



Enterprise Car Hire Scheme at Waterhouse Gardens

Waterhouse Gardens

Salboy Limited

Prepared by:

SLR Consulting Limited

5th Floor, 35 Dale Street, Manchester, M1 2HF

SLR Project No.: 432.001756.00001

10 March 2025

Revision: 01

Revision Record

Revision	Date	Prepared By	Checked By	Authorised By
01	10 March 2025	AT	GD	GD

Basis of Report

This document has been prepared by SLR Consulting Limited (SLR) with reasonable skill, care and diligence, and taking account of the timescales and resources devoted to it by agreement with Salboy Limited (the Client) as part or all of the services it has been appointed by the Client to carry out. It is subject to the terms and conditions of that appointment.

SLR shall not be liable for the use of or reliance on any information, advice, recommendations and opinions in this document for any purpose by any person other than the Client. Reliance may be granted to a third party only in the event that SLR and the third party have executed a reliance agreement or collateral warranty.

Information reported herein may be based on the interpretation of public domain data collected by SLR, and/or information supplied by the Client and/or its other advisors and associates. These data have been accepted in good faith as being accurate and valid.

The copyright and intellectual property in all drawings, reports, specifications, bills of quantities, calculations and other information set out in this report remain vested in SLR unless the terms of appointment state otherwise.

This document may contain information of a specialised and/or highly technical nature and the Client is advised to seek clarification on any elements which may be unclear to it.

Information, advice, recommendations and opinions in this document should only be relied upon in the context of the whole document and any documents referenced explicitly herein and should then only be used within the context of the appointment.



Table of Contents

1.0 Introduction	1
Background.....	1
Waterhouse Gardens Car Club Spaces	1
2.0 Car Club Benefits	3
3.0 Enterprise Car Club Operation	5
Operation	5
Pricing and Plans	6
Offers and Incentives	9

Tables in Text

Table 2.1: Vehicle Class and Northwest Rental Rates	8
---	---

Figures in Text

Figure 1.1: Waterhouse Gardens Car Club Parking Spaces.....	1
Figure 2.1: Car Club Ecosystem	4
Figure 3.1: How Enterprise Car Club Works.....	5
Figure 3.2: Enterprise Car Club Locations.....	6
Figure 3.3: Enterprise Car Club Cost	6
Figure 3.4: Enterprise Car Club Membership Options in Manchester	7
Figure 3.5: Basic and Standard Membership Information	7



1.0 Introduction

Background

- 1.1 This document has been prepared by SLR on behalf of Salboy Limited in support of the development of Waterhouse Gardens located on Dutton Street, on the site of the former Boddingtons' Brewery Site in Manchester.
- 1.2 The aim of this document is to set out the implementation of a Car Hire Scheme at Waterhouse Gardens with the aim of discharging Condition 40 of the Decision Notice (Reference: 118831/FO/2018). Condition 40 states the following:

"Prior to the first occupation of each phase of the residential element of the development hereby approved, details of the provision to promote car hire scheme shall be submitted for approval in writing by the City Council, as Local Planning Authority.

