



# **TISBURY ELECTRIC CAR CLUB**

## **SETTING UP A COMMUNITY EV CAR CLUB**

From picking your business model to your vehicle model, 8 modules to get you on your way.

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Starting an EV car club as part of a platform co-op:

Learning Goals:

- To understand the various components of a community car club
- To understand the reasons to set up a community car club
- To understand how to start your own community car club

Objectives:

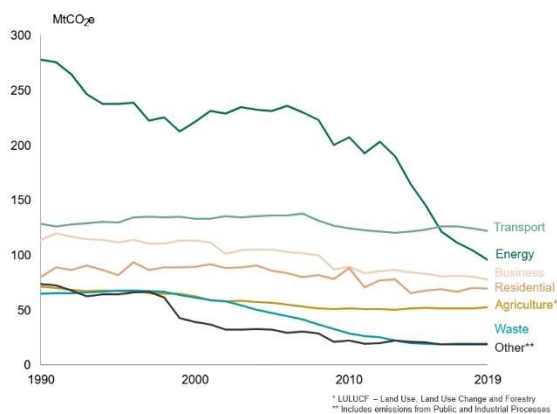
- To have worked through plans on starting your own community car club
- To know the next steps, you need to follow to set up your own community car club

## Module 1 Why:

People who are interested in starting an electric community car share are often motivated by a range of overlapping reasons.

They almost always are motivated by the desire to do something about climate chaos. It feels like a big intangible issue, and the individual scale of action can feel insignificant – if essential, but at a collective level it starts to make sense. It also creates a sense of agency when faced with a problem which seems so intractable.

And they are right to be focusing on transport as a way to address climate change. In the UK, domestic transport was responsible for emitting 122 million tons of carbon dioxide equivalent ( over 25% of the UK total ) <https://www.gov.uk/government/statistics/transport-and-environment-statistics-autumn-2021/transport-and-environment-statistics-autumn-2021> And an average petrol vehicle will emit 3.2 times more CO2 per passenger than electric car.



In the UK in 2019, the lifetime emissions per kilometer of driving a Nissan Leaf EV were about three times lower than for the average conventional car, even before accounting for the falling carbon intensity of electricity generation during the car's lifetime. <https://www.carbonbrief.org/factcheck-how-electric-vehicles-help-to-tackle-climate-change/>

Given that from the carbon emissions perspective it is important to move as many journeys as possible into cleaner modes of transport, car clubs can have a dual role:

- Replacing fossil fuel journeys with much cleaner EV journeys.
- Contributing to speeding the transition by creating pull pressure for the infrastructure as well as normalizing the new technology – something some areas might otherwise lag

But if you're interested in a community car club, or sharing transport, you might also be interested in reducing the total material impact of cars. In the UK 2.5 million new cars are sold every year.

Increasingly, these are electric cars until by 2030 they will, by law, have to be. But if we simply swap 1 to 1 all our existing vehicles for new ones that run on new energy sources, we miss an opportunity to at the same time reduce our impact on the material world, reduce the steel, aluminum, leather, glass, etc... and... embedded carbon. Because EVs still have embedded carbon (over the lifetime of the car compared to ICE this is accounted for), but one car per three households has less embedded carbon than one car per household.

It is ridiculous to consume so much material for a vehicle that is... parked for 95% of its lifetime!

