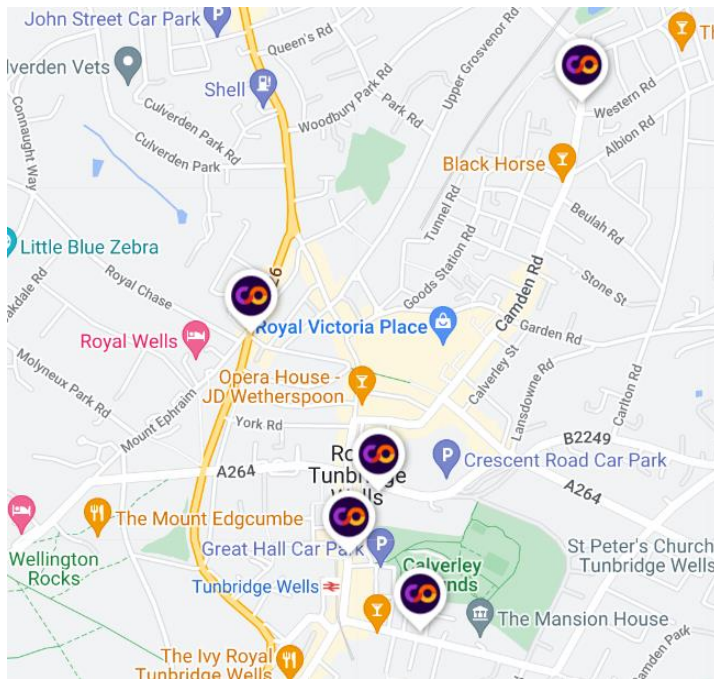


# Appendix A: Proposed location of new car club bays to support expansion and bay location criteria requirements

Existing car club locations:

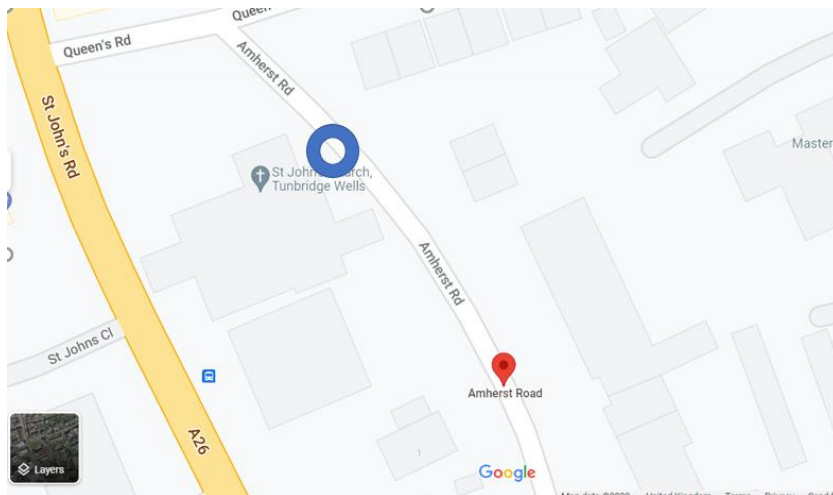


Existing locations include: -

<b>Civic Way</b>
<b>Grove Hill Road</b>
<b>Mount Ephraim Road</b>
<b>Mount Pleasant Road (Avenue)</b>
<b>Quarry Road</b>

Proposed new car club locations:

**Amherst Rd:**

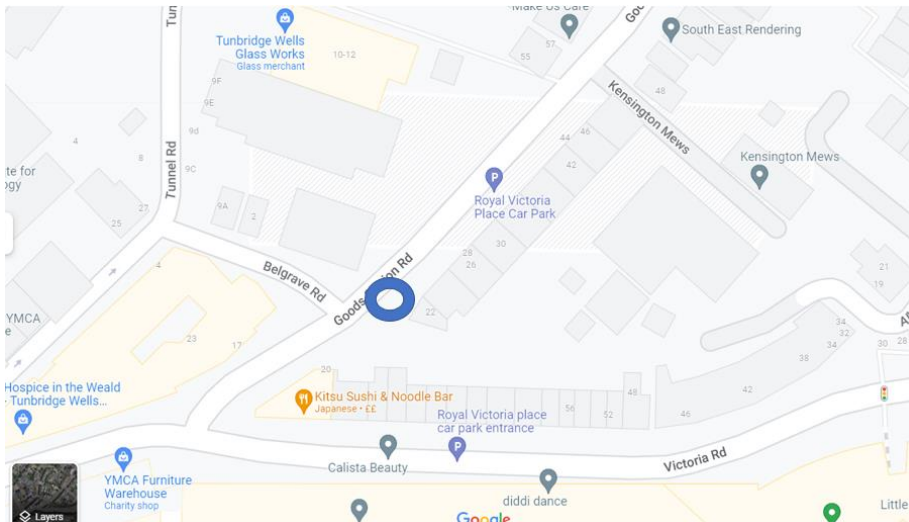


Amherst Rd location chosen to support the Dairy Crest development with the s106 requirement to enable the expansion of the existing car club.

