

Workshop A**“ Car sharing sounds a great idea, but**

- identifying the perceived barriers to car sharing and what you can do to dismantle them.

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Background:

The workshop sessions would be looking closely at the 'barriers' that appear to prevent people from car sharing and delegates would try to identify ways in which potential users could be reassured that these barriers cannot be overcome and they should in fact, 'give it a try'.

To facilitate separate 'working groups', it was decided that we would choose 4 categories of 'barrier'. These were:

- Lack of **Information**
- **Apprehension**
- General resistance to change **Habits**
- Instant **Rejection** – Just doesn't suit me!
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Task 1

Each session started off with the main group being asked to suggest what the barriers might be and also which category they felt they should come into.

The barriers suggested were as follows:-

Lack of Information:

- Shift working
- Child commitments
- Business Travel Commitments
- Difficulty in establishing a group/ don't know who to share with
- Insurance implications
- Not owning a car
- No known benefits
- Loss of flexibility
- General apathy

Apprehension

- Unreliability of partner
- Fear of Stranger
- Fear of being driven safely
- Fear of having responsibility for others

- Insurance
- Being stuck without transport/ stranded at work
- Having to look keep car tidy
- Confidentiality of personal data
- Might not like the person I get matched with

General resistance to change Habits

- Child commitments
- Having to deviate from quickest route
- Losing flexibility
- Smoking in car
- General apathy
- Upsetting the routine – on route commitments
- Used to being on my own.

Instant Rejection

- Having to be sociable
- Losing personal space
- Requirement for car at work
- Thought of putting up with/ having to give up smoking
- Remoteness of where I live
- Don't see any benefits
- Don't want to be dependent upon anyone else

Task 2

The main group was then split into 4 working groups and each was allocated one of the categories. They were then tasked with looking at the 3 major barriers in their category and finding responses that might help to persuade people that these were not really barriers at all.

They were then also asked to come up with an innovative action that would put their 'response' across in a more generic way to allay the concern from the outset.

eg Barrier: 'I'm used to travelling on my own'

Possible response:

- You may want to try a change – maybe even 1 day a week.
- We have many users who initially had similar concerns but who now have made great friends through Liftshare
- You might want to weigh up the benefits – sit down and work out how much you can save

Possible action:

- a marketing campaign that uses a concept and slogan such as '1 in 5'.

A variety of responses were suggested by the groups - and some 'innovative' (and some light-hearted!) marketing ideas were offered!!

The main responses have been collated and grouped below and Liftshare have also added some of their own ideas:-

Main Responses

Can't car share because I work shifts

Why not register separate journeys that start and finish in line with your shift pattern? There is no reason why you can't have more than one car share partner. If you can only find a pattern to match one of your shifts, then sharing one week in two or three can still save you a considerable sum!
20% of journeys registered on the *liftshare* network are between the hours of 6pm and 12 midnight, so not everyone is 9-5.

Child Commitments/ having to stop off on-route

If you have to drop children off – and you don't want any one else in the car with them, why not register your journey as starting at the school – or at your stop-off point and search for a car share partner from that area

Car needed for business travel

Search for someone who is 'seeking a lift' – in other words, someone who doesn't have a car.
Consider using a pool car at work.
You could always just share on the days that you know you are in the office all day.

Don't know who to share with

Suggest they use Liftshare.com or your regional car share initiative – eg SPTJourneyshare.
Alternatively you may want a 'private group for your own organisation which allows you to monitor usage and savings in carbon emissions. Liftshare can provide you with this.

Insurance Concerns

The Association of British Insurers clearly states that car-sharing won't affect the insurance of their members, so long as a profit isn't made.
Liftshare provides a template letter that you can send to your insurance company to advise them that you are now sharing.

I don't have a car.

Car-sharing isn't just for car owners.
For those who don't drive or don't have access to a car, car sharing can be a perfect solution. There is the ability to search for a lift as well as offer a lift to others.

Why should I car-share?

Firstly there are huge personal savings to be made. The average annual saving through car sharing is around £800. There are many other reasons too – you can make new friends! you can take the strain out of driving, you can help

someone else who doesn't have transport, and of course - you would be helping the environment !

I'm on flexi-time

You'd be surprised how many people on flexitime stick to regular hours!

If your car share partner is also on flexi time – you can still vary your hours – just agree in advance when you are starting and finishing each day – Remember – you don't have to share every day! If you need some flexibility in your schedule – why not agree to share just a couple of days a week!

Sharing with a stranger

If you are in a restricted group (which Liftshare can set up for your organisation), you will only ever be matched with colleagues.

However, Liftshare does provide extensive safety tips on getting started.

Getting stranded at work

In reality – doesn't seem to be a problem! – most people are able to make other arrangements using public transport or using the database to find an alternative lift.

However, if your members see this as a concern – you may want to think about setting up a 'guaranteed ride home' scheme.

This is simply putting a mechanism in place such as a taxi fare subsidy which the person can use in cases of emergency. Experience shows that take up is extremely low.

Might not like my car-share partner

Car-share members are not obliged to share with anyone they contact or who contacts them. Suggest they try sharing for a few days and if it doesn't work for them, don't do it with that person.

No-one lives near me

Use the database! - You don't know this until you've searched. You'd be surprised how many people are already registered!

Smoking in the car

When you search using the Liftshare database, you are asked about smoking – if you'd rather share with another smoker – or someone who doesn't smoke – you can specify this when you register.