# MATERIALS USED TO MAKE A CAR

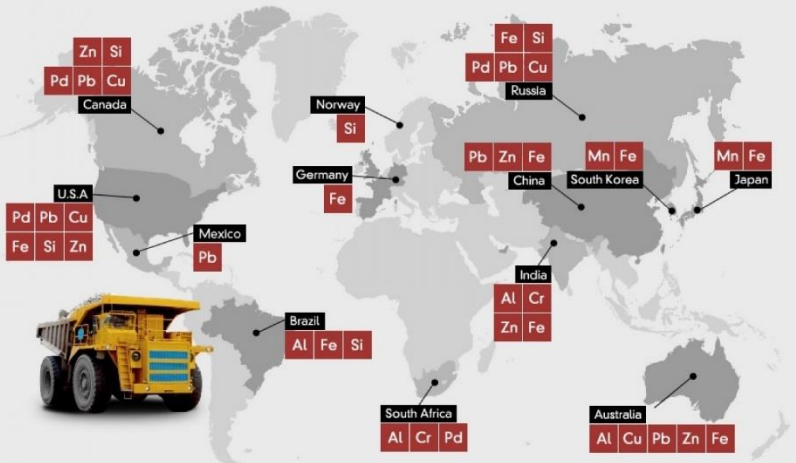


Leather							<b>Polyester (PET)</b> $\text{---CH}_2\text{---C(=O)---O---}$
Cotton	Stainless steel	Fe Iron	Al Aluminium	Pd Palladium	O Oxygen	C Carbon	<b>Polyurethane (PU)</b> $\text{O---CH}_2\text{---O---C(=O)---NH---CH}_2\text{---}$
Timber	Steel	Pb Lead	Cu Copper	Si Silicon	H Hydrogen	Xe Xenon	<b>Poly-carbonate (PC)</b> $\text{---CH}_2\text{---C(=O)---O---CH}_2\text{---C(=O)---O---}$
Natural Rubber	Quartz	Cr Chromium	Zn Zinc	Mn Manganese	N Nitrogen	Ne Neon	<b>Poly-propylene (PP)</b> $\text{---CH}_2\text{---CH(CH}_3\text{)---CH}_2\text{---}$

Natural

Polymers

## WHERE IN THE WORLD DO THE RAW MATERIALS COME FROM?



## MATERIALS IN A CAR

<b>Al</b> Radiator, intake manifold, cylinder heads, engine block, bumpers, wheels, body panels 	<b>Cotton</b> Car covers, car seat covers, seats 	<b>Natural Rubber</b> Tyres, wiper blades, engine mounts, seals, hoses and belts 	<b>Leather</b> Car seats, interiors 	<b>Steel</b> Car body 
<b>Stainless Steel</b> Car mufflers, decorative trims, exhaust silencers, catalytic converters 	<b>Xe</b> Light bulbs, headlights 	<b>Poly-ester</b> Seat covers, carpets 	<b>Poly-carbonate</b> Electrical insulator, decorative bezels, optical reflectors, laminated for bullet resistant windows 	<b>Poly-propylene</b> Bumpers, car batteries 

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Even as we look to reduce our carbon and material impacts and approach the natural and material world in ways that are likely to protect us from the worst outcomes of climate chaos, we can, at the same time consider ways of making our communities stronger. Developing a community car club can help people at an individual level as well as creating some of the infrastructure and collaboration that can benefit the community on the long term. Individuals can save money on their transport [[[stat]]], and importantly, can also be protected from the precarity that car dependency can bring. At the same time, developing a car club and a collective around its care can add an additional layer of community engagement. It can also be of benefit to existing community groups by helping them reach out of their existing demographic.

- Resilience building is most effective when stakeholders are engaged and invested—and in communities, the primary stakeholders are the people who live there. The people living within a community are the key to the crucial resource of social capital—essentially, the local relationships that make things happen.<sup>31</sup> They are often the most knowledgeable about the community’s opportunities and challenges, and best-suited to act on them through existing economic, political, and social relationships.<sup>32</sup> - <https://www.postcarbon.org/publications/six-foundations-for-building-community-resilience/>

By knowing our community, we are also able to identify local needs and work with local partners to support specific needs. In our case we have partnered with a longstanding welfare charity that helps bring down the cost to families in need even further.

Finally: sharing feels good. Going car free, when it is through choice rather than something forced on people provides a boost to their happiness.

<https://www.sciencedirect.com/science/article/pii/S2590198222001233?via%3Dihub=&s=03>

Bear in mind that at different stages you will have people joining as members for different reasons. Your initial core needs to be solid and consistent and united by values and purpose and desired outcome. But as you grow, the success of the club will depend on being welcoming to people who join for a whole range of motivations. Your early supporters might be people who have some spare money, think it’s a wonderful idea, but may not actually intend for any number of reasons. Some members will join to test drive the new technology. Some will want a backup. Some will be looking at their bills and looking for ways to save money. Some had given up on visiting their mother three hours away because their car was unreliable. Transport is like a utility – for everyone.

