



## Guaranteed Ride Home (October 2010)

“Although 58% of the 15,903 respondents do not car-share, a quarter would if there was some way to guarantee getting home if something goes wrong with the arrangements.”

*(Taken from an AA/Populus poll, October 2010. More details at the link below)*

[www.theaa.com/public\\_affairs/aa-populus-panel/1-in-5-aa-members-car-shares-regularly.html](http://www.theaa.com/public_affairs/aa-populus-panel/1-in-5-aa-members-car-shares-regularly.html)

Scheme	How does the 'Guaranteed Ride Home' (GRH) work for your scheme?	Cost to business since launch	Would you recommend GRH?
<b>South Gloucestershire Council</b> 130 Members	GRH has been available through our scheme since 2002. It gives a backup/reassurance for those car-sharing and generally we find people will ask around if they are stuck before resorting to a taxi.	£22.80 Since April 2010	YES
<b>Derbyshire County Council</b> 371 Members	GRH has been running as long as the car-share scheme (approximately six years). As far as I am aware, it has not been called upon in the past 12 months and so the net effect on our business is zero. We get round the budget issue by having a contract with a local taxi firm at an agreed rate per mile, and people have to use that taxi firm who then charge the county direct.	£0	YES
<b>Heathrow Airport</b> 3,210 Members	GRH has been available since 1997 and on average it gets used about eight times a year. In the event of an emergency, Heathrow car-sharers have access to a free taxi ride home. To access this service, they should contact Airport Executive Cars. They then email their line manager to advise them that they have used the service and the reason why. This should be done within 48 hours of using this service.	On average £500 a year At most £2,000 a year	YES
<b>Bentley Motors Limited</b> 959 Members	Bentley started their scheme in 2005 and an important part is our Guaranteed Emergency Taxi Home. In the past five years, we've used the taxi service an average of ten times a year.	Unsure	YES

	The bottom line is, if you want your car-share scheme to succeed, you must run an "emergency" taxi service.		
<b>Bristol Airport</b> 73 Members	Bristol Airport has GRH as part of the Staff Travel Plan. "It has rarely been used and we do not keep any official logs of its use (authorisation must come from a manager)." Qualification for use is in exceptional circumstances: if you or your lift sharing partner are unexpectedly called away from work, or the passenger or driver has to work later than envisaged. It has never been misused as permission comes from a manager.	Unsure	YES
<b>Port of Felixstowe</b> 142 Members	We introduced GRH in January 2008, when we launched the Port of Felixstowe car-share scheme. In the first year we had no uses of GRH, but in 2010, we have had eight uses. If you are looking to ensure that car-sharing is available to all, it would be advisable to issue the GRH scheme. There is a minimal cost to ensure peace of mind for your members. If you put the correct controlling document in place and monitor it to ensure that it's not abused, the scheme will do what it's meant to do: get your car-sharer home in an emergency.	£280	YES
<b>Suffolk County Council</b> 228 Members	I believe GRH started in 2005, when the scheme began. To the best of my knowledge it has never been claimed, so it has cost nothing and has never been abused. Certainly nobody has told me that they were missing a ride home, let alone were asking for the cost. I feel that schemes without GRH could be put off at the idea it could be a large expense but in reality the expense is very little if anything at all.	£0	YES

<b>Calderdale</b> 170 Members	It's always been offered and no-one has ever used it. The policy is that, if a member gets stranded (their lift doesn't show up or cancels at the last minute), or if they have to go home in an emergency, they can book a taxi and claim the fare back from the Council. We set aside £250 in the budget each year but this has never been needed to date.	£0	YES
<b>Bracknell Forest Borough Council</b>  73 Members	Taxi journeys will be paid for in the event of a valid claim. To qualify, staff must come under one of the following: A home emergency (such as burglary, fire, flood); illness or injury of yourself or immediate family member requiring urgent attendance; an unforeseen work reason which means you cannot leave work at your normal time; the unavailability of the car-share driver within 30 minutes of the usual return home time.	£0	YES

### Key Points

The cost of offering GRH varies from scheme to scheme. For example, Heathrow Airport have spent up to £2,000 in a year (but average £500) - although it should also be noted that this scheme has 3,210 members. Whereas the majority of the schemes have never had any cost involved.

Having a clear policy document in place for GRH is essential in eradicating misuse.

Approval of the payment under GRH should be monitored closely.

Publicising the fact that you offer GRH to potential members.

Only members who are in BUDI teams qualify, this will also act as an incentive for member to confirm they are sharing.

Putting the emphasis on 'Emergency' when promoting.

The benefits of offering GRH to members outweighs the costs.