

ARE YOU READY FOR THE EV REVOLUTION?

Trafford Borough Council Case study



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Creating **fast, fair, and future-proofed** EV charging infrastructure in your local authority.

Local authorities across England are increasingly committed to building fair, concentrated and accessible EV charging networks across their communities. And there is a clear ambition to build out net zero transport systems quickly, to increase EV adoption and to drive cleaner air and safer neighbourhoods.

But where to start? How do I get access to the right expertise? What's the long-term strategy? Where will the funding come from? These are all valid questions, and what better way to find out more, than to see how these challenges were tackled by other local authorities...

CASE STUDY: TRAFFORD BOROUGH COUNCIL AND BE.EV

Trafford Borough Council will get c.100 charging bays with an emphasis on future-proofed Rapid charging.

Trafford Council and Be.EV are working together to develop a unique and forward-thinking EV charging rollout strategy. Our joint approach is rooted in **social value**: Trafford and Be.EV are determined to deliver EV charging infrastructure across the entire borough. We are committed to delivering a spread of assets rather than simply targeting the most affluent areas.

"The ambition, in a nutshell, is to create a network of chargers that allow every Trafford resident to be no more than 10 minutes' walk from a public charger."

OUR UNIQUE APPROACH:

Early engagement:

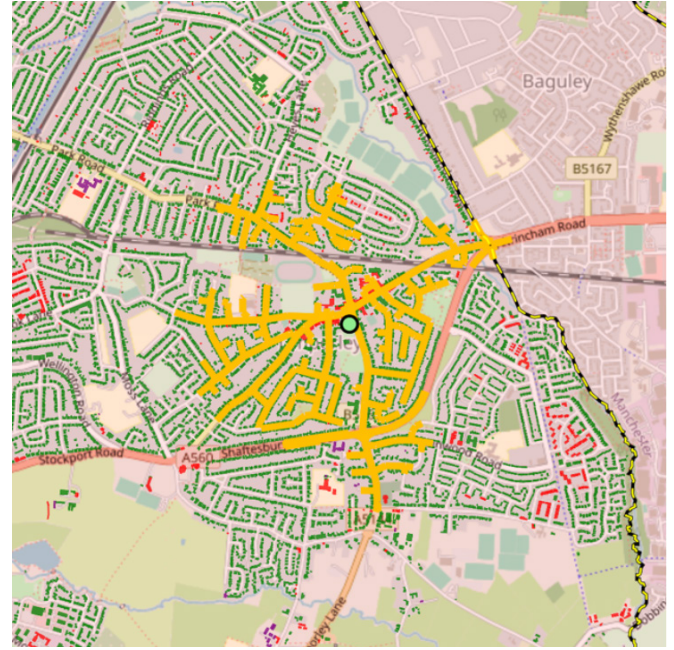
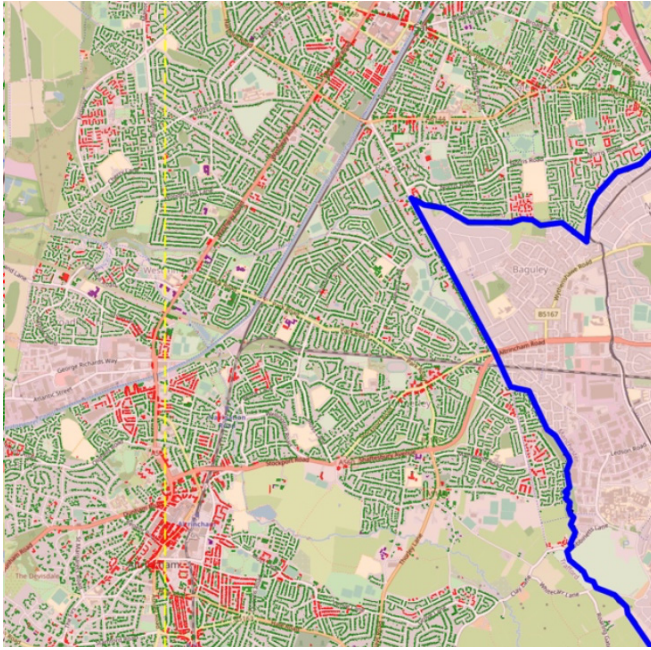
Trafford Borough Council asked Be.EV for help to develop a considered and future-proof EV charging strategy that was right for their borough. A cookie-cutter solution was simply not an option. The challenge required us to devise a strategy beyond just a few sites – we wanted to build a **sustainable network** that would **evolve to support the needs of the entire local community**.

