

A nighttime long-exposure photograph of London. The image features prominent blue and white light trails from moving vehicles, creating a sense of motion. In the background, the Big Ben clock tower is illuminated with a warm orange glow, and other city buildings are visible under a dark blue sky. The overall scene is a blend of modern urban energy and historical architecture.

**London Electric Vehicle Partnership
Infrastructure Location Strategy**

Turning London Electric

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Mayor's May 2009 EV Delivery Plan

Infrastructure

- Target of 25,000 charging points by 2015
- Majority in workplaces, but about 2,500 in publicly accessible car parks and on-street
- 20% of car parking spaces in new developments must be equipped with charging facilities

Vehicles

- Target of 100,000 electric vehicles (5%) “as soon as possible”
- Commitment to 1,000 EVs in the London government fleet by 2015
- Support adoption by councils, businesses, car clubs and Londoners

Marketing and incentives

- Commitment to maintain Congestion Charge exemption
- Parking and other incentives must be harmonised across London
- EV brand will help to identify points
- Communication strategy aimed at likely early adopters and businesses

London's EV Delivery Plan



Vehicles

Charging Infrastructure

Marketing and Incentives

25,000 charging points across London by 2015

- 22,500 workplace charging points
- 2,000 off-street publicly-accessible charging points
- 500 on-street charging points
- 1 in 5 new development parking spaces to have an EV charging point

Two guiding principles

1. Provide equitable base coverage

- **Any Londoner** wishing to buy an EV should have reasonable access to charging facilities

2. Target infrastructure in key locations

- Substantial EV uptake will ensure **environmental benefits** are maximised
- Well-utilised charging points will deliver **value-for-money**

Investment beyond the basic network must target potential early adopters

Hypothesis



Owners of 1st generation EVs...



... Are likely early adopters of Electric Vehicles

and hybrids...

