

Owners Survey 2020

Introduction

This year marks our third annual survey of EV owners in Brighton & Hove. Our survey aims to give EV owners a voice, allowing them an opportunity to tell us their real-world experiences of using the charging infrastructure in the city.

Despite the global pandemic, 2020 has been a transformative year for EV infrastructure in Brighton & Hove, with the Council's rollout of both lamp post and new fast chargers. Whilst work is still ongoing, especially in regards to rapid chargers, we deliver this survey at the years end as in previous years.

All our questions focus on the key issues of access to charge points, reliability of the hardware and pricing of charging. Additionally, due to increased public conversation around the topic, this year we have included a general pricing survey to find out what users are prepared to pay for different charging facilities.

This years survey was emailed out to owners of electric vehicles on our [Hug the Plug campaign](#) mailing list, as well as being shared on social media through our twitter, Facebook channels and the Sussex EVs community group.



Participant overview

57

Participants in this years survey

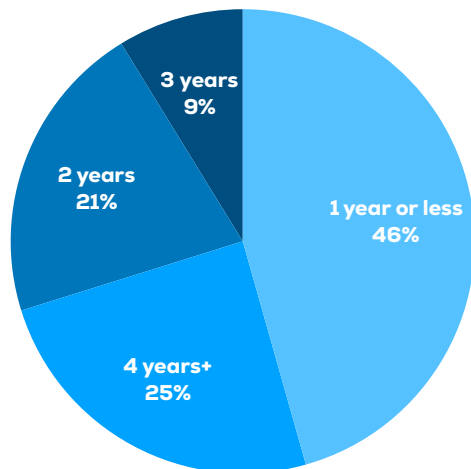
+32% from 2019

643

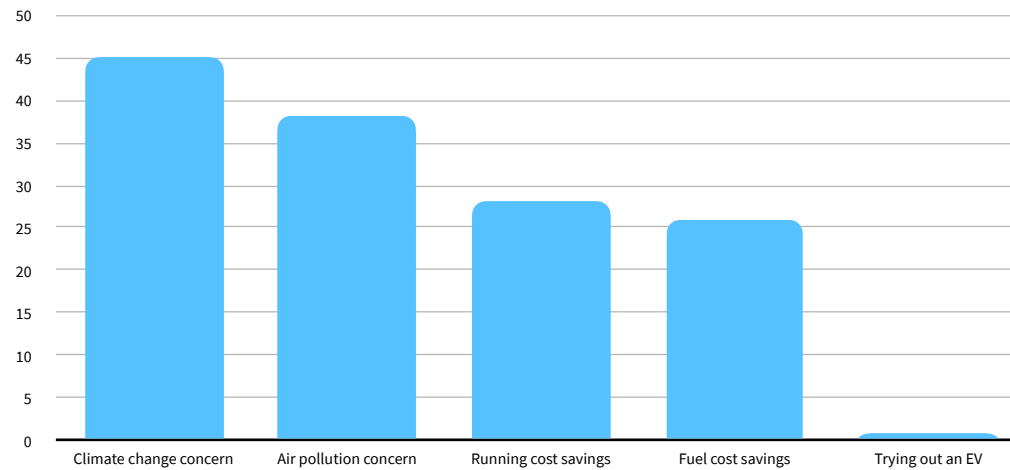
Registered plug-in vehicle
owners in the city*

+36% over previous 12 months

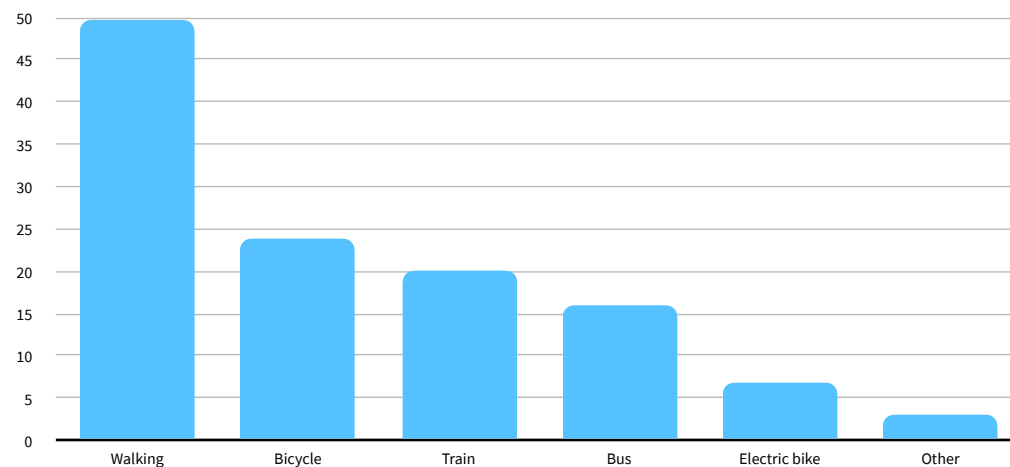
How long have you owned a plug-in vehicle?



