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the pay-as-you-go-car

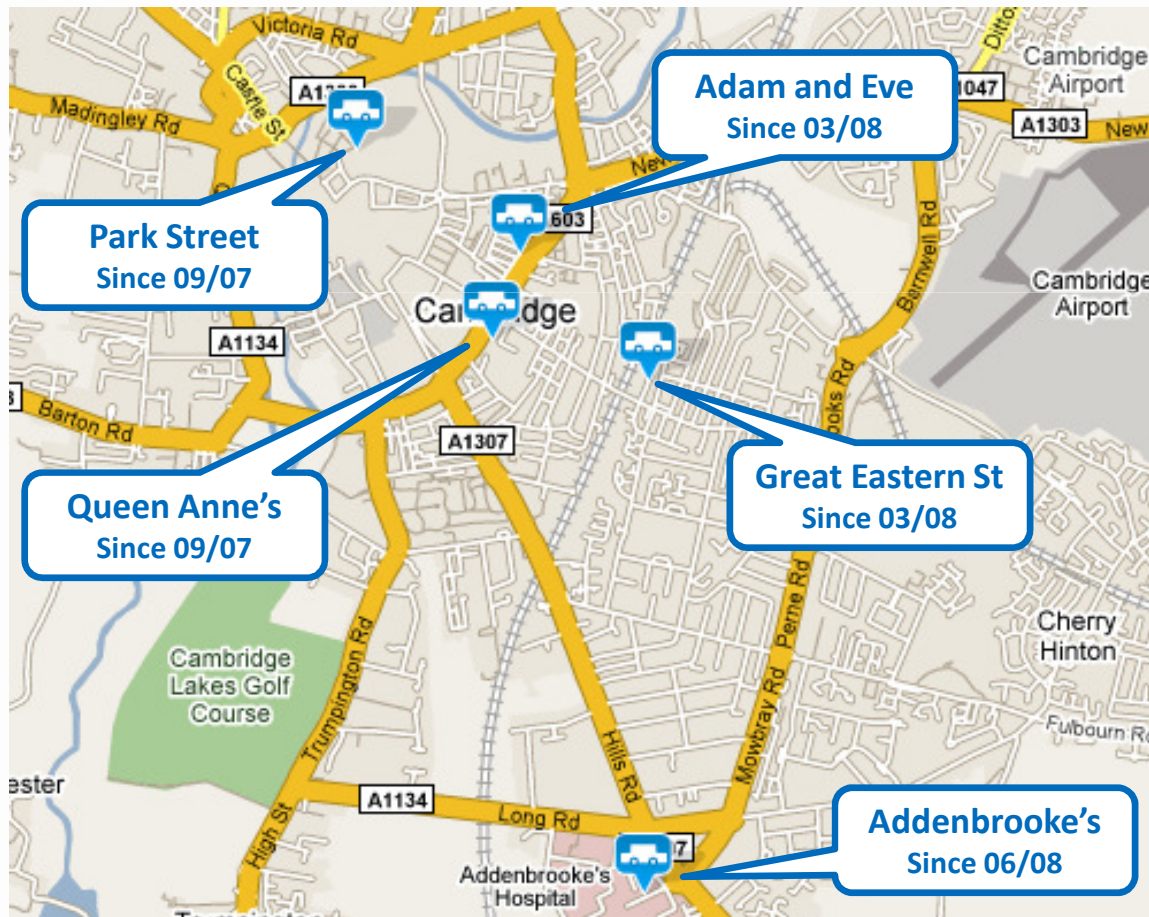
Cambridge Review

June 2008



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At a Glance...



