Steer Heat Map For Car Club Potential Sittingbourne

Hiyacar has worked with the Steer Group to produce a mapping tool which measures the following factors that are key indicators for car club potential and from these produce an overall heat map of car club potential for the area.

• Population, population growth and population density (higher densities increase potential)
• Student presence
• Travel to work (lower car use can increase potential)
• Public transport provision (higher provision can increase potential)
• Car ownership (descriptive factor, car ownership levels can influence marketing strategy)
• Access to local services (greater provision of local services can increase potential)
• Qualifications (higher qualifications can increase potential)
• Income (higher incomes can increase potential)

The Population, Travel to Work, Car Ownership and Qualifications data is mapped at a hexcell layer, the hexcell layer is approximately 1 kilometre in size. This results in the identification of areas of high potential and insight into why these areas have good potential. We use this data to narrow down the search for good parking locations. Once we have narrowed down the location we then look for high profile, easily accessible parking spaces which are not under trees (sap from trees makes the cars dirty very quickly) or outside schools & pubs (for safety & damage avoidance).

The Steer car club potential heat map for Sittingbourne, below, indicates that there seems to be a number of areas which indicate potential for the uptake of car clubs.