This approach required a deep-dive discovery phase to:

- Understand the wider Greater Manchester Transport and Clean Air Plan and its ambition to deliver an integrated, sustainable, and well-co-ordinated transport system.
- Ensure residents were consulted and listened to, as well as kept in the loop with expectations managed and exceeded.
- Understand Trafford Council's specific strategic objectives, preferences, and parameters as well as any particular community requirements. On street charging, for example, was to be avoided due to the impact on traffic management and safety. Dwell and destination charging points were decided as the primary focus, while on-the-go hubs were also of interest if the right sites were found.



Leveraging the power of data:



*Geospatial Data mapping - used to analyse the probability of households having a driveway or off-street parking: streets which are **Green** illustrate houses which are likely to have driveways; **Red** houses are those unlikely to have a driveway; and **Yellow** areas are those which are a 10 minute walk away from a Be.EV charge point.

We then used sophisticated GIS data-mapping tools to allow us to focus on the roll-out of public charging infrastructure **where it was most needed**: in areas with low off-street parking availability with no option of home charging.

This included:

- Analysing Trafford Council's assets — carparks, leisure centres, parks etc. —to understand what land was available.
- Mapping a phased EV charger rollout to ensure a good infrastructure spread across the borough.
- Sense-checking these identified locations by incorporating an "isochrone" map layer that showed areas within 10 minutes walking distance of those sites and helped plan the phases of the equitable charger roll-out.

Putting residents and the community first:

We developed a solution with Trafford that would tick all the right boxes. We needed to show that we understood and were responding to their residents needs and concerns.

What we heard:

- We want chargers that are fast, future-proofed and fit-for-purpose.
- We want chargers that are well maintained, we want chargers that WORK.
- We want our local chargers to be part of a wider GM network.
- We want to be able to pay and charge easily with strong customer service support.
- We want the infrastructure to be in keeping with our communities and add to the urban realm.
- We want accessible chargers that are safe and well lit.
- We want chargers where we need them, and we want them to service all our communities.

They asked, and we are committed to delivering!

Bespoke scoping / the right locations

Be.EV then developed **(and fully funded)** a full end-to-end solution which included the design, build, installation and ongoing operations as well as the maintenance of all charge points. We proposed installing a mix of **Fast, Rapid and Ultra-rapid** chargers suited to meet all user needs. Finally, the deployment is and will continue to be a key part of Trafford's Clean Air Strategy and 2040 transport vision, which will incentivise residents to drive a positive change to the environment.

We created a suite of charging solutions to suit all dwell types - with a particular focus on car parks, including:

- Sport and leisure centres
- Residential areas
- Retail parks

A model that works for all:

The Be.EV model is centered on a commitment to **fund the entire network, at no cost to Trafford**, including equipment, civils, power upgrades, ongoing operations, and maintenance. This made for an easy decision from Trafford Council:

A fit for purpose, designed and maintained operating network of chargers, at zero cost.

We have been appointed by TfGM to grow and maintain the network of publicly-owned EV chargers. Trafford Council signed the leases in early 2022, allowing Be.EV to begin the first phase rollout. A second phase process has already begun in parallel, cementing a longer-term working relationship.

And finally, a word from **Chris Morris Director of Highways, Transport and Environment**



“Be.EV are initiating a fit for purpose EV infrastructure rollout across Trafford. The team helped us from planning to signing, and we are pleased that we now have a solution we can build on, which will provide cleaner, greener communities across the borough.”

About **Be.EV**

At Be.EV, we work with local authorities, universities, NHS trusts and private businesses to develop dense regional charging networks that work for local communities. We care about getting EV charging right - for existing and future drivers, and for you. Don't know where to start, need advice or a second opinion? Get in touch with our experienced team for a free assessment.

Contact **John MacBrayne** at Be.EV today.
Or visit **[Be-EV.co.uk](https://be-ev.co.uk)**

