



# Turning London Electric

## Targets and strategies for E-mobility



Matthew Noon, Lead Partner EVUE

Connecting cities  
Building successes



# London Context

## ■ London

☞ the largest metropolitan area in the UK and the largest urban zone in the Europe

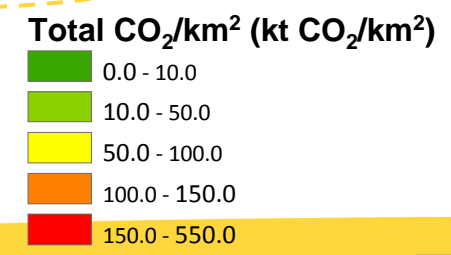
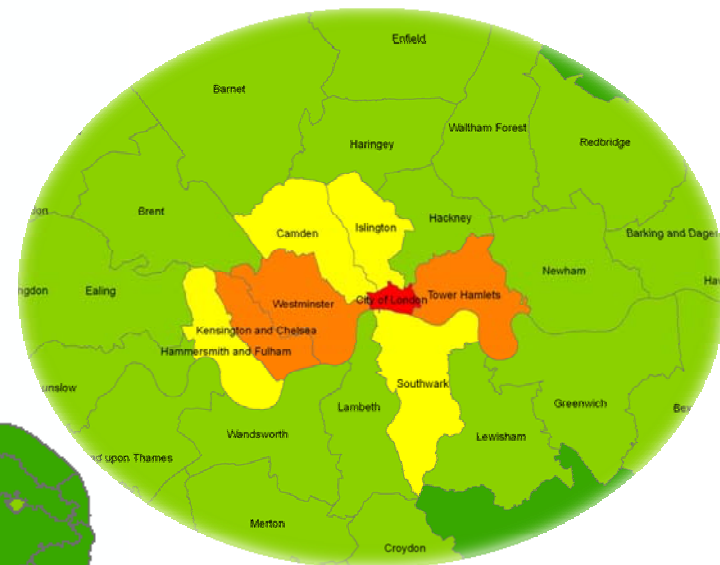
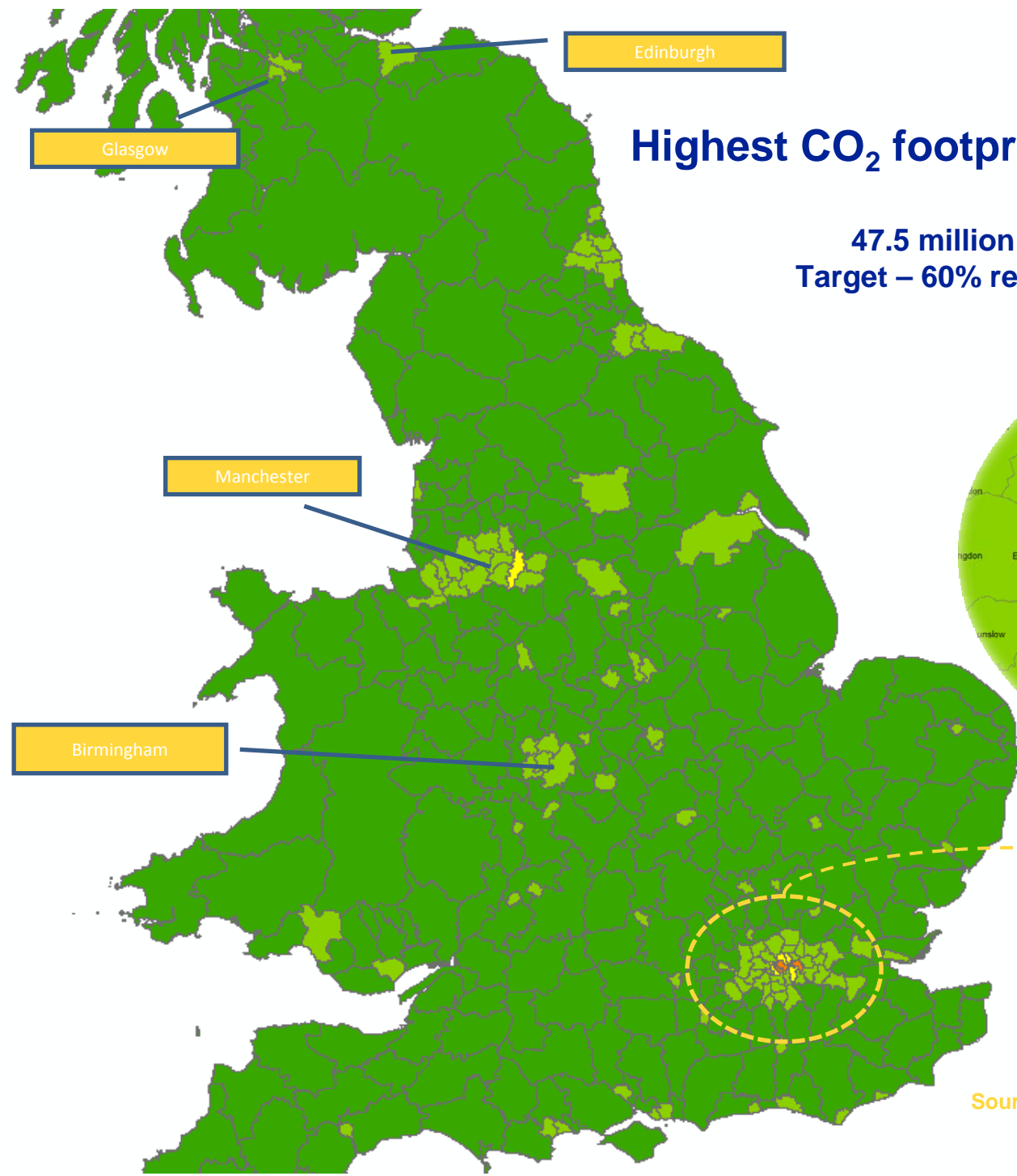
☞ Population: 8.5 million

