



Zipcar Response to the draft London Plan 2018

As we were with the Mayor's Transport Strategy Zipcar is supportive of the key transport related aims of the draft London Plan:

- If London is going to meet the challenges posed by population growth, congestion and air quality the city has to be ambitious and an 80% mode share target for walking, cycling and public transport is the kind of bold target needed. Clearly the London plan must also support this aim.
- A Healthy Streets approach we believe is exactly the right lens with which to prioritise the future planning of the city
- A reduction in maximum parking provisions as a car reduction strategy

Car clubs in the draft London Plan 2018

Currently the sole mention of car sharing in the whole draft London plan is:

“Outside of the CAZ, and to cater for infrequent trips, car club spaces may be considered appropriate in lieu of private parking”

We believe that such weak inclusion is a key missed opportunity and risks reversing the significant progress made over the last 5 years of car clubs being included on new-build developments. Thanks to planning guidance given by boroughs Zipcar (and car sharing more broadly) has become embedded in major regeneration schemes across the city, encouraging businesses and residents to reduce vehicle ownership at over 500 developments. Having access to a vehicle either via dedicated locations on-site or by simply accessing an existing network of 1,600 round trip vehicles is a powerful motivator to reduce private car ownership.

Whilst we appreciate a desire to be single-minded in your treatment of the car across both the MTS and the London Plan, we believe that both have left a considerable void in how the city does want the car to be consumed in the future. For those trips that remain, how do we want as a city for them to be done? The current draft demonstrates no acceptance or acknowledgement that most Londoners, wherever they live and whatever the quality of public transport, will continue to have car needs and so we need to decide how best to provide these as the city regenerates. Nearly ¼ of a million people live in the CAZ – are we really saying they will have no car trip need? Even where PTAL levels are strong, again, do we really think that public transport can meet all needs, getting out of the city etc?

Given most acknowledge that car sharing must be a part of our strategy to reduce car ownership, reduce trips and meet the needs of a growing population it seems strange to have such a weak directional steer and indeed one that is considerably weaker than in the previous London Plan.

What additions would Zipcar like to see?

- A stronger vision statement of the role of the car in London in the future and how London as a smart, modern city is going to provide for the car
- Explicit mention of the role car sharing plays in meeting Londoners car trip needs in an efficient, low carbon way
- Explicit direction on the inclusion of car sharing provision as a requirement on all significant new-build developments including in the CAZ and areas of highest PTAL. By including it even in the CAZ you are using new-build regeneration to provide an amenity for the wider community helping a broader set of Londoners switch to car sharing vs private car ownership