



MINUTES OF THE CHARGEUK POLICY AND COMMUNICATIONS GROUP

31 October, 11:00-12:00

ACTIONS

ACTION	DETAILS	OWNER
1	Board members to vote on doodle poll for comms discussion	Board members
2	Members to feedback on barriers paper by 3PM Friday	Members
3	Members to flag any queries and issues with consumer regulations to the Secretariat – a live FAQ document is currently being prepared.	Members
4	Secretariat will form proactive comms options for board members to discuss and approve	Secretariat

ITEM ONE

Welcome and Introductions

1. VICKY READ opened the discussion, noting that today's discussion was on proactive comms. A doodle poll was sent round to board members for a second comms meeting – this will be a wider discussion and for approval of proposals that come out of this meeting.

ITEM TWO

Weekly Update

2. OLIVIA RYAN spoke on the discussion with OZEV regarding consumer regs, which are currently coming into force on 15 November. The barriers report was also flagged to OZEV and there was general agreement from them in regard to the proposals put forward.
3. With regards to the RCE main fund and consultation, this will be coming as a package and OZEV are hoping for it to be announced before the end of the year. OZEV implied that they hope this doesn't occur too close to Christmas.
4. OLIVIA RYAN noted that the Secretariat have sent the final barriers report to members. Feedback is required by 3PM Friday, and any feedback received after this date and time will not be considered within the final document. Next week's PCG will discuss the media and comms plan with the publication of the barriers report. The external stakeholder meetings with relevant industry organisations will be continuing – so far meetings about the barriers report have been positive.

5. OLIVIA RYAN noted that the paper on reliability, which was discussed at last week's PCG, was submitted to OZEV this morning. ChargeUK are also currently working with OZEV on a live FAQ document on consumer experience. This document will aim to answer any key questions.
6. VICKY READ spoke on price transparency with regards to the regulations. The draft regs note that prices cannot increase after they have already been displayed. This could potentially be problematic and could possibly be a drafting error as opposed to a definitive policy issue. The specific wording from OZEV will be shared after the meeting.
7. OLIVIA RYAN spoke on terminology noting that the Secretariat are hoping to schedule a meeting with Zapmap and OZEV shortly to discuss this further.
8. JAMES MCKEMEY questioned whether we can ask about adding an extra category. OLIVIA RYAN noted OZEV are not anticipating any changes to bandings.
9. OLIVIA RYAN noted that the meeting with the Exchequer Secretary is tomorrow, and this is intended to be a discussion on the charging market. The work on barriers, RTFO, VAT and the commerciality of sites will also be discussed. Olivia also noted that there will be a meeting with the DfT Perm Secs in December – an overview of this will come closer to the time.
10. VICKY READ spoke on the meeting with the LEVI Gateway Board tomorrow. A paper was shared with members with regard to ChUK's LEVI position and member feedback is welcomed.
11. HARRY METHLEY noted the competition policy.

ITEM THREE

Proactive Comms

12. JAMES MILLAR noted that today's discussion will look for guidance and feedback on what ChargeUK can and should be expected to do regarding proactive comms. The slides were presented to members and can be found saved in the member shared drive. Key lines which can be used in discussion were noted, of which this included the quoted £6bn figure, the narrative that EVs are cheaper and the fact that EV drivers rarely go back to petrol/diesel cars when they make the switch to electric.
13. JAMES MILLAR spoke on the general coverage that the industry receives and how it is a hostile environment in the consumer press. Members were asked about the objectives regarding comms – “what does your company see as the key objectives of this workstream?”
14. JAMES MCKEMEY noted that people need to aspire to drive an EV and need to want to charge their car as opposed to re-fuelling it. JAMES MILLAR asked whether the objectives need to be focused on EVs or charge points? JAMES MCKEMEY clarified that it will need to focus on charge points as the general understanding from the consumers is that there is not enough infrastructure. Currently, operators are seen as the reason to

not drive an electric car, but they need to be seen as the reason to drive an electric car. We need to push the narrative that they can charge at home and at work, as this is what will appeal to consumers.