☞ Complex governance arrangements

- 1 Mayor of London (Boris Johnson) responsible for regional planning and transport
- 33 local authorities, responsible for local services

# Highest CO<sub>2</sub> footprint of all UK major cities

47.5 million tonnes CO<sub>2</sub> emissions p.a.  
 Target – 60% reduction on 1990 levels by 2025



Sources

# National EV Incentives

- Plug-In Car Grant: Contributes up to 25% of EV purchase price to a maximum of £5,000
- Vehicles that emit less than 100g/km of CO<sub>2</sub> are showroom and road tax exempt
- Vehicles that emit less than 110g/km CO<sub>2</sub> receive 100% capital allowance in year 1 (~20—26% reductions in purchase cost)
- Benefit in Kind tax: 0% for EVs

# Delivering in London

## ■ Integrated Planning and Delivery Strategies

☞ London Plan

☞ London EV Delivery Plan

☞ EV Infrastructure Strategy



Vehicles

Charging Infrastructure

Marketing and Incentives

# London's EV Delivery Plan



Vehicles

Charging Infrastructure

Marketing and Incentives

- **Target: 100,000 EVs in London as soon as possible**
  - ☞ 5% of all London fleet to be electric
  - ☞ Champion adoption by councils, businesses, car clubs and Londoners
  - ☞ TfL delivering a procurement framework to enable the public sector to purchase up to 1,300 EVs
  - ☞ GLA Group aspires to have up to 1,000 EVs in its own fleet.

# London's EV Delivery Plan



Vehicles

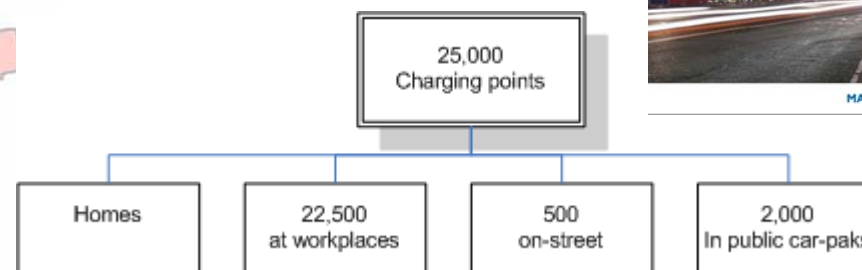
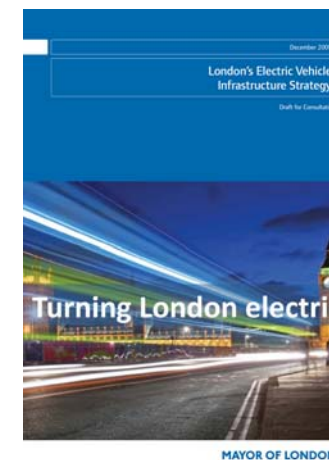
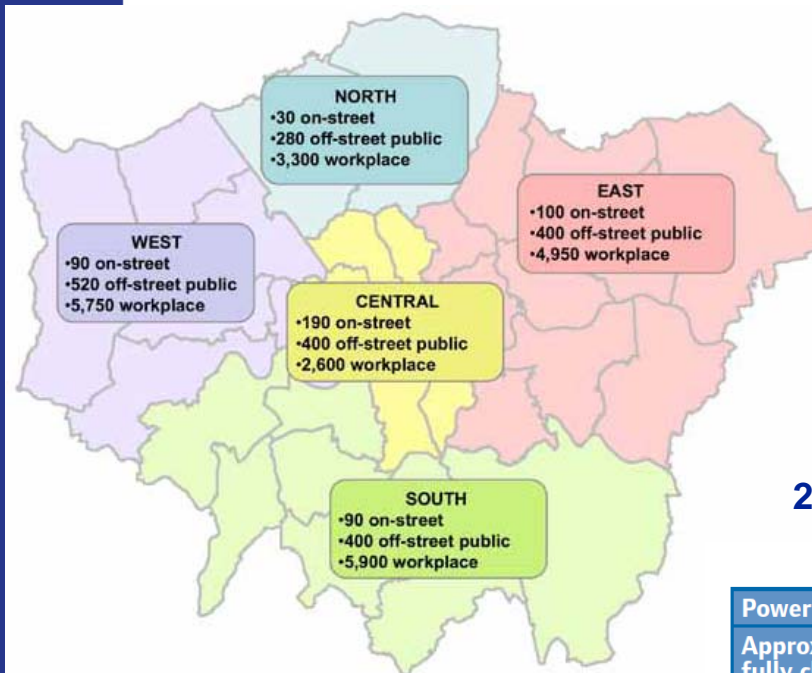
Charging Infrastructure