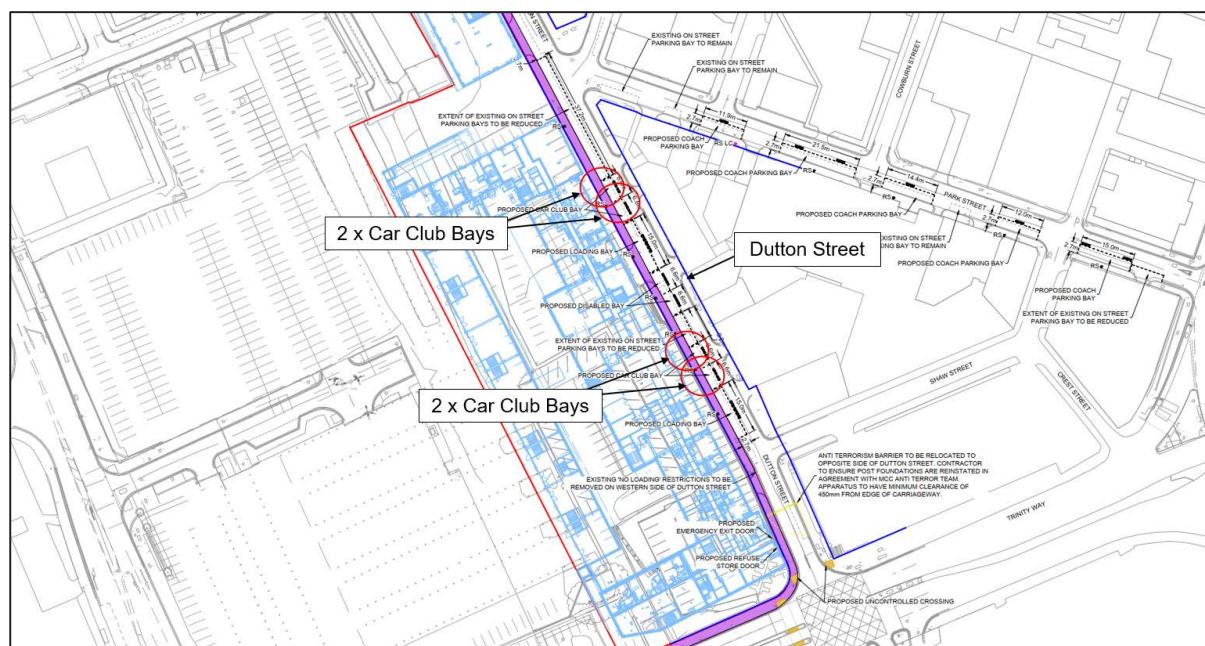
The approved details shall be implemented prior to the first occupation of each phase of the residential element of the scheme and thereafter retained and maintained in situ".

- 1.3 This document should be read in conjunction with a Travel Plan (TP) which has also been written by SLR.

Waterhouse Gardens Car Club Spaces

- 1.4 A Car Club is a pay as you go Car Hire scheme for residents using fuel efficient cars which are available from dedicated on-street bays.
- 1.5 Waterhouse Gardens is proposing to provide 4 car club spaces located on Dutton Street as shown in **Figure 1.1**.

Figure 1.1: Waterhouse Gardens Car Club Parking Spaces



- 1.6 It is expected that these car clubs will be introduced in phases as the development comes forward. These car club spaces will increase to match the demand. It is expected that two vehicles will be provided on first occupation of the site.
- 1.7 Residents of Waterhouse Gardens will have access to an on-site car club, operated by Enterprise Car Club. Available 24/7, the service allows users to book vehicles via an app, with a range of hybrid, electric, and fuel-efficient options that contribute to reducing CO2 emissions.
- 1.8 Waterhouse Gardens is currently arranging with Enterprise Car Club to provide introductory use vouchers, allowing residents to trial the scheme. On-site promotional events will also be organised to encourage participation and raise awareness of the benefits of car clubs.



2.0 Car Club Benefits

2.1 Car clubs provide a practical alternative to private car ownership, offering users access to a vehicle without the financial and maintenance burdens of owning one.

2.2 Enterprise Car Club indicates the key benefits of using a Car Club is the following:



Reserve a vehicle at any time in the day via the app, online or by phone;



Access to over 1300 cars and vans to across the UK;



Save money by only paying for time and distance rather than physically owning a vehicle; and



Go Green using a Car Club. Each Car Club has removed up to 32 private cars on the road, leading to creating space for urban realm improvements and healthier streets.

