

## 'Making a Mark'

### Mark Holder Social Impact Declaration

#### Co-wheels Car Club

Co-wheels is an innovative social enterprise offering 'pay by the hour' car hire with cars parked in convenient locations close to where people live and work.

We are the only independently-owned national car club, providing low emission, hybrid and electric cars on a pay-as-you-go basis for organisations and communities across the UK.



Members can make use of car club vehicles 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.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to provide 'social impact statements', which illustrate how they are striving to meet their social/environmental objectives. Below are examples of how **Co-wheels** is Making a Mark, striving to make a difference to people and planet.

#### Social inputs – accessible transport options

We have diversified our activities in the last year, including the introduction of wheelchair accessible vehicles in order to help people with mobility problems and their families be more flexible in their travel arrangements.

Email: [info@co-wheels.org.uk](mailto:info@co-wheels.org.uk)  
Website: <http://www.co-wheels.org.uk/>  
Phone: 0191 375 1050

## Social outputs – key measures of activity

- **338** businesses and organisations are using Co-Wheels car club
- **7,010** staff members signed up to Co-wheels
- We provide **110** fleet cars with out of hour's public access
- We provide **34** pool e-bikes for organisations to use

Co-wheels individual membership has doubled in the last year, and the proportion of Co-wheels members who do not own a car has dropped significantly since joining this year.

41% of members are from demographic groups which are below the UK average income.



## Social outcomes – benefits for communities

In 2016, the annual survey undertaken by the charity Carplus again confirmed the positive social impacts Co-wheels is having in terms of reducing car ownership and private car use:

- Encouraging health benefits through increased walking and cycling
- Helping communities share resource and increase cohesion
- Our cars have a 44% average lower CO2 emissions per car then the average UK car

Measuring our impact is important for internal bench marketing, and to demonstrate our impact on society and planet to our partners and investors.

Co-wheels produces an [annual Impact Report](#) which outlines what we have achieved.



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