Marketing and Incentives

- **25,000 charging points across London by 2015**
  - ☞ Employee car parks to offer workplace charging points
  - ☞ TfL procurement framework to enable purchase of £30M of charging infrastructure (Plugged in Places)
  - ☞ A network of publically accessible charge points across the city
  - 1 in 5 new development parking spaces to have an EV charging point (London Plan)

# EV Infrastructure 2015

URBACT II



25,000 publically accessible EV charging posts by 2015

	Standard Charging	Fast Charging	Rapid Charging
Power	3kW	7kW-43kW	50-250kW
Approximate time to fully charge an EV	6-8 hours	30 minutes – 3 hours	15-20 minutes
Approximate unit cost	£0 – £3,500	£3,500 – £5,000	£25,000-£50,000
Typical locations	Homes, workplaces, train stations	Supermarkets, town centres, entertainment venues	Motorway service stations, supermarket car parks
Driver behaviour	Leave vehicle and return after several hours	Leave vehicle and return after short time	Remain with vehicle; charging point may be supervised by operator

Source: GLA

# London's EV Delivery Plan



Vehicles

Charging Infrastructure

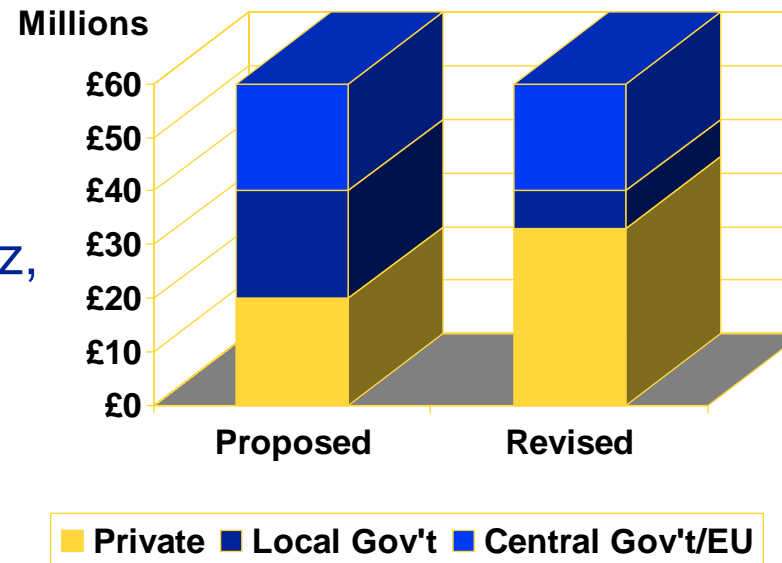
Marketing and Incentives

- Pan London brand will highlight charging infrastructure, pan-London scheme, website and information across London
- Incentives: No congestion charge
- Communication strategy aimed at likely early adopters and businesses

# Funding



- Public / private consortium led by TfL includes Asda, BAA, EDF, Europcar, Hertz, Nissan, Sainsbury's, Siemens, SSE and Tesco



- £9.3m grant awarded by UK Government provides 50% match funding for TfL and private sector investment in publically accessible charging infrastructure
- Some 1,300 publicly accessible charge points by 2013

# A Pan-London Network

- All points in public spaces networked with smart cards
- Annual membership fee (£100) allows you free access any of the charge points across London
  - ☞ Electricity is free at the point of use to members
  - ☞ Location, and availability will be viewable from one website
  - ☞ Call centre for help and advice and to report any issues
  - ☞ Maintenance and emergency call out co-ordinated across the city



# Source London



[www.SourceLondon.net](http://www.SourceLondon.net)

For further information:

Matthew Noon

EVUE Lead Partner

[mnoon@lamebth.gov.uk](mailto:mnoon@lamebth.gov.uk)

+44 (0) 207 926 0080

[www.urbact.eu/evue](http://www.urbact.eu/evue)

Grazie Thanks  
Danke **Merci** Gracias  
**Ευχαριστώ** multumesc  
Takk dziękuję dakujem hvala  
**Obrigado** dziękować  
tänan kiitos köszönöm aciu  
Tack děkuji paldies  
**nizžik ħajr dank u wel**