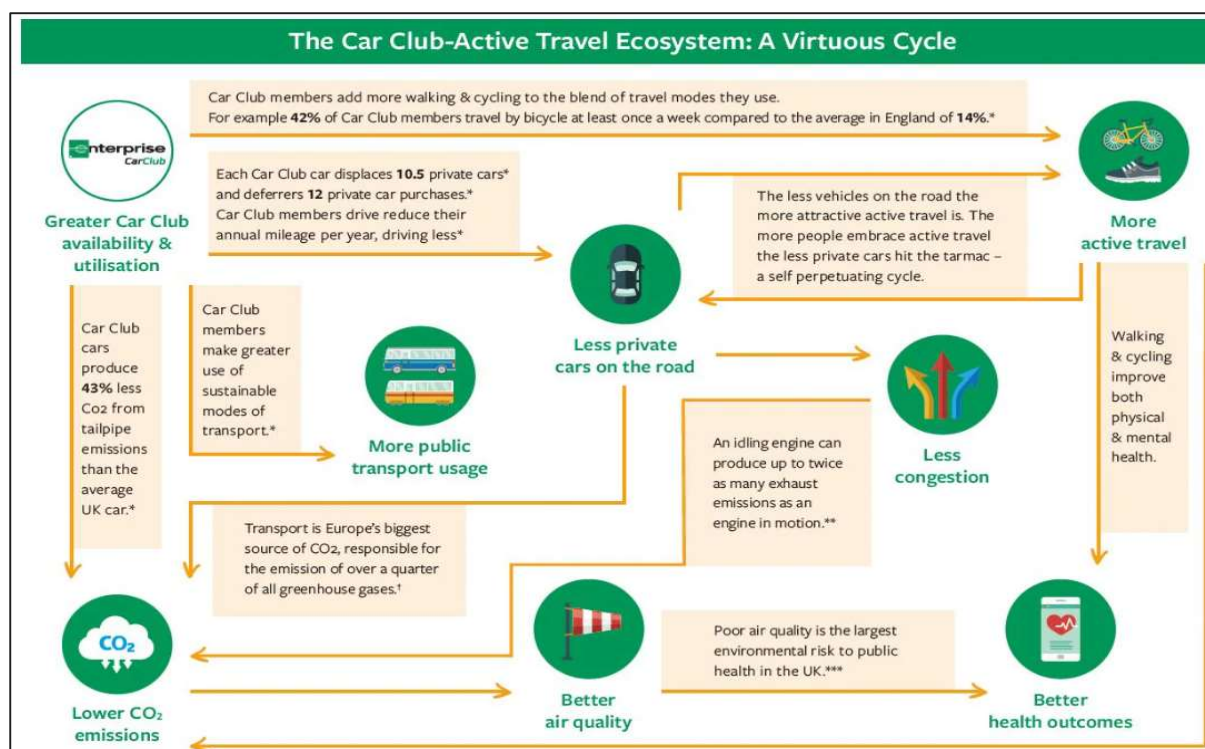
2.3 Research from Enterprise Car Club states that 35% of publicly accessible Car Club vehicles in the UK are electric, helping to reduce emissions and improve air quality beyond simply reducing traffic levels.

2.4 Another key benefit, as noted by Enterprise Car Club, is that having access to a Car Club can help free up road capacity for active travel, making streets safer and more attractive to the wider community. Car Club members, after joining, are more likely to walk and cycle than they did before obtaining membership.

2.5 Research has shown that up to 35% of Car Club members cycle regularly, compared to just 14% of the general population who cycle more than once a week. This is because Car Club members are more likely to choose active travel modes for shorter, local journeys, using a car only when necessary. **Figure 2.1** shows the active travel Car Club ecosystem.



Figure 2.1: Car Club Ecosystem



(Source: <https://www.enterpriseclub.co.uk/qb/en/about/car-club-and-active-travel.html>)

