

3. Car Sharing

<p>What is it?</p>	<p>Car Sharing, also known as car pooling or liftsharing, is when two or more people share a car and travel together. It allows people to benefit from the convenience of the car, whilst sharing the costs of petrol etc.</p> <p>Car sharing can:</p> <ul style="list-style-type: none">• Provide a real solution to the transport access problems of rural areas• Reduce the number of cars on the roads – resulting in less congestion, less pollution and fewer parking problems• Give employees and employers more transport options• Reduce the need for private car ownership• Save money – travelling with others can save up to £1000 a year on transport costs
<p>How does it operate?</p>	<p>Several operators provide national schemes, the largest of which is Liftshare, a social enterprise that funds its free service by providing individual car-share schemes to councils, businesses, hospitals, universities, events and business parks. www.liftshare.com</p> <p>The core of a car share scheme is a dynamic website that enables users to search for and contact potential sharers.</p> <p>Having joined the scheme you simply log your journey and the system automatically lists all potential matches. You then send an automated email to any likely matches and arrange to travel together. Other users cannot view your personal details and all emails are sent through the website so your email address will remain undisclosed until such time as you agree to car share. The system also calculates the financial and CO2 saving you are likely to make on each journey compared to making that journey alone in the car. Drivers and passengers can split the cost of petrol, or passengers can pay the driver a mileage rate, for example 10p per mile each. Drivers should not make a profit from car-sharing as this can invalidate their insurance.</p> <p>Car share schemes are either open to any member of the public to access and join, or are restricted to certain groups, such as employees of one company, universities or people wishing to travel to certain functions, for example football clubs or festivals. Restricting or filtering access gives the user greater confidence over any concerns relating to personal security. Car share websites give useful advice on this aspect.</p> <p>Some examples of the restricted schemes are:</p> <ul style="list-style-type: none">• Workplace car share schemes: These are becoming popular among employers tackling on-site parking problems. Staff are often offered an incentive through priority parking bays,

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	<p>through health and motivational benefits or the social and financial advantages of car sharing</p> <ul style="list-style-type: none"> • Rural car sharing: Car sharing is particularly important in rural areas enabling local residents to travel together. This site provides some information to rural communities: www.liftshare.com/content/default.asp?sid=267&skin=450&lang=EN&country=GB • Airport Car Share: Airport car share is primarily for airport staff, encouraging them to team up to share journeys to work. Car sharers receive perks in the form of priority parking spaces and discounts with local companies including breakdown cover • Regional schemes: Each scheme has its own localised identity and marketing but is often linked to a wider website of national car sharers. Incentives include discounts with local bus operators or free city centre parking <p>Businesses in some parts of West Sussex can also link in to easitNETWORK who provide bespoke car sharing websites for local business communities. Since launching in 2005, easitNETWORK has grown to represent over 50 businesses employing over 200,000 staff. Easit can provide other transport benefits, including discounted rail and bus tickets and bike loans. More information can be found at www.easit.org.uk</p>
Legal requirements	Drivers will need to check with their car insurance company that their policy remains valid, although most insurance company policies are not invalidated when car sharing on a not-for-profit basis.
Resources	<p>West Sussex has its own car share scheme as part of the Liftshare network, which is free to join.</p> <p>However, should a local community wish to set up their own scheme, then it will be necessary have a scheme co-ordinator, to put in place a membership process and a system that enables members to make enquiries about potential sharers and then make bookings. These could be either electronic or something more basic.</p>
Case Study	<p>West Sussex Car Share</p> <p>WestSussexCarShare.com has been set up to facilitate car sharing to West Sussex workplaces, particularly to large employers, industrial estates and business parks. As one of the county's major employers, WSCC established this in September 2003 and continues to fund the website. It is made available to anyone who lives or works in the county. The County Council has a private group for its own staff which has in the region of 300 members, however, overall membership is in the region of 2,000.</p>

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	A linked scheme has been set up by West Sussex County Council to enable teachers and other school staff to car share with colleagues.
Case Study Contact	www.westsussexcarshare.com
Further Information	Liftshare www.liftshare.com easitNETWORK www.easit.org.uk