



Nestle's Avenue **London Borough of Hillingdon** **Markides Associates**

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David Lang
UK Property Developments

DD: 0203 004 7860
dlang@zipcar.co.uk

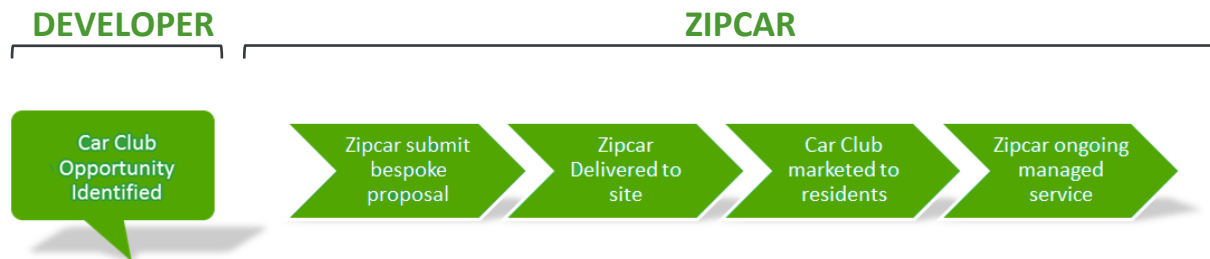


Zipcar & Property Developments

Zipcar works with an ever increasing number of Property Developers, Transport Consultants and Housing Associations across the UK to:

- ✓ Increase the likelihood of gaining planning permission on a site.
- ✓ Addressing specific Section 106 or Travel Plan requirements.
- ✓ Reducing the need to provide costly private parking.
- ✓ Act as a useful marketing tool to help sell properties with a limited parking provision.

Working with Zipcar – 5 Simple Steps



What is Zipcar?

Zipcar is a pay-as-you-go car club designed to provide members with access to cars and vans as quickly and conveniently as possible with the least amount of hassle. Our team is passionate about bringing this innovative concept to every urban street as a simpler, more efficient, more sustainable way to use a car.

2010

Zipcar merged with Streetcar and is the World's largest car-sharing club

Over 1,000,000 members
worldwide

6 UK cities

London, Bristol, Cambridge, Oxford, Glasgow & Edinburgh

London is the largest UK network with 1,500 bays; 5 times more locations than Starbucks!

Zipcar users are ABC1 adults aged between 25-44 yrs old.

71% use Zipcar for leisure/spontaneous & activities.

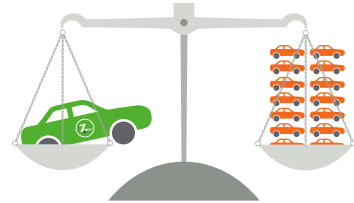
Zipcar users are urban-dwellers that like to explore the city & jump at the chance to engage with nature and the outdoors.

Members use Zipcar as an alternative to the costs and hassles of owning or hiring a car.

A Sustainable Transport Solution

A large proportion of your future residents may have a private vehicle, but may not really need one. They may commute to work using public transport and just have a car for occasional use. A relationship with the world's largest car sharing club would definitely assist in reducing the carbon footprint of your residents, provide a convenient and easily-used service, and save them a substantial amount of money.

Every Zipcar takes an average of 10-15 privately owned cars off the roads of the UK, because members often sell (or don't replace) a car when they join.



Zipcar is a service that benefits the whole community. We have found that car club members choose to drive a car less after joining Zipcar; the average car club member only actually clocks up between 403 and 414 miles a year which is significantly less than private vehicle owners. This is because they both make better use of public transport and think much harder about their transport options according to what they need to achieve and the cost associated with that decision.

Not only this but car club vehicles are typically between 10% and 33% more efficient in terms of carbon dioxide emissions per KM travelled, in comparison to the average car, because operators chose new and fuel efficient models.



Using Zipcar

The Zipcar process has been designed to provide simplicity and little administration – there are no depots or deposits involved (headaches typically found with regular car hire). Once the person has become a member there is no further form filling required to hire a vehicle anywhere in the world.



join



reserve



unlock



drive

Development Viability

Zipcar has been operating in the borough of Hillingdon since 2013 and is now working in partnership with the council to provide car clubs on-street to residents.

In our opinion a car club could work well at this location given support from the developer in the early phases of the development. The current proximity to local transport links is good (approximately PTAL 5) which is encouraging for the car club's chances of success, as synergy with public transport links is a key contributor to good car club performance. This makes it likely that the residents of this development will not need a car for work – essential to the success of the scheme.

