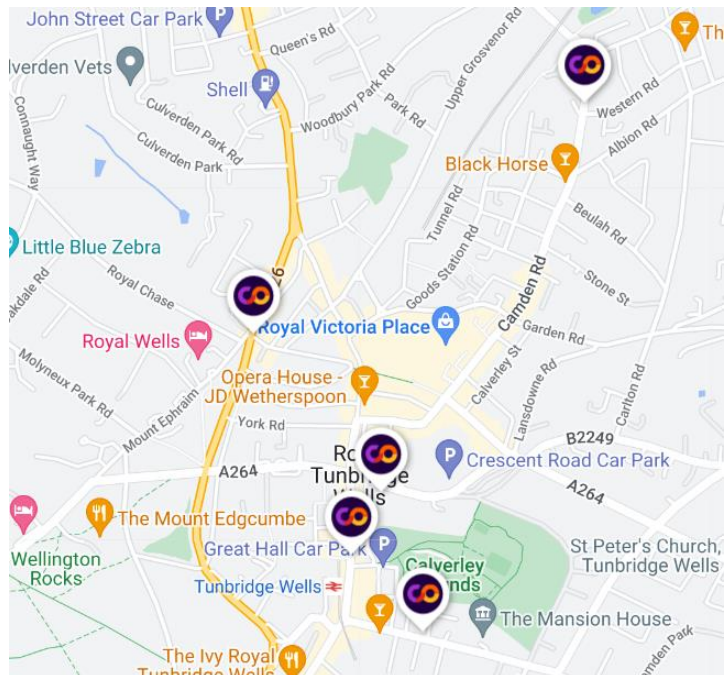# Appendix A: Location of car club bays

Existing car club locations:
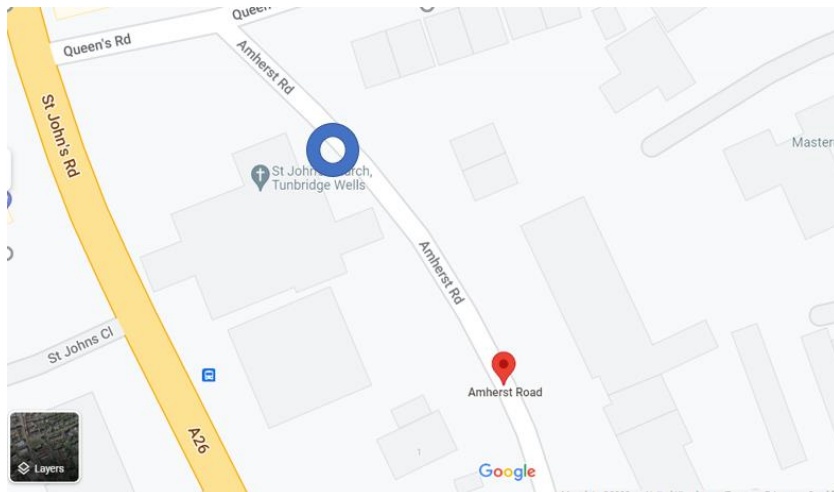

Existing locations include: -

Civic Way
Grove Hill Road
Mount Ephraim Road
Mount Pleasant Road (Avenue)
Quarry Road

