



co wheels

Case Study

Gateshead Council Grey Fleet and Public PAYG

Gateshead Council worked with Co-wheels on a proactive approach to reducing congestion and promoting sustainable and active journeys with the result that they reduced grey fleet mileage by a third.

Challenge

The local authority wanted to reduce grey fleet car mileage for both environmental and economic reasons through its Travel Plan. In 2015 the plan was updated with the aim to achieve more active and sustainable work journeys, reduce the need for journeys and encourage walking, cycling, car sharing and the use of public transport.

The Travel Plan must also help deliver medium term objectives contained in the council's Vision 2030 sustainable community strategy – a long term plan to inspire public, private, voluntary and community sector partners in Gateshead to achieve a step change improvement in the borough.

The second objective was to reduce numbers travelling to and from work by car, decrease 'in-work' private car use and reduce requirement for travel.

Solution

Co-wheels provided the Council with a fleet of pool cars for staff to use, including three electric vehicles charged by a Power Park solar powered charging station at the Civic Centre car park, two hybrids and 13 low emission petrol vehicles. The scheme has grown since it was introduced in 2011 and now has more than 400 members.

The Travel Smarter Gateshead website was launched with information and makes alternative modes of travel more attractive. Council staff are also informed through a weekly email and internal communications to reach staff who are not desk-based.

The website is accessible beyond Gateshead Council staff, with the aim to spread the message to all groups in the wider community, and the pool cars are also used outside of working hours in a car club open to the public.

Following development of the new website, initial work involved recording demand for the use of pool cars, cycle storage and travel pass applications, as well as recording website traffic.

Results

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