



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

ACTIONS

ACTION	DETAILS	OWNER
1	To share Q&A and Communications Bible documents with members for review.	Secretariat
2	To create a report around media coverage on electric vehicles.	Secretariat
3	To formulate a response to AutoTrader's request for charge point stats.	Members

ITEM ONE
RECENT MEDIA MENTIONS FOR CHARGEUK

1. JAMES MCKEMEY flagged competition policy.
2. JAMES MILLAR said the RAC foundation had been contacted over an article on the impact of phone reception on charge points. Members agreed a desire for ChargeUK to be contacted over such stories in the future.
3. JAMES MILLAR noted that a report would be produced on the broad sentiment of media stories around electric vehicles in due course.

ITEM TWO
MARKET DEVELOPMENT UPDATE

4. JAMES MILLAR noted that AutoTrader have intimated they will share an updated version of their infographic next week. They had asked for average waiting times and average charge times for charge points.
5. Members agreed that these stats are not a useful measure, considering the variations in different charge points. Members agreed to formulate a better response to the question by next week.
6. JAMES MILLAR noted opportunities to work with the BVLRA, who he will be meeting.
7. Members agreed on concerns over narratives that could develop over the price of charging networks, and home charging being cheaper than external charge points.
8. LAURA HARDY noted the possibility of Connect producing policy statements that members can either agree or disagree with, which will be added to the Q&A document.

ITEM THREE Q&A DOCUMENT

9. Members noted the importance of backing up the ChargeUK narrative with stats.
10. VICKY READ noted the importance of using accessible language, and members agreed on changes to the language around world class charging facilities.
11. JAMES MILLAR noted he will make these changes and report back.
12. JAMES MILLAR showcased the ChargeUK comms strategy. JAMES MCKEMEY noted the importance of this aligning with the CEO's vision.
13. Members agreed that an infographic on charging rollout would be useful, and that communications policy must be used to target policy change.

ITEM FOUR MANIFESTO

14. Members highlighted the need to express why the ChargeUK manifesto is being released, before deciding on how it is released.
15. Members noted that the run-up to a general election would be a good opportunity for ChargeUK to release new data etc.
16. VICKY READ noted the importance of influencing government with the manifesto. Members agreed that the policy and communications groups should agree on the best way to do this.
17. LAURA HARDY noted the value of media releases as a method of publicly introducing topics ChargeUK want to talk about.

ITEM FOUR AOB

18. JAMES MCKEMEY noted the next meeting of the group in a fortnight.

ANNEX ACTIONS

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Attendees:

Melissa Cuffy, UrbanFox

Carolin Sandfort, Ionity

Greer Fyfe, Osprey

James McKemey, PodPoint

Laura Hardy, Gridserve

Eve Ritche, SSE

Marianne Wolfe, Watiff

Tariq Arafa, Connected Kerb

Vicky Read, Connected Kerb

Secretariat for ChargeUK, Connect:

James Millar

Connor Whyton