



A 100% electric community car club based in the village of Haddenham and its neighbouring market town of Thame across the border in Oxfordshire

Background

- Haddenham declared a climate emergency with a 2030 net-zero target for the whole community
- Cutting transport emissions through adoption of EVs is a key part of the plan
- A car club is a good way to introduce people to EVs
- It also addresses the issue of embodied emissions from manufacturing
- And can help to reduce driving



Journey

Over two-year process to get the club up and running

- Initial survey to gauge interest
- Deciding on model
- Bringing 3B onboard as a partner
- Lengthy process of getting agreement for chargers and installation



Partnership



A four-way partnership

- Zero Carbon Haddenham – developed the idea and promote the club
- Parish Council/Village Hall – installed the chargers (one public, one dedicated to the Hire Club) at a cost of c. £11,000, with some support from our community board
- 3B Vehicle Hire – provide the car and run the club, using the Hiya Car booking platform
- Thame Green Living – our partner community group in Thame, which also has a car

Initial results



We officially launched the Haddenham car on December 3rd (Thame car slightly earlier in September 2022)

- Strong interest: mailing list of over 300 (three quarters in Haddenham), around 150 signed up to the club, 20 active users so far in Haddenham
- User base is expanding and hires are getting longer
- Haddenham car benefits from better visibility and also stronger community feel in the village.
- Aim is to convince households to give up a second car

Issues

- Some people have found the tech (App plus EV) challenging
- Hiya Car insurance only covers 25-75 year-olds
- Occasional issues releasing the charging cable
- Users have sometimes failed to set the car charging after hire
- Publicity and getting people to try something new

Hiya Car have responsive online support for bookings, and 3B have also been excellent, providing alternative vehicles where necessary, for example.



EV HIRE CLUB UPDATE

Compared to making the same trips in the average UK car, the Hire Club has saved just over half a tonne of CO2 emissions so far. If we extrapolated the same usage rate over a year, that would be just short of 3 tonnes, the equivalent of the carbon removed by 133 mature trees.



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HADDENHAM