- **Connecting to why:** What are your reasons? What matters to you, why and how does that express locally? What are the specific needs that you can address?
- **DO: Finding purpose:**
  - o [https://drive.google.com/drive/u/0/folders/1rYo4xDU6SMQVn9Ijlc1jGIHWruQ\\_\\_dx](https://drive.google.com/drive/u/0/folders/1rYo4xDU6SMQVn9Ijlc1jGIHWruQ__dx)
  - o get clear that the team building this are aligned on why this is being done
- **Getting deeper:**
- Figures on Emissions from Transport - <https://www.gov.uk/government/statistics/transport-and-environment-statistics-autumn-2021/transport-and-environment-statistics-autumn-2021>
- Role of EV's in fighting climate change: <https://www.carbonbrief.org/factcheck-how-electric-vehicles-help-to-tackle-climate-change/>
- Car utilization is at 95% <https://fortune.com/2016/03/13/cars-parked-95-percent-of-time/> ; <https://www.racfoundation.org/research/mobility/spaced-out-perspectives-on-parking>
  - o Transport Poverty: <https://www.racfoundation.org/media-centre/transport-poverty>
- Materials in car manufacture: <https://accelerator.chathamhouse.org/article/reusing-and-recycling-car-materials>
- Community Resilience from social capital: - <https://www.postcarbon.org/publications/six-foundations-for-building-community-resilience/>
- Happy and car-free <https://www.sciencedirect.com/science/article/pii/S2590198222001233?via%3Dihub=&s=03>

## Module 3 – People, Haves, Needs, Ecosystem

Community projects are nurtured and maintained by passionate people who make the places they live in stronger, more resilient and at the same time contribute to a wider movement improving society and environment.

This is who you are. This is where you start. For a car club it can be very helpful to develop within an existing community organization. The existing organization will already have links into the community, as well as (ideally) be incorporated and have accounts going back 3 years so that insurers can see that there is a reliable entity involved.

In our case, it was a community energy organization (Nadder Community Energy) - one of 285 in England <https://communityenergyengland.org/> We are also working with community transport organisations interested in bringing car shares to the areas they already deliver transport services to. Our partners in Derwent Valley Car Clubs are part of their local community hub and volunteer service.

There are lots of other stakeholders in local transport that might be interested in facilitating, supporting, financing a community car share. Take the time to figure out who they might be. In our case we really benefitted from approaching:

- Our parish council – a proactive group of local residents with little funding, but local connections and able to grant permissions over land. In our area, some people spend 25% of their income just on transport and 25% do not have their own vehicle. Our parish council is also interested in

combating climate change and improving the resilience of the local area. Having their support was helpful when approaching the county council about leasing land.

- The local council (Wiltshire) – like many, has declared a climate emergency meaning they have an understanding of the urgency and necessity of tackling climate change. They are running to catch up with the implications of the declaration and have been incredibly supportive and receptive. They have buildings where they allowed us to connect our chargers and park our cars. There may also be funds dedicated to supporting initiatives like this, though they are unlikely to be large.
- Local businesses – the financial support of local businesses is an important ingredient, but so are their connections and local recognition. If you can get a sponsored by sticker by a local business, it helps create the sense that this is by the community for the community. Local designers made our flyers, local mechanic helped install the hardware in the car and we knew we might be able to sneak a job in in a hurry.
- Other community organisations: we started this whole thing by talking to the local community transport organisation, recruited people to help us distribute flyers through the monthly “green drinks” meetup, advertise our services in the local parish magazine, at the village fete.
- Local charities – through our partnership with a local hardship charity, we are able to offer additional discounts to drivers who need support with membership and hourly fees.
- We are helping GPs planning the location for their EV chargers.

Most important though, is understanding the demand for the car club in your area. The sweet spot seems to be somewhere around 60 members using each car for 4 hours a day (assuming a 2-car club). At that stage you can almost completely stop depending on volunteers and start paying for the administration. (Note – we are nowhere near that, but thanks to the technology, the work once established is not too much to handle)

Demand can be hard to assess. Until it exists most people struggle to imagine using it. Outside of cities people have little experience of shared cars. It is still useful to carry out as wide a survey as possible, in various different parts of the village, at various different events. The process of surveying is also a way of getting the word out about the project and starting to educate people about how the car club will work and finding more enthusiastic people to join the core.

