



**PRESS RELEASE**

**October 2011**

## **FIRST CAR CLUB IN SWINDON NOW OPEN FOR BUSINESS**

The first car club in Swindon is now open to the public for bookings. The GOCO CAR club is based in Rodbourne Cheney on Northern Road next to 'The Triangle', a new high-quality sustainable 42-home development, one mile north of Swindon rail station and developed by Hab Oakus.

GOCO CAR club has been developed in collaboration with Hab Oakus and a partnership with Commonwheels. The new car club is operating initially with two cars and is now available to all Swindon residents and local businesses. It offers users the opportunity of booking a car for 30 minutes or more to provide a cost-effective, convenient and sustainable travel option.

Wayne Phillips, an early user of the GOCO CAR club in Swindon and resident of The Triangle development, commented: "In addition to the environmental benefits of booking a car by the hour, when we sat down to calculate the potential costs of using the new service, we stood to make significant savings. Consequently, we've since sold our family car and already using the GOCO CAR cars on a regular basis. This is saving me around £200 per month."

Robin Pointon from GOCO added: "We're delighted that the GOCO CAR club is up and running in Swindon. As well as interest from residents of The Triangle, we are now targeting the wider community and are in talks with several major local employers to explore how they can benefit from using GOCO CAR in Swindon. Furthermore we have now established GOCO CAR as a co-operative. This will help us build local ownership as well as ensure its future success benefits the local community."

GOCO CAR is looking to hear from local businesses that may be interested to discover how a dedicated car club can benefit their business and employees. It is also identifying new locations across Swindon for more car locations and wishes to hear from local residents

who would be interested in being regular users. For those who want to discuss the opportunities presented by car clubs, who wish to receive regular updates on Swindon or provide support, please e-mail Robin Pointon on [gocccarswindon@goco.coop](mailto:gocccarswindon@goco.coop). For more information on the car club or to sign up to the Commonwheels network, go to [www.goco.coop/car](http://www.goco.coop/car) and follow the links.

GOCO CAR has been developed with Hab Oakus. This is a partnership between Kevin McCloud's company Hab and housing group, GreenSquare. GOCO CAR is a licensee of Commonwheels who provide online bookings and offer the benefit of its nationwide network of car clubs. Swindon Borough Council, SEAT and Arval are also supporting the development of the car club.

The development and co-ordination of GOCO CAR in Swindon is being supported by specialist sustainable transport consultancy, Go Travel Solutions.

**About Hab Oakus:**

Hab Oakus is the joint venture between Kevin McCloud's company Hab and housing group GreenSquare. We develop thoughtfully designed places and homes that respect local context and biodiversity, where residents feel a strong sense of belonging. Hab Oakus champions sustainable living and homes that are environmentally efficient to build and run.

**About GOCO CAR:**

GOCO CAR is registered with the Industrial and Provident Society, and GOCO CAR Limited is part of GOCO, a multi-stakeholder sustainable travel co-operative.

**About GOCO:**

GOCO's ambitions go beyond just being an operator of timetabled train services on the National Rail Network. The co-operative is also developing car clubs, bus links and travel hubs to enable communities to access sustainable transport options. For more information, please visit [www.goco.coop](http://www.goco.coop)

**About Commonwheels:**

Commonwheels is an innovative social enterprise that offers a 'pay by the hour' locally owned car club service across the UK in over 24 locations. Some of these locations have been developed through our approach of social franchising whereby local organisations can choose to become part of the wider national Commonwheel community car club network. Members can make use of any of the car club vehicle within the national network as and when they need them, without any of the cost and hassle of owning a car. Car club membership also encourages people to think more about their journey, only taking the car when it's the best option, so helping to cut car use and tackle climate change.

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