

Decarbonising transport - Accelerating the uptake of electric vehicles

LGA webinar

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Element Energy Ltd

Celine Cluzel
Director

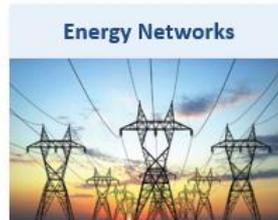
Agenda and introduction

Agenda

- Recap barriers – which are most relevant to Boroughs
- Examples of concrete actions that can be taken
- Discussion

About Element Energy

- Specialist energy consultancy, with an excellent reputation for rigorous and insightful analysis
- We consult on both technical and strategic issues – our technical and engineering understanding of the real-world challenges support our strategic work and vice versa
- Numerous studies on EVs for local government (typically infrastructure but also Net Zero targets), central government (e.g. DfT, Transport Scotland, CCC) and private sector



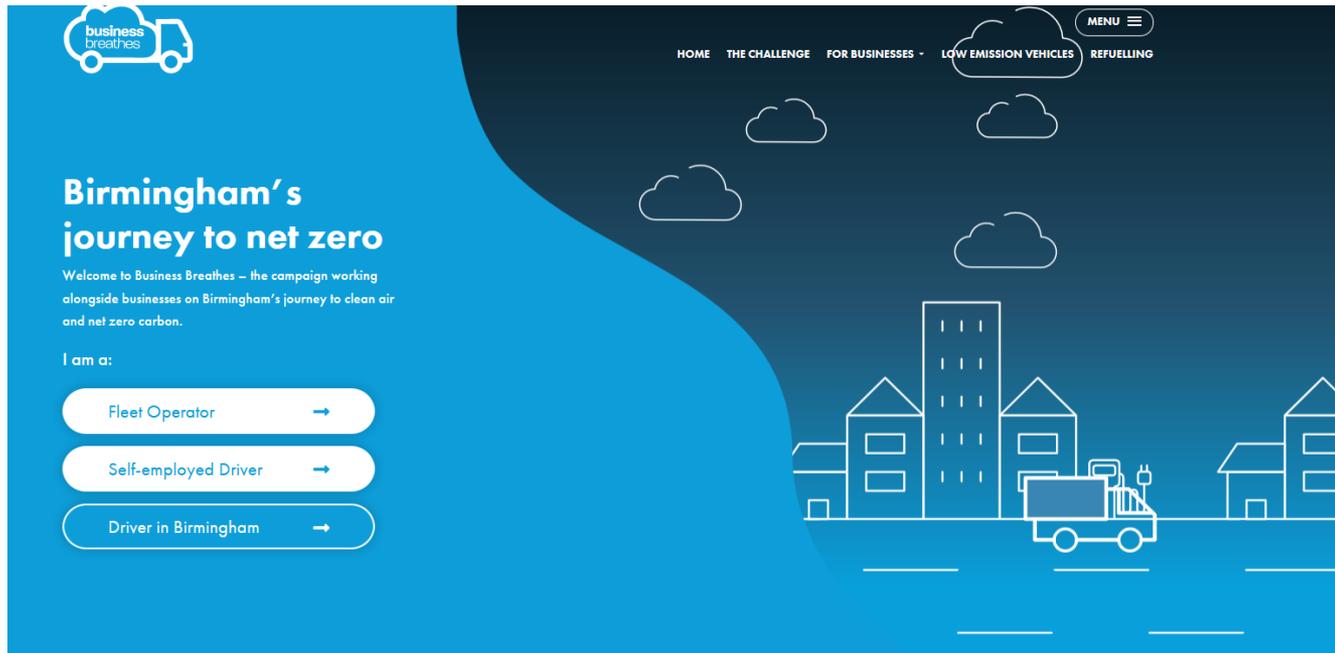
Barriers to EV uptake have vastly decreased but actions are still needed

Barrier group	Status	LA level of influence	Examples or comments
Supply of new and used EVs	Major barrier	Limited	
High upfront cost	Decreasing	Limited	London scrappage schemes with added cost support for EVs
Lack of knowledge and misconceptions	Significant barrier	Role of play	<ul style="list-style-type: none"> • Business Breathes campaign • Haringey telematics programme • Increase exposure to EVs through taxis and car clubs • Awareness through 'nudge' policies e.g. preferential treatment for EVs • Be consistent with use of 'clean', 'green', 'low carbon'
Charging infrastructure	Variable strength	Role to play	<i>Include provision of infrastructure, access to it, ease of use, impact on charging networks etc.</i>

