COMPARATIVE ANALYSIS OF ELECTRIC CAR (EV) INFORMATION AVAILABLE ON KEY STAKEHOLDER WEBSITES: APPLICATION OF THE DANISH FRAMEWORK* / Rita Kottász, Reader in Marketing, London Metropolitan University

A recent E-mobility NSR report by Høje-Taastrup Kommune (2013)* has recommended that any future EV communication in the North Sea Region should include information on the following four themes: information related to driving and charging an EV, environmental information, information about e-mobility options in the market and economical information. The following table compares the key stakeholder websites (in the UK) with this (Danish) framework in mind. Note that this Danish Framework and its associated recommendations are based on research carried out in Denmark and Britain.

Stakeholders included in the comparative analysis are:
Greater London: Greater London Authority, Source London, Transport for London
East of England: EValu8, Source East
Northeast of England: ChargingPoint.Com, Charge Your Car
National: OLEV, Energy Saving Trust

The table highlights the information that is available on each website (in red/bold/capital letters) and the information that is not available (standard text).

SOME RECOMMENDATIONS BASED ON THE COMPARATIVE ANALYSIS:

1. In the Greater London region, TfL and GLA need to make more of an effort in introducing information about EVs, information relating to benefits/disadvantages of owning and driving an EV. If this is not feasible, they need to LINK to the Source London website and promote this linkage prominently. The public have very little awareness of EVs/ and may be confused about the different technologies, options, charging systems, etc. Social marketing research has shown repeatedly that *knowledge* has great impact on behaviour (e.g. in relation to ethical consumption and recycling behaviour). All bodies involved in promoting EVs need to become educators if they want EVs to take off in a bigger way.
2. The regional partners of the Plugged in Places scheme (Source London, Source East, Charge Your Car and the five others) should be much more clearly 'linked' to others' websites. In fact, wouldn't it make sense to have just one website for all 8 (or link/integrate these) / and eventually a national site?
3. It is clear that most websites are focused on reducing 'range anxiety' and introducing the economic benefits to drivers (grants, tax exemptions, long-term running costs associated with owning an EV, etc.). This is appropriate considering research evidence which has established that these are the areas that non-EV drivers are mostly concerned with.
It would be advisable to add more detailed environmental information and information about e-mobility options in the market.
4. A lot of the information covered on the websites is out-of-date. This gives the impression that EVs are a 'thing of the past'. This is an obvious point, but websites need to be kept up-to-date.
5. Information related to driving and charging an EV: most detailed information about these specifics appear on the Source London and the ChargingPoint.Com websites.
6. Information relating to the environment: Source London has the most detailed information.
7. Information about E-Mobility options in the market: Energy Saving Trust comes out on top. In fact, the website of the Energy Saving Trust is rather good – very simple and clear. All stakeholders involved in promoting EVs should look to this website as a 'good communications model'.
8. Economical information: this is quite convincing across the board – a lot of information about how you can save money, upfront costs, etc. Most websites give a good indication as to what the overall short-term and long-term costs of buying into EVs might be.
9. It would be good practice for all websites involved in promoting EV to have a separate page for 'Businesses and fleets' and one for everyday drivers.
10. Could this table be shared amongst key stakeholders? This analysis may give them an idea on where and how they could improve their website communications.

*http:// e-mobility-nsr.eu/fileadmin/user_upload/downloads/info-pool/E-Mobility_NSR_Activity_6.6_Report.pdf

