Agenda Item 7

Electric Vehicle Innovation Network Proposal for RTF meeting 12th October 2012

Report by: Russell Fenner and Keith Bevis
EValu8 Transport Innovations

Purpose of report:

• To confirm the details and cost for the proposed Low Carbon Innovation Network as presented in the last RTF meeting

Recommendation:

1. To approve the release of funds to EValu8 to carry out the tasks listed below

1 Background

1.1 EValu8 Transport Innovations is running the Government funded Plugged-In Places scheme in the East of England, providing grant funding to support the growth of a network of electric vehicle charging points across the region. With many posts now live and in the ground, particularly within the local authority community, the need has been identified that to support the growth of the low carbon vehicle market, more support is required.

1.2 In the last RTF meeting in June 2012 it was agreed that EValu8 would provide a formal funding agreement to set out the tasks involved in the £10,000 RTF funds. This document aims to provide this breakdown of the costs for approval to allow the project to commence. The £10,000 funds were agreed by the EEDET Board back in March 2011.

2 Reason for project

2.1 To make the most of the network and encourage more usage, it would be useful to have a forum to share ideas and expand the opportunities in sustainable transport in a more integrated way. In addition, with the fast moving and changing nature of the market, it is important for stakeholders to be kept up to date on the latest developments, as well as information to help their communities to make sure of the infrastructure.

3 Proposed Solution

3.1 To address the issues outlined above, EValu8 are proposing the following activities:

• Establishing an East of England-wide network of key players in the low carbon vehicle arena, which would meet at an agreed frequency in conference-style format to explore key issues, receive presentations from key players in the industry, exchange ideas, and develop key co-ordinated actions to promote the further take-up and use of EVs in the East of England – the LTAs would be founder members but with a view to expanding this to include LEPs and businesses in the longer term. As the network develops, there could be the
opportunity to have more regular meetings moving around the region to discuss specific areas of interest in this field

- Development of at least two training sessions / CPD in the EV arena for key members and officers to better equip them with delivery in this fast-moving area. The first delivery of each of these two courses will be free to members, with additional courses developed in the future to be offered at a discounted rate for members of the network.

3.2 Proposed course titles:

- Beginners Guide to EVs and sustainable transport
- Integrating sustainable travel into local authority operations and their communities

- Provide a regular e-briefing on headline trends in the EV arena relevant to the LTAs including updates on Government policy, news on new vehicles and technological development, progress on the expanding Source East network including usage of posts by area, and identification of funding opportunities;

- Create a ‘Beginners guide to EVs and charging infrastructure’ pack which outlines the key information required by anyone who will work with charging points or public engagement in EVs

3.3 In addition to the areas above which are costed below, the Low Carbon Vehicle network can also facilitate:

- Identifying potential funding sources to exploit opportunities for further investment in EV-related infrastructure and activity;

- Contributing to the co-ordination of funding bids on behalf of East of England LTAs;

- Supporting local publicity events such as post launches through marketing material and the provision of electric vehicles; and

- Social media activity or a section of the EValu8 website dedicated to this area.

4 Benefits

4.1 The proposed Low Carbon Vehicle Network would bring a number of potential benefits to the East of England’s LTAs including:

- Demonstrating their continuing strategic leadership in low carbon transport;
- Contributing to carbon reduction from transport in line with policy;
- Showcasing LTA joint working, and co-working between the public sector and business, in the low carbon vehicle arena;
- Providing a potential forum for cross-LEP engagement;
- Maximising use of limited resource;
• Providing national and local policy makers with direct link to business;
• Enabling collaborative work on the ‘live’ EValu8 project;
• Upskilling the workforce in LTAs and supporting knowledge creation in the local business communities
• Sharing up to date information with business and local communities highlights the LTA role as a thought leader in the community on sustainability
• Facilitating sharing of best practice on, for example, EV policy incentives;
• Providing local politicians with opportunity to ‘ride and drive’ EVs, and opportunities to access EVs for use at post launch and publicity events;
• Identifying other potential funding sources and such as those from the EU and providing support in co-ordinating joint funding bids, thereby reducing the burden on local authority officers.

5 Costs

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<tr>
<th>Item</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Setting up network (including organisation, sales and marketing and creating the mechanism for future membership scheme</td>
<td>£2,000</td>
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<tr>
<td>First annual conference</td>
<td>£3,000</td>
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<tr>
<td>Developing and delivery of first session of ‘Beginners Guide to EVs and sustainable transport’ including booklet</td>
<td>£3,000</td>
</tr>
<tr>
<td>Developing and delivery of first session of ‘Integrating sustainable travel into local authority operations and their communities</td>
<td>£2,500</td>
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<tr>
<td>E-Briefings</td>
<td>£1,500</td>
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<tr>
<td>Subtotal</td>
<td>£12,000</td>
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<tr>
<td>EValu8 Sponsorship of network*</td>
<td>-£2000</td>
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<tr>
<td>Final total for RTF funding</td>
<td>£10,000</td>
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*As the costs of delivering all of the activities to set the network up will exceed the agreed £10,000 budget, EValu8 will add an extra £2,000 of their own funds to cover the costs.

5.1 The funding will be invoiced in two stages. One will be for £5,000 on delivery of the first course; the other £5,000 will be on delivery of the conference. It is anticipated that the course will be delivered in April, with the conference in summer, subject to preferred dates from members.

6 Future developments

6.1 The aim is to create a self-sustaining network which can develop with long term initiatives in low carbon transport and can be agile enough to be proactive with future low carbon technology developments as they arise in the future. To ensure the group can be sustainable, after the investment of £10k to set up the group and the first year activities listed, a membership system will be created to support the scheme going forwards. Founder members will benefit from a discounted rate in the second year to acknowledge the contribution to set the group up.
7 About EValu8

EValu8 Transport Innovations is a not for profit organisation running the Government supported Plugged in Places project in the East of England.

Registered in October 2010, EValu8 Transport Innovations Ltd is a company set up by the University of Hertfordshire specifically to deliver the EValu8 project.

The company oversees the installation of the innovation network and 600 plug-in posts across the East of England, the majority of which will be double recharging points. The posts will located in and around the eight key clusters of Bedford, Cambridge, Ipswich, Norwich, Peterborough, Luton and Hertfordshire and Thames Gateway South Essex.

The organisation also run Source East - the public brand name of the East of England Electric Vehicle charging network operated by EValu8. Users of the network will receive Source East membership cards which will provide access to the growing network of charging points in the region. Each post will bear the distinctive Source East brand which follows the style and feel of Source London.

Having developed from the University of Hertfordshire, EValu8 Transport Innovations are experienced at managing and delivering government and EU funded programmes. The aims of the organisation are to encourage the development of low carbon transport technologies and support the market growth to ensure a more sustainable framework is in place.

Evalu8 Transport Innovations strength lies in marketing and project management to ensure successful delivery, with technical expertise to develop innovative ideas to take forwards.

Contact details

If any further information is required, the EValu8 team would be delighted to support with any requirements. Please contact:

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