



MINUTES OF THE 'CHARGEUK POLICY AND COMMUNICATIONS GROUP' MEETING
04 July 2023, 11:00-12:00

ACTIONS

ACTION	DETAILS	OWNER
1	RTFO and VAT papers to be circulated	Connect
2	Proactive lines to be issued	Connect
3	Infographics to be created along with key lines	Connect

ITEM ONE

Welcome and Introductions

1. VICKY READ opened the discussion and noted to new members that the weekly Policy and Communications Group meetings are an opportunity for members to discuss internal messaging and the industry. The topic of discussion for this meeting was noted as comms.
2. DAN SIMPSON made note of the competition policy which prohibits the discussion of pricing in the meeting.

ITEM TWO

Weekly Update

3. DAN SIMPSON began by noting that ChargeUK are expecting the consultation responses from the RCF and there hasn't been a clear indication as to what is coming next. Members were also thanked for their responses on the barriers to installation paper, with note that the final paper will be circulated shortly. Due to Government interest, a copy will also be shared with them.
4. DAN SIMPSON provided updates on individual policy items. It was noted that Quentin Wilson requested ChargeUK to sign a joint letter regarding VAT, but it was decided that it will not be appropriate to do so due to commitments on pricing that would conflict with competition policy. Dan clarified that members are welcome to sign as individual associations, but ChargeUK will not be doing so.
5. DAN SIMPSON updated that the meeting with HMT to discuss VAT has been confirmed for Monday 10 July and a note will be circulated after the meeting. It was noted that next week's PCG meeting will be focused on RTFO and VAT with papers to be circulated prior to the meeting.

6. DAN SIMPSON noted that the steer from the government regarding the ZEV Mandate was that they are intending to publish it soon and it will come into force from 1 January.
7. NATASHA MAHMOUDIAN reported that she will be meeting Jesse Norman outside of ChargeUK and is keen on using all opportunities to push the EV mandate point, noting that the window to do this is almost closed. Natasha noted that if ChargeUK are okay with this, she is happy to flag this with the Minister.
8. DAN SIMPSON agreed that ChargeUK should take opportunities where they can. It was noted that ChargeUK are pursuing meetings with DBT and have met with DESNZ.
9. VICKY READ noted that ChargeUK should do what we can within the parameters and time available.
10. ANDREAS ATKINS asked whether the ambition is to separate comms and policy into two working groups in the future.
11. DAN SIMPSON noted that following the last Board meeting, it was their view that this would occur in the future. Currently, lines must be dictated by policy so having the two areas together is important.
12. ANDREAS ATKINS noted that comms will just be reactive to policy if it does not get separated into two working groups and it was key that ChargeUK are more proactive.
13. VICKY READ agreed but noted that ChargeUK want comms to be grounded in policy work.
14. NATASHA MAHMOUDIAN spoke on how recent industry comms has been negative due to the ZEV Mandate and noted her agreement for combined groups.
15. ANDREAS ATKINS spoke on the importance of more positive and education led positive comms. Andreas noted that this doesn't need to result in removing comms in policy but rather adding a separate subgroup that leads on proactive comms.

ITEM THREE

Comms

16. VICKY READ opened the discussion by asking members if they wished to talk about their company's sentiment on current industry comms.
17. JAMES MCKEMEY noted that although there are some struggles and concerns, they are not hugely worried about it. Despite this, it is clear that the continuous run of bad articles is beginning to have a material impact.
18. KARL ANDERS noted his agreement with James and questioned the current 'noise' in the media and where this was coming from. NATASHA MAHMOUDIAN agreed with the comments above and also questioned the current traction.

a) ChargeUK Comms Strategy

19. HARRY METHLEY briefed members on the ChargeUK Comms Strategy, outlining the key protocol, messaging and tactics.
20. ROSANNA TURNHAM asked whether everything could be circulated to members before it is issued, even if it includes agreed language.
21. HARRY METHLEY agreed that this can be done, although certain lines will be reused.
22. ROSANNA TURNHAM noted that it was important to have the right statement and a sign off procedure will ensure that the association has a clear safety net.
23. RICHARD STOBART suggested that messages and themes should be approved and agreed. However specific language does not need to be, allowing for leeway. If responses need urgent sign off, they need to be noted as such and this can help with getting quick approval.
24. BEN WALKER noted keenness to see comms before it goes out to prevent internal operational issues.
25. SIMON KENDREW noted his agreement that having visibility is useful. However, agreement on new positions should be discussed with members.
26. HARRY METHLEY clarified that all new positions will be referred back to the group.
27. NATASHA MAHMOUDIAN and VICKY READ both noted support of Rosanna's point and that having sight of responses will help. VICKY READ noted that guidelines on what EV stories ChargeUK should comment on should be fleshed out.
28. ANDRES ATKINS re-flagged the importance of educational comms – if ChargeUK are creating their own stories and education pieces, the association will be less confined when commenting on a story.
29. JAMES MILLAR spoke on the importance of what ChargeUK wish to be saying and noted keenness to hear from members on particular key messages and information points.
30. VICKY READ noted key points as: 300k target, reliability; geographical spread of chargers; cost of cars and cost of switching over to electric.
31. NATASHA MAHMOUDIAN spoke on air quality as a key issue. EV used to be credited as a winner of air quality but does this need seem to be the case any longer. Natasha also noted the election cycle and how target voters do not care as much about EVs. Therefore, shifting the focus onto air quality, affordability, total cost of ownership will align more with voters. Natasha clarified that it has to be made clear that the industry has been investing towards the 2030 date, but jobs are at risk.

32. JAMES MCKEMEY noted that the convenience piece surrounding EVs must be clear.
33. BEN WALKER asked whether the comms strategy notes a possible change in government.
34. DAN SIMPSON noted this work has already been ongoing and will be included in the work programme.
35. ROSANNA TURNHAM noted that the strongest point will be on the journey of what ChargeUK want to achieve. Having stats and a key piece of work we can continually point to will help with this.
36. OLIVIER FREELING-WILKONSON noted that a lot of the negative press is surrounding the inconvenience of charging. It is important to emphasise that the fastest way to charging already exists.
37. DAN SIMPSON summarised that ChargeUK need to build out a proactive comms section into the strategy. This will include and consider: the rate of rollout; availability of chargers (ratio); geographical spread; convenience; air quality; cost (VAT/RTFO) and other key messages. Other key lines are that ChargeUK are happy to discuss EVs as the best vehicles and the economic impact of delaying the ZEV Mandate. Dan also noted the Board's request to include infographics in messaging and confirmed that the Secretariat will go ahead in finalising this.

ANNEX A ACTIONS

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1	RTFO and VAT papers to be circulated	Connect
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Attendees:

- Andreas Atkins, Ionity
- Ben Walker, SSE
- James McKemey, Pod Point
- Jarrod Birch, Shell Recharge
- Jaynesh Patel, Chargepoint
- Karin Brackle, Ionity
- Karl Anders, Mer UK
- Martina Hunt, Gridserve
- Natasha Mahmoudian, Tesla
- Rosanna Turnham, bp Pulse
- Richard Stobart, Char.gy
- Sam Hazeldine, Gridserve
- Simon Kendrew, Equans
- Simon Pickett, SSE Energy Solutions
- Olivier Freeling-Wilkinson, Urban Fox
- Tom Davies, PoGo Charge
- Tariq Arafa, Connected Kerb
- Vicky Read, Connect Kerb
- Wendy Gallagher, ESB

Secretariat for ChargeUK, Connect:

- Dan Simpson
- Cameron Scott
- Harry Methley
- James Millar
- Olivia Ryan
- Krisha Indrakumar