1. INFORMATION RELATED TO DRIVING AND CHARGING AN EV							
STAKE-HOLDERS	**Range**	**Safety**	**Battery maintenance, durability and warranty?**	**Cabin heating in an EV?**	**Charging an EV?**	**Where to charge your EV in public?**	**Is my private residence ready for EV charging?**
GREATER LONDON							
Greater London Authority	Information about ECE-norm figures Rule of thumb information about practical range in different scenarios Information about factors that will influence range	Information about rules and regulations that EVs has to comply to Information about handling of an EV in case of an accident Recommendations about service and repairs (the use of qualified workshops)	Information about theoretical durability of EV batteries Information about battery warranty including typical conditions Information about end of life implications for EV batteries	Information about different heating solutions, their effect and their impact on range	Information about different charging technologies Charge times Charging security	Maps of public charging points (including information about charging technology)	List of things to check related to different charging technologies Recommendations for safe EV charging installations
Source London	Information about ECE-norm figures **RULE OF THUMB INFORMATION ABOUT PRACTICAL RANGE IN DIFFERENT SCENARIOS.** **(Small amount of) INFORMATION ABOUT FACTORS THAT MIGHT INFLUENCE RANGE**	Information about rules and regulations that EVs has to comply to Information about handling of an EV in case of an accident Recommendations about service and repairs (the use of qualified workshops) **Other: Battery Safety**	Information about theoretical durability of EV batteries Information about battery warranty including typical conditions Information about end of life implications for EV batteries	Information about different heating solutions, their effect and their impact on range	**INFORMATION ABOUT DIFFERENT CHARGING TECHNOLOGIES** **CHARGE TIMES** Charging security	**MAPS OF PUBLIC CHARGING POINTS [INCLUDING INFORMATION ABOUT CHARGING TECHNOLOGY]**	List of things to check related to different charging technologies **RECOMMENDATIONS FOR SAFE EV CHARGING INSTALLATION**
Transport for London	Information about ECE-norm figures Rule of thumb information about practical range in different scenarios Information about factors that will influence range	Information about rules and regulations that EVs has to comply to Information about handling of an EV in case of an accident Recommendations about service and repairs (the use of qualified workshops)	Information about theoretical durability of EV batteries Information about battery warranty including typical conditions Information about end of life implications for EV batteries	Information about different heating solutions, their effect and their impact on range	Information about different charging technologies Charge times Charging security	Maps of public charging points (including information about charging technology)	List of things to check related to different charging technologies Recommendations for safe EV charging installations

EAST OF ENGLAND							
Evalu8	Information about ECE-norm figures **RULE OF THUMB INFORMATION ABOUT PRACTICAL RANGE IN DIFFERENT SCENARIOS** Information about factors that will influence range	Information about rules and regulations that EVs has to comply to Information about handling of an EV in case of an accident Recommendations about service and repairs (the use of qualified workshops)	Information about theoretical durability of EV batteries Information about battery warranty including typical conditions Information about end of life implications for EV batteries	Information about different heating solutions, their effect and their impact on range	Information about different charging technologies Charge times Charging security	Maps of public charging points (including information about charging technology)	List of things to check related to different charging technologies Recommendations for safe EV charging installations
Source East	Information about ECE-norm figures Rule of thumb information about practical range in different scenarios Information about factors that will influence range	Information about rules and regulations that EVs has to comply to Information about handling of an EV in case of an accident Recommendations about service and repairs (the use of qualified workshops)	Information about theoretical durability of EV batteries Information about battery warranty including typical conditions Information about end of life implications for EV batteries	Information about different heating solutions, their effect and their impact on range	Information about different charging technologies Charge times Charging security	**MAPS OF PUBLIC CHARGING POINTS (BUT NOT INCLUDING INFORMATION ABOUT CHARGING TECHNOLOGY)**	List of things to check related to different charging technologies **RECOMMENDATIONS FOR SAFE EV CHARGING INSTALLATIONS**
NORTH EAST OF ENGLAND							
ChargingPoint.Com	Information about ECE-norm figures **RULE OF THUMB INFORMATION ABOUT PRACTICAL RANGE IN DIFFERENT SCENARIOS** **INFORMATION ABOUT FACTORS THAT WILL INFLUENCE RANGE**	**INFORMATION ABOUT RULES AND REGULATIONS THAT EVS HAVE TO COMPLY WITH** **INFORMATION ABOUT HANDLING OF AN EV IN CASE OF AN ACCIDENT (E.G. COOLING BATTERY]** Recommendations about service and repairs (the use of qualified workshops)	Information about theoretical durability of EV batteries Information about battery warranty including typical conditions Information about end of life implications for EV batteries **OTHER: INFORMATION ABOUT HOW TO LOOK AFTER BATTERY***	Information about different heating solutions, their effect and their impact on range	Information about different charging technologies Charge times Charging security	**MAPS OF PUBLIC CHARGING POINTS (INCLUDING INFORMATION ABOUT CHARGNG TECHNOLOGY)**	List of things to check related to different charging technologies **RECOMMENDATIONS FOR SAFE EV CHARGING INSTALLATIONS**