The low parking on site should ultimately ensure good uptake of the car club. We normally rely on a parking ratio of less than 0.7 to guarantee car club success.

A developer funded marketing package will help ensure demand for the car on site; the more we are able to incentivise people to try the service, the more people will use it and consequently the time taken to reach commercial viability will be minimised. We anticipate 5 car club vehicles should be required. The first vehicle would be installed from the date of first occupations and the additional vehicles would be added to meet demand. When the first vehicle achieves a utilization 15% above the fleet average, for a period of 8 weeks, a second will be added and further vehicles will be added on this basis. If possible Zipcar would prefer the car club vehicles to be situated in dedicated bays in an accessible location – either privately off-street, or in conjunction with the Local Authority on-street (any Traffic Management Order costs associated with an on-street bay need to be met by the developer). This enables local residents to access the service easily whilst still providing a convenient option for the residents of the development.

Wherever possible the car club location must not be underground as phone signal is required to operate the service.

Nestle's Avenue Site Proposal

A Zipcar welcome pack for each unit that entitles the occupier to 3 years' free membership (usually £49.59+VAT per year) would be suitable for this site. This comes to a total contribution of £208,278+VAT for the 1,400 units detailed, which we would be happy to discount by 60% to £83,311+VAT. This sum is to be paid prior to the date of first occupation.

In exchange Zipcar would commit to a contractual obligation to run the car club operation at the development for a minimum of 3 years and offer £25 +VAT driving credit per unit at no further cost to the developer. A contribution of £35,000 +VAT from Zipcar.

Zipcar will provide 1 year's free business account (usually £119) for any commercial entity operating from or in conjunction with the site at no further cost to the developer.

Marketing Proposal

A free membership to Zipcar is an excellent marketing tool to utilise with prospective buyers who, due to low parking ratios and parking restrictions, are unable to have their own vehicle on site. We would market the free memberships as a benefit paid for by the developer that provides residents with a cheaper, greener more convenient alternative to private car ownership. In this way Zipcar

adds real value to the development and is an excellent solution to the recurring problem of prospective residents not being able to have their own vehicle on site due to a lack of space.

Developer communication

It is vital that the development's communications team promotes and supports the growth of the car club on site. Having a presence online either on the development website or through the residents' portal will ensure that all residents are aware of the transport modes and offers available to them and speed up uptake. Historically we have found most residents will use the service either to move into the property or for the subsequent furniture run within the first three months of occupation. Our marketing team will be able to provide copy or banners for the site, all of which will direct residents to a bespoke landing page educating them about the service.

Zipcar would promote its service to the residents of the development through a number of ways.

Bespoke marketing material: This would outline the offers your residents are entitled to. We find that this is crucial in generating early interest in the scheme; these would be part of each residents welcome pack. Additionally we would recommend that a mail shot is sent at a later date reminding residents of the service.

Advertising within the development: Zipcar would advertise within the development itself through posters and leaflets in communal areas.

Launch day event: Our promotions team are very experienced and have a number of fun and exciting ways to inform residents of the fantastic deal that the developer has secured for them. Techniques used by our promotions team include inflatable cars, vehicles with video games in the back, balloons, banners and laptops that allow our team to show new members how the service works and assist in helping them sign up.

This approach would have the most impact if conducted when any new vehicles were implemented on a site, or at any open days or community events within the development.



The Zipcar Fleet

Zipcar has a vehicle type for every occasion. This will ensure that your residents get the best possible service, and can find a vehicle to suit their needs. Zipcar membership also includes Zipvan membership – providing our members with convenient access to larger vehicles when required.

Our vehicles are best in class from an emissions perspective. A Zipcar lives in the fleet for a maximum of eight months, ensuring our members are driving the most modern and efficient fleet in any car club across the world.

Model	Weekday	Weekend
	Hourly / Daily	Hourly / Daily
Toyota Yaris / Ford Fiesta	£6 / £54	£7.50 / £65
VW Golf / Ford Focus	£7 / £64	£8.50 / £75
Toyota Prius (PHEV)	£7 / £64	£8.50 / £75
Audi A3	£8 / £74	£9.50 / £85
Ford CMAX (7 Seater)	£10 / £94	£11.50 / £105
VW Transporter	£10 / £89	£11.50 / £105

Fuel, insurance and 60 free miles per 24 hours are included. Additional miles are 25p per mile (29p for premium vehicles and vans).