

**NORTH LINCOLNSHIRE COUNCIL**

**HIGHWAYS AND PLANNING  
CABINET MEMBER**

**ANNUAL LICENCE CHARGE FOR TRAVELLINCS.COM**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 To inform the Cabinet Member of the progress made by the car share scheme.
- 1.2 To seek approval from the Cabinet Member to continue financial support for the car share scheme next year.

**2. BACKGROUND INFORMATION**

- 2.1 In June 2006, North and North East Lincolnshire Councils set up the car share website Travellincs.com, through a commercial provider (Liftshare) to meet people's travel needs and reduce carbon emissions. Travellincs.com is a web-based tool used for behavioural change amongst transport users, so that there is a reduction in the level of private vehicle usage and an increase in the proportion of people who travel by sustainable modes.
- 2.2 The car sharing scheme has allowed 577 users to match their travel needs with others and make mutual arrangements to car share. The scheme is operated through a web-based database, provided by a commercial supplier (Lift Share) who continue to develop the website and data systems, ensuring total privacy and personal security for all users. For example the system can match females who wish to share with other females, if necessary.
- 2.3 Between January 2009 and January 2010 cumulative savings have been made amongst registered members as follows:

Miles travelled	997,874
Estimated costs saving	£201,733
Carbon tonnage saving	327.9

Projected costs and savings for Travellincs.com in the next 12 months, based of current membership levels, is estimated at:

Miles travelled	1,046,899
Estimated cost savings	£211,644
Carbon tonnage saving	344.

- 2.4 Continuing to develop the car-share scheme also supports the government's targets for congestion by reducing the amount of single occupancy journeys by commuters. The annual cost to North Lincolnshire to maintain the car share scheme is £1,600. This is to cover North Lincolnshire's share of the cost of the web licence.

### 3. **OPTIONS FOR CONSIDERATION**

- 3.1 **Option 1** – Support the annual cost of the car share scheme.
- 3.2 **Option 2** – Not to support the annual cost of the car share scheme.

### 4. **ANALYSIS OF OPTIONS**

- 4.1 **Option 1** - In terms of the council's commitment to helping the community reduce congestion and carbon emissions, the cost of the scheme is a relatively small investment. After successful marketing campaigns, membership of the scheme is still on the increase.
- 4.2 **Option 2** - The removal of the support would lead to a possible closure of the car share scheme and subsequently many of the savings in terms of cost, mileage and carbon, which the scheme has generated.

### 5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

#### 5.1 Finance

- 5.1.1 An annual licence charge of £1,600 would be paid to Liftshare. Provision has been made within the 2011/12 budgets for the scheme to continue.

#### 5.2 Staffing

- 5.2.1 There are no significant staffing implications, other than a few hours per year in helping advertise the website.

- 5.3 There are no property or IT issues associated with this website.

**6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)**

6.1 There is no statutory duty to continue with this website, however, we have a duty to encourage sustainable modes of transport as set out in our Local Transport Plan (LTP). In addition chapter 3 indicates specifically our aspiration to reduce transport related carbon dioxide emissions and protect and enhance the natural and built environment.

**7. OUTCOMES OF CONSULTATION**

7.1 North East Lincolnshire Council has indicated that it intends to continue develop car sharing as a joint scheme with North Lincolnshire to address cross border travel issues.

**8. RECOMMENDATIONS**

8.1 That approval be given to continue supporting the car share scheme, Travellincs.com for 2011/12.

8.2 That approval to support is renewed on an annual basis thereafter.

**DIRECTOR OF INFRASTRUCTURE SERVICES**

Church Square House  
P O Box 42  
Scunthorpe  
DN156XQ  
Author: Gwyneth McMinn  
Date: 28 February 2011

**Background Papers used in the preparation of this report:** Nil