

Report to	South West Wiltshire Area Board
Date of Meeting	30/06/2021
Title of Report	Area Board Initiative: Mere Electric Car Club

1. Councillors earmarked £11k from 2020/2021 capital funds in March this year for a new Area Board Initiative: Electric Car Club in Mere to realise the obvious environmental, sustainable transport, local economic and community benefits.
2. The main objectives of this initiative are:
 - (a) To develop an electric car club for the town resulting in local and wider environmental benefits much needed in the rural areas where car dependency is high and public transport infrastructure is weak
 - (b) To further extend the appeal of the town's main car park to A303 travellers, as not just a point to rest on long journeys and take a loo stop, but to also benefit from new electric charging points and in turn benefiting local shops as drivers take a journey break whilst their car battery charges
 - (c) To benefit local people, especially those unable to afford their own cars to travel to out of town supermarkets etc, and local businesses could also benefit by using cars for business journeys
3. Progress to date includes:
 - (a) Subsequent meeting with preferred organisation Co-Cars who will help with the supply and installation of the electric charging points, supply the car, and support the administration behind the car club membership and booking system
 - (b) Confirmation that the Area Board is permitted to work with Co Cars, which is a not for profit co-operative social enterprise, limited by guarantee
 - (c) Investigations underway to assess how the charging points can be connected to the local power source

- (d) Preparations underway to carry out a local survey to gauge demand and support for the e-car club, with potential users requested to commit to an annual membership fee of £25 and a £5.50 pay as you go per hr charge
- (e) Liaising with Wiltshire Council Head of Highways Operations, Strategic Estates Officer, and Mere Town Council regarding use of Salisbury St car park
- (f) Investigating possible government grants for the electric charging points
- (g) Planning to bring a Co-Car to Mere as part of a planned town event for the community to view the vehicle and meet with the Co Car team

Recommendation

The new Area Board is requested to confirm support for this initiative.

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