

## 3.5 Talybont-on-Usk Energy Car sharing (UK)

**E-car sharing service** in Talybont-on-Usk, a village in the heart of the Brecon Beacons National Park in in Powys, Wales (UK).



### 3.5.1 About Talybont-on-Uk, Wales

Country	Region	Target Area	Population	Population density
Wales (UK)	The village of Talybont-on-Usk	~7.0 km <sup>2</sup>	719	9,5 inh./km <sup>2</sup>

Talybont-on-Usk is a village in the heart of the Brecon Beacons National Park in in Powys, Wales (UK). It is composed by around 300 households and it has a shop, a café and 4 pubs. The village is a popular tourist destination for walkers, cyclists and canoeists visiting the National Park. The village is 7 miles (11 km) from the nearest town (Brecon).

The area is touristic area near a Natural Park but there are no quantitative evidences of the tourists/guests in the area and how tourists use the car sharing solution presented here.

### 3.5.2 Description of the Mobility Solution

A car sharing service started in 2010 in Talybont-on-Usk village and nearby settlements. This area was in fact overlooked by a conventional, commercial car sharing operator, due to the scattered population and low demand.

Members paid a low-cost tariff for use of the vehicles booked online or via the village Post Office. However, the service mainly relied on voluntary effort of Energy Talybont, a local non-profit company, of the local council and of a funding authority (Brecon Beacons Sustainable Development Fund). The system had no specific element of innovation.



Figure 57 – Electric Renault Maxi Kangoo used for the car sharing scheme

The local community of less than 20 households agreed to purchase one vehicle for a shared use to reduce the environmental impact of transport system in such area. The vehicle (Renault Maxi Kangoo) had a range of around 70-80 miles. It was named “Heulwen” (Welsh for sunshine) as it was charged using the solar generated electricity at Henderson Hall.

#### Target user groups and needs

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The service addressed mainly the mobility needs of the residents which were to reduce the use of cars and to avoid the second car ownership.

The target users were mainly elderly people (65 years or older) who reached 22% of the overall population in the identified areas. However, Talybont Energy specified that anyone living in the local Talybont area, over the age of 24 years, was eligible to join the car sharing scheme. Approximately 75% of people in the identified area were over 24 years of age. About half the households are located within ½ mile of the village ‘centre’. The rest are scattered in the surrounding hilly countryside anything from 1-5 miles out of the village.

The main trip motivation was for systematic movements. Over half of the booked trips were work-related – often paid for by the member’s company. The main motivation for using “Heulwen” was carbon saving.

#### Involved Bodies

Public transport operators were not involved in the service planning and implementation. The local council supported the implementation for the street layout, a funding trust supported the vehicle purchase. The local stakeholder involved was the Energy Talybont (NGO).

#### Mobility services provided/addressed

The service offered 1 car, 1 van and 4 electric Twizy cars for tourists. Talybont Energy had almost 100 full or associate members who supported the work of the group and got involved in various projects. The areas served by this service were mainly touristic and remote extra urban areas.

#### Ridership and other key metrics/results

The data available were only for the first 2 vehicles: members’ use of both vehicles is extremely skewed. 5 member households account for 91% of the car trips and 97% of the revenue. 4 households did not use the cars at all in 2013 and 2 households only used them once. Despite various changes (and growth) in membership, this skewed pattern of usage remained much the same across the 4 years.

The Total Km yearly travelled was 250.000 Km (2016 data).

#### Supporting technologies

Talybont Energy is currently registered with Chargemaster/Polar, Electricity and Charge our Car/Source West to allow the electric vehicle to be charged away from base. At base, the electric vehicle uses solar power. Talybont Energy uses an online appointment scheduling service, SuperSaaS, to digitise convenient vehicle booking. SuperSaaS is an independent entity which was not set up by Talybont Energy.

#### Engagement aspects

A separate scheme, the Eco Travel Network runs a fleet of electric Twizy for rental to visiting tourists. The Twizy cars are based at accommodation businesses across the National Park and they pay for the vehicles and use them themselves as well as renting them out.

It is an interconnection between shared and public transport services. A bus service runs through the village 6 times a day but connections to other bus services are patchy and the nearest railway station (Abergavenny) is 15 miles away.

