



MINUTES OF THE CHARGEUK COMMUNICATIONS COMMITTEE  
25 April 2024, 9:30-10:30

ACTIONS

ACTION	DETAILS	OWNER
1	To produce a list of target publications for engagement.	Secretariat
2	To send feedback on infographic to the Secretariat.	Members
3	To share the updated communications bible and Q&A documents.	Secretariat

ITEM ONE  
MEDIA UPDATE AND SENTIMENT TRACKER

1. JAMES MILLAR flagged competition policy.
2. JAMES MILLAR noted that there had been discussions with the Scottish Government on contributing to media around their recent announcement on charge point numbers and with STV re commenting on the same story. The news agenda shifted but useful contacts have been established for the future.
3. JAMES MILLAR shared a sentiment tracker with the group. He noted the polarised nature of media coverage that the tracker showed.
4. Attendees suggested isolating the very negative coverage to greater understand the messaging within the article. JAMES MILLAR said a way to devise this would be found.
5. LAURA HARDY suggesting mapping the most significant publications that we can influence, and focusing sentiment analysis in these areas. MARIANNE WOLFE highlighted that different publications can be used to reach various audiences.
6. JAMES MILLAR confirmed a list would be drawn up of target publications for ChargeUK engagement.

ITEM TWO  
MARKET DEVELOPMENT UPDATE

7. LAURA HARDY updated on last week's efforts to highlight positive EV stats to feed Auto Trader.
8. JAMES MILLAR shared the updated infographic. Members gave positive feedback on the stats around how far you can drive on a full charge.

9. JOANNE GRIFFEY highlighted that the the large nature of the public charging network should be stressed on the infographic. Members expressed concern over the safety aspect of the infographic, and the association with fire.
10. With cost being the main consumer concern, JOANNE GRIFFIN suggested stats on affordability should be more prominent than safety stats.
11. JAMES MCKEMEY suggested collating feedback before the next meeting with Auto Trader. Members were encouraged to email thoughts to JAMES MILLAR before May 2.
12. LAURA HARDY suggested using member feedback to generate a ChargeUK infographic.

### ITEM THREE TERMINOLOGY

13. JAMES MCKEMEY shared that ChargeUK had been asked to generate names for different categories of chargers. That work is now complete via the Terminology Working Group. The results will be shared with members for approval shortly.

### ITEM FOUR AOB

14. JAMES MILLAR shared that the recruitment process for a ChargeUK CEO is ongoing and that responsibility for a communications plan around any announcement in due course will sit with the ChargeUK board in the first instance.
15. LAURA HARDY suggested the combination of the communications committee and the market development group. JAMES MCKEMEY said this request will be explored through the official channels.

### ANNEX ACTIONS

ACTION	DETAILS	OWNER
1	To produce a list of target publications for engagement.	Secretariat
2	To send feedback on the infographic to the Secretariat by Thursday next week.	Members
3	To share the updated communications bible and Q&A documents.	Secretariat

#### Attendees:

Melissa Cuffy, UrbanFox  
 Carolin Sandfort, Ionity  
 James McKemey, PodPoint  
 Laura Hardy, Gridserve  
 Joanne Griffin, Wattif

Eve Ritche, SSE  
Marianne Wolfe, Watiff  
Tariq Arafa, Connected Kerb  
Vicky Read, Connected Kerb

Secretariat for ChargeUK, Connect:  
James Millar  
Connor Whyton