- **Do: Stakeholder mapping:**  
[https://www.thegrassrootscollective.org/files/ugd/37a394\\_cd059eeb3f7e4d758adedc5679bc5ab4.pdf](https://www.thegrassrootscollective.org/files/ugd/37a394_cd059eeb3f7e4d758adedc5679bc5ab4.pdf)
- **Do: Transport Surveys:** [https://docs.google.com/document/d/1YxpR-1nqxaej7PcscSIKiYh\\_LMuE\\_w4S8h2JKUn2HdA/edit?usp=sharing](https://docs.google.com/document/d/1YxpR-1nqxaej7PcscSIKiYh_LMuE_w4S8h2JKUn2HdA/edit?usp=sharing)
- **Do: Virtual Car Share – once you feel you have a core of people who are interested, see if you can persuade them to log all their journeys in one week using a form like this one :**  
[https://docs.google.com/document/d/1YxpR-1nqxaej7PcscSIKiYh\\_LMuE\\_w4S8h2JKUn2HdA/edit?usp=sharing](https://docs.google.com/document/d/1YxpR-1nqxaej7PcscSIKiYh_LMuE_w4S8h2JKUn2HdA/edit?usp=sharing)

- Deal with Naysayers that cars: <https://www.cam.ac.uk/research/news/electric-cars-better-for-climate-in-95-of-the-world>

## Module 4 Cars, Parking, Charging

The people are the energy that make this happen. The cars are how people get from a to b. The cars need to be somewhere people can get them. That place needs to be able to power the cars.

The EV market is rapidly evolving. Depending on the grant or financing you get, you are unlikely to be able to afford the newest cars. The good news is that the secondhand EV market is also evolving.

You will need 2 cars to start off. A single car can easily be booked when you need it and anything that interferes with the sense of convenience will be an obstacle to adoption. Keep in mind also that each car could need up to 2 or 2 and a half hours to get back to a full charge so the “shadow” in which a single car operation would be out of action could be large chunks of the day.

**Model:** When looking for a car for your car club it is worth thinking of a model that is well tested and has a community around it. Both Nissan Leaf and Renault Zoe have been on the market for a few years and have active forums of users and mechanics that can usually help resolve many of the minor concerns so you will not have to waste your mechanics time (or your money on a mechanic). They are also probably the electric vehicles that break down and mechanics will be most familiar with as the most popular. Though it is worth having a chat with your local mechanic to see if they have a particular experience with a model of car.

**Range:** Range used to be the biggest concern people had when speaking about electric vehicles. The truth is new models are able to reach impressive distances without need for a recharge, and this is only getting better. However, unless you have a great deal, it is unlikely you will be acquiring the latest models. Figuring out exactly what suits you best will depend on the results of your survey and your local knowledge.

We bought 2 cars:

- A 2018 Zoe with a 22kwh battery and a top range of 70 miles give or take (more on this later)
- A 2020 Zoe with a 44kwh battery and a top range of 190 miles give or take

The vast majority of the journeys our users undertake are below 70 miles, with the average at 49 miles return. The additional range is unnecessary for most of those journeys. For a while the longer-range car was getting far more bookings than the other car and on one occasion a user who wanted to do a 280-mile round trip journey had to borrow the vehicle with a shorter range because the other one was occupied. However, we swapped the cars locations around, and asked our members to be considerate and only use the large range if they needed it or the other wasn't available, at utilization is coming closer to the same for both.



We do have a few long range drives every month, these are by committed users who have become adept at negotiating the charging infrastructure of the world at large – namely through zapmap.

- Additional note, if you can avoid cars where you are also paying a lease on the battery. No newer vehicles have that anymore, but it does add a line to your expenses and a complication to the admin.
- With our software we can set a 2-hour window after the car so that it cannot be reserved ahead of time within 2 hours, but, once the car is returned the car becomes available because it allows the new user to see how much battery time is left, so they can decide.

### **Location:**

Knowing your area and establishing good working relationships with your stakeholders will be essential to securing the right locations for your cars. If there is an appropriate central location (or central to your user base – people are reluctant to walk further than 10/15 minutes for regular usage) you could have both cars in one location. This would save you on the installation costs of the charging infrastructure.

In our case, we have 2 locations, to make life easy to 2 population and use centers. One is in the car park of Wiltshire Council's Nadder community center at the top of the hill. It is in easy reach of the two residential areas there and the other car is at the bottom of the hill in the Village Car park, just off the high street and in proximity to the 2 other main residential areas. The distance (and gradient) of the journey seems to have a bigger impact on car choice than the range of the car.

You have to reach an agreement with the owner of the land to let you install charging infrastructure and take up one or 2 car parking spots. This is easier in our experience if it is a council with a climate and transport interest. Funders may also want to know that any infrastructure they pay for will remain in place for the long term and this is easier to guarantee with council owned property.

Try to make it a visible place so that users feel safe returning at night, and so that the car itself constantly acts as an advert for itself.

