



Info-package 2
Enterprise Electric Car Club



Mobility



Introduction

The Remourban project provides Nottingham with opportunity to introduce an ultra-low emission vehicle and charging infrastructure, enabling the city to expand access to a more affordable and convenient car hire service in a more disadvantaged area. The new electric vehicle, integrated into the wider Enterprise Car Club service will provide a flexible, 24/7 self-service car hire scheme that reduces impact on local air quality and is carbon neutral at the tailpipe. The service is ideal for trips in and around the city, increasing mobility choice, supporting low-income families, reducing local dependency on private car ownership, and introducing residents to the opportunity to embed the experience of using new mobility technology close to home.

Description



Figure 1

Goals

- Introduce an Innovative mobility solution using ultra low emission technology
- Increase cleaner mobility opportunities in one of Nottingham's more deprived communities
- Reduce the need for low-income families to own or use a private car
- Maximise opportunities for local businesses in Sneinton to benefit from low cost, convenient access to a car
- Improve local air quality with zero emission at the tailpipe, reducing nitrogen oxides (NOx) and particulates minimising impacts to human health





- Provide Sneinton residents local experience with emerging ultra-low emission vehicle technologies whilst minimising use of traditional internal combustion engine vehicles
- Contribute to a reduction in carbon footprint. Between 25% and 40% reductions in carbon compared to petrol or diesel cars based on current UK energy mix. Larger carbon reductions for electric vehicles will be realised as the UK grid continues to decarbonise
- Help address parking congestion as a longer term outcome, with potential to reduce car ownership
- In partnership with Enterprise publicise and engage with residents and the business community in the Remourban project area, promoting the availability of the electric vehicle to stimulate and increase use
- Maximise early adoption of the electric car club by offering drive time incentives to Sneinton residents and businesses

Progress

Describe here the overall progress of the development of the solution.

Charging Point provider announced mid-11.2017. Installation 12.2017.
Extension to Enterprise Car Club concession contact for an electric vehicle concluded.
Lining & Signing installed early 12.2017
Communications and Marketing of new service 01.2018



Lessons learnt

01	Procuring charging points using a concession contract takes longer than anticipated
02	Establish senior political opinions about electric vehicle charging infrastructure early in the development of a scheme
03	Include drivetime incentives to encourage early engagement
04	Timescales to negotiate and connect up charging points by the regional Distribution Network Operator can be lengthy
05	Encourage participation in the new service can be challenging. Maximise engagement by using traditional (leaflet distribution, event attendance) and more advanced techniques (social media)





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