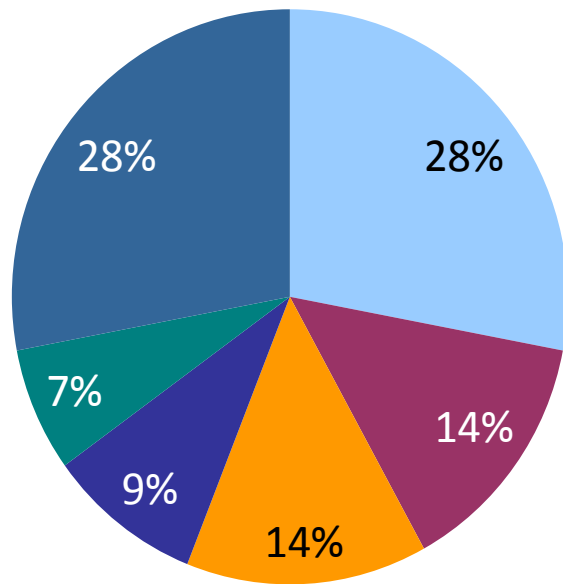


and people with similar characteristics to these people

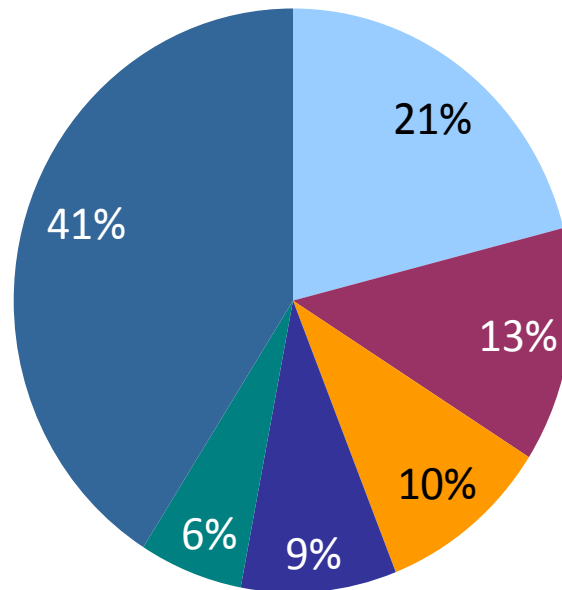


EVs and hybrids are predominantly owned by a few consumer segments

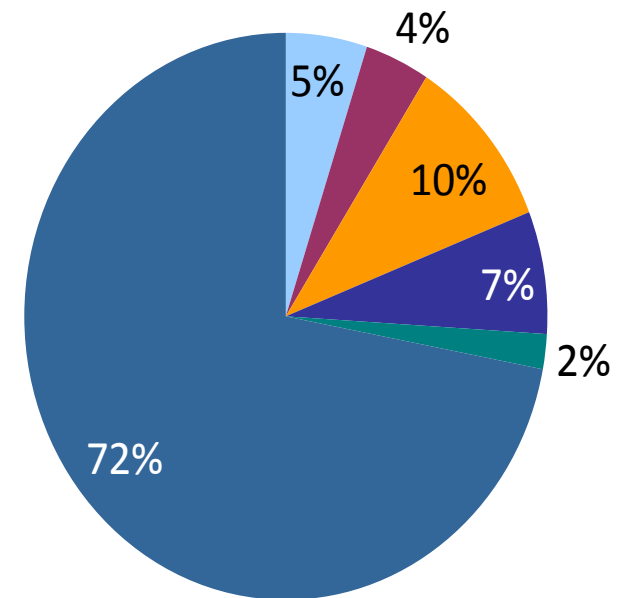
EV Owners



Hybrid Owners



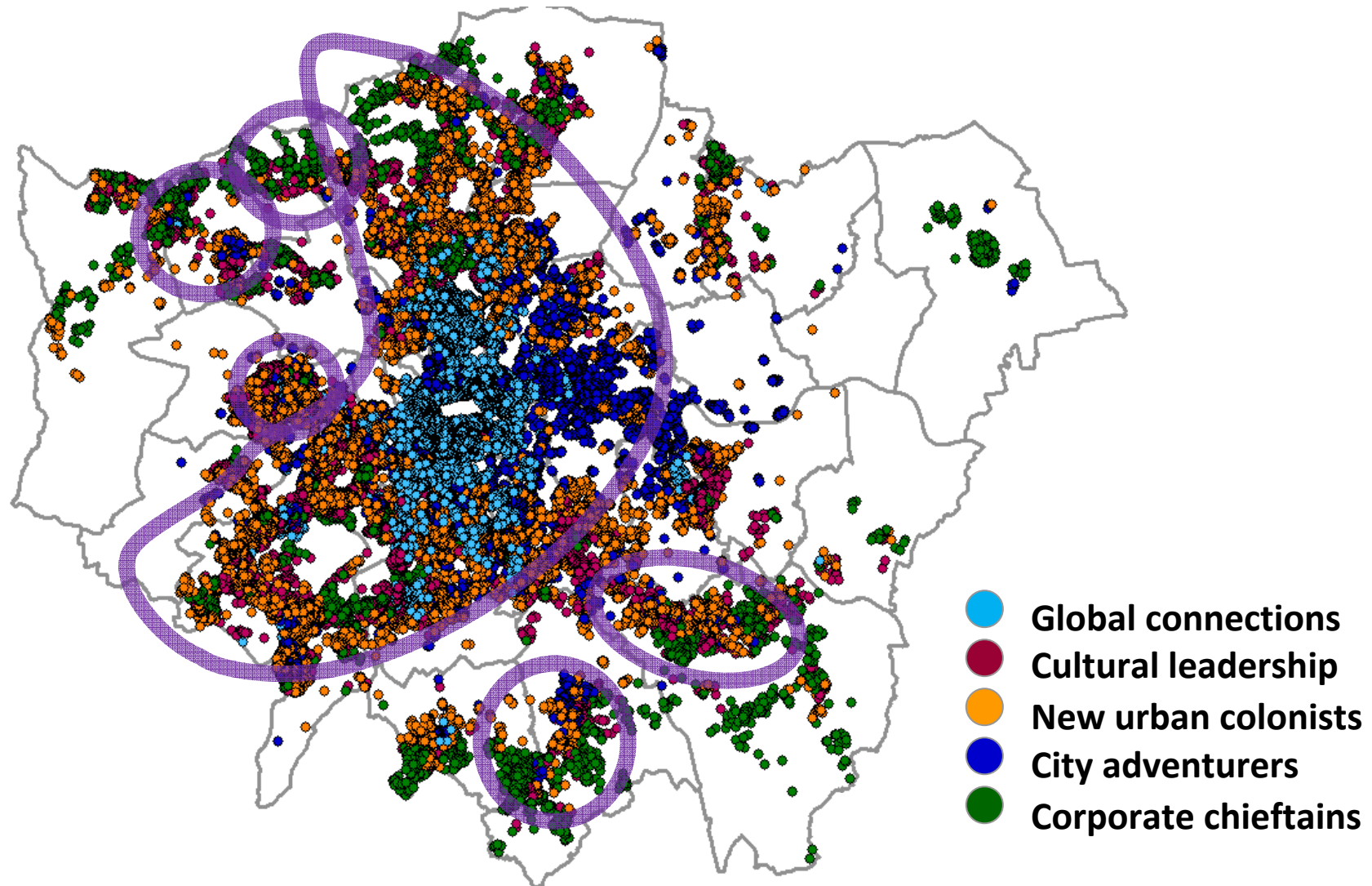
All Londoners



- Global connections
- Cultural leadership
- New urban colonist

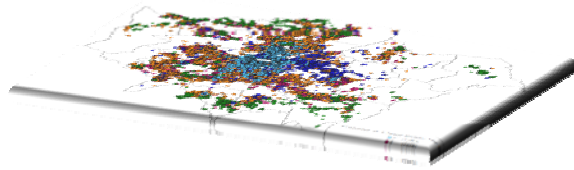
- City adventurers
- Corporate chieftains
- Other

