

## ELECTRIC VEHICLE COMMS STRATEGY

### INTRODUCTION

Westminster suffers from some of the worst air pollution in the UK and emissions from traffic are estimated to cause around 14% of this. Most vehicles on the streets of Westminster run on petrol and diesel but that is changing. Westminster currently has over 2000 Electric Vehicles (EV) registered that need charging on a regular basis and that number is due to grow dramatically in the next seven years, according to TfL estimates.

This ROSIE plan sets out to communicate Westminster City Council's 'Electric Vehicle Charging Stations Strategy'. Westminster City Council already has some of the best infrastructure for Electric Vehicle charging – with the most charging points of any UK local authority. The council plans on doubling the current amount of charging points to 1000 by the end of 2020 and then installing 200 per year thereafter with annual reviews.

### RESEARCH

- Vehicles running on petrol and diesel contribute some of the most toxic pollution to the environment.
- Westminster currently has 2000 electric vehicles registered, according to TfL's latest estimates, this is set to dramatically increase to nearly 8000 by 2025.
- Westminster is currently has 450 EV charging points
- We have had over 850 requests from residents asking the council for more charging facilities in Westminster.
- Lack of EV chargers and up-front costs of EV's are the main reasons for the poor take up of EV's in London.
- Market projections suggest that EV's could reach price equivalency by the mid 2020's, however in some cases EV's are already becoming cheaper than their fuel-driven counterparts.
- Westminster City Council plans to install over 1000 EV charging points by December 2020 (double), then an extra 200 per year until 2025 with an annual review.

### OBJECTIVES

1. Improve perception of the council's efforts to tackle poor air quality and reduce emissions, enhancing our reputation as a thought and action leaders on the issue.
2. Increase EV uptake in Westminster by reassuring potential EV drivers of increasing infrastructure and helping to promote EV as a preferable alternative to traditional motor vehicles
3. Improve current EV owners' perception of council's efforts to accommodate their needs
4. Grow council's understanding of stakeholder groups in order to inform ongoing strategy

### STRATEGY

Create positive perception of council's efforts to improve air quality through proactive promotion of EV strategy in media and with stakeholders	<ul style="list-style-type: none"><li>• Publicise ambitious plan to install new charging points</li><li>• Raise awareness of Westminster's current EV charging points to inform the community that this is part of our on-going efforts</li><li>• Highlight how this strategy fits with council's wider and ambitious plans to make Westminster cleaner and greener</li></ul>
<i>Encourage EV ownership by promoting increasing infrastructure, benefits, and raising awareness around EV</i>	<ul style="list-style-type: none"><li>• Promote the benefits of EV's, both to a greener city as well as the personal benefits e.g. Saving money</li><li>• Publicise people making the switch to promote behaviour change.<ul style="list-style-type: none"><li>- If they can do it then so can I</li><li>- Idea of EV's will be/are the new 'norm'</li></ul></li></ul>

	<ul style="list-style-type: none"> <li>• Raise awareness of 'things you need to know if thinking of switching' e.g. up-front costs, long terms costs/savings, storage, charging, driving etc.</li> </ul>
<i>Reassure current EV owners of council's efforts to accommodate their needs</i>	<ul style="list-style-type: none"> <li>• Publicise existing and new charge points to EV users</li> <li>• Make sure we have a robust response to online queries and requests for new EV charging points</li> </ul>
<i>Inform our continued strategy through research with current and potential EV drivers</i>	<ul style="list-style-type: none"> <li>• Conduct two focus groups – people that currently own and EV in Westminster/people who do not own an EV in Westminster</li> <li>• Understand behaviours, what challenges are people facing</li> </ul>

