

Appendix C: Key specifications requirements for procurement of the Tunbridge Wells Car Club

Key aims:

- To support people to shift away from the default mode of private car use to embrace active travel and sustainable transport. Car clubs have economic, social, corporate and environmental benefits which enable the Authority to deliver their policy aims and corporate goals on the climate emergency, improving local air quality and reducing congestion.
- The aim is to provide a flexible service to enable people to have access to a car for trips that cannot be covered by other means. This leads to more efficient use of a smaller number of newer and greener vehicles freeing up space for the creation of higher quality liveable neighbourhoods.
- There are also the added benefits towards support in tackling obesity, by encouraging more active travel and transport poverty enabling access to the use of a car without the cost of ownership.

Key criteria:

Only suitable qualified accredited car club providers may apply. (Accreditation ensures a collectively agreed set of standards is upheld across the industry to maintain the reputation of shared transport schemes.)

Three years minimum with option of +1+1 year extension

The Authority will not be providing financial support for the scheme, except for: -

- The use of s106 funding to enable expansion into new areas, to support a development in reducing car use, as such areas may not initially be financially viable for car club providers and at the beginning have limited uptake of membership
- The funding of dedicated Car Club parking provisions (TRO, Lining and Signage)
- Payment of invoices for staff use of the scheme i.e. staff can be corporate members of the car club and have use of the car for council business only and are able to book the use of the car alongside any other car club member (this is outside of the scope of this contract)

The operator will be: -

- Bearing the costs of operating the scheme in purchasing the assets and managing the scheme (operational risk)
- Exposed to the unpredictability of the market (i.e. the operator's revenue is directly related to the success/uptake of the scheme and the revenue generated from it), (Operator has flexibility in operational decisions as it is bearing the financial risk); and
- Not receiving payment from the authority to provide the scheme

The contract between the Council and operator, will reflect this approach. Thereby, ensuring the aims of the Council are met, the scheme is future proofed by being able to grow and remain financially viable.

Single operator model adopted to ensure viability (only large conurbations such as London/Greater Manchester support more than one operator)

Key Council policies to ensure viability:

Provision of network of signed bays mainly on-street (bays in car parks will only be provided if all other opportunities exhausted and in full agreement and prior approval with parking services)

No charge for parking on street as these bays are exclusive to the car club and therefore there is no need to regulate through a charging regime

Provision of dedicated charging bays or allowing affordable, access to electric charging point networks as this is progressed by the council

Expansion of the scheme through the planning process with inclusion of a car club in new high-density developments including requirements for appropriate s106 agreements

Promotion and marketing of the scheme through various channels

The Council is a corporate member of the car club, enabling staff to become corporate car club users with access to a car when on council business

Key requirements:

'Back to Bay' car club, with the flexibility to add/ remove or change the location of bays during the lifetime of the contract at the discretion of the Council in consultation with the provider

The operator will work with the Council to assess opportunities to grow the scheme sustainable

Car Club operator is expected to own or lease the vehicles directly that are offered to members for hire and not through private ownership

Clear and transparent pricing structure for car club members, with prices held for first year of contract with justification for price increases thereafter on a yearly basis signed off in agreement with the Council

Car club operator is expected to provide a dedicated platform and a clear and transparent website to market and manage the Tunbridge Wells scheme which can be linked to their national system providing these are similar types of car club schemes; and not part of an alternative type of car share scheme, such as 'peer-to-peer'. Reason to avoid confusion as to the type of service procured by the Council, protect the Council's reputation and not linked to schemes that can be provided independently of the Council and delivered by companies/businesses outside of the Council's sphere of influence

Vehicles provided will be required to meet all relevant highways and safety standards, including offering a mix of vehicles that are modern, clean and low/ultra-low emission and a maximum of 3 years old

The operator will work with the Council to provide full battery electric vehicles as the opportunities arise

Operator has full responsibility for the operation and maintenance of the scheme and any costs incurred in running the scheme

The operator has sole responsibility for membership, administration, invoicing, with the holding and safeguarding of membership data (the Council has no access to membership data)

The operator will be required to provide key utilisation and relevant other data on a quarterly basis

Key evaluation criteria:

10% will be awarded for 'Cost' based on car club members using the car club, with a completed transparent pricing schedule, including example scenarios which will be scored based on best value to end users. With a requirement to adhere to the pricing schedule set out, with no uplift in pricing as a minimum for year 1. Annual price rises thereafter must be undertaken in consultation and agreement with the local authority.

70% will be awarded for 'Quality', assessment will include adherence to all of the requirements and provision of all necessary documentation and to the set timeline, including references.

20% will be awarded for 'Social Value', and assessment will include: Compliance with the requirements of the Authority in relation to emissions and air quality. Evidence of examples and opportunities for expansion of car club/alternative modes of transport into communities to support social inclusion, facilitate the environmental/climate benefits, encourage modal shift and support active travel.