



**REPORT of  
DEPUTY CHIEF EXECUTIVE**

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**to  
COUNCIL  
3 APRIL 2025**

**ADOPTION OF THE ELECTRIC VEHICLE CHARGING AND LOW EMISSIONS  
STRATEGY 2025-2028**

**1. PURPOSE OF THE REPORT**

- 1.1 To seek approval for the adoption and implementation of the Electric Vehicle (EV) Charging and Low Emissions Strategy 2025-2028 (the Strategy) attached at **APPENDIX A.**

**2. RECOMMENDATIONS**

- (i) that the Electric Vehicle Charging and Low Emissions Strategy 2025-2028 be approved as a starting point for future action and investment in Electric Vehicle infrastructure and fleet optimisation, enabling transition across the district;
- (ii) that in consultation with the Leader of the Council, Officers are authorised to commence implementation, subject to funding availability and Council priorities.

**3. SUMMARY OF KEY ISSUES**

**3.1 Background**

- 3.1.1 The Council is committed to achieving Net Zero emissions from its assets and services and achieving a carbon-neutral district by 2050.
- 3.1.2 Transport is the largest contributor to carbon emissions in the UK and accounts for 32% of total territorial emissions in Maldon District and one-third of the Council's operational emissions (2023 / 24). The UK Government has set a 2035 target to phase out new petrol, diesel, and hybrid vehicle sales, placing a responsibility on local authorities to facilitate the transition to low-emission transport.
- 3.1.3 The Maldon District is highly reliant on private vehicles due to its rural and semi-rural landscape, limited public transport, and commuter travel needs. Expanding EV charging infrastructure is essential to maintaining mobility while reducing emissions. Alongside reducing the need to travel and supporting alternative transport modes, Low-Emission Vehicles (LEVs) will play a key role in achieving carbon reduction targets.
- 3.1.4 The Council is committed to leading by example, promoting low-carbon initiatives through education, best practices, incentives, policy, and collaboration. This includes working with Essex County Council, Parish and Town Councils, local interest groups,

and other local authorities while engaging businesses, residents, and young people through the 'Our Home, Our Future' campaign to drive meaningful climate action.

- 3.1.5 Between December 2024 and now, the Strategy has been developed. This process has been informed by officers across the Council and Members of the Net Zero Working Group to ensure a coordinated approach to delivering a practical, demand-led, and future-proof EV charging network.

### **3.2 Electric Vehicle Charging in Maldon District**

- 3.2.1 The district currently has a limited number of public Electric Vehicle Charge Points (EVCP), with only nine locations and 32 individual EVCPs available. Only one of these locations, with two EVCPs, is on Council-owned land at the Princes Road Offices car park.
- 3.2.2 Projections indicate that 234 EVCPs will be required by 2030 and 470 by 2040 if EV ownership continues to rise at its current rate. Additionally, 21% of households lack off-street parking, making accessible public charging solutions essential. Expanding EV infrastructure will support residents, businesses, and visitors, ensuring the district keeps pace with growing demand.
- 3.2.3 The strategy sets out the Council's role in facilitating and supporting the expansion of EV charging infrastructure across the district. This includes developing a robust, future-proof network of reliable and accessible public EVCPs, ensuring fair pricing, and integrating emerging technologies to maintain long-term sustainability.
- 3.2.4 Council-owned car parks play a critical role in expanding EV infrastructure, particularly for destination and top-up charging, as vehicles remain parked for extended periods. Medium and large car parks are well-suited for installations, reducing parking conflicts and increasing visibility for EV users. Expanding EVCP provision within Council-owned car parks is a key action in supporting the district's transition to low-emission transport.
- 3.2.5 The Strategy recommends allocating approximately 4% of parking spaces in Council-owned car parks to EV charging where feasible. Future installations will be based on a demand-led approach, considering economic viability, site suitability, and evolving user needs to ensure sustainable infrastructure development.
- 3.2.6 The Strategy outlines the Council's commitment to working with private suppliers, Essex County Council, and other partners to expand EV charging across the district, ensuring a coordinated approach to infrastructure delivery.
- 3.2.7 The Strategy aligns EV charging infrastructure provision with multiple Council policies and strategies, including the Corporate Plan 2025-2028, Climate Action Strategy 2021-2030, Air Quality Action Plan 2020-2025, and the emerging Car Parking Strategy. These policies support the transition to low-emission transport and contribute to the Council's broader climate and sustainability objectives.

### **3.3 Council Fleet Optimisation and Future Transition**

- 3.3.1 The Strategy identifies the Council's fleet as a significant emissions source, accounting for approximately one-third of total emissions. A Fleet Decarbonisation Review carried out in 2024 / 25 determined that 70 of 79 Council-operated vehicles are viable for EV replacement - **APPENDIX B**. However, high upfront costs and infrastructure limitations require a phased transition.