Likely early EV adopters are located in a band running through central London

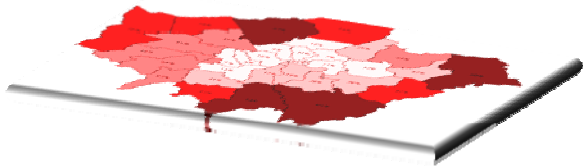


Possible EV-owners in 2015

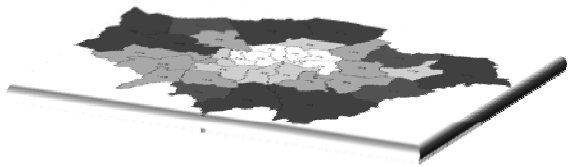
Key consumer segments...



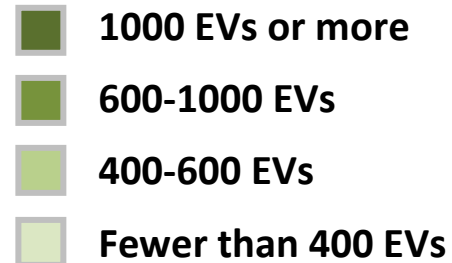
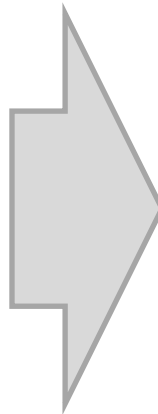
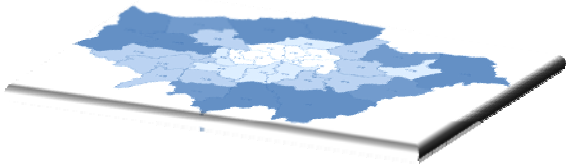
... With off-street parking



... Owning more than one car



... Driving 10-50 miles per day

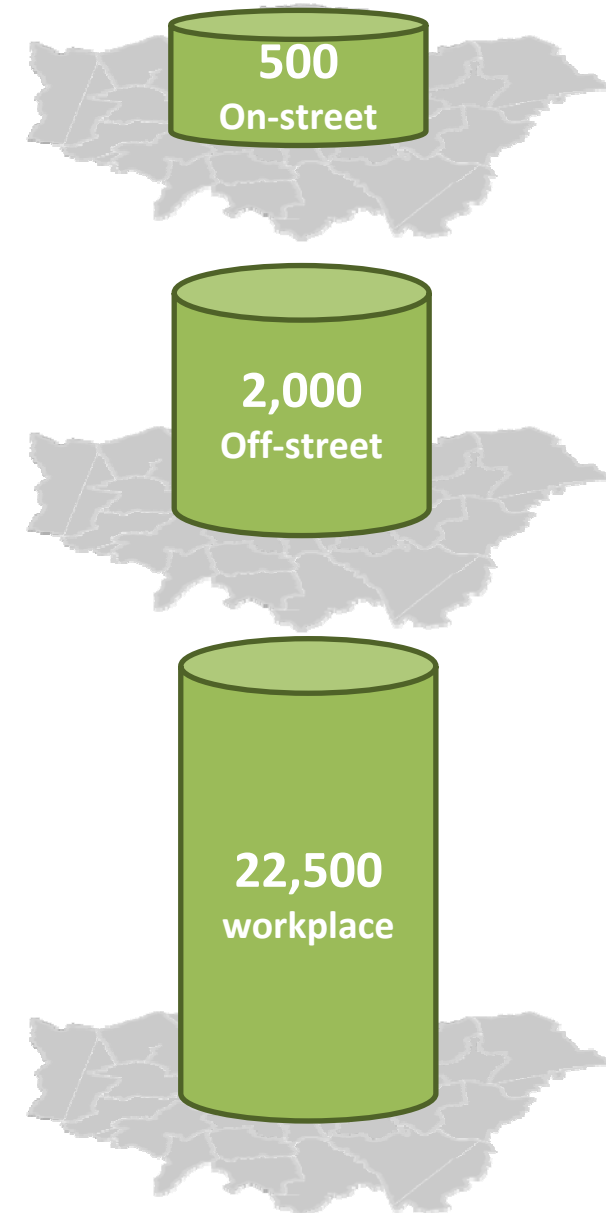


Planning infrastructure distribution

- 49 key town centres
- Potential EV households, poor off-street parking
- Potential EV workplaces, poor off-street parking

- Train and Tube station car park locations
- Public car park locations
- Retail car park locations
- EV “destination factor”

- Locations of workplace parking spaces
- Locations of largest employers
- EV “destination factor”



Possible 2015 charging point distribution: London sub-regions