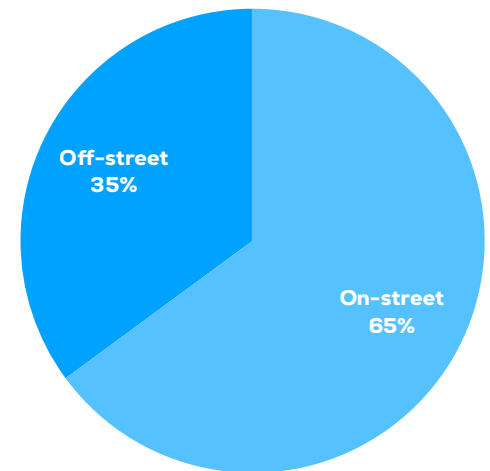
What are the main reasons you chose to drive a plug-in vehicle?



Which other forms of transport do you use regularly?



Where do you park your vehicle?



7 minutes

Average time EV owners would
be willing to spend walking home
from an on-street charger

* Based on Q2 2019 to Q2 2020 data from the Department for Transport, vehicle data Table VEH0131.

Special focus: Pricing

During the course of 2020, Brighton & Hove Council charging locations in the city have been transitioning to Electric Blue, from Charge Your Car and Polar. For existing users this has represented a significant change in the cost of charging. Because of this, price has been one of the most talked about topics within the local EV community this year.

For this reason, we decided to drill-down in to what the cost expectations are for users. What are they willing to pay and does this differ between the different charging facilities available?

METHOD

Different people have a different understanding of pricing units; an initial version of the survey found that asking questions around the cost per kWh didn't actually mean anything to some people. Because of this, we decided to first ask the users' preference - whether they would like to answer in cost in pence per kWh, or the price for a single charging session. This has created two sets of results.

We have used the [Van Westendorp Price Sensitivity Meter](#) for calculating the range of acceptable prices users are willing to pay. For each main type of charger we asked four questions relating to price, is it: too expensive, almost expensive, a bargain or too cheap. From the results, we have been able to calculate what the acceptable price range is for participants.

The four questions asked are:

- *What price would you consider a charger to be so expensive that you wouldn't consider using it?*
- *What price would you consider a charger to be priced so low that you would feel the quality of service (customer service, uptime, maintenance etc) couldn't be very good?*
- *What price would you consider a charger to be starting to get expensive, to the point where you would have to give some thought to using it?*
- *What price would you consider a charger to be a bargain - a great deal for the price?*

The model requires valid answers in order to work (the amount given for "too expensive" needs to be higher than that of "too cheap", for example), and so invalid answers were disregarded - this is noted in the results below.

All 57 survey participants answered the section on pricing.

Pricing survey results

Rapid Chargers

Acceptable price ranges:

14p to 30p OR **£4 to £9.50**
PER KWH PER CHARGING SESSION

Fast Chargers

Acceptable price ranges:

9p to 20p OR **£1.50 to £8**
PER KWH PER CHARGING SESSION

Lamp Post Chargers

Acceptable price ranges:

4.5p to 19.5p OR **£1 to £4**
PER KWH PER CHARGING SESSION

Both sets of results show that users place value on the speed of the charger. The faster the charger, the higher the prices that they are prepared to pay.