- 3.4 The Strategy prioritises a structured transition, focusing on fleet optimisation, targeted vehicle replacement, and collaboration with outsourced contractors. Immediate actions include:
- a) Retaining and maintaining vehicles where replacement is not essential to avoid unnecessary costs.
  - b) Replacing non-essential vehicles and prioritising light commercial EVs where cost-effective.
  - c) Transitioning to Euro 6-compliant models and hybrid retrofits where full electrification is not yet viable.
  - d) Encouraging outsourced contractors to adopt low-emission solutions.
- 3.5 The Strategy highlights the need for expanded workplace EV charging to support fleet electrification and staff work related travel. Current provision is limited, and additional charge points will be required to meet future fleet transition demands.
- 3.6 Shared charging models with local businesses could improve cost-effectiveness and accessibility, ensuring long-term sustainability. Expanding charging infrastructure at Council sites will be critical to enabling fleet transition and operational efficiency.
- 3.7 **Implementation and Monitoring**
- 3.7.1 To ensure the effective delivery of this Strategy, the Council will monitor EVCP deployment by tracking the number of installed and operational charge points, review fleet transition progress by assessing vehicle composition and emissions reductions, engage with the community and businesses to encourage wider EV adoption, and conduct an annual review to assess progress and inform future actions.

## **4. CONCLUSION**

- 4.1 The Electric Vehicle Charging and Low Emissions Strategy 2025-2028 provides a clear framework for expanding EV infrastructure and transitioning the Council fleet to support the Net Zero 2050 commitment. It sets out a practical, demand-led approach to increasing publicly accessible charge points, ensuring the district keeps pace with rising EV adoption while addressing infrastructure gaps, particularly for residents without off-street parking.
- 4.2 The Strategy also outlines a phased transition for the Council's fleet, balancing emissions reduction with financial viability and operational needs. While full electrification remains a long-term goal, optimising fleet efficiency, replacing vehicles where feasible, and integrating workplace charging solutions will contribute to immediate carbon reductions.
- 4.3 Effective delivery will require ongoing collaboration with Essex County Council, private sector partners, and local stakeholders. Regular monitoring and alignment with wider Council policies will ensure that investments in EV charging and low-emission transport deliver long-term environmental, economic, and community benefits for the Maldon District.
- 4.4 Approval of this Strategy will enable the Council to progress towards Net Zero, improve air quality, and enhance transport sustainability, ensuring the district remains resilient, accessible, and forward-thinking in its approach to low-emission mobility.

## **5. IMPACT ON PRIORITIES AS SET OUT IN THE CORPORATE PLAN 2025 - 2028**

### **5.1 Supporting our communities**

- 5.1.1 Encouraging the adoption of EVs contributes to improved air quality, reducing transport-related pollution and promoting healthier communities.

### **5.2 Investing in our District**

- 5.2.1 The strategy aligns with the Council's investment in infrastructure, ensuring that EV charging networks support residents, businesses, and visitors.

### **5.3 Growing our economy**

- 5.3.1 Expanding EV infrastructure supports local businesses by increasing visitor footfall and enhancing Maldon District's sustainability credentials.

### **5.4 Protecting our environment**

- 5.4.1 This strategy directly supports the Council's commitment to Net Zero 2050 by reducing carbon emissions from transport and encouraging cleaner alternatives.

### **5.5 Delivering good quality services.**

- 5.5.1 The provision of accessible and reliable EV charging facilities ensures that the Council delivers a forward-thinking, customer-focused service that aligns with modern transport needs.

## **6. IMPLICATIONS**

- (i) **Impact on Customers** – Increased access to EV charging facilities supports residents and visitors in transitioning to cleaner transport.
- (ii) **Impact on Equalities** – Ensuring equitable access to EV infrastructure across the district, including for those without home charging options.
- (iii) **Impact on Risk (including Fraud implications)** – Minimal risk; a clear governance framework will be in place for infrastructure deployment.
- (iv) **Impact on Resources (financial)** – Initial investment sought through Council funds, government grants, and private partnerships, with revenue generated through charge point fees.
- (v) **Impact on Resources (human)** – Requires Officer time to implement and monitor progress.
- (vi) **Impact on Devolution / Local Government Reorganisation** – There will be no impact as the Council will still need EV charging infrastructure in Maldon. The only change will be how this is funded when the Council becomes part of a combined authority. This Strategy will outline the requirements within the district, making it essential for securing the necessary funding.

Background Papers:

**APPENDIX A** – Draft Electric Vehicle Charging and Low Emissions Strategy 2025-2030

**APPENDIX B** - Maldon District Council Vehicle Fleet- study period 2024 / 25

Enquiries to: Claire Williamson, Technical Lead: Climate Action