If the parking spot is on a public road, this could slow the process as permissions for road markings can take a while.

*It is essential* that the location has access to 3 phase electricity. Without access to 3 phase electrical supply, you will not be able to install a charger with the capacity required to charge your car up quickly.

### **Chargers, what you want:**

You need to be installing at least 22kw chargers. Anything less and the “shadow” cast by a booking will have to be much longer as you wait for the car to charge. Roughly: divide the capacity of the charger by the capacity of your battery to find out how long it will take to power the battery back to 100%. On the 22kw charger our newer Zoe takes about 2 hours to go from empty to full, on a 7kw charger, that becomes 7 hours. This formula is not perfect and faster chargers will not necessarily charge all cars

faster if the car cannot accept the higher wattage. Most cars will also charge to 80% faster and then slow down for the final 20%.

The charger that we installed is modular. As well as the actual interface where the car's charging cable goes in, it has a "hub" to run the software, which can process up to 20 further chargers in that location. You may not be thinking of expanding but having the possibility to develop the EV infrastructure might be an advantage later on.

You need to have 22kWh charging facility at least – although it is worth noting that your vehicles will also act as a limit on the charging capacity. The faster the car can recharge the faster it can be hired out again!

### **Chargers, how to pay:**

We have 2 chargers. The village car park charger was installed and is managed by Charge My Streets. We pay a monthly subscription that has an allowance of kWhs. They paid for the installation, which includes a charger for the car club, and a charger for the general public. Both are type 2 22kWh. When the charger needs a check-up or to be turned off and on (power cycling), one of our volunteer team are able to do that directly, potentially saving Charge My Streets a callout fee from a maintenance firm.

We manage the charger at the community center ourselves. It is the same hardware as the Charge My Streets charger – the EO Genius with a hub. It is a type 2 22kWh charger which is connected to a hub inside the community center. The set up could be expanded if we needed to add more chargers for more cars, or if the council wanted to. We pay the council for the electricity at our meter (not the electricity that the software tells us has been used to charge cars, because there is additional electricity consumed by the setup for the Wi-Fi, the lights on the charger, the hub.

There is no getting around the fact that chargers are a hefty capital cost. The bulk of this cost is not associated with the technology, but the install itself and is hard to predict exactly how much it can be. This will depend on things like how far the charge point is from the 3-phase supply - which will inevitably involve digging a trench. Expect it to be at least £8,000. Each car needs its own charger, though if they're on the same location that doesn't mean twice the install costs as they can share the digging and infrastructure work.

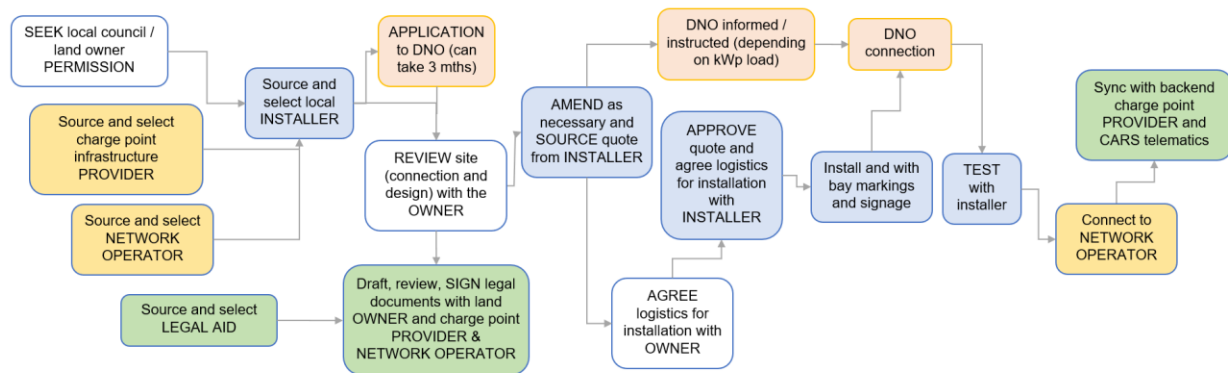
The other approach is to partner with installers or charging networks. In our case, we partnered with Charge My Street <https://chargemystreet.co.uk/> they installed a double charger. One was for the general public and the other is reserved for the Tisbury Electric Car Club. This significantly reduced our outlay, while it meant that they had a guaranteed user for their charger. We do pay a monthly membership fee, but in our case, it has been completely worth it.

