

## Welcome & News Update

Travel Plan Plus (TP+) has recently been in discussions with Streetcar about locating one or more vehicles in the TP+ area (ie. Cambridge Science Park, Cambridge Business Park or St John's Innovation Park). Car clubs, like Streetcar, are a cost efficient, smart and sustainable alternative to either private or fleet cars, providing members with access to both cars and vans. Streetcar already has a contract with Cambridge City Council to provide car club services in Cambridge city and are actively working with them to expand the network of available vehicles in the city and beyond (see expansion plans over the page). A car club in the TP+ area is a natural progression to this expansion and we are working with Streetcar to ascertain whether a car located somewhere in the TP+ area is viable and are running a **short online survey to gauge interest**. To encourage participation, there is a **chance to win a two year membership to Streetcar plus £50 driving credit**. I strongly urge you to take part.



## How it Works - Business Users

Streetcar currently provides over 2,000 businesses with fast, easy access to a network of vehicles parked in Cambridge, London and other major UK cities. With a Streetcar account, employees can book cars and vans by the hour and unlock them 24/7 using a smartcard.

It makes life easier for the internal administrator with less time and money going to taxi fares, private mileage and car hire. Unlike fleet and pool cars, there are no risks and no fixed costs. The Streetcar fleet of new BMWs and VWs are checked regularly, fully insured and available for a low hourly or daily rate.

The placing of vehicles can be either on an exclusive or shared capacity. Currently NAPP Pharmaceuticals, based on the Cambridge Science Park, use Streetcar in an exclusive capacity providing five cars as an alternative to having their own pool cars for staff to use. Mills & Reeve in Cambridge city have a single car which is available to their staff during the day and is available to the public at other times.

For more information on car clubs for business see [www.streetcar.co.uk/business](http://www.streetcar.co.uk/business).

**We are keen to find a TP+ area employer who is willing to champion the introduction of a Car Club vehicle either on an exclusive or shared capacity. If you are interested please contact Tony Clayton on 01223 437053 or email [tony.clayton@cambridgeshire.gov.uk](mailto:tony.clayton@cambridgeshire.gov.uk)**

## How it Works - Personal Users

Cambridge car club provider Streetcar currently has 19 cars parked across Cambridge, and can be used by members for as little as 30 minutes or as long as 6 months.

The car club is a simple idea: shiny and new pay-as-you-go vehicles are parked on the street for members to drive by the hour or day. Cars are available to reserve on-line or by phone, located at designated spots and are unlocked using a smartcard. This means no fuel, insurance, tax or depreciation to worry about, just a car when you want it. For more information on the Cambridge car club, go to [www.streetcar.com](http://www.streetcar.com).



**Take a FREE Streetcar test drive**  
Streetcar are offering TP+ area commuters the opportunity to try out a car for FREE for up to 3 hours. To find out more visit [www.streetcar.com/freetrip](http://www.streetcar.com/freetrip) or call 020 3004 7815 quoting "TRIP" to claim your free test drive. It only takes a few minutes and you could be on the road the same day.

Offer entitles you to a free 30 day Streetcar membership and 25 free driving credit. Driving credit valid for any vehicle and trip length. Membership will be automatically renewed at the standard annual rate of £59.50 after 30 days unless cancelled beforehand.

**WIN A TWO YEAR MEMBERSHIP TO THE CAMBRIDGE CAR CLUB**



**Win two years membership to Streetcar (worth £100) plus £50 driving credit**

To help determine the level of interest by employers and commuters on locating a Car Club vehicle in the TP+ area please complete the following survey [www.surveymonkey.com/s/9HWMC69](http://www.surveymonkey.com/s/9HWMC69)

One lucky respondent will win a two year membership to Streetcar (worth £100) plus £50 worth of driving credit.

If there is a good amount of positive feedback from the survey, we may be on our way to persuading Streetcar that locating a vehicle in the TP+ area is a sound commercial decision.

## Travel Plan Plus Team

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[www.facebook.com/travelplanplus](https://www.facebook.com/travelplanplus)

## Car Club Business Champions in Cambridge



*“Streetcar allowed us to outsource the hassle involved in running a pool car scheme - we now don't have to worry about procurement, on going servicing, booking or administration - Streetcar just send us an invoice each month for usage and they take care of all the rest. There is an added advantage that it demonstrates to both staff and third parties our green credentials and continual commitment to corporate and social responsibility”*

**Streetcar Coordinator  
Napp Pharmaceuticals**

*“We have found the introduction of a Streetcar here at Wolfson College to be very beneficial. The request for a Streetcar came from the student body and it has proved to be much used by our own students, and also by Fellows. The arrangement costs us nothing and no administration falls on the College. It is advantageous to the College to be able to offer this facility, especially to students and visiting academics from other countries.”*

**Christopher Lawrence,  
Bursar, Wolfson College Cambridge**

*“Streetcar is seen as one of the planks of Churchill College's sustainability policy and is being used by Fellows, academic visitors, and students alike. The range of vehicles in Cambridge and locations has continued to improve and has made the service even more attractive. The management of the operation is efficient and the technology works.”*

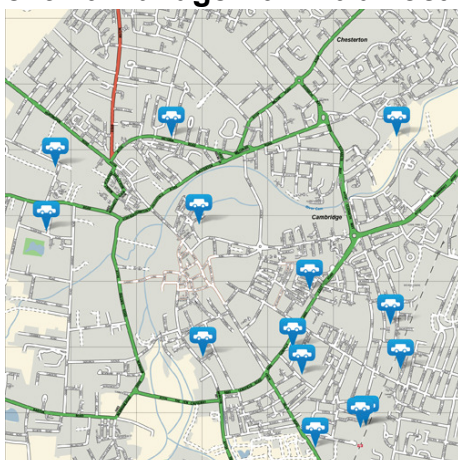
**Jennifer Brook  
Bursar, Churchill College Cambridge**

### Cambridge City Car Club Expansion

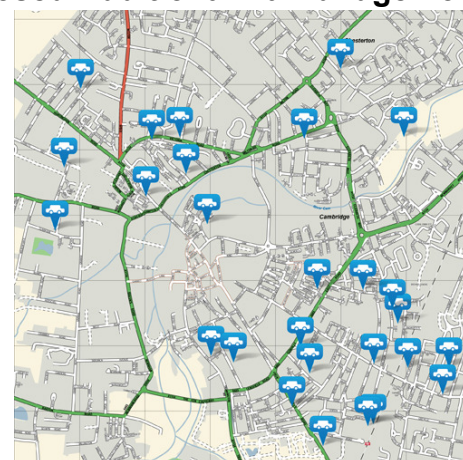
As part of their continued commitment to Cambridge, Streetcar are working with Cambridge City Council and Cambridgeshire County Council to expand in the city. Over the coming weeks they will be launching a range of on-street spaces to complement their existing network of Streetcar locations. These potential locations are spread throughout central Cambridge and will be based on the following streets: Arthur Street, St Philips Road, Norfolk Street, St Peters Street, De Freville Avenue, East Hertford Street, Thoday Street, Wentworth Road, Sleaford Street and Russell Street. A further four potential locations have also been approved by the Cambridge Traffic Management Area Joint Committee and will be introduced in Phase 2; these are: Canterbury Street, Chedworth Street, Riverside and Union Lane. Streetcar is also looking into expanding the network to Cambridge City Council Car Parks and will be introducing a car into Gwydir Street among others.

The map below highlights the current locations of Streetcars in Cambridge and where they will be potentially located in the future.

#### Current Cambridge Car Club Locations



#### Proposed Additional Cambridge Locations



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