Charge Your Car	Information about ECE-norm figures Rule of thumb information about practical range in different scenarios Information about factors that will influence range	Information about rules and regulations that EVs has to comply to Information about handling of an EV in case of an accident Recommendations about service and repairs (the use of qualified workshops)	Information about theoretical durability of EV batteries Information about battery warranty including typical conditions Information about end of life implications for EV batteries	Information about different heating solutions, their effect and their impact on range	Information about different charging technologies **CHARGE TIMES** Charging security	**MAP OF PUBLIC CHARGING POINTS [INCLUDING INFORMATION ABOUT CHARGING TECHNOLOGY]**	List of things to check related to different charging technologies Recommendations for safe EV charging installations
NATIONAL							
Energy Saving Trust	Information about ECE-norm figures **'RULE OF THUMB' INFORMATION ABOUT PRACTICAL RANGE IN DIFFERENT SCENARIOS** **INFORMATION ABOUT FACTORS THAT WILL INFLUENCE RANGE**	Information about rules and regulations that EVs has to comply to Information about handling of an EV in case of an accident Recommendations about service and repairs (the use of qualified workshops)	Information about theoretical durability of EV batteries Information about battery warranty including typical conditions Information about end of life implications for EV batteries	Information about different heating solutions, their effect and their impact on range	Information about different charging technologies **CHARGE TIMES** Charging security	**MAP OF PUBLIC CHARGING POINTS [INCLUDING INFORMATION ABOUT CHARGING TECHNOLOGY]**	List of things to check related to different charging technologies **RECOMMENDATIONS FOR SAFE EV CHARGING INSTALLATION**
OLEV	Information about ECE-norm figures Rule of thumb information about practical range in different scenarios Information about factors that will influence range	Information about rules and regulations that EVs has to comply to Information about handling of an EV in case of an accident Recommendations about service and repairs (the use of qualified workshops)	Information about theoretical durability of EV batteries Information about battery warranty including typical conditions Information about end of life implications for EV batteries	Information about different heating solutions, their effect and their impact on range	Information about different charging technologies Charge times Charging security	Maps of public charging points (including information about charging technology)	List of things to check related to different charging technologies Recommendations for safe EV charging installations

2. ENVIRONMENTAL INFORMATION				
STAKEHOLDERS	**CO2 emission**	**How does power production impact the EV CO2 footprint?**	**Is the EV battery toxic for the environment?**	**Why are EVs more favourable to the environment?**
GREATER LONDON				
Greater London Authority	Explanation of well-to-wheel and tank-to-wheel implications CO2 comparison calculations based on clear and transparent conditions between EV and ICE vehicles	Factual information about the CO2 emissions from relevant sources of power production Information about the most CO2 friendly charging time slots Future Smart Grid solutions	Information about rules and regulations that EV battery has to comply to Information about opportunities of recycling and/or proper handling of a used battery	Information about the energy efficiency of petrol/diesel and electric engines Renewable energy and the EV (=0 emissions)
Source London	**EXPLANATION OF WELL-TO-WHEEL** and tank-to-wheel **IMPLICATIONS** **CO2 COMPARISON CALCULATIONS BASED ON CLEAR AND TRANSPARENT CONDITIONS BETWEEN EV AND ICE VEHICLES**	**FACTUAL INFORMATION ABOUT THE CO2 EMISSIONS FROM RELEVANT SOURCES OF POWER PRODUCTION** Information about the most CO2 friendly charging time slots Future Smart Grid solutions	Information about rules and regulations that EV battery has to comply to **INFORMATION ABOUT OPPORTUNITIES OF RECYCLING AND/OR PROPER HANDLING OF A USED BATTERY**	Information about the energy efficiency of petrol/diesel and electric engines Renewable energy and the EV (=0 emissions)
Transport for London	Explanation of well-to-wheel and tank-to-wheel implications CO2 comparison calculations based on clear and transparent conditions between EV and ICE vehicles	Factual information about the CO2 emissions from relevant sources of power production Information about the most CO2 friendly charging time slots Future Smart Grid solutions	Information about rules and regulations that EV battery has to comply to Information about opportunities of recycling and/or proper handling of a used battery	Information about the energy efficiency of petrol/diesel and electric engines Renewable energy and the EV (=0 emissions)
EAST OF ENGLAND				
Source East	Explanation of well-to-wheel and tank-to-wheel implications CO2 comparison calculations based on clear and transparent conditions between EV and ICE vehicles	Factual information about the CO2 emissions from relevant sources of power production Information about the most CO2 friendly charging time slots Future Smart Grid solutions	Information about rules and regulations that EV battery has to comply to Information about opportunities of recycling and/or proper handling of a used battery	Information about the energy efficiency of petrol/diesel and electric engines Renewable energy and the EV (=0 emissions)