15. FRED LEBALLOIS noted his agreement, flagging that the narrative does need to be positive. Network expansion and availability should be stressed - in 2010 it was not great, but it has since improved and this needs to be highlighted. Thousands of chargers are being used every day and there has been diversity and evolution to the network - the narrative needs to focus on how operators are trying to deliver a different experience that is tailored to different types of people. Currently, there is a lack of numbers and knowledge and consumers often forget the amount of charging that is already in place.
16. FAY CLARKE questioned whether the role of ChargeUK is to show the growth of charging in the scale of the whole country. Fay highlighted that myth busting is important and consumers should understand how they don't need to live in a city to access a charger. Good success stories in these areas are what needs to be pushed forward.
17. CHRIS DAY spoke on whether ChargeUK should try to create a successful environment for CPOs to be successful in as operators. Smashing myths and telling the good stories of what is happening today and what will happen in the future, in the long and medium term, is what is important. Making sure that there are the right regulations and the right policies in place to enable us to deliver our business is what is key. There are a lot of barriers to overcome to deliver a public network, and the narrative needs to be flipped to be positive.
18. MARTINA HUNT noted that one of the key questions is who the audience and target is. This may be the media, or policy makers and politicians. Different audiences will need different messaging and this needs to be developed accordingly as ultimately, telling a positive story is harder than telling a negative one. The stories need to be humanised and they need to be specific individual stories in order to come across well. Although it is important to keep our link to EV manufacturers and sellers separate, we are all essentially on the same journey. Given the fact that they have more funding, it may be a good idea to reach out to them as we have the same interest and goals.
19. VICKY READ noted that we need to be precise about what ChargeUK want to do given we don't have endless money and we don't want to duplicate things already being done. ChargeUK need to focus on something only ChargeUK can do. The concern now is that the delay in the 2030 date is now seeping into consumer confidence, and the doubt this has placed into those who were considering switching to EVs. Consumers that were considering switching and are now unsure, and local authorities who are now nervous about putting charging in place are the key audience. Connected Kerb's view is that there is not much to do regarding the media narrative as this is well-established. It is not about correcting each article, but it is about being factual and reassuring to those who are wavering on their stance on EVs. ChargeUK need to try and provide some reassuring information - linking up with manufacturers is a good idea as we are talking about the same consumers here. ChargeUK's job is to reassure the world about charge points, and we need to use our authority to reassure. ChargeUK need to be presented as a trusted source, one already working with government, manufacturers, local authorities etc.

20. JAMES MCKEMEY noted that it should be about things you can't argue with – e.g. facts, stats. Vicky and Fred noted their agreement.
21. JAMES MCKEMEY spoke on how the audience, in his perspective, is the consumer. The main thing that the delay in the 2030 date did was knock consumer confidence. VICKY READ asked for clarification on what we mean by consumers – how do we break this down further? JAMES MCKEMEY noted that it is more regarding the sentiment in the general public sphere.
22. VICKY READ noted that the two times ChargeUK met with SMMT, they have asked if we wish to work on consumer work with them.
23. CHRIS DAY spoke on how tabloids and the main publications are finding individuals who are anti EVs – do ChargeUK need to sprinkle our own stories of real people driving Evs , and have good experiences with them, into the media.
24. MARTINA HUNT noted that we do have a limited budget and can't waste this on the press. ChargeUK need to be targeted on what we are doing as it is quite hard to get a positive story picked up. Party manifestos for Labour and Conservative are also currently being written and it would be good to get in contact with those are influential in this area – e.g. Sue Gray. This is the time to make an impact in this space.
25. JAMES MILLAR noted that consumers seem to be the audience. VICKY READ noted that in regards to the infrastructure roll out, drivers are the end goal. Decision makers and influencers can be used in the process to target consumers.
26. JAMES MILLAR spoke on EVs being presented as desirable and inevitable. JAMES MCKEMEY noted that the focus should be on desirable rather an inevitable as the latter could potentially sound like a threat. People need to want to and have a desire to switch to EVs.
27. LAURA HARDY noted that if ChargeUK are presenting themselves as the 'Charging SMMT', we need to note that majority of drivers don't know who SMMT are. ChargeUK needs to focus on decision makers and the policy side of things. ChargeUK need to speak to those brands on what they don't have and what they possibly may need from ChargeUK, for example. Getting through to consumers is always a harder task.
28. VICKY READ noted her agreement, asking how we can define what an influencer is. LAURA HARDY noted that the main focus is those who influence the government and those setting the narrative on EVs via social media outlets. ChargeUK needs to think about how we can get involved in these convos and influence them. There needs to be a voice of reason in this negative place and this may be the role of ChargeUK or someone else. Using ChargeUK's voice and amplifying this voice is the way money is best spent and would see the greatest impact.
29. JAMES MILLAR noted that the Secretariat will share the slides from today with members. The Secretariat will take away comments from today and formulate a range of comms options that can be used. The Board meeting later in November will approve and make any final decisions on this.

ANNEX A ACTIONS

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Attendees:

Vicky Read, Connected Kerb
Sam Hazeldine, Gridserve
James McKemey, Pod Point
Laura Hardy, Gridserve
Antoine Picron, Chargepoint
Fay Clarke, Shell
Perran Moon, Believ
Fred Leballois, Totale
Martina Hunt, Gridserve
Chris Day, bp
Jason Macrae

Secretariat for ChargeUK, Connect:

Harry Methley
James Millar
Olivia Ryan
Krisha Indrakumar