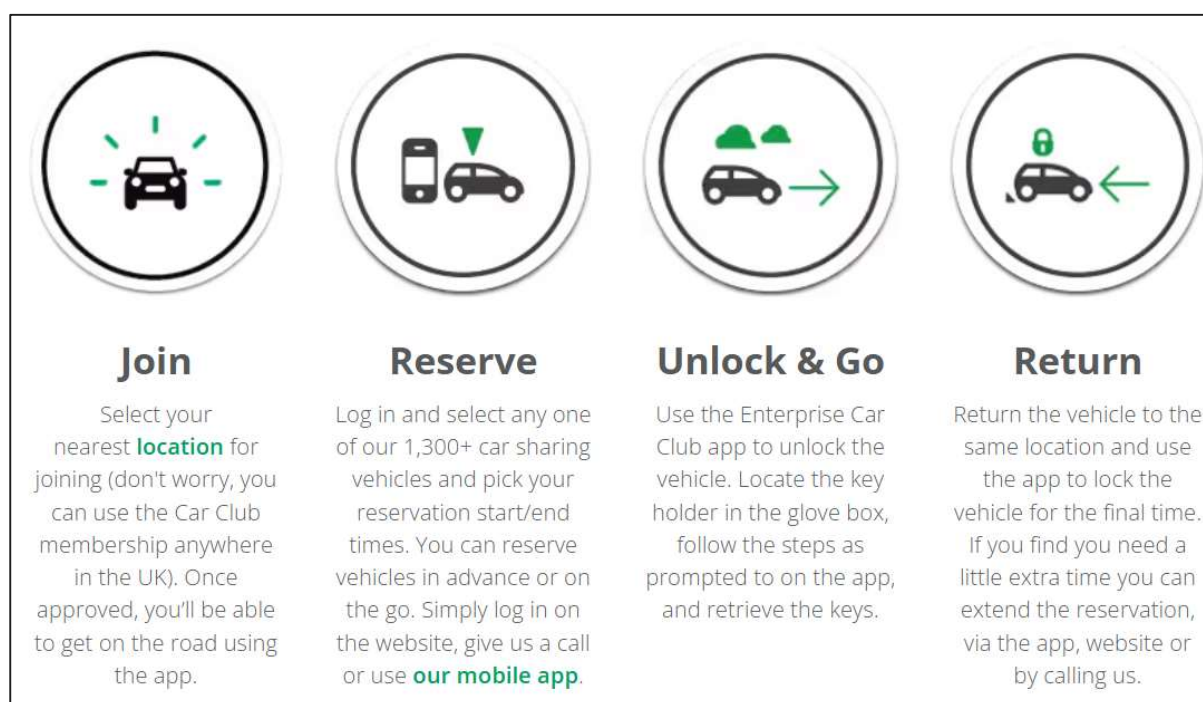


3.0 Enterprise Car Club Operation

Operation

- 3.1 Enterprise Car Club provides a flexible and cost-effective alternative to private car ownership, offering members access to vehicles on an hourly or daily basis. The service operates across multiple locations in the UK and is designed to provide a convenient and sustainable mobility solution.
- 3.2 Enterprise Car Club is an accredited member of CoMoUK, a not-for-profit organisation that supports the development of shared transport solutions across the UK. Through initiatives such as car sharing, bike sharing, and on-demand transport services, CoMoUK plays a key role in promoting sustainable mobility options.
- 3.3 Enterprise has invested in a MaaS platform and is working with a number of Councils around the country to ensure travellers have access to a shared vehicle within a hierarchy of travel options. This means that members can easily hire a car by the hour or day at a convenient location for those journeys that are not possible by public transport alone.
- 3.4 The process of how to use Enterprise Car Club is shown below in **Figure 3.1**.