NORTH EAST				
TheChargePoint.Com	**EXPLANATION OF WELL-TO-WHEEL and tank-to-wheel IMPLICATIONS** **CO2 COMPARISON CALCULATIONS BASED ON CLEAR AND TRANSPARENT CONDITIONS BETWEEN EV AND ICE VEHICLES**	**FACTUAL INFORMATION ABOUT THE CO2 EMISSIONS FROM RELEVANT SOURCE OF POWER PRODUCTION** Information about the most CO2 friendly charging time slots Future Smart Grid solutions	Information about rules and regulations that EV battery has to comply to Information about opportunities of recycling and/or proper handling of a used battery	Information about the energy efficiency of petrol/diesel and electric engines Renewable energy and the EV (=0 emissions)
Charge Your Car	Explanation of well-to-wheel and tank-to-wheel implications CO2 comparison calculations based on clear and transparent conditions between EV and ICE vehicles	Factual information about the CO2 emissions from relevant sources of power production Information about the most CO2 friendly charging time slots Future Smart Grid solutions	Information about rules and regulations that EV battery has to comply to Information about opportunities of recycling and/or proper handling of a used battery	Information about the energy efficiency of petrol/diesel and electric engines Renewable energy and the EV (=0 emissions)
NATIONAL				
Energy Saving Trust	Explanation of well-to-wheel and tank-to-wheel implications **CO2 COMPARISON CALCULATIONS BASED ON CLEAR AND TRANSPARENT CONDITIONS BETWEEN EV AND ICE VEHICLES**	**FACTUAL INFORMATION ABOUT THE CO2 EMISSIONS FROM RELEVANT SOURCES OF POWER PRODUCTION** Information about the most CO2 friendly charging time slots Future Smart Grid solutions	Information about rules and regulations that EV battery has to comply to Information about opportunities of recycling and/or proper handling of a used battery	Information about the energy efficiency of petrol/diesel and electric engines Renewable energy and the EV d (=0 emissions)
OLEV	Explanation of well-to-wheel and tank-to-wheel implications CO2 comparison calculations based on clear and transparent conditions between EV and ICE vehicles	Factual information about the CO2 emissions from relevant sources of power production Information about the most CO2 friendly charging time slots Future Smart Grid solutions	Information about rules and regulations that EV battery has to comply to Information about opportunities of recycling and/or proper handling of a used battery	Information about the energy efficiency of petrol/diesel and electric engines Renewable energy and the EV d (=0 emissions)

3. INFORMATION ABOUT E-MOBILITY OPTIONS IN THE MARKET				
STAKEHOLDERS	**Types of EV, EV brands and models on the market?**	**Charging options?**	**Service, repair and roadside assistance for EVs?**	**Finance, leasing and insurance for EVs?**
GREATER LONDON				
Greater London Authority	List of available EVs with featured specifications, price and links to more information	List of available charging operators and links to more information	List of available suppliers and links to more information	List of available suppliers and links to more information
Source London	**LIST OF AVAILABLE EVS WITH FEATURED SPECIFICATIONS, PRICE AND LINKS TO MORE INFORMATION**	List of available charging operators and links to more information	List of available suppliers and links to more information	List of available suppliers and links to more information
Transport for London	List of available EVs with featured specifications, price and links to more information	List of available charging operators and links to more information	List of available suppliers and links to more information	List of available suppliers and links to more information
EAST OF ENGLAND				
Evalu8	**LIST OF AVAILABLE EVS WITH SPECIFICATIONS, PRICE AND LINKS TO MORE INFORMATION**	List of available charging operators and links to more information	List of available suppliers and links to more information	List of available suppliers and links to more information
Source East	**An incomplete** **LIST OF AVAILABLE EVS WITH FEATURED SPECIFICATIONS, PRICE AND LINKS TO MORE INFORMATION**	List of available charging operators and links to more information	List of available suppliers and links to more information	List of available suppliers and links to more information
NORTH EAST OF ENGLAND				
TheChargingPoint.com	**LIST OF AVAILABLE EVS WITH SPECIFICATIONS, PRICE AND LINKS TO MORE INFORMATION**	List of available charging operators and links to more information	List of available suppliers and links to more information	**LIST OF AVAILABLE SUPPLIERS AND LINKS TO MORE INFORMATION**
Charge Your Car	List of available EVs with featured specifications, price and links to more information	List of available charging operators and links to more information	List of available suppliers and links to more information	List of available suppliers and links to more information

