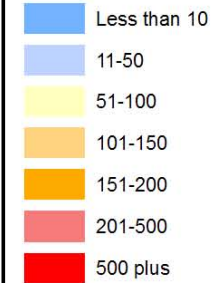


**Better Routes and Places**

**Southwark Car Club Demand:  
Remaining 'Unsatisfied' Demand**

**Probable Growth Required**

Remaining demand (number of adults prone to joining a car club)

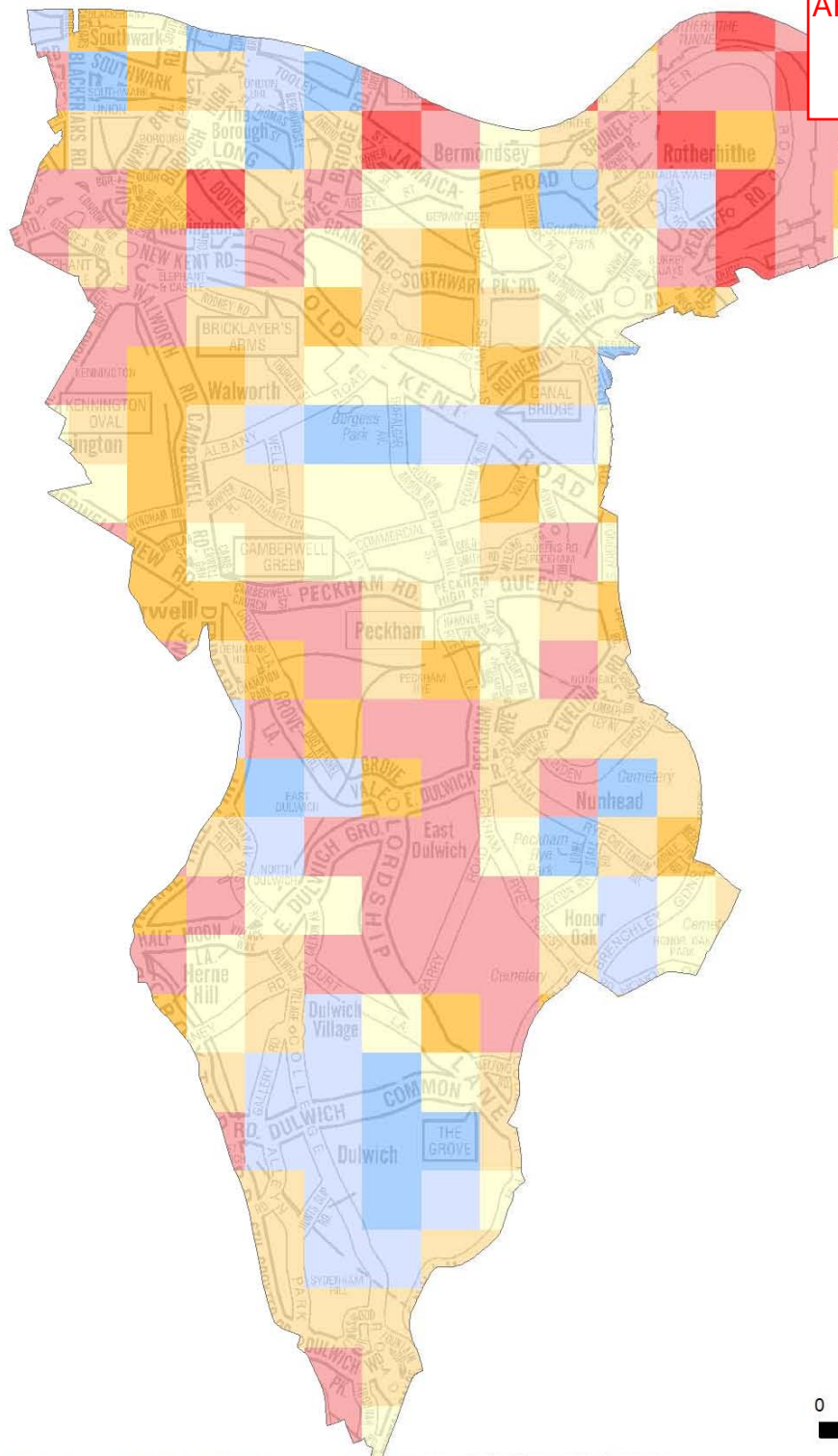


**Map Description**

This map takes the demand plotted in Map 1 and accounts for any demand already provided for through existing bays. The result is the demand left 'unsatisfied' within your borough, giving some direction to where future bay implementation could be concentrated.

As this mapping work has 'smoothed' the demand within each cell, these maps are good indicators of the general 'hot spot' areas of demand, but should not be treated as precise markers for the exact locations of future bay implementation.

What these maps do show us is how localised the demand for car clubs can be, and the importance of working closely with operators to identify the most appropriate locations.



1:35,000 at A3