Figure 3.1: How Enterprise Car Club Works

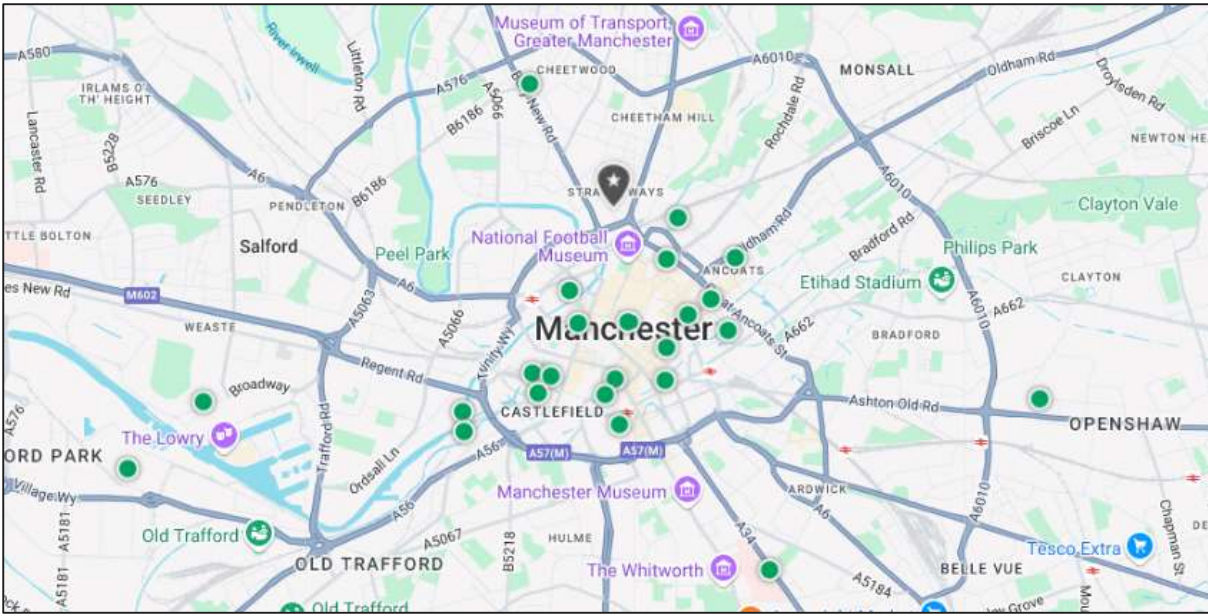


(Source: <https://www.enterpriseclub.co.uk/gb/en/about/how-car-club-works.html>)

- 3.5 Aside from the four Enterprise Car Club locations that will be dedicated to the Waterhouse Gardens, members additionally get access to a range of other locations in Manchester. The locations are shown below in **Figure 3.2**.



Figure 3.2: Enterprise Car Club Locations



(Source: <https://www.enterpriseclub.co.uk/gb/en/home.html>)

Pricing and Plans

3.6 The hourly rate for an individual using Enterprise Car Club in Manchester is shown below in Figure 3.3.

Figure 3.3: Enterprise Car Club Cost

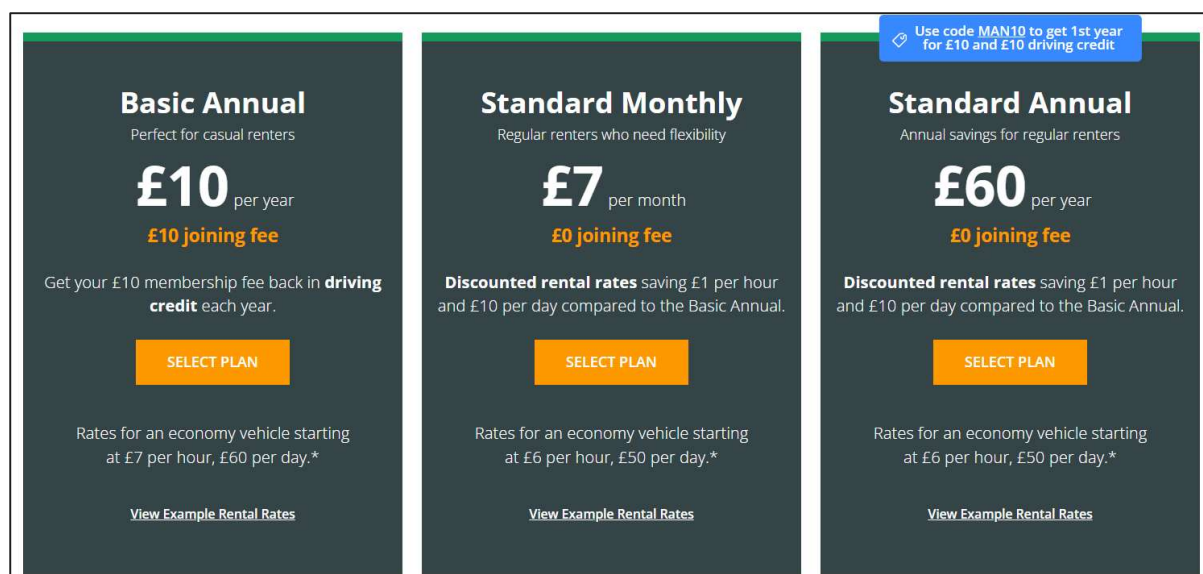


(Source: <https://www.enterpriseclub.co.uk/gb/en/home.html>)

3.7 The three main pricing plans for those who sign up in Manchester are shown below in Figure 3.4.



Figure 3.4: Enterprise Car Club Membership Options in Manchester



(Source: <https://www.enterpriseclub.co.uk/gb/en/programs/regions/north-west-england/manchester.html#why>)

- 3.8 As seen in **Figure 3.4**, the Standard Annual includes a discount code for residents who are aged 22 to get their first year's membership for £10 and get £10 free driving credit using the promo code, 'MAN10'. **Figure 3.5** highlights what the basic and standard membership entails.