### Key audiences

<i>Audience</i>	<i>Description</i>	<i>Communication channel</i>
<i>Residents who own an EV (2000)</i>	<ul style="list-style-type: none"> <li>- Individuals who live in Westminster and own an EV</li> </ul>	<ul style="list-style-type: none"> <li>- Email to all registered EV owners</li> <li>- Email to those who wrote in asking for more chargers</li> <li>- Focus group</li> <li>- Webpage</li> </ul>
<i>Residents/businesses who are thinking about switching to an EV</i>	<ul style="list-style-type: none"> <li>- Individuals who have investigated or thought about buying an EV.</li> <li>- People that need more information about EVs and the benefits</li> <li>- People who have been deterred from purchasing due to lack of charging points</li> </ul>	<ul style="list-style-type: none"> <li>- Press release (example below)</li> <li>- Social media</li> <li>- Posters</li> <li>- Webpage</li> <li>- FAQ page</li> <li>- Focus group</li> <li>- How to seminar(?)</li> </ul>
<i>Businesses with EV fleet</i>	<ul style="list-style-type: none"> <li>- Businesses that own/use multiple EV's</li> </ul>	<ul style="list-style-type: none"> <li>- Direct marketing material</li> <li>- Webpage</li> </ul>
<i>General public</i>	<ul style="list-style-type: none"> <li>- Westminster / London residents and businesses</li> </ul>	<ul style="list-style-type: none"> <li>- Press release</li> <li>- Social media</li> <li>- Webpage</li> </ul>

### Key messaging

<i>Audience</i>	<i>Messaging</i>
<i>General public</i>	<ul style="list-style-type: none"> <li>- Westminster is set to install hundreds of new EV chargers as part of their commitment to improve air quality in the city</li> <li>- Westminster already has the most EV charging points of any local authority. Supporting the switch to EV is one part of our commitment to improving air quality and tackling carbon emissions.</li> <li>- 'Charging up our city's green fleet'</li> </ul>
<i>Residents who own an EV (2000)</i>	<ul style="list-style-type: none"> <li>- Owning an EV just got better with hundreds of new EV chargers to be installed</li> <li>- We've heard your requests and are taking action</li> </ul>
<i>Residents/businesses who are thinking about switching to an EV</i>	<ul style="list-style-type: none"> <li>- Thinking about making the switch? It's now easier/better than ever.</li> <li>- Be part of the movement</li> <li>- Benefits of owning an EV</li> <li>- Key things you need to know to make the switch</li> </ul>
<i>Businesses with an EV fleet</i>	<ul style="list-style-type: none"> <li>- We're installing more EV chargers to keep your business running</li> <li>- 'Charging up our city's green fleet'</li> </ul>

## IMPLEMENTATION

03/01/2020 - 25/01/2020	<p><i>Pre-launch</i></p> <ul style="list-style-type: none"> <li>- Finalise summary document including design</li> <li>- Finalise full strategy document</li> <li>- Create map of current VS future EV chargers that will be installed by 2024 for webpage/social/PR</li> <li>- Build an FAQ page around what people need to know when buying an EV</li> <li>- Identify stakeholder lists and draft emails to stakeholders</li> <li>- Press release drafted and finalised</li> </ul>
26/01/2020	<p><i>Webpage review</i></p> <ul style="list-style-type: none"> <li>- Ensure that strategy and summary are ready to go on webpage</li> <li>- FAQ page is finished 'What you need to know about buying an EV'</li> </ul>
27/01/2020	<p><i>Launch strategy</i></p> <ul style="list-style-type: none"> <li>- Webpage to go live with links strategy and summary</li> <li>- media release</li> <li>- Social media posts across all platforms</li> <li>- Emails to relevant stakeholder groups</li> </ul>
February	<p><i>Focus groups</i></p> <ul style="list-style-type: none"> <li>- Plan focus groups with people who own/ are thinking of buying an EV</li> <li>- Email stakeholder groups to get participants</li> <li>- Create questions for focus groups</li> </ul>
03/03/2020	<p><i>One-week review</i></p> <ul style="list-style-type: none"> <li>- Gather and analyse media</li> <li>- Repost on social anything of relevance/positive articles</li> </ul>
27/02/2020	<p><i>One-month review</i></p> <ul style="list-style-type: none"> <li>- Look for opportunities to further promote</li> </ul>
March	<p><i>Focus groups</i></p> <ul style="list-style-type: none"> <li>- <i>Finalise and set dates</i></li> <li>- <i>Hold focus groups</i></li> </ul>