Many councils are also looking around for places to install new elements of the EV charging network and getting involved with their decision-making process would be very worthwhile as they also want to see adoption and having a guaranteed user could help them make the case.

## Chargers: process

Whether you go it alone or facilitate for a partner provider, it is useful to know the steps you will have to follow.

### Knowledge sharing saves time and money - charge points



Catherine Allinson – Future Earth

- Cars
- **Do: Go virtual shopping**
  - o **When it comes to it, though, approach local dealerships as well. They are constantly turning over cars as people on leases return theirs to upgrade**
  - o <https://www.theaa.com/used-cars/electric>
  - o <https://www.autotrader.co.uk/cars/electric>
- Parking/ location

- **Do: Google Map tour – input potential sites**  
<https://docs.google.com/spreadsheets/d/1osJbWM1idEYQ9AmxOFpj0yuLwKseTL-6499jB8eqgk8/edit?usp=sharing>
- 
- **Do: Walkabout/ Cycle tour – input potential sites**  
<https://docs.google.com/spreadsheets/d/1osJbWM1idEYQ9AmxOFpj0yuLwKseTL-6499jB8eqgk8/edit?usp=sharing>
- Charging
- **Do: Contact potential partners – e.g... Charge my Streets**
- **Do: Contact municipality see if they can add chargers to planned ones, or add to existing**
- **Do: Get in touch if you want to see legal docs for location and charger rents**

## Module 5: Booking, Access, Collecting Money

You now have all the raw ingredients to make the community car club hum, but you need to help them all interact. So: how do you get the people into the cars, and the money into your bank?

At Tisbury Electric Car Club, we are members of a larger cooperative – The Mobility Factory. All 35 car clubs use a collectively owned software that allows users to book their cars, open their cars, and pay for their usage from their phone.

We have an app or a web app which our users log in to when they want to make a reservation, when they want to open the car and start their reservation, when they want to close the car during the reservation, and when they want to end the reservation. They can also extend the reservation through the app.

Because we do live in a rural area, though, users can also access the car by tapping a fob on an antenna just under the driver-side windshield in case they are in an area with low reception.

There are lower tech, lower cost alternatives. Some of the most successful community car clubs in the UK use shared calendars to book cars, time sheets to log times and distances to then send out invoices, and key-safes to provide access. We decided to use a system that reduced the workload on volunteers (no tallying up money owed, no invoicing, no chasing invoices) and had the feel of the technology people are increasingly coming to expect.

- Booking, Access, Collecting Dues
- **Watch: Video of user experience from buying hours to getting into car, to closing car.**
- **Do: Book a Demo – get in touch [gustavo@nadderce.org.uk](mailto:gustavo@nadderce.org.uk)**

## Module 6: Insurance

The insurance landscape is in flux, but at a fundamental level, car sharing poses a strategic danger for the established insurers. If we are successful in driving up shared car use, we will decrease the number of customers for car insurance, pooling their risk (and their premiums). At the same time, shared cars are harder to profile for risk: a cautious driver and a less careful one are indistinguishable once they are

in a shared car. The idea here over the long term is to build a profile of community car club risk to enable more progressive insurers to develop the market.

The Co-op Insurance, when it was still the insurer, provided services to car clubs. It is now just a broker and so it no longer has a disposition to provide cover to community initiatives.

The insurers who are at the moment willing to insure community car clubs are insurers of fleets, taxis, or other groups which struggle to find insurance elsewhere.

We are happy to provide introductions to brokers who can facilitate this insurance relationship.

Your organization will have to be able to demonstrate track record and accountability – that means being incorporated for at least 3 years and have submitted accounts.

You will probably also be asked to install tracking devices in the vehicles such as Trackm8. The hardware that we put into the cars to enable the operation of the booking, access, payment platform will at some point be able to do that.

- **Do: Contact your organisations existing insurers and enquire whether they would cover the car club. They will probably say no, but it is worth knocking on that door as often as possible.**
- **Do: Get in touch to be introduced to our broker**
- **Do: Get in touch for a copy of our Terms and Conditions – which our broker approved**

## Module 7: Money

Setting up a community car club is capital intensive, there are no two ways around that. Some of the other models could allow you to set up a car club with a fraction of the cost and a fraction of the effort. Again – for more on those, have a look at Como report, or refer to the Module on models.

Your biggest upfront expenses will be your cars and your charging infrastructure.