Members: 168

Locations: 5

Cars: 5

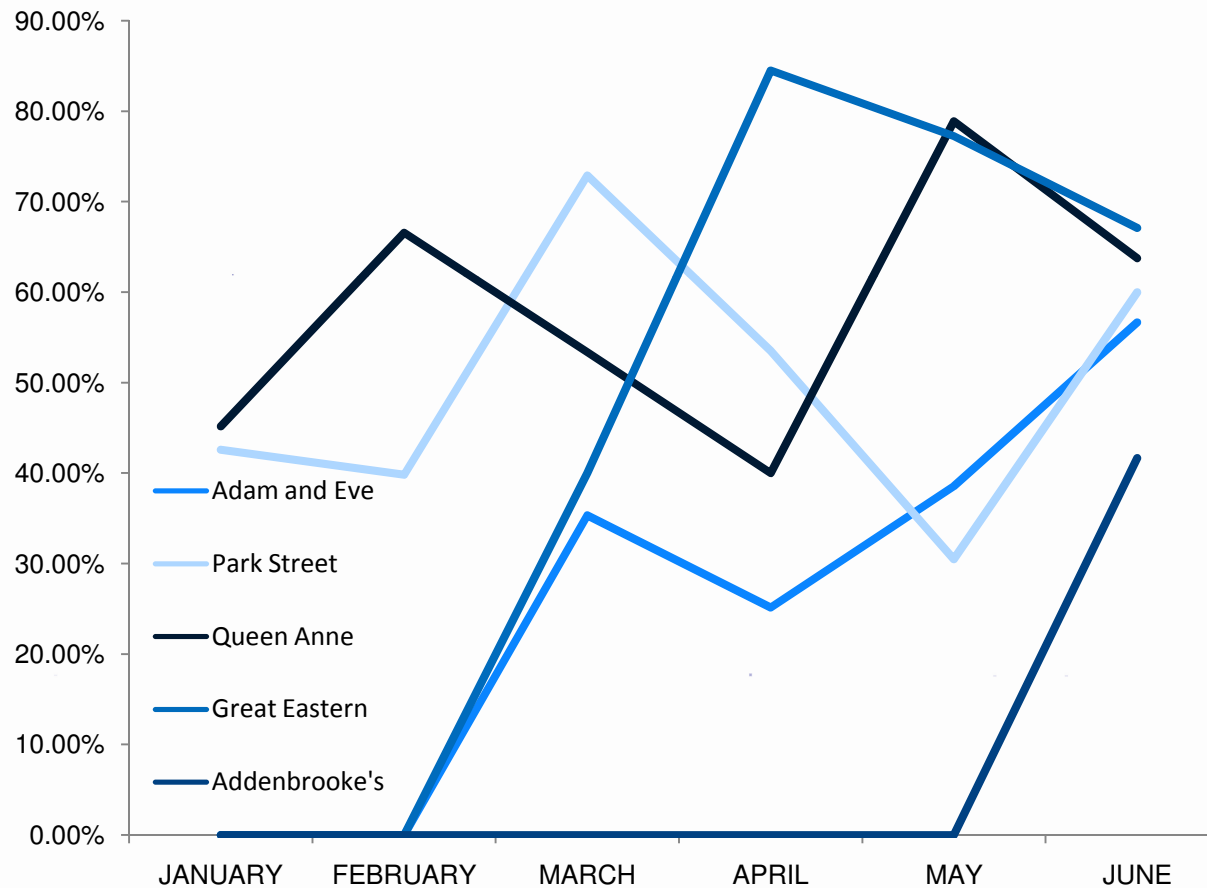
Average Usage May '08: 58%

Business Accounts: 3



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Usage 2008

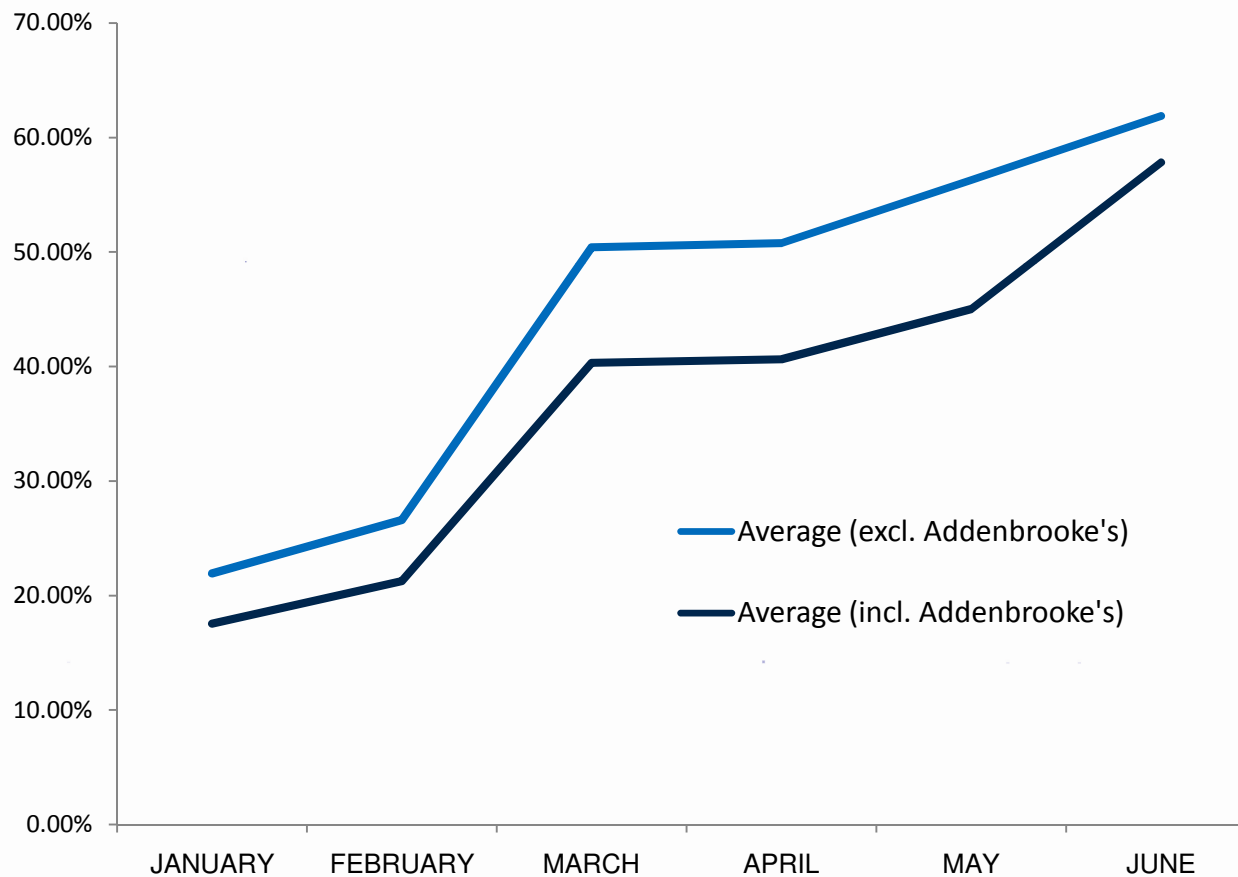


The graph shows, quite promisingly, that usage levels are starting to 'normalise'. That is, as more cars are added, people begin to realise that a new car is closer to their house than the one they were previously using. In real terms, this can be seen by the Queen Anne and Park Street usage levels dropping slightly, as the strain is taken up by the new spaces. This so called 'network effect' helps the scheme to run more efficiently, by giving members a second option should their car of choice be unavailable. Great Eastern street has dropped off slightly in the last month, as it had to be booked out to be repaired for a week. In addition, it is highly promising to see the Addenbrooke's car doing so well so shortly after launch. This convinces us that Cambridge is a great market for a car club.