Figure 3.5: Basic and Standard Membership Information



(Source: <https://www.enterpriseclub.co.uk/gb/en/programs/regions/north-west-england/manchester.html#why>)

- 3.9 Other key information to be aware of when joining Enterprise Car Club are of the following:
- **Fuel** - This will be covered during time of rental, using a fuel card located within the vehicle's glove compartment, or to the right of the steering wheel;
 - **Physical Damage/Liability Protection** - This is included with an excess of £1,000 for cars and £1,250 for vans, per incident, as standard across all plans. If you are aged 22+ you can reduce your excess to £250 per incident by paying £15/month or £150 per year, when you join or by entering your member ID on this form. Alternatively, you can reduce



your excess for a specific reservation to £250 per incident by paying an hourly fee of £2.00/hr (up to £16.00/day). You can select this option at the time of making your reservation;

- **Parking** – When parking outside the vehicle’s dedicated location, users are liable for any parking costs. Free parking is available in Edinburgh and Kensington & Chelsea in London; and
- **Tolls & fines** – Car Club members will have to cover the costs should any parking ticket or traffic offences incur. These also may attract an administration fee.

3.10 A cost calculator for both personal and business use can be found using the website link below:

- <https://www.enterprisecarclub.co.uk/gb/en/about/calculator.html>

3.11 Enterprise Car Club rates for the Northwest are shown in **Table 2.1**.

Table 3.1: Vehicle Class and Northwest Rental Rates

Vehicle Class	Hourly		Daily	
	Rates from	Mileage	Rates from	Mileage
Small e.g. Toyota Aygo or similar	£7.33	27p per mile	£58.94	27p per mile
Economy e.g. Ford Fiesta or similar	£8.63	27p per mile	£71.59	27p per mile
Standard e.g. Ford Focus or similar	£9.18	27p per mile	£76.19	27p per mile
Large e.g. Vauxhall Insignia or similar	£10.18	27p per mile	£87.34	27p per mile
Estate e.g. Toyota Auris Estate or similar	£9.68	27p per mile	£82.09	27p per mile
SUV - Standard e.g. Vauxhall Mokka or similar	£9.68	27p per mile	£82.09	27p per mile
Economy Van e.g. Ford Caddy or similar	£9.68	35p per mile	£82.09	35p per mile



Vehicle Class	Hourly		Daily	
	Rates from	Mileage	Rates from	Mileage
Standard Van e.g. Ford Expert or similar	£11.53	35p per mile	£92.49	35p per mile
Large Van e.g. Ford Transit or similar	£12.83	35p per mile	£106.74	35p per mile
EV - Economy e.g. Renault Zoe or similar	£8.43	14p per mile	£72.09	14p per mile
EV - Standard e.g. Nissan Leaf or similar	£8.63	14p per mile	£71.59	14p per mile

Offers and Incentives

3.12 Other offers and incentives that Enterprise Car Club provides when joining are the following:



Service Discounts, for those who work in Emergency services get a discounted rate. For the first year the Standard Annual Membership will be £10 and also £20 free driving credit will be provided (saving users up to £70);



Free personal membership for corporate customers;



Referring a friend will provide £20 free driving credits for both the user and friend;



If already a member of a Car Club, Enterprise Car Club allows for £1 joining fee, saving up to £59 for the first year;



Half price membership is offered if the user is a member of a bike, e-bike or e-scooter shared scheme, saving the user up to £30 in their first year;



Car Club users can add an additional driver for £30, and



Enterprise Car Club also offers those who have disabilities to add free surrogate drivers to their account of up to 3 people.





Making Sustainability Happen