Amherst Rd location has been evaluated as suitable location in terms: -

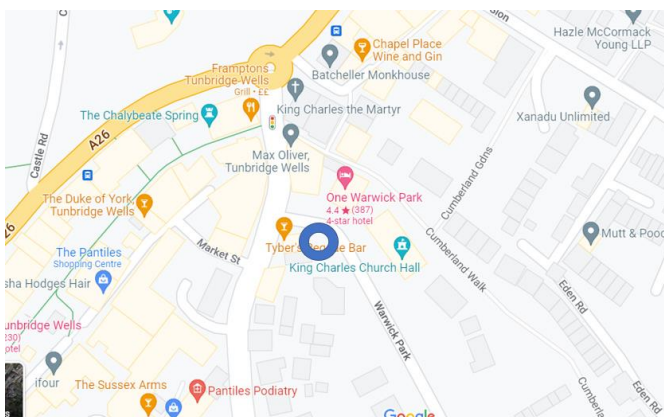
- Near to Dairy Crest development, within a few minutes walking distance
- Nearby roads with on-street parking will support the easing of parking pressures
- Supports business viability
- Space easy to locate - on street and easy to park
- Doesn't remove any existing residents parking spaces, with the current location an unused Dr's car park space

### Good Station Road



- Identified as an area of need, with demand for a car club car
- Area with roads with on street parking pressures and close to significant car club user base
- Identified space will be a new space and will not remove any existing parking bays
- Identified as safe in terms of highway requirements
- Good location easy for access and parking

### Warwick Park

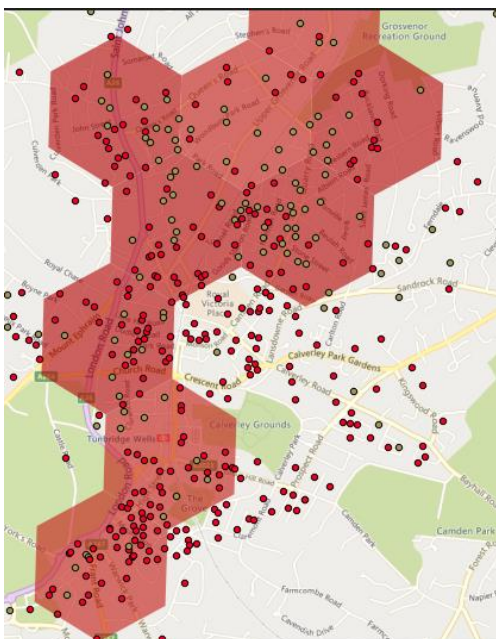


Warwick Park location chosen to support the re-development of Union House. Location closest to Union house and within easy walking distance.

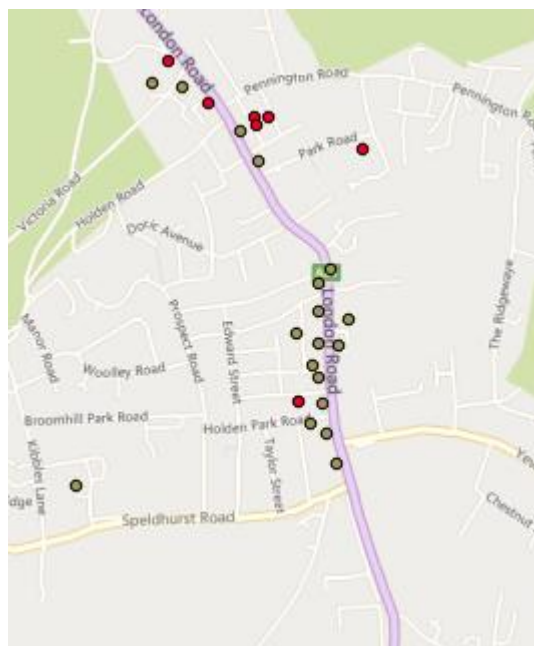
- Demographic with number of roads in the vicinity with on street parking pressures
- A new space with sufficient capacity to remove yellow lines and add a new space no highway issues
- Easy to access space and good visibility

### Bay location criteria

Car club operators in the main tend to use GIS mapping software that looks at key membership brackets, Urban Squeeze and Metropolitan Living, (the green and red dots respectively with each dot representing a postcode), and other factors such as 'Travel to Work' by non-car means, population density, number of cars in a household and good public transport links. This then divides the entire country into hexagons which then identifies those areas most likely to successfully support a car club. For example, in terms of Tunbridge Wells and Southborough car club assessment opportunities.



Map 1: Tunbridge Wells



Map 2: Southborough

Map 1 above shows Tunbridge Wells, as can be seen the red hexagons clearly indicate the most effective locations for car club spaces.

In terms of Southborough Map 2, while it has some of the dots, predominantly around the main road which would have good public transport links into Tunbridge Wells, it is lacking the hexagons as can be seen in Tunbridge Wells. Therefore, take up of membership could be slow or limited potentially impacting the initial viability of the car club for this location and hence would require some up-front financial support. A new suitable car club location may typically take between 12 to 24 months to become self-sustaining. Slower uptake is a financial risk to the operator.

In addition, identifying a suitable location that includes an easy to drive into and out of space, good visibility and a space that is recognised for public use is proving challenging in addition to finding the funding to support such a space. To support expansion into this area will in the first instance also require community engagement.