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Usage 2008

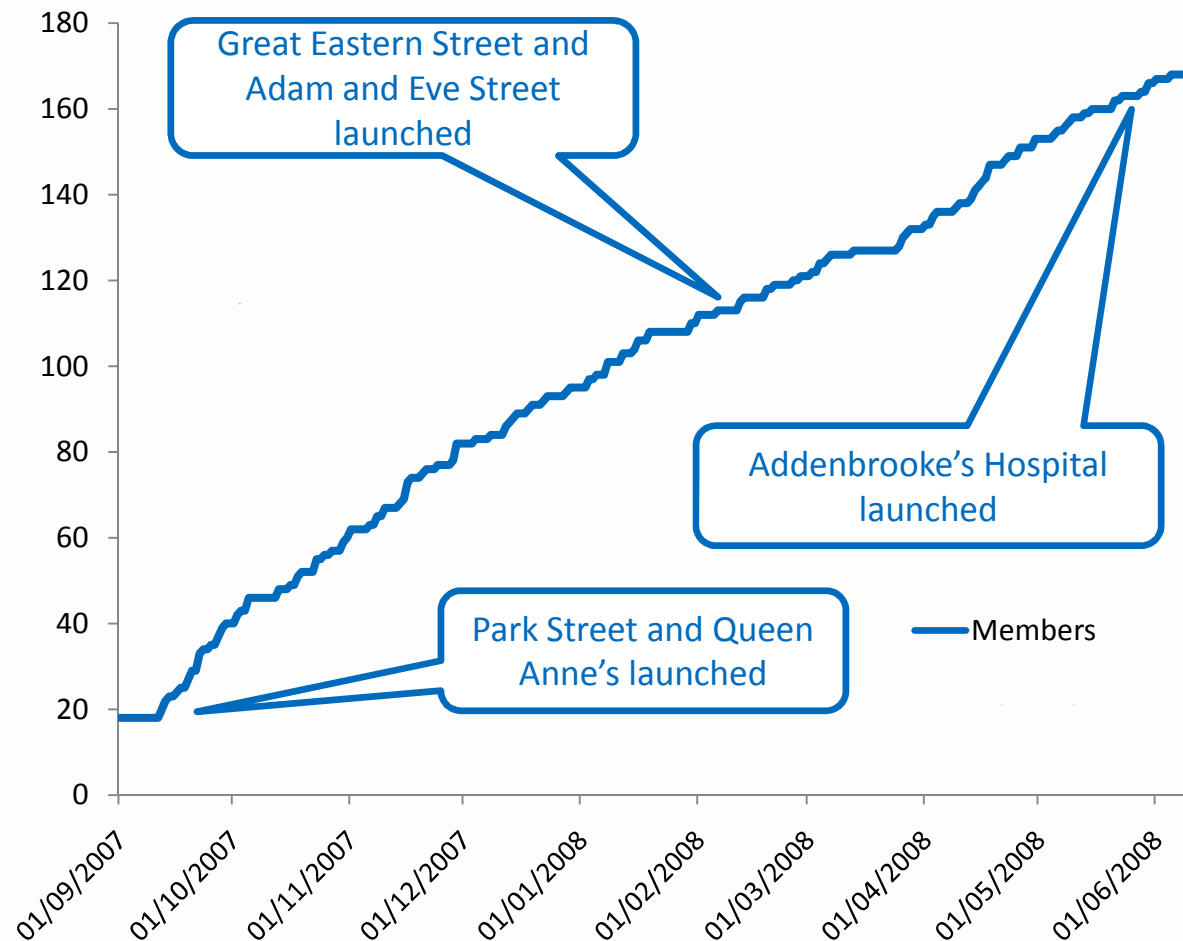


The graph shows, that overall usage is on the up. In fact, in terms of hours booked, May was up 15% from April, and June is already looking very promising. I have excluded Addenbrooke's from the average to show that overall usage is actually now over 60%, which is immensely encouraging. But it is also interesting to note that even though the average is lower when Addenbrooke's is included (it was only added last week), it is increasing at a far steeper rate, which gives us high hopes for the summer.



