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# Electric Vehicle Strategy

October 2021



**Norfolk** County Council

# Foreword

*As part of our 'Together for Norfolk' strategy we recognised the need to do all we can to manage and reduce the impact of climate change in our County. This includes embracing new technologies that can help reduce our carbon emissions such as the use of electric vehicles.*

*In 2020 the Government announced that the sales of new petrol and diesel cars is to end by 2030. So there is an ever present need to address how best to facilitate the use of electric vehicles in communities across Norfolk.*

*This strategy proposes how we can support the uptake of electric vehicle use in Norfolk and how best to evolve our infrastructure to meet the needs of those travelling in our county now and in the future.*



**Martin Wilby**

Cabinet Member for  
Highways, Infrastructure  
and Transport



# Introduction

Reducing carbon emissions is at the forefront of Norfolk County Council's plans and it recognises the important role that electric vehicles play in achieving our ambitious target of achieving carbon neutrality by 2030.

Petrol and diesel cars account for a fifth of the UK's carbon emissions and is also a significant source of pollutants affecting the air quality around us that we breathe in. While Norfolk County Council strongly advocates sustainable transport, including the use of public transport as well as walking, cycling and e-scooters, cars and vans will continue to play an important role in society, helping to connect our large, rural county together where other forms of transport are not viable. Helping our society to switch to electric vehicles is therefore recognised as a key strategy that will help meet the aims of both our Local Transport Plan and Environmental Policy.

It is recognised that our transport infrastructure needs to change in order to support the uptake of electric vehicles, with more focus being placed on the provision of suitable charging points.

This strategy sets out our priorities and interventions that are being put in place to help support the uptake of electric vehicles in Norfolk by residents, businesses and visitors to our county. It is recognised that electric vehicles are an emerging technology, therefore this strategy will be reviewed regularly to ensure that it remains relevant and reactive to changes in technology, need and government policy.



# Background

Electric vehicles make up just 0.6% of cars and vans registered in Norfolk in April 2021. Given recent changes in national policy and legislation, the share of electric vehicles is expected to rise rapidly. Around a third of vehicles are expected to be electric by 2030, which is when a ban on sales of new petrol and diesel cars is set to be implemented by national government.

Already in 2021, the monthly sales of electric vehicles have outstripped the sales of diesel vehicles for the third time. This trend is expected to continue, particularly with the purchase costs for electric vehicles expected to become increasingly more competitive with petrol and diesel vehicles, but with significantly lower running costs.

It is recognised that a key barrier to electric vehicle uptake is the lack of suitable charging infrastructure and this is reflected in both national and local research. The County Council, as the local highway authority, can play a key role in helping to address this concern. Therefore the focus of many of the priorities set out in this strategy is to help support the deployment of more suitable charge points across Norfolk.

A total of 6 priorities have been identified as ways that Norfolk County Council can promote the uptake of electric vehicles in the county, both in its role as the local highway authority and being one of the largest employers in the region.



# Priority 1: Accelerate Charge Point Deployment

Norfolk County Council will;

- Support the private sector who want to invest in charge point infrastructure on our highway network.
- Take a balanced approach to delivering charge point infrastructure, by inviting private investment but helping identifying where investment is needed.
- Make the most of funding opportunities.
- Deliver the right solution for the right location – not all locations need or can support rapid chargers.
- Consider the potential to integrate Electric Vehicle (EV) charging with other energy and transport services as part of new mobility hubs.



## Priority 2: Review Fleet

Norfolk County Council will;

- Undertake a review to identify the earliest opportunities that its own fleet can be electrified.
- Establish a plan to install charge points on its own estates, including County Hall, satellite offices & highway depots, fire stations, museums and libraries.
- Deliver associated driver awareness and training.



# Priority 3: Collaborative Working

Norfolk County Council will;

- Engage with government to deliver initiatives that will reduce the cost of purchasing electric vehicles compared to petrol and diesel vehicles.
- Adopt a coordinating role for the County.
- Establish an Electric Vehicle forum where the County Council can collaborate with District, City and Borough Councils in order to maximise opportunities.



# Priority 4: Update Parking & Design Standards

Norfolk County Council will;

- Update parking standards to ensure that;
  - Every new home with a parking space includes access to suitable charging facilities.
  - Every new workplace includes suitable charge point provision.
  - Every new non-residential development includes suitable charge point provision.
- Adopt design standards for on-street chargers to enable and manage future private sector roll-out of charge points.
- Provide guidance and support for Norfolk residents that do not have access to suitable charging facilities near or at their homes.





# Priority 5: Explore Wider Measures

Norfolk County Council will;

- Explore local incentives (in addition to charge point infrastructure) to increase the uptake of electric vehicles amongst residents, visitors, businesses and County Council employees.
- Identify opportunities to support research and innovation in Electric Vehicles in Norfolk.



# Priority 6: Promotional and Awareness Raising

Norfolk County Council will;

- Promote home charging share schemes such as Zap-Home.
- Promote the Workplace Charging Scheme existing workplaces.
- Promote the Energy Saving Trust fleet reviews.
- Promote workplace charging share scheme such as Zap-Work.
- Encourage stakeholders to deliver charge points at other key destinations including supermarkets and train stations.
- Engage with tourist destinations and explore tourism opportunities associated with electric vehicles, including electric boats.