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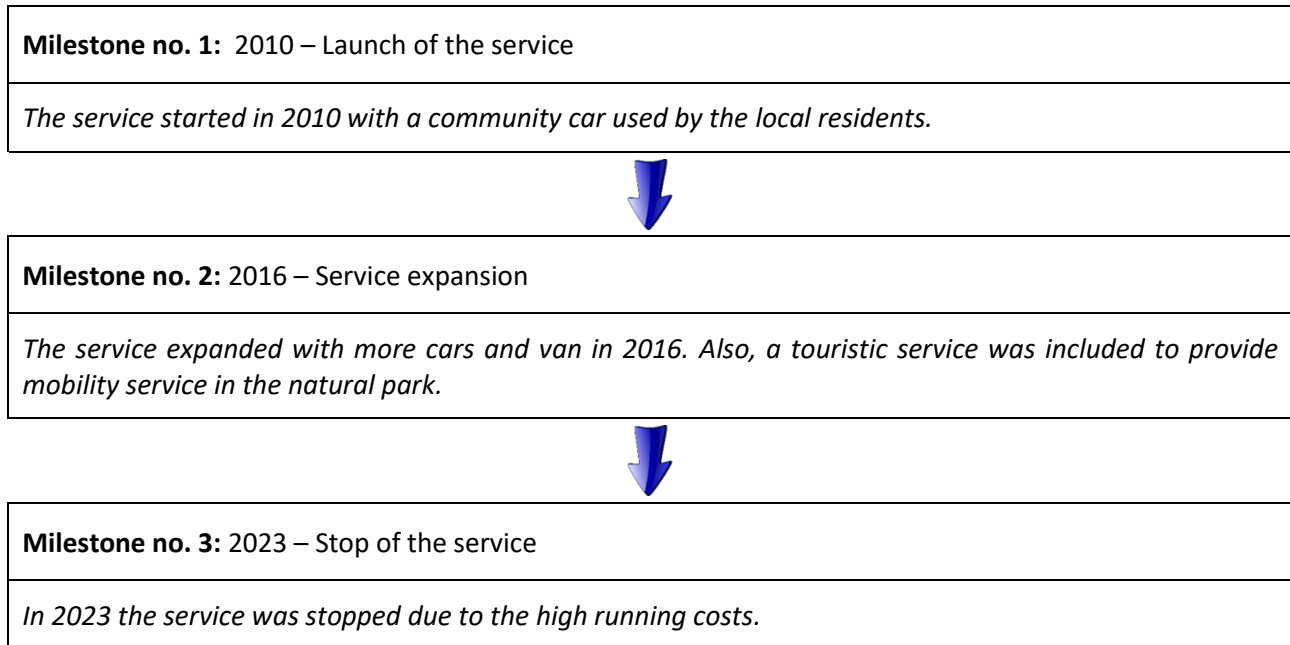


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### 3.5.3 Timelines and Milestones



### 3.5.4 Long-term assessment

#### Success, Durability and Expansion

During the last year of business, as vehicle rental insurance had become extremely expensive, car associates tried becoming members of <https://karshare.com> as a different way of working.

The service still had to ensure the vehicle for when the owner members would use it. But the rental insurance was paid by the users and not by the members. Unfortunately, the minimum rental rates set by Karshare (to cover insurance costs) were more suited to daily rentals rather than 1–2-hour rentals, which was most of the resort members' usage, for which the service was stopped.

The mobility solution showed limited long-term viability due to high running cost and limited revenue scheme.

#### Funding and financing

About financial situation, the operating costs were around £3.200/per year per car (biodiesel car) and around £1.500/year for electric vehicle.

#### Why is it considered a good practice?

The added value of this mobility solution was to provide an additional mobility solution to residents and tourists in a scattered rural area near a natural park. Indeed, it aimed to enable both residents and tourists to experience driving of alternatively fuelled (electric and vegetable oil) vehicles without making a personal purchase.

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### 3.5.5 Transferability considerations

<b>CONTEXT PECULIARITIES</b>	<b>TRANSFERABILITY CONDITIONS</b>
<p>The little village and the scattered population of nearby settlements favoured car sharing for short trips.</p>	<p>Car sharing between members can be advantageous when the community wants to experiment with a different type of motorization.</p> <p>Furthermore, when the Municipality wishes to reduce the number of cars (in particular, the purchase of the second family car) in circulation.</p>
<b>DIFFICULTIES ENCOUNTERED/WEAKNESS</b>	<b>LESSONS LEARNT</b>
<p>Financial conditions and in particular the high cost of insurance have caused the service to end.</p>	<p>If the purchase of the cars cannot be financed by a community and if the operating costs are not supported by the Municipality or other body, the service cannot be economically sustainable.</p> <p>A better model for community car sharing in the future is that individuals (or even only one person) allow the use of their private cars to be rented (upon registration of their vehicles with an organisation like Karshare) rather than Talybont Energy having the extra cost of owning, insuring, and maintaining a vehicle which do not need or use.</p>

**References for further details**

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