

*This is a genuine email sent to publicise a simple car sharing website.*

To: clerk@eastington-pc.gov.uk

Subject: Parish Lift: A Community Car Sharing Scheme for the Area

Dear recipient,

I am writing to introduce you and your parish to a new community car sharing initiative across the south west of the county called Parish Lift.

Here is a little bit of context.

Parish Lift is a community car sharing platform available to select parishes where transport alternatives are limited and rural accessibility and inclusivity are important themes to address for meeting everyday needs. The initiative applies a localised engagement model and involves publicising and promoting car sharing as part of the transport mix within and across residents living in villages and hamlets through a variety of different communication streams.

This has involved reaching out to different audiences and planting the seed for travel behaviour change on the basis of car sharing being 'visible' within communities as well as the educational and behavioural support and advice provided through the helpline desk. Whilst the ultimately aim is to help those meet access needs, the concept of Parish Lift includes offering residents travel planning guidance for meeting needs and supporting greater community cohesion.

The prototype model in the west Cotswolds has so far helped source local transport options for residents who relied on the rural bus services that were withdrawn with the engagement model raising awareness of Community Transport and Taxi Sharing as viable alternatives in certain contexts. The initiative also has a legacy benefit in the sense that the concept of car sharing is embedded within the framework of community life and village activities. Some of the engagement techniques adopted include:

- Extensive leaflet drop across all parishes;
- Radio station interviews;
- Newsletter and Newspaper promotion;
- Schools Engagement (poster competition);
- Pavement sign roadshow (across all parishes);
- Mass member emails (local businesses);
- Posters (key institutions);
- Stands at parish meetings and community events;
- Church engagements; and
- Parish Pledge.

Gloucestershire County Council (GCC) have agreed to fund another cluster due to the opportunity to dovetail and support other schemes and collaboratively work together to enhance access to key transport interchanges such as Cam and Dursley Railway Station. We are therefore asking whether you would be interested in supporting the scheme in Eastington?

I would advise you to look at the Parish Lift website ([parish.liftshare.com](http://parish.liftshare.com)) so you can familiarise yourself with the interface. Also please find attached a flyer with the details on including the phone number (helpline). A really good way to get to know about the initiative is to listen to BBC Gloucestershire's interview with Jon Harris on the subject:

<http://www.bbc.co.uk/programmes/p04mjgbd#playt=1h15m38s>

I would also consult the FAQ's on the liftshare site as this will have most of the answers to any queries that you may have.

If you have any questions, please feel free to get in touch. We have already been out and posted flyers at the church and in the public facing institutions but would need help around community boards and general promotion through fetes, newsletters etc. Please feel free to get in touch.