



## Scotland's Collaborative Economy – evidence session 26<sup>th</sup> July 2017

### **Merry Scott – Termed consultant and Scottish Engagement Manager for liftshare.com**

Merry worked within the public sector for 14 years within a Travel Planning, marketing and behavioural change context. She has worked with a large number of organisations across Scotland and has an excellent understanding of national, regional and local policies and funding streams. Now, as an independent Transport Consultant (Merry Scott Consulting) she is termed consultant with liftshare, supporting both existing and potential clients in Scotland.

Merry holds a Masters degree in Passenger Transport Management, is a member of the Chartered Institute of Logistics and Transport, and has been Chair of ACT Travelwise Scotland for 10 years.

### **Liftshare**

Liftshare is a social enterprise, passionate about helping individuals to travel more sustainably by sharing their journey. Their online network matches people with similar journeys so they can travel better together – saving money, cutting their carbon footprint, having fun and making the world a better place. Liftshare provides the largest online car-sharing network in the United Kingdom which has well over 650,000 registered users of which approximately 400,000 are currently active.

In Scotland, Liftshare work in partnership with 6 of the Regional Transport Partnerships; establishing regional Liftshare managed car-sharing schemes. The regional public car-share scheme within the South East Scotland (SEStran) area already has almost 9000 active users.

Funding is secured by charging businesses and communities for our expertise and systems in setting up their own bespoke online tools to encourage car-sharing and more sustainable mobility. Liftshare are passionate about delivering value, listen carefully to the needs of our clients, and are committed to their success.

# Peer to peer Transportation and Logistics

## Rural Connectivity

Liftsharing provides opportunities to those living, working and traveling within rural locations, particularly where public transport is limited or seasonal due to commercial viability. It can provide opportunities for: access to employment; access to training/education; access to key services to those in isolated areas and opportunities for tourists.

Unlike public transport, the critical mass needed for liftsharing is just 2 people. It can therefore work in the most rural locations so long as some drivers offer their empty seats.

Through Liftshare's myPTP (my Personalised Travel Plan) software, scoping exercises can be carried out with major employers in rural areas, providing evidence for car sharing potential and also to inform public transport operators of the potential for commercially viable service routes. Liftshare is working in partnership with Stagecoach with their myPTP software around the UK.

Liftshare is conducting research in rural locations in Yorkshire and Humber where the principal aim is to determine the extent, reach and coverage of current car sharing schemes in the region, with the aim of assessing their potential for improving access to employment, training and key services for people in areas of geographic isolation, thereby aligning with the key strategic objectives from the Regional Economic Strategy. The study has helped form key strategic objectives in the Regional Economic Strategy.

## Contribution towards Scotland's targets on emissions and being active and healthier

- Liftsharing can help towards Scotland's emissions targets, with software that enables SMART measures and outcomes.
- Each commuter who shares a car to work typically saves 1 tonne of CO<sub>2</sub>/year (or 10% of their total emissions).
- Sharing a lift is one of the easiest and most rewarding ways to reduce emissions.
- Companies can help their employees by setting up a scheme E.g. Jaguar Land Rover has 5,000 staff sharing every day saving 25 million car miles/year.
- myPTP software provides informed travel choices to individuals for all modes, including walking and cycling. Companies can provide individual plans to employees and encourage their staff to use more active and sustainable travel.

## Panel Questions:

1. How could peer to peer transportation & logistics help connect rural locations such as deliveries or transport where it is not financially viable to have year round public transport infrastructure?

A: Liftsharing only requires a critical mass of two people, one of whom is willing to share a seat(s) in their car. Through effective promotion and embedding liftsharing into Local, Regional and National transport policies, support and willingness to liftshare can be achieved. This is particularly relevant for rural communities where public transport may not be an option or run throughout the whole year.

2. Should there be a minimum fare set for peer to peer transportation/private hire and taxis so that all drivers receive a living wage?

A: Liftsharing simply encourages the sharing of costs among individuals liftsharing. Any profit made would affect the driver's insurance and is not recommended.

3. How can peer to peer transportation & logistics help meet Scotland's Greener Scotland targets on emissions and congestion?

A: Each commuter regularly liftsharing is estimated to save 1 tonne of Co2 a year, or 10% of their total emissions. Through suitable incentives and supported through local, regional and national policies, (car parking charges, dedicated parking, use of priority lanes etc) liftsharing can become an attractive and greener option for individuals.

4. How could bike sharing and similar models help Scotland's population become more active and healthier?

A: Not directly relevant to liftshare; however, liftshare's myPTP software provides individuals with walking and cycling options with maps and calorie-burned information, allowing them to make informed choices.