



MINUTES OF THE CHARGEUK COMMUNICATIONS COMMITTEE
09 May 2024, 9:30-10:30

ACTIONS

ACTION	DETAILS	OWNER
1	Secretariat to send infographic email to Vicky Read.	Secretariat
2	Members to feedback on what should be included in Vicky Read's initial media engagement.	Members
3	Secretariat to begin developing lines for potential areas of negative media coverage.	Secretariat

ITEM ONE
MEDIA UPDATE AND SENTIMENT TRACKER

1. JAMES MILLAR flagged competition policy.
2. JAMES MILLAR showed the group the sentiment tracker. Members suggested additional outlets to add to the tracker, including motor publications such as What Car?
3. LAURA HARDY noted the importance of a targeted and measured approach to influencing media, using the tracker to narrow down key target outlets.
4. Members suggested the inclusion of Politico to capture political sentiment.
5. It was emphasised that this tool is a blunt measure of media sentiment rather than a detailed sentiment tracker.
6. JAMES MILLAR noted he is meeting the creators of the tracker software to clarify how sentiment is measured.
7. JAMES MILLAR noted that the new CEO announcement had been picked up by various outlets, he also shared that the World at One had made approach for comment on the appointment. Autocar had also come to the group for a story on vandalism.
8. LAURA HARDY suggested a list of what we want to comment on and a pathway to this.

ITEM TWO
MARKET DEVELOPMENT UPDATE

9. JAMES MCKEMEY shared that the infographic had been passed back to AutoTrader, and that we will be meeting them on Wednesday. He also noted that feedback from

LAURA HARDY on amalgamating the comms and market development groups had been passed on.

ITEM THREE CEO ANNOUNCEMENTS

10. JAMES MCKEMEY highlighted the importance of preparing lines on subjects the organisation are likely to get pressed on.
11. VICKY READ suggested picking out the relevant live stories for review in future meetings. She brought up the negative coverage from SMMT around the ZEV mandate – which is creating difficulty around charging. She added that a Channel 4 programme had come to ChargeUK with an allegation that charging is more expensive than fuel in some scenarios.
12. VICKY READ noted that these two stories highlight the two key narratives ChargeUK needs to combat: charging being unaffordable, and that the industry is falling behind in its rollout of EVs.
13. VICKY READ shared that the comms bible and lines will be finalised shortly to help her go out and combat these narratives.
14. JOANNE GRIFFIN highlighted Charge Up Europe's response to the SMMT coverage on the ZEV mandate, noting how effective the response was.
15. Members agreed on the potential of ChargeUK releasing similar content in these areas, for example on social media. LAURA HARDY suggested prepared ideas and lines on likely media issues that are ready to release would be useful.
16. VICKY READ noted that ChargeUK is being pushed for fresh new data by OZEV, which could be coupled with the manifesto release.
17. HANNAH FAIRLEY noted the importance of being ahead of narratives rather than responding constantly, suggesting a CEO LinkedIn post outlining topline priorities could help with this.
18. Members noted the importance of national grid issues, and the large amount of coverage these issues receive. Due to this, VICKY READ suggested adopting positions ahead of time.
19. LAURA HARDY suggested a planner of when keynote policy announcements are coming so we can prepare relevant material. VICKY READ added that the current forward look grid could be adapted to add a comms element, ensuring material is spread out and picked up in the general news cycle.

ITEM THREE DISPATCHES LINE

20. JAMES MILLAR shared that Brightside TV had come asking for comment on a Channel 4 Dispatches show they are producing, where they will air negative views on EVs.
21. LAURA HARDY noted that statements that are too long will be redacted on live TV.
22. VICKY READ emphasised the importance of starting on a positive note, which means the timing of the response to the Channel 4 programme is problematic. LAURA HARDY noted that the first communication should be VICKY READ laying out her priorities as CEO.
23. VICKY READ noted that the public statement on priorities may have to wait slightly, pending feedback from members on what these should be. She added she will begin to think about what she will say in this release.

ITEM FOUR AOB

24. VICKY READ highlighted the importance of the comms bible including a list of potential negative topics that ChargeUK can respond to. She encouraged member feedback in this area.

ANNEX ACTIONS

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Attendees:

Fay Clarke, Shell Recharge
 Hannah Fairley, Fastned
 James McKemey, PodPoint
 Laura Hardy, Gridserve
 Joanne Griffin, Wattif
 Eve Ritche, SSE
 Vicky Read, Connected Kerb

Secretariat for ChargeUK, Connect:

James Millar
 Connor Whyton