



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

ACTIONS

ACTION	DETAILS	OWNER
1	Secretariat to circulate the manifesto, draft a press release and draft social media content.	Secretariat
2	VR to release LinkedIn post commenting on Channel 4 Dispatches programme.	VR
3	Secretariat to release Autotrader infographic.	Secretariat

ITEM ONE
MANIFESTO ASKS

1. JM flagged competition policy.
2. VR noted the meeting would be used to determine strategy ahead of the July general election.
3. DS updated that due to the election, parliamentary business would be paused. He added that what is said in the election on EVs will be crucial to future policy, which made it a key time to influence political figures.
4. DS shared that he had met with those involved in writing the Labour manifesto, and that they had said the party principles will not change, but they are looking to build out their points on EV charging.
5. DS noted the importance of gathering material to be suggested for the manifesto within the next few days, and the importance of generating asks that have potential to be picked up by the media.
6. NM flagged importance of RTFO and its popularity with Labour figures – DS agreed that this area was the most likely theme to appear in the manifesto.
7. VR noted the importance of grid engagement, DS noted that this is an issue that is conflicted within the Labour party.
8. LH suggested a headline in the document that could be easily picked up by media. VR noted the 12 ChargeUK asks are condensed to 3 buckets, which can be more easily picked up by media outlets.

9. NM noted that time is of the essence, and that we have already agreed priorities with members. On issues such as energy security, DS noted the need to agree a ChargeUK line.
10. VR highlighted the need to get the EV charging narrative ready for use in the next few weeks, to combat negative stats and to supplement policy points.
11. HM noted that the simplicity of asks was key to manifesto writers, which will allow them to be placed in briefing bibles that come alongside party manifestos. He added that going straight to advisors is the most effective way of communicating positions.
12. HM added that keeping other parties, not just the main two, in the loop was important.
13. HM updated that the 3 buckets of policy asks will be uploaded on social media.
14. VR added that providing a more detailed one-page briefing was needed to explain the key asks. HM updated that the secretariat had produced a briefing pack on policy asks to use in conversations with politicians.
15. HM updated that Connect will circulate the manifesto, draft a press release and social media content, and release this ASAP.

ITEM TWO MEDIA COVERAGE

16. JM updated that VR had held interviews with Business Car and the Telegraph. He added that Tom Reilly from FastCharge had also asked ChargeUK for comment.

ITEM THREE DISPATCHES PROGRAMME

17. JM updated that the programme is due to air at 8pm on May 23 on Channel 4.
18. JM noted that members had previously indicated a desire to respond if appropriate and proposed a LinkedIn post on it would be the most immediate and relevant way to respond. The group agreed that VR had autonomy to draft her own response.
19. Attendees agreed for VR to release the statement on LinkedIn following the programme.

ITEM FOUR MESSAGING AND COMMS BIBLE

20. VR updated that the team is working on messaging internally, and that the topic will be looked at in more detail in a future session.
21. VR noted that ChargeUK had commissioned New Automotive to collate stats specifically for ChargeUK.

22. Attendees agreed on the need for all EV markets to thrive, and that this needed to be factored into statistics.
23. Attendees agreed that picking and choosing the correct media battles is important. NM added that arming people with the correct factual information was important in allowing them to make their own decisions.
24. VR said that comms plan/'bible' is a working document and will be adjusted accordingly.

ITEM FOUR AUTOTRADER AND SMMT INFOGRAPHIC

25. JM updated that Autotrader and SMMT had asked ChargeUK to present data around typical EV use.
26. JMK noted that different views on charging across members made this difficult, VR added that the situation shows the sector needs to get better at interpreting its own data.
27. VR noted that although the infographic wasn't perfect, the team would like to get the material out. This will help solidify relations with both organisations.
28. Attendees agreed to release the infographic.

ANNEX ACTIONS

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Secretariat for ChargeUK, Connect:
 Dan Simpson
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