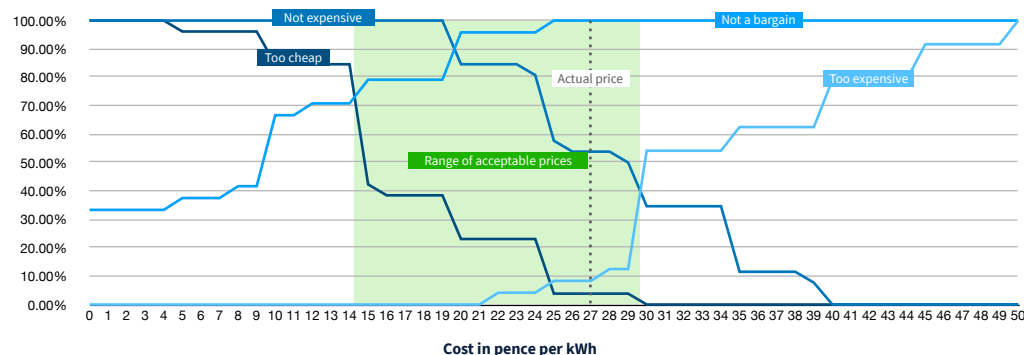
Users are prepared to pay the most for a rapid charge and it's encouraging to see that the set price for Brighton's new rapid chargers falls within users' accepted price range. At 27p/kWh, just 8.3% of participants find that price, or higher, to be *too expensive*.

The acceptable price ranges for both fast and lamp post chargers are lower than those for rapids. The current 27p/kWh cost for fast chargers falls outside users' acceptable price range of 9p to 20p per kWh.

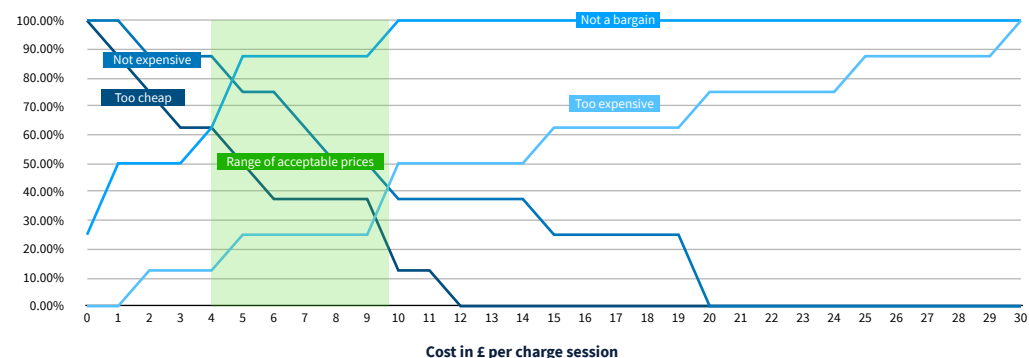
Lamp post chargers have the lowest range of acceptable prices, with the results of cost per charging session highlighting that users don't expect to spend larger amounts at lamp post chargers.

Interestingly, a small portion of users thought that even *free* lamp post or fast charging was not *too cheap* - perhaps an indication that previous services have been considered adequate whilst being perceived to be free.