NATIONAL				
Energy Saving Trust	**LIST OF AVAILABLE EV WITH FEATURED SPECIFICATIONS, PRICE AND LINKS TO MORE INFORMATION**	List of available charging operators and links to more information	**LIST OF AVAILABLE SUPPLIERS AND LINKS TO MORE INFORMATION**	**LIST OF AVAILABLE SUPPLIERS AND LINKS TO MORE INFORMATION**
OLEV	List of available EVs with featured specifications, price and links to more information	List of available charging operators and links to more information	List of available suppliers and links to more information	List of available suppliers and links to more information

4. ECONOMICAL INFORMATION			
STAKEHOLDERS	**What is the price of driving EV compared to ICE vehicles?**	**How should I finance an EV?**	**Are there any specific economical factors regarding EVs?**
GREATER LONDON			
Greater London Authority	Total cost of ownership calculator making it possible to compare EVs with ICE vehicles based on realistic and transparent conditions	**ADVICE ON FINANCIAL OPPORTUNITIES INCLUDING PROS AND CONS**	Information about expensive to buy but cheap to drive Predictions about residual value Pros and cons regarding battery rent/lease warranty issues to pay attention to
Source London	**Total cost of OWNERSHIP CALCULATOR MAKING IT POSSIBLE TO COMPARE EVS WITH ICE VEHCILES BASED ON REALISTIC AND TRANSPARENT CONDITIONS**	**ADVICE ON FINANCIAL OPPORTUNITIES BUT NOT INCLUDING PROS AND CONS**	**INFORMATION ABOUT EXPENSIVE TO BUY BUT CHEAP TO DRIVE** Predictions about residual value Pros and cons regarding battery rent/lease warranty issues to pay attention to
Transport for London	Total cost of ownership calculator making it possible to compare EVs with ICE vehicles based on realistic and transparent conditions	**ADVICE ON FINANCIAL OPPORTUNITIES, BUT NOT INCLUDING PROS AND CONS**	Information about expensive to buy but cheap to drive Predictions about residual value Pros and cons regarding battery rent/lease warranty issues to pay attention to
EAST OF ENGLAND			
Evalu8	**TOTAL COST OF OWNERSHIP CALCULATOR MAKING IT POSSIBLE TO COMPARE EVS WITH ICE VEHICLES BASED ON REALISTIC AND TRANSPARENT CONDITIONS**	**ADVICE ON FINANCIAL OPPORTUNITIES, BUT NOT INCLUDING PROS AND CONS**	**INFORMATION ABOUT EXPENSIVE TO BUY BUT CHEAP TO DRIVE** Predictions about residual value Pros and cons regarding battery rent/lease warranty issues to pay attention to