- Challenge to scoping local support measures for EVs: risk of supporting car ownership/use

Example 1 - Business Breathes – a communication campaign run for Birmingham City Council for businesses

- **Original aim:** support business as they prepare for Birmingham’s Clean Air Zone (air quality focus)
- **Revised aim:** Promote zero emission vehicle options / refuelling infrastructure to Birmingham businesses, in light of the city’s Climate Emergency declaration (climate change focus)
- *Very positive feedback received from FTA, FSB, RHA, coach bodies, BVRLA, etc.*



- Targeted
- Simple language
- Source of information for support programmes (central and local)
- Refuelling maps
- Market availability
- Case studies
- Social media campaign (Twitter, Linked In)

<https://businessbreathes.co.uk/>

Example 2 - Haringey Council – telematics service for fleet (and resident) to understand if an EV would fit their needs

- **Background:** In 2017, Haringey Council was awarded funding to support a range of ULEV initiatives under the ‘Neighbourhoods of the Future’ programme. As part of this programme, the council is providing **free telematics services for local users of vans** via the company CleanCar.
- **How it works:**
 - Real-world driving data collected by GPS for 2 weeks to 3 months
 - Data compared to current low emission vehicles
 - User receives a report detailing their suitability to switch, recommended vehicles, estimated impact (cost and emissions savings) and charging infrastructure recommendations.
- **Target users:**
 - **Large fleets:** initially 5 fleets (~50 vehicles) including Arriva buses, Haringey Council’s own Parks service, AMEY, and a large housing association.
 - **Small and microbusinesses** (1 – 5 vans) and **residents** – second phase launched in summer 2020

Arriva buses

- Service used by support fleet
- **29 of their ferry vehicles are suitable for switching** to EVs with significant cost savings (£20-30 per month per vehicle)
- **Currently in the process of switching** – those that can be replaced quickly are being replaced, the remainder are waiting until expiry of their current lease

Haringey own fleet

- The service showed that the **EV market for the Park service’s larger vans is not mature enough**
- **Vehicles are now leased on a shorter basis** to enable a switch to EVs once there are appropriate vehicles available
- **Fleet manager has become more interested/engaged** with the concept of ULEVs

Charging infrastructure – understanding the local needs should be the first step

- Many aspects of charging infrastructure are for central government, e.g. provision on the Strategic Road Network, home charging grant
 - Actions LAs can take:
 - **Understand the needs:** quantify households w/o off street parking, understand local parking and travel behaviour, assess private sector level of provision, step up simple forms to collect & map residents requests
 - **Assess opportunities:** list/map the Council car parks and Council land – the development might be taken on by private sector
 - **Support grid investment by sharing data with local DNO:** see blue box
 - **Support innovation** – on-street technologies still in development, consumer research lacking. Council can join funded programmes, [STEP](#) example
 - Many risks around charging infrastructure investments
 - best to favour/prioritise low regret groups such as shared mobility (e.g. car clubs, taxis)
- DNOs conduct detailed modelling of future electricity demand, to plan for investment need. Access to data can be a barrier to the modelling accuracy.
 - Data that Councils can share/help aggregate in order of priority:
 - Plans for public charging infrastructure deployments (e.g. plans for PV powered EV charging in new town centre car parks)
 - Data relating to where vehicles park (e.g. mapping layers of council owned car parks, recreation centres)
 - Plans for introduction of car clubs and conditions on being electric
 - Plans relating to modal shift
 - Point of Interest location
 - Known plans from private sectors (e.g. supermarkets, car park operators)

Thank you for your attention

Any questions?

- Any questions to be discussed now?
- Contact details: Celine.Cluzel@element-energy.co.uk

Some related reports available on our website:

- [Cycle logistics study](#), 2019, for Central London Boroughs
- [Ultra-low emissions vehicles market segmentation](#), 2019, for Transport Scotland & ClimateXChange
- [Electric Vehicle Charging Behaviour Study](#), 2019, for National Grid