## EVALUATION

<i>Timeline</i>	<i>Evaluation</i>
<i>One week after launch</i>	<ol style="list-style-type: none"> <li>1. No/ tone of media articles</li> <li>2. Have we had any direct responses from the public? How many/ was the tone positive/negative/neutral?</li> </ol>
<i>One month after launch + 6 months after launch</i>	<ol style="list-style-type: none"> <li>1. No/ tone of media articles</li> <li>2. Have we had any direct responses from the public? How many/ was the tone positive/negative/neutral?</li> <li>3. Have the amount of EV registrations increased?</li> <li>4. No of requests for EV chargers</li> <li>5. Resident perception of EV strategy, measured through City Survey, Campaign Tracker and focus groups</li> </ol>

## MEDIA APPROACH

### Launch

A media opportunity to support the new EV rollout strategy, focusing on an ‘electric street’ in the borough and the partnership with both residents and local businesses who use electric fleets. The overarching narrative for this would be how we want EV to become the new norm in Westminster, with private cars, taxis, delivery trucks, and bin lorries becoming electric, and the council continuously providing the infrastructure to support this.

- **General launch press release** – to publicise the ambitious plans to increase the already leading EV infrastructure in Westminster, and how the council plans to make it easier to own EVs in the borough.
- **‘Making EV the norm’ release** – to highlight how the council works with businesses who own EV fleets, such as UPS and Veolia’s eRCVs

**Subsequent media opportunities**

	<i>Messaging</i>
<i>27 January</i>	<ul style="list-style-type: none"> <li>- Provide a chance for media to film the process of installing charging points, ideally on a large-scale, with interview with Cabinet Member on how the strategy has developed and will evolve moving forward.</li> </ul>
<i>February (TBC)</i>	<ul style="list-style-type: none"> <li>- Joint photo opportunity with corporate partners who use electric fleets in Westminster (i.e. Car Club, UPS, Addison Lee, Veolia).</li> <li>- This will highlight the different types of vehicles that will benefit from the added chargers as well as private vehicles, helping businesses who operate within the borough to run more sustainably.</li> </ul>
<i>16 March</i>	<ul style="list-style-type: none"> <li>- Media launch of ‘electric avenue’ on Sutherland Avenue, as part of a Siemens programme to install over 200 charge points in lamp posts in Westminster.</li> <li>- Approximately 25 charge points will be added alongside resident parking bays on the street.</li> <li>- This would illustrate how we want streets in Westminster to look in the near future, with subtle charging points to accompany as many parking spaces as possible “Street of the future” top line.</li> </ul>

**DRAFT PRESS RELEASE**

**Westminster “leads the charge” on electric vehicles**

***Westminster City Council is set to install hundreds of new EV changers as part of their commitment to improve air quality.***

Having already topped the scales for the most charging points of any UK local authority, Westminster plans on doubling these efforts in 2020, installing 1000 points by the end of the year, and 200 each year thereafter.

As London’s busiest borough, with other 1 million extra visitors each day, Westminster suffers some of the worst air pollution in the UK– with 14% of this pollution caused by traffic emissions. That’s why the council is committed to supporting the switch to EV and providing more charging points for residents, visitors, and local businesses who need them.

London has 9.9 million drivers, and 370 million miles driven each year in Westminster alone. The council hopes that this strategy will allow as many of these miles as possible to be driven in an electric vehicle.