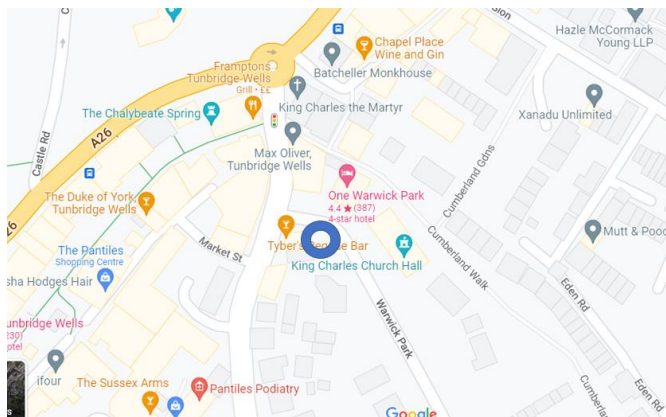**New car club locations as agreed:**

**Amherst Rd:**

Good Station Road
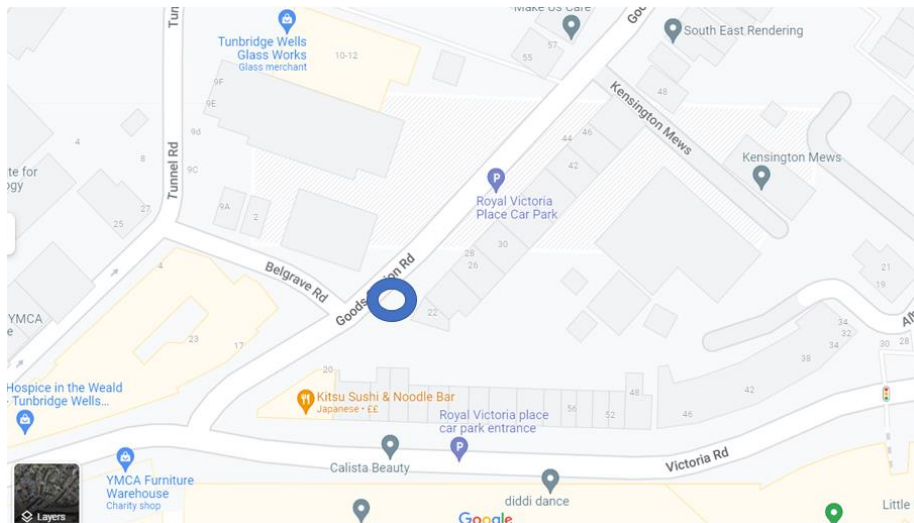
Warwick Park

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.
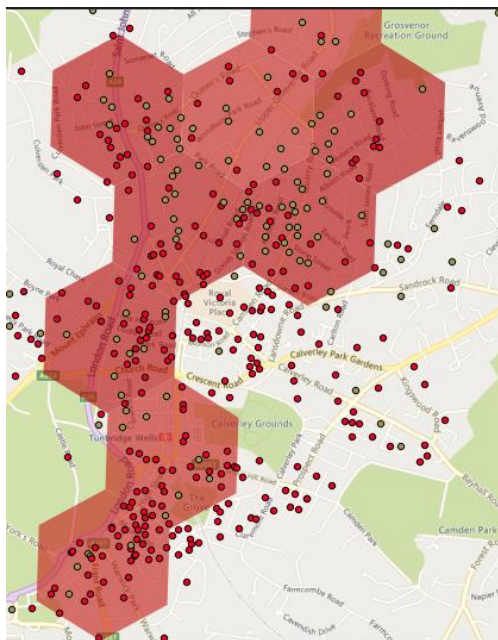
Map 1: Tunbridge Wells
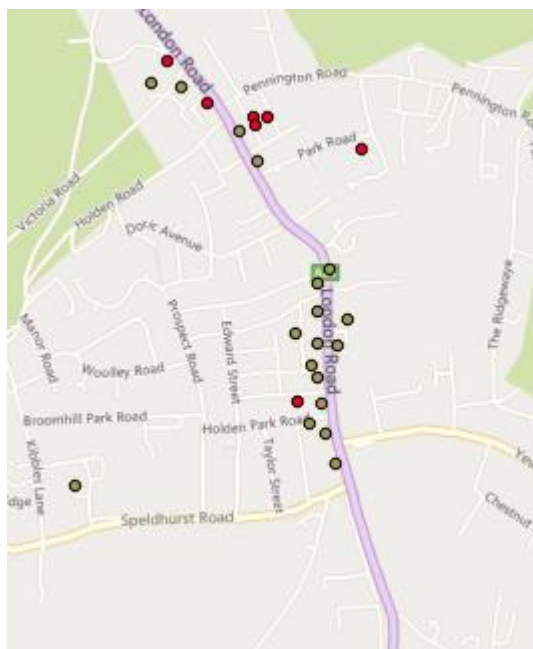
Map 2: Southborough

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.