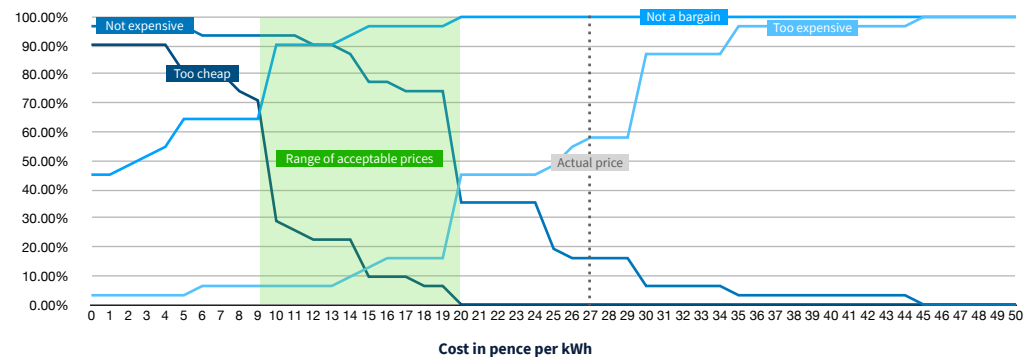
Pricing survey data: Rapid Chargers



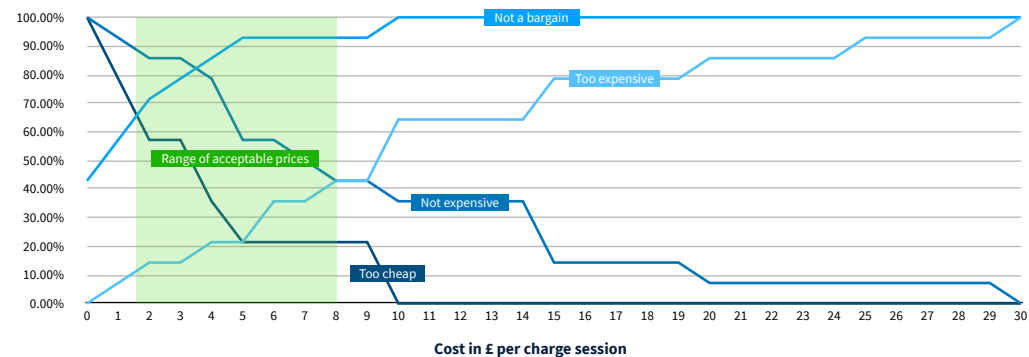
Note: 40% of answers about rapid chargers were invalid for the model.



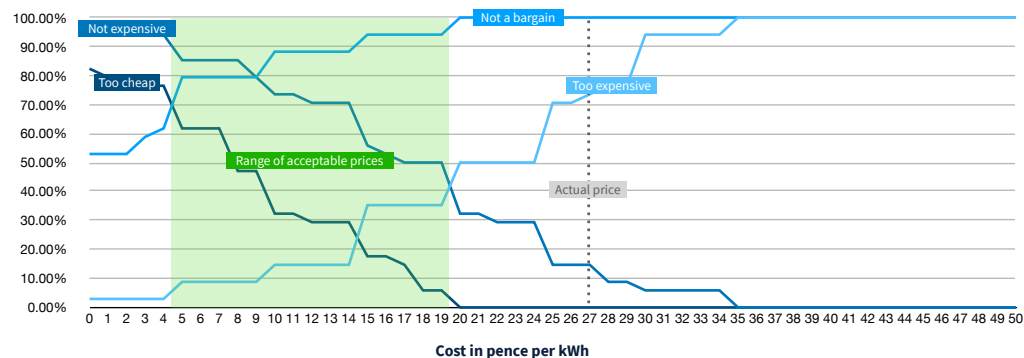
Pricing survey data: Fast Chargers



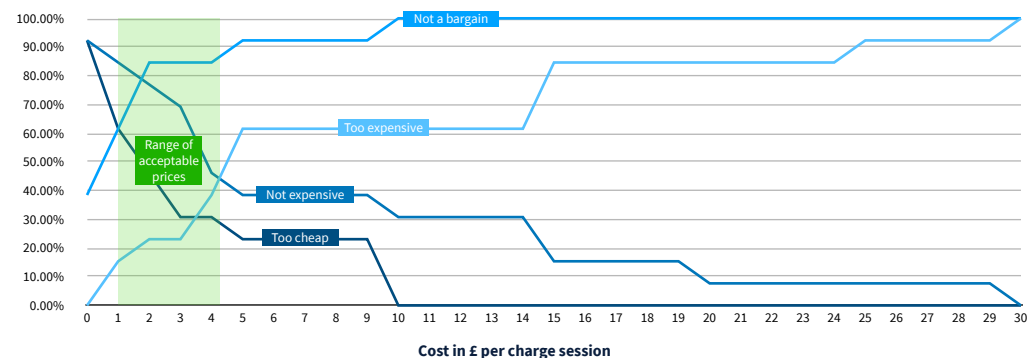
Note: 21% of answers about fast chargers were invalid for the model.



Pricing survey data: Lamp Post Chargers



Note: 15% of answers about lamp post chargers were invalid for the model.



Lamp Post Chargers

Overview

This is the first survey in which we have been able to gather feedback on the new lamp post chargers in any meaningful quantity.

It's great to see that a majority of 32 survey participants said they had used the lamp post chargers, making them the most popular charging option among participants this year.

The main reason for people not having used the chargers appears to be access, with complaints of chargers being blocked by non-EVs. This is a problem also reported by regular users, 68% of whom say that when they've not been able to charge, it's been because of a non-EV parked at the charger. Users' overall rating of availability is quite low - averaging 2.9/10.

The charging units themselves have received a broad range of ratings for reliability, putting the average in the middle at 5/10.