After that, it will depend on exactly the model you chose to pursue. The initial costs could be affected by whether you want to buy into the coop or “just” be a service user.

Ballpark figure though, assuming 2 used cars and relatively straightforward charger installs is around £40k.

As we mentioned earlier, there are ways of bringing those costs down through relationships.

We were not able to negotiate with car dealerships for discounted prices for a community project. This is in part because dealerships are on brutal business models – they make a loss on vehicles sold, instead earn bonuses for volume of cars sold, and then on the servicing. They have little leeway to discount, let alone give away. They are also nervous about the advent of online purchases – as people are increasingly buying their cars online and direct from manufacturers. But it is always worth trying if you have good relationships. The other place you could try is directly with the manufacturers. In our experience this was very formalized and nebulous and didn't lead anywhere – but if you happen to have those relationships it might be worth flexing them.

Charging installers may be a more fruitful avenue. Charge My Streets took the majority of the burden of installing one of our chargers.

- Finance: Money
- **Do: Play around with this sheet** - <https://docs.google.com/spreadsheets/d/18j0GQY-XkQ5BsWGxIPaKy6zb72EQRoe1/edit?usp=sharing&oid=113565682019419823341&rtfpof=true&sd=true>
- **Do: Get in touch with [gustavo@nadderce.org.uk](mailto:gustavo@nadderce.org.uk)** to get a walkthrough the sheet and changes.
- **Get your fundraising boots on: Some regional development agencies seem to be interested, as do some county councils, maybe there is a new development in your area – can you get section 106 deal to offer a car club to both that area and the wider community?**

## Module 8 – Platform Co-op (and other models)

There are various models of car club, and which works for you will depend on why you want a car club and your groups commitment/appetite for doing some work.

What mattered to us was a stake in the car club, a say (and a potential financial share) in the development of the platform, working as part of a Europe-wide community of practice, the potential to integrate with other car clubs across Europe to allow our users access and vice versa, the freedom to set prices to meet our local objectives around transport poverty, strengthening our communities know-how and can-do networks. We are also relatively rural – certainly not in the “hot spots” that larger operators identify as the first places where they will deploy car clubs that run (and fail) within tight commercial-only parameters. The market would get to our communities late. This way we can be leaders.

But this will not fit everybody.

You could instead:

### **Facilitate a larger player:**

The easiest thing to do is to facilitate for a regional or national car club operator. Unless you are in their “sweet spot” they will seek assurances – guaranteeing incomes – to establish a car club in your area. They have been known to abruptly pull out when their hosts can no longer do that (community car clubs do also fail to be fair). Some places have been very pleased with the results from these larger operators as when it works, it means very little work is needed by the hosting organization and a larger organization creates a sense of security around the provision of a service. You will help them identify locations, make the case for them to local stakeholders such as councils or businesses, carry out surveys, distribute flyers offering discounts, and generally drum up business for the operator to ensure they meet their commercial necessities.

You will have less, if any, flexibility to offer prices to meet local needs. You will not have a share or a stake in the platform. Any additional resilience will come from having a dependable service, but the community is not gaining know how or developing networks of can-do.

In the bigger cases, you will join potentially multinational operations that will grant their users access to cars around the world.

These operators are: Co-Cars, Co-Wheels, Enterprise ... and more likely to come from the vehicle hire sector

### **Evangelise for a sharing platform:**

There are various platforms that allow you to “AirBnB your car” – in other words, users make their cars available to other people on the platform when they are not using it. It is simple and straightforward and because it is using existing assets, has low capital costs. This is harder to do with electric vehicles because individuals are less likely to have the rapid charging needed to make a car available quickly for someone. But a dedicated host could keep it topped up or only available when they know it will be.

This is an interesting model that may well gain some traction – our platform can facilitate exactly this. The challenge for us is figuring out how to do insurance around this option. In this setup you have no ability to set your prices.

There is a potential resiliency gain in people meeting people and building relationships around that.

There are places that have put a community car on the P2P platform as a way to gain some flexibility and chose the type of car they put out there. This has allowed them to bypass the insurance challenge as the platform provides its own insurance – quoting each user independently.

