmental benefits such as reducing car ownership, increasing the proportion of low-emission vehicles on the roads, improving air quality, and ultimately reducing CO₂ emissions.

About Co Wheels Car Club

Co Wheels is a national car club operator run as a Community Interest Company and social enterprise. Geographically, Co Wheels is the UK's largest car club and provides low emission, hybrid, and electric cars across 60 towns and cities.

Co Wheels is a pay-as-you-go car club which provides members with convenient access to cars via our on-line booking system. Each member receives a smart card which allows remote entry without the need to pick-up keys, or they can use the Co Wheels app to unlock the vehicles. Our outstanding customer service team provides 24/7 phone support to members.

Car Club Benefits



Reduces car ownership

On average, every car club car takes 32 private cars of the road in the UK



Increased active travel

35% of members cycle at least once a week compared to the 14% UK average

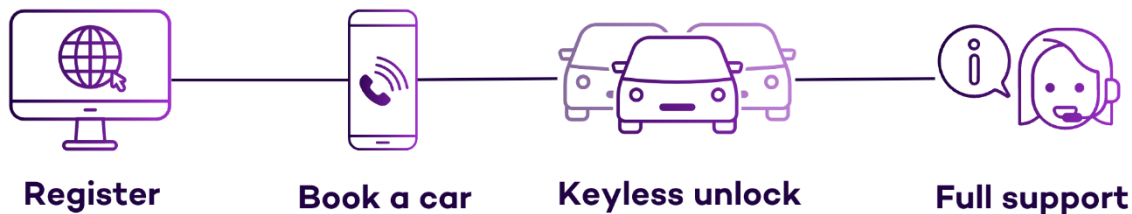


Increased public transport use

48% of members use public transport at least once a week compared to the 20% UK average

Hiring a car with Co Wheels

Our members join a community where they can book any of our cars on our online booking system and use the Co Wheels app or a smartcard to access them - no need for keys. At the end of their booking, members return the car back to its bay.



Co Wheels make using a car club affordable and accessible to everyone with a simple and great value pricing structure – what you see is what you pay with no additional insurance costs or booking fees for example - www.co-wheels.org.uk/pricing

The Co Wheels service

The Co Wheels pricing structure is all inclusive. Our service includes:

- Vehicle provision to meet requirements either on site or through our car club fleet based in convenient locations.
- Easy to use online booking and management for members.
- In-car telematics to accurately record trip time and distance.
- Smart billing system.
- Comprehensive insurance.
- Fuel & fuel card service.
- Servicing, maintenance and repair.
- Cleaning and vehicle safety checks.
- 24 hour helpdesk & outstanding customer service.
- Marketing support.

Advantages of using Co Wheels

- Choosing a social enterprise supports corporate social responsibility practice.
- Better value than traditional car club operations.
- Access to additional Co Wheels vehicles in the area.
- Access to our nationwide network of cars.
- Our aim is to make the operation financially self-sufficient.

Proposal for Co Wheels Car Club Provision

Co Wheels would be happy to provide a car club vehicle to the development in Codicote.

The initial proposal is for one car club vehicle to be supplied and operated on the specified parking space. If demand for the car club vehicle is high, additional vehicles can be added to increase availability as additional homes are completed.

If an EV is chosen this would require its own dedicated EV charge point to which it would be connected whenever not on a booking. The charge point would need to be 7-22kw and be able to be activated via an RFID card that would be supplied by the charge point operator and live in the car to allow each member to put the car on charge at the end of each booking.

Co Wheels and the developer are seeking to create a self-financing car club scheme that will be of benefit to all occupants and the wider local community. The scheme will benefit from additional promotional activities to engage residents.



Costs of providing the service

The current total cost for the three year provision of a self charging MG petrol hybrid would be **£24,990** or a fully electric MG4 car club vehicle would be **£29,700**. All costs are exclusive of VAT and valid for 28 days.

These costs would cover the lease costs of the vehicle, the telematics unit and all annual running costs* plus marketing support.

*Annual running costs	Breakdown Cover	Cleaning & Checking
Electric Charge Card/Fuel	SIM	Maintenance
Card	Online booking system	Insurance

Marketing

Co Wheels have a specialist marketing and communication team who would promote the service to residents of the development via a marketing plan based on experience of operating a number of similar schemes.

Marketing material: We produce specific marketing material that is focused on the needs of the site which would form part of each new resident's welcome pack. Signage can also be provided to be affixed at the parking bay to further promote the service.

Membership Incentive: Free membership of Co Wheels is a great offer to prospective buyers who, due to parking restrictions, are unable to have their own vehicle on site. We would market free memberships to provide residents with a cheaper, greener, and more convenient alternative to private car ownership. Co Wheels membership adds real value and provides a solution to the recurring problem of restricted parking space for residents.

We would provide a Co Wheels pack for each unit that entitles the occupier to our Standard Membership plan with no £5 monthly membership fee and £50 driving credit* at Co Wheels' cost, a value per dwelling of £230 over a three year period. This offer can be used as an additional incentive for the developer's sales team for any buyers or tenants and presented as an added incentive for living at the development.

(*Driving credit valid for two months from date of registration)

Contact Information

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