Source East	Total cost of ownership calculator making it possible to compare EVs with ICE vehicles based on realistic and transparent conditions	**ADVICE ON FINANCIAL OPPORTUNITIES, BUT NOT INCLUDING PROS AND CONS**	**INFORMATION ABOUT EXPENSIVE TO BUY BUT CHEAP TO DRIVE** Predictions about residual value Pros and cons regarding battery rent/lease warranty issues to pay attention to
NORTH EAST OF ENGLAND			
The Charging Point	**TOTAL COST OF OWNERSHIP CALCULATOR MAKING IT POSSIBLE TO COMPARE EVS WITH ICE VEHICLES BASED ON REALISTIC AND TRANSPARENT CONDITIONS**	**ADVICE ON FINANCIAL OPPORTUNITIES, BUT NOT INCLUDING PROS AND CONS**	Information about expensive to buy but cheap to drive **PREDICTIONS ABOUT RESIDUAL VALUE** **PROS AND CONS REGARDING BATTERY RENT/LEASE** Warranty issues to pay attention to
Charge Your Car	Total cost of ownership calculator making it possible to compare EVs with ICE vehicles based on realistic and transparent conditions	Advice on financial opportunities including pros and cons	Information about expensive to buy but cheap to drive Predictions about residual value Pros and cons regarding battery rent/lease warranty issues to pay attention to
NATIONAL			
Energy Saving Trust	Total cost of ownership calculator making it possible to compare EVs with ICE vehicles based on realistic and transparent conditions	Advice on financial opportunities including pros and cons	Information about expensive to buy but cheap to drive Predictions about residual value Pros and cons regarding battery rent/lease warranty issues to pay attention to
OLEV	Total cost of ownership calculator making it possible to compare EVs with ICE vehicles based on realistic and transparent conditions	**ADVICE ON FINANCIAL OPPORTUNITIES, BUT NOT INCLUDING PROS AND CONS**	Information about expensive to buy but cheap to drive Predictions about residual value Pros and cons regarding battery rent/lease warranty issues to pay attention to

The following table highlights 'additional information' that is available on the aforementioned 9 stakeholder websites and gives a brief summary of what is emphasised on each website.

STAKEHOLDER	ADDITIONAL EV MATERIAL ON THE WEBSITE	LINK TO OTHER WEBPAGES/ WEBSITES	TARGET MARKET OF WEBSITE	KEY MESSAGE / EMPHASIS
GREATER LONDON				
Greater London Authority	Highlighting the growth in the number of ULEV purchases Mayor's aspiration for London to become the electric vehicle capital of Europe	-Plug in Car Grant scheme http://www.dft.gov.uk/pgr/sustainable//olev/grant1/ -To find out more, including charging point locations, current makes and models of electric vehicles, and the Mayor's EV plans for London, visit **the Source London website.** -Link to an Electric Vehicle Delivery Plan http://www.london.gov.uk/sites/default/files/electric-vehicles-plan_1.pdf	Private drivers and business (fleets).	On balance, the GLA website seems to be targeting the general public or 'Londoners' rather than businesses. Consumer benefits highlighted on the website are mostly financial and putting the consumer at ease about the availability of recharging facilities.
Source London	Focus on human health and air quality (a legal obligation to meet national and European Union air quality objectives) Personal and individual stories about private EV owners and business fleet owners	-Discount registration form for the congestion charge: http://www.tfl.gov.uk/roadusers/congestioncharging/6733.aspx -For more information on the grant, there is a link to the Office for Low Emission Vehicles website. -Links to Department for Business Innovation and Skills webpage and Transport for London Low Emission Zone page (this link is provided on the webpage dedicated to businesses/business fleets)	Both private drivers and business (fleets). There is a separate webpage focusing on businesses '*Electric Vehicles for your Business*'.	An expanding network of charge points. London is to be the capital of EV.
Transport for London	The TfL website doesn't seem to have any real visible communication about EVs. Searching for EV related information takes you to the corporate section of the site. The website's emphasis is on public transport and cycling/walking and generally has a low visibility of EV related matters. You come across	-Link to Source London webpage (but not particularly visible)	Neither private nor business fleets.	TfL is leading a London consortium of public and private partners involved in the Government's Plugged-In Places (PiP) initiative supporting the

	Source only when you click on *Congestion charge*.			roll-out of charging infrastructure in London.
EAST OF ENGLAND				
Evalu8	An attempt to convert people to EVs (e.g. by reducing range anxiety, promoting ease of use, the expansion of recharging infrastructure. Promoting EVs for use by rural communities (as well as urban). Environmental/health benefits emphasised.	-Link to Electric Car Guide 2011, produced by SMMT: http://evalu8-ti.org.uk/wp-content/uploads/2012/02/SMMT-Electric-Car-Guide-2011.pdf	Both private and business fleets are targeted (but mostly business including trying to get them involved in developing the EV recharging network. There are offers of grants (e.g. up to 75% off the costs of installing EV charging infrastructure for local authorities, up to 75% off for installation and purchase of rapid chargers, grants of up to 75% off EV charging points for e-car clubs and e-mobility hubs, 25% off for SMEs installing EV charging points in the East of England).	This website is all about introducing Evalu8 and the work that they do in expanding the recharging network, installing an operationally effective electric vehicle charging network across the East of England. It does not offer a guide to EVs, what they are, benefits, disadvantages, etc.
Source East	There is abundant information on how to charge, where to charge etc. This is where the focus seems to be.	-Links to Plugged-in Midlands http://www.pluggedinmidlands.co.uk/live-availability/ -Link to Source London https://www.sourcelondon.net/ -Links also to all 'Partners' websites', e.g. Green Energy UK, BT, UK Power Networks, Visteon and Millbrook	Targeting individuals rather than businesses.	The key emphasis is on re-/charging in various places (at home and in public spaces). There is a lack of in-depth information about types of cars, stories about EVs and other benefits

