

Report of Executive Programme Manager

Report to Director of Resources and Housing

Date: 11 April 2019

Subject: Creation of a team to deliver an electric vehicle trial scheme

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

Leeds City Council has secured £1.98 million grant funding from Highways England to increase commercial uptake of electric vehicles by offering trials of these vehicles to businesses.

Delivery of this scheme will take place over a two year period and will be undertaken by a council team whose main roles will be to engage with participating businesses, undertake reviews of their fleets, and promote and market the scheme.

This team will be led by a service manager at PO6 level. This is a new post and approval of the director of resources and housing is required to create this role. A senior communications and marketing officer at PO2 grade is also required to deliver the promotion and engagement work required by this scheme.

Recommendations

1. The director of resources and housing is recommended to approve the creation of one PO6 service manager and one PO2 senior communications and marketing officer role to deliver a business orientated fleet review and electric vehicle trial scheme, fully funded by external grant at a cost of £192,000 over two years.

1 Purpose of this report

- 1.1 To seek approval to create one PO6 service manager and one PO2 senior communications and marketing officer post as the initial staffing complement for the team that will deliver the electric vehicle business trial project.

2 Background information

- 2.1 In summer 2018 Highways England approached Leeds City Council to deliver a scheme to increase take up of electric vehicles amongst commercial organisations. Reducing emissions from this sector is a shared objective of both the council and Highways England as light commercial vehicles represent a growing proportion of road traffic and are at present overwhelmingly fuelled by diesel.
- 2.2 Under the proposal, participating businesses will be able to loan an electric vehicle so that they can assess the suitability of electric vehicles for their fleet. Telematics data will provide them with analysis of how they use the vehicle and enable comparison with their existing fleet operations. This data along with the practical experience of having used an electric vehicle on a day to day basis within the context of their own business will address many common misconceptions about the viability of electric vehicles for business use and increase uptake of these vehicles within the commercial sector.
- 2.3 This proposal builds on one of the existing clean air zone early measures work streams but is on a substantially bigger scale with an estimated budget of £2 million compared with the £660,000 allocated for fleet review and business engagement in the CAZ early measures funding. It will provide opportunities for businesses interested in trialling an electric vehicle and gaining an understanding of the potential benefits EVs can offer in the context of their own fleet operations.
- 2.4 In February 2019 Highways England confirmed that they would provide £1.98 million grant funding, which will be combined with £915,000 clean air zone early measures grant to fund the scheme outlined above, making a fleet of approximately 70 electric vehicles available for local businesses to trial in their fleets.

3 Main issues

- 3.1 The scheme requires a team to deal directly with businesses interested in trialling an electric vehicle and seeking a greater understanding of the potential for their fleet to accommodate one or more electric vehicles. This team will be employed directly by the council, rather than sourced from an outside provider. The team's main duties will be:
- To advise businesses on the range of makes and models of electric vehicle made available for trial through the scheme, their suitability for different business applications and how they can be accommodated into their existing fleet;
 - Promote the scheme through a variety of measures including a series of learning and demonstration events and campaigns through traditional and new media;
 - Maintain systems to capture telematics data from vehicles whilst they are out on loan and present this data to help scheme participants understand driving and charging behaviour during the trial and quantify the benefits that can accrue

to their business from EV ownership;

- Expand the fleet of vehicles that will be used in the scheme and take overall responsibility for their proper maintenance and service

- 3.2 To deliver these functions we propose to recruit a team of five FTE posts, encompassing the range of roles described above. The team will be led by a PO6 service manager who will be responsible for overall scheme delivery and directly manage other members of the team. A senior marketing and communications officer at PO2 will be responsible for delivery of much of the marketing and promotional work.
- 3.3 The initial recruitment exercise will be to the PO6 service manager post and a PO2 senior communications and marketing officer role, with the remainder of the team to be appointed once these post holders are in place to ensure that a team as a whole is recruited with skills that complement one another.
- 3.4 The team as a whole will sit within the low carbon programme in the resources and housing directorate. The service manager role will report directly to the
- 3.5 Because these posts are funded by one-off external grant they will be temporary posts limited to the two year period for which the project is scheduled to run. Highways England have indicated that they may be willing to provide further funding to extend the project if it is successful but they are under no obligation in this regard.

4 Corporate Considerations

4.1 Consultation and Engagement

- 4.1.1 Highways England, as the main project funder have been consulted at every stage of the development of these proposals.
- 4.1.2 The PO6 job specification has passed job evaluation with reference number 182124. The PO2 role utilises the same job description as an existing role and does not require separate evaluation. Consultation with trade unions took place on 25th March; no substantive issues were raised.
- 4.1.3 The executive member for resources and sustainability was briefed on the creation of these posts on 8th February 2019.

4.2 Equality and Diversity / Cohesion and Integration

- 4.2.1 An equalities, diversity, cohesion and integration screening has been undertaken for the creation of these posts which found no negative impact on the equality characteristics considered.

4.3 Council policies and the Best Council Plan

- 4.3.1 The electric vehicle centre of excellence forms part of the council's work to improve air quality in the city, which is one of 20 priorities listed in the Best Council Plan. Our vision is for Leeds to be a healthy city in which to live, work and visit and we are working with partners to reduce emissions which will bring about health and wellbeing benefits including reducing premature deaths, improving health, promoting physical activity and reducing obesity levels.

4.4 Resources and value for money

4.4.1 The EV trial scheme is fully funded by a combination of grant from Highways England's clean air projects fund and early measures funding attached to the clean air zone, totalling £2.9 million. This includes funding for staffing of £390,000 to fully fund all posts in this team for two years.

4.4.2 Over the two year period for which this scheme will run, the two posts that are the subject of this report will cost £192,000, including on costs, increment progression and an estimated 2% cost of living increase in year 2.

4.5 Legal Implications, Access to Information and Call In

4.5.1 This is a significant operational decision and as such is not eligible for call-in.

4.6 Risk Management

4.6.1 The creation of these posts is essential to deliver the electric vehicle trial project and any delay or failure to do so will severely limit delivery of the scheme and risk breaching the terms of the grant agreement with Highways England.

5 Conclusions

5.1 The creation of a business engagement team is an essential element of the electric vehicle trial project that Leeds City Council is to deliver in partnership with Highways England, who are providing £1.98 million to fund the scheme.

5.2 Successful delivery of this project will increase the take up of electric vehicles by commercial organisations in Leeds and the wider region, reducing emissions from diesel vehicles and improving the quality of air in the city.

6 Recommendations

6.1 The director of resources and housing is recommended to approve the creation of one PO6 service manager and one PO2 senior communications and marketing officer role to deliver a business orientated fleet review and electric vehicle trial scheme, fully funded by external grant at a cost of £192,000 over two years.