

Why should I encourage  
car sharing?



**Room for  
one more?**

# Room for one more?



Car sharing is a great sustainable transport measure for the majority of organisations and for most locations.

## What is Car Sharing and why should we encourage Car Sharing?

Car sharing is an excellent way of reducing the number of car vehicle trips to your site or organisation. Sharers do not have to be starting or ending their journeys at the same place. They may, for example, start their journeys in different residential areas, but end their journeys at the same workplace, with the driver picking up their passenger(s) on route to the end destination.

Even more remote sites, or sites that draw their employees from a rural area, generally have clusters of staff living in the same towns and villages, so many journeys to work are concentrated along the same corridors. In areas where public transport may be poor, car sharing is likely to be the way to achieve the biggest reduction in car mileage.

## How can we implement a successful Car Sharing Scheme?

Car sharing can be encouraged both formally (such as through an official car share matching scheme) or more informally (such as holding a coffee morning where staff can meet other potential car sharers). A good starting point is to encourage your employees to register with [www.carsharegloucestershire.com](http://www.carsharegloucestershire.com). This scheme provides a free of charge service for people to find car share partners.



Larger organisations and groups of organisations could create their own car share register to match sharing partners. Another option is to use a specialist software supplier to set up and manage an online matching tool on your behalf.

If your organisation is based within a business park, it may be appropriate to set up a joint scheme with your neighbours. By opening up the scheme to more people, you will increase the chances of employees finding a suitable match.

## How can we encourage Car Sharing?

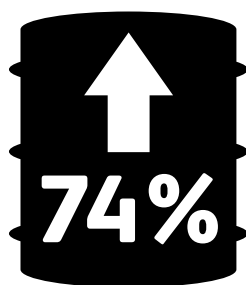
Offer Incentives	Remove Barriers
<p><b>Priority parking spaces for car sharers</b></p> <p>Reserving prime spots near the building entrance, clearly labelling them 'car share only' and enforcing their use;</p>	<p><b>Guaranteed Ride Home</b></p> <p>Concerns about being stranded at work if the driver has to leave early or stay late, or if there is a need to get home in an emergency, are personal obstacles to car sharing. These worries can be addressed by offering a guaranteed taxi ride home to registered car sharers to cater for such emergencies. You could set up an account with a trusted taxi firm or staff can be reimbursed for the taxi fare.</p>
<p><b>Offer rewards</b></p> <p>This could be in the form of a financial incentive such as a discount / exemption from parking charges for car sharers, or the offer of a perk such as a free car wash, or entry into a prize draw</p>	
<p><b>Offer a passenger allowance for staff car sharing on business</b></p> <p>A tax free allowance of 5p per passenger per mile can be paid to drivers who car share on business travel.</p>	<p><b>Reassurances on personal safety</b></p> <p>Arrange 'postcode coffee clubs' to give participants a chance to meet potential matches before committing to sharing.</p>
<p><b>Communicate</b></p> <p>Communicate the financial savings to employees from sharing fuel costs</p>	

## What are the benefits of Car Sharing?

 To Your Business	 To Your Staff
Reduces on site car parking pressures	Personal cost savings through reduced vehicle use and by sharing journey costs with car share buddy
Reduces on site and localised congestion	Travel option for staff with limited or no access to a car
Positive contribution to carbon reduction targets	Door-to-door directness and convenience for journeys
	Priority car parking spaces for sharers

## Did you know?

**£1000**  
a year 

  
**74%**

 **20%**  
car share

- The average commuter car sharer can save themselves **£1,000 a year**, compared to driving alone from sharing the costs of fuel, car parking and other vehicle running costs (Department for Transport)
- Fuel prices have increased by **74%** in the last decade. Car sharing is an excellent way for motorists to fight back against fuel increases!
- A recent AA nationwide poll has found that **20%** of UK drivers car share at least once a week