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Member Uptake since launch

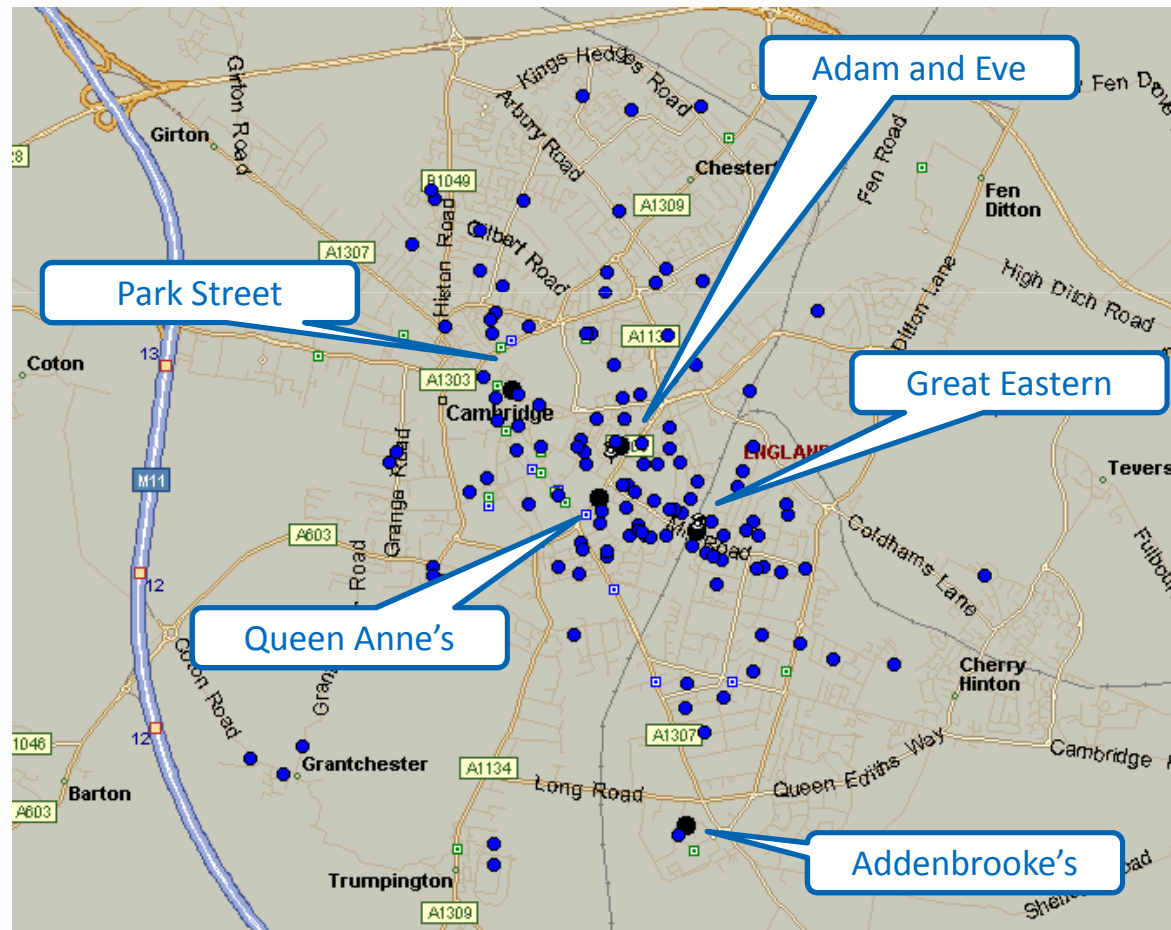


This graph shows how our member base continues to grow in Cambridge. We are now at 169 members, and rapidly approaching 200. Our member base has roughly doubled since the beginning of the year. This has been achieved with little to no publicity – a fact that we will be remedying this summer, with a combination of flyering, letter boxing, radio and local press campaigns, and special promotional offers. We are hoping to reach 500 members in Cambridge before the end of the year.



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Where our members live



The map shows quite a wide spread of Streetcar members across the city, grouped in particular around the central and south east areas of the city. These areas are served well enough for now by the Queen Anne's, Adam and Eve, and Great Eastern cars, so now we need to turn towards those areas that do not enjoy good coverage – in particular the north of the city, and the west. To this end, I have asked for an extra space in Park Street, which has been granted, and a space in the Castle Hill car park, which is being considered. In addition, I have asked for a bay in Gwydir Street, to help match projected demand in the east of the city. Within a few months, I will be looking to put potential on-street spaces through the TMO process, as I feel that within a year, demand will have outstripped the capacity of the space that can be offered in council-run car parks.