NORTH EAST OF ENGLAND				
The Charging Point	Emphasis on performance, speed and drive: *"the world began to apprehend that electric cars could be sensationally fast, and fun to drive"* Note: the website is three years out of date.	-Link to partner EDF Energy's website: http://www.edfenergy.com/electricvehicles -Link to an Electric Car Guide http://theelectriccarguide.com/electric-car-book.html but this link doesn't actually work. -Link to 'Discover the Forest': http://www.discovertheforest.org/ (sponsor of the website – promoting the environment/nature)	Targeting more the individual, but some information is available on company fleets and offering advice on economic/financial incentives	Detailed information and emphasis on introducing the different EV brands. You can do a search for different types of EVs and different brands (lots of technical information provided).
Zero Carbon Futures (Consultancy)		-Link to The Rapid Charge Network website (The Rapid Charge Network project is the development of a multi-standard, rapid charge network for electric vehicles throughout the UK and Ireland. http://www.rapidchargenetwork.com/)	Aimed at businesses and would-be EV fleet owners.	Targeted at businesses and fleets. Update on the industry and how it is developing. Latest industry news offered, but there isn't a step by step information guide for would be EV fleet users.
NATIONAL				
OLEV	There are many documents and press releases available on the website, but the information is mostly about EV policy, strategy and investment. This would not be a user-friendly website for an individual or even a business looking for EV benefits/specifics/practicalities. NOTE: There is a public communications leaflet that does detail some of these specifics, but is very difficult to find on the site. Myths about EV (EVs are too slow, they pollute as much as petrol cars, they will never be mass market and there is nowhere to charge) and benefits (tax, grants, running costs) are covered in this otherwise useful 2 page document. https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/236812/ultra-low-emission-vehicle-strategy-leaflet.pdf	Link to the 8 Plugged-in Places websites Link to Low Carbon Vehicle Procurement Programme https://www.gov.uk/government/publications/the-low-carbon-vehicle-public-procurement-programme-support-for-low-carbon-vans Link to Energy Saving Trust's Plugged in Fleet Initiative http://www.energysavingtrust.org.uk/Organisations/Transport/Products-and-services/Fleet-consultancy/Plugged-in-Fleets-Initiative	Mainly businesses. The website is mostly about investment in infrastructure and technology, government strategy and does not provide information that is directly relevant to potential EV buyers. Support for fleets is highlighted.	Making Britain No. 1 for ULEV, investment in infrastructure and PRESS RELEASES related to these issues. Plug-in grants dominate this webpage

Energy Saving Trust	An extremely user-friendly and clear website with very useful information – could be presented as a communication model to others. Or it would be useful to consider incorporating some of this website's elements into other web communications.	A link to the Department for Transport's website that has a list of eligible cars and eligible vans (for government grants). Links to 3 other external websites (all to do with recharging in public): -the Electric Vehicle Network website http://www.ev-network.org.uk/ -the Newride website http://www.newride.org.uk/recharge.php -the Zap-Map website for more information about the rapidly expanding UK charging points network and to find your nearest on-street charge point http://www.nextgreencar.com/electric-cars/charging-points.php	Both and fleet advice is offered. Consultancy services offered to businesses.	Very simple, clear video guide to EVs http://www.energysavingtrust.org.uk/Travel/Electric-vehicles - this is the first thing that you come across when you enter the website. Focus is on range, range anxiety and recharging the car. The environmental message is not the most prominent. 'Smarter driving tips' given in the video clips http://www.energysavingtrust.org.uk/Travel/Electric-vehicles#Hyb