**Westminster City Council Deputy Leader and Cabinet Member for Environment, Tim Michell said:**

*“Westminster is already leading the charge on introducing electric vehicle infrastructure to the capital, having installed more than any other local borough, but we cannot stop there in driving the fight against air pollution.*

*“That’s why we’re committed to doubling our charging points in the next year and meeting the demand for years to come. We’ve heard resident’s requests and are taking action, making it easier than ever before to own an electric vehicle in the city.”*

*“There should be no barriers to sustainability and If we are to move towards a cleaner and greener city then it’s clear that electric vehicle technology is the future, this roll-out programme will see that happen.”*

The rollout scheme will be heavily fuelled by public demand, and the council will seek to place charging points where they are requested and will be of most use. Westminster currently has 2000 registered electric vehicles, a number that is set to dramatically increase to almost 8000 by 2025, and EV charging point rollout will seek to meet and encourage this demand, making it easier for everyone to make the switch to cleaner, sustainable transport.

## **ENDS**

Read the full strategy here XXXX

For further comment contact XXXX

## **Notes to editors**

- Westminster has 2000 registered electric vehicles, this is expected to rise to 8000 by 2025 according to estimates from TfL.
- There are currently 450 EV charging points in the borough, this will be doubled to 1000 by the end of 2020, which 200 more added each year thereafter.
- Residents and local businesses are able to request installation of a charging point in their locality this, this demand data will help the council to strategically plan installs in areas where they will be most effective.

## **Website Copy**

### **CHARGING UP OUR CITY'S ELECTRIC VEHICLES**

To help tackle the climate emergency and improve air quality, the council has set an ambitious strategy to support the switch to electric vehicles.

Westminster already leads the way in electric vehicle infrastructure, with the most charging points of any borough in the UK.

We've committed to doubling that number, to reach over 1,000 in the next year.

Westminster suffers from some of the worst air pollution in the UK and emissions from traffic are a key source of that pollution. The switch to zero and ultra-low emission vehicles is also an integral part of reaching our objective to be carbon neutral by 2030.

Read our Electric Vehicle Strategy (summary)

More information: Electric Vehicle Strategy (full document)

Thinking about making the switch to an EV but don't know where to start?

Head to <https://www.goultralow.com/faqs/ to find out everything you need to know>.

## **My Westminster newsletter**

### **Westminster leads the charge on electric vehicles**

We've developed an ambitious strategy to support the switch to Electric Vehicles to improve air quality in Westminster and tackle the climate emergency. This includes doubling the number of Electric Vehicle Charging Points (EVCP), to reach over 1,000 in the next year.

Currently most vehicles on Westminster's roads run on petrol and diesel. Burning fuel produces noxious emissions that have a detrimental effect on our health and the planet.

Westminster already has the most charging points in London, and this plan will see them increase significantly over the next five years.

Our strategy will enable electric vehicles to thrive in our city, alongside other sustainable modes of transport such as walking and cycling. The switch to zero and ultra-low emission vehicles is an integral part of reaching our goal of becoming a carbon neutral city by 2030.

## **EV Strategy Stakeholder Email**

**Subject line:** New Strategy to support Electric Vehicles in Westminster

**Heading:** An electric vision for a greener Westminster

Westminster city council have published their strategy to increase the amount of Electric Vehicle Charging Points (EVCP) in the city. This forward-thinking strategy commits us to doubling the number of EVCP's to reach over 1,000 in the next two years.

Westminster suffers from some of the worst air pollution in the UK and emissions from traffic form a significant part of this. Making EV's a viable alternative to petrol vehicles can play an important part in reducing air pollution and tackling the climate emergency.

We know that some people have been put off switching to EV by the belief that there are insufficient charging points. We want to make sure that isn't the case in Westminster.

Westminster already has the most charging points of any local authority in the UK, but we know we need more. Since January 2018, the council has received around 950 requests from residents for more EV charging points. This strategy sets out how we will rapidly increase the number of charging points, adopt infrastructure to accommodate different types of vehicles, and make use of new technology as it emerges.

We value all stakeholder feedback and will be working with residents, businesses and operators to garner feedback on current provision and future demand. You can get in touch with us at [evcharging@westminster.gov.uk](mailto:evcharging@westminster.gov.uk)

Find out more and read the full strategy [on our website](#).