P2P car share platforms: Turo, HiyaCar

### **What we did: - join a platform cooperative**

- What IS a platform cooperative:
  - A platform cooperative is a platform that is owned, operated, and decided upon by the users of the platform. We are familiar with extractive platforms like Facebook where users’ information is mined to sell adverts to provide profits for distant investors. Users “say” is expressed through constant testing on the users to uncover the ways in which to use their behaviour, needs and desires “against” them. Or we know of AirBnB where distant investors are the beneficiaries of a platform that does benefit asset owners and people looking for temporary accommodation but at the detriment of some of the local areas where it operates and drives up the price of assets, while keeping 16% of the value. Neither hosts nor guests have any say in how the platform develops.
  - In a platform co-op, members are shareholders and so have a financial stake in the platform, a governance say, benefit from the scale of collective purchasing, and a direct relationship with the people building the platform.
    - A stake and a say
    - Potential to integrate with similar minded car clubs around Europe
    - Protection against mergers, acquisitions, mission drift
    - Community of practice and support rather than customer relationship
    - Scale advantage over going it ourselves with various systems
    - Democratic accountability
    - Tailoring to local needs
    - Continuity on our terms
    - Local know how, local can-do

- Downside
  - Upfront costs born
  - There is organizing and volunteer work – by banding together we can reduce this
- We chose to become members of The Mobility Factory (<https://themobilityfactory.coop/>), because it gives us the local flexibility of being independent – we can choose the rates we offer members, can offer differential rates to groups we want to support, experiment with different tariffs to encourage different behaviour, partner with a local hardship charity to provide additional financial support to local residents who need it. But at the same time, as members of a cooperative with 35 member clubs already across Europe, we benefit from a large community of practice: lots of other people have done it before and are available to answer our questions; we benefit from discounts through scale on certain elements such as the telematics hardware, we benefit from access to developers at “cost” price rather than the consultant markup.

If you are interested to learn more about The Mobility Factory and/ or join the UK implementation, get in touch with [gustavo@nadderce.org.uk](mailto:gustavo@nadderce.org.uk)

- **Further Reading: on Platform Coops and the**
- <https://stephenreid.net/blog/2020/11/22/an-introduction-to-platform-coops.html>
- 
- [https://ia801808.us.archive.org/13/items/platform-cooperativism\\_graphic-individual-letter-size-pages/platform-cooperativism\\_graphic-individual-letter-size-pages.pdf](https://ia801808.us.archive.org/13/items/platform-cooperativism_graphic-individual-letter-size-pages/platform-cooperativism_graphic-individual-letter-size-pages.pdf)
- <https://www.uk.coop/start-new-co-op/support/start-platform-co-op/why-platform-co-ops>
- 
- Overview from Como: [Document > Community Car Club Handbook \(como.org.uk\)](#)
- **Do: Which aligns best with your group right now? Revisit your Why**

## Module 9: Operations and Day to Day

So, once you're set up you then need to process new users, ensure the cars are road safe, clean and charging!

There are 2 key elements to onboarding members.

Firstly, it is essential to ensure that you collect the appropriate information on your users. A registration document will take care of that, but you will have to check that their driving license is still valid. You can do this by asking for your users to get a DVLA check-code and provide it to you. You can then check the code against the DVLA to see how many points it has and if it is valid.

Secondly you need to ensure that the new user is comfortable with their use of the booking technology, driving the vehicle, and charging it. This is achieved through an induction process which is carried out by existing members. It is also an opportunity to check that the user matches their driving license.



Most cars these days will notify you of deflated tyres, but it is also important to check the tyre tread. You should check this at point of purchase, as some cars will already be well worn. The legal limit is 1.6mm depth of tyre tread, but the RAC recommends replacing tyres when it has reached 3mm.

How to check tyre tread depth with a 20p

<https://www.youtube.com/watch?v=XrZZqUWYv7w&feature=youtu.be>

Keeping the car clean. As part of the induction, it is important to emphasize that this is a volunteer run operation, and that the car will never be like-new sparkling on the outside. It is also time to notify people that they are responsible for cleaning up after themselves. Also, worth asking users to tell you if they encounter a dirty car. You can then gently tell the earlier driver that they left a mess.

In our case, members have taken upon themselves to take the car onto their drive and give the inside a Hoover.

### **Troubleshooting**

The most frequent issue we encounter is with the car being charged. People sometimes forget to plug the car back in and activate the charger. This is obviously very frustrating for the next driver. We have found that people just have to be told once that they have inconvenienced someone, and they will not do it again.

We have also had charger malfunctions. So far, they were resolvable by us – we have the keys to the electric cabinet where we simply turn the chargers off and on again.