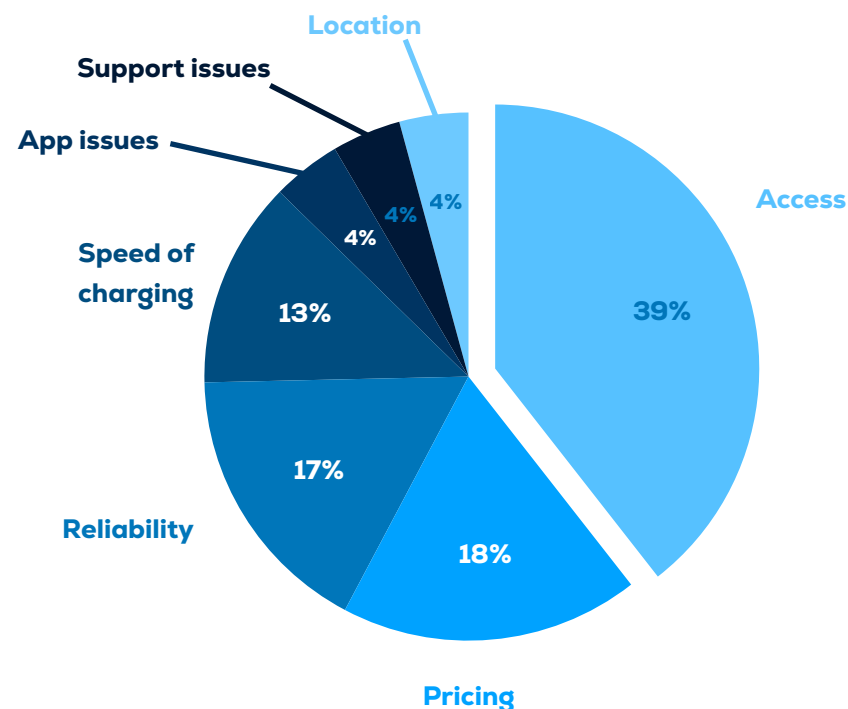
The hot-topic of pricing sees opinion showing that users find the cost expensive. Given the price increase which existing users would have experienced, we thought there might be a slight difference here between new and existing owners, although the results are largely similar.

Very disappointingly, 69% of those who've used the lamp post chargers would not recommend them to others, with the comments highlighting

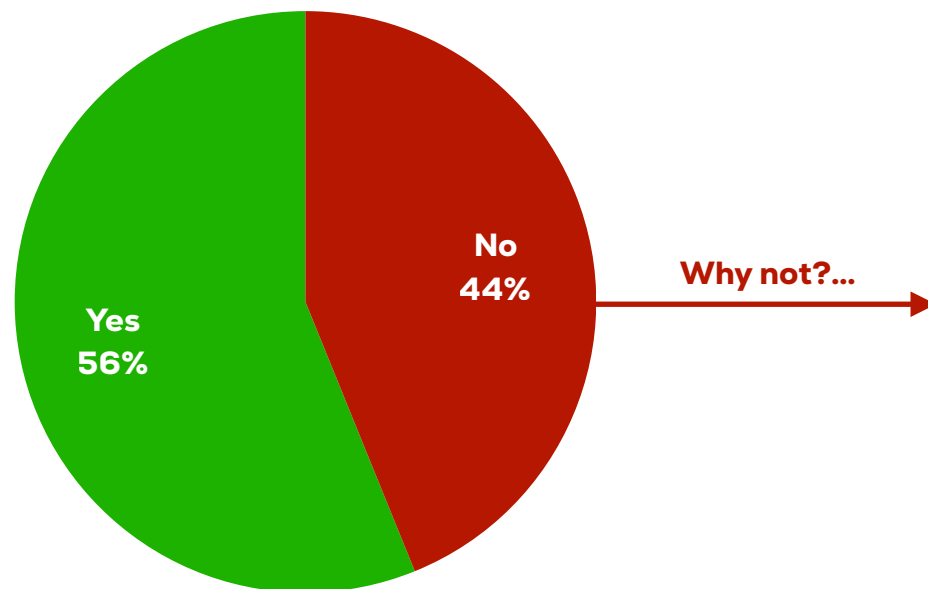
users' main grievances over parking access and cost, plus some complaints around ease of use. Even those who would recommend the lamp post chargers, would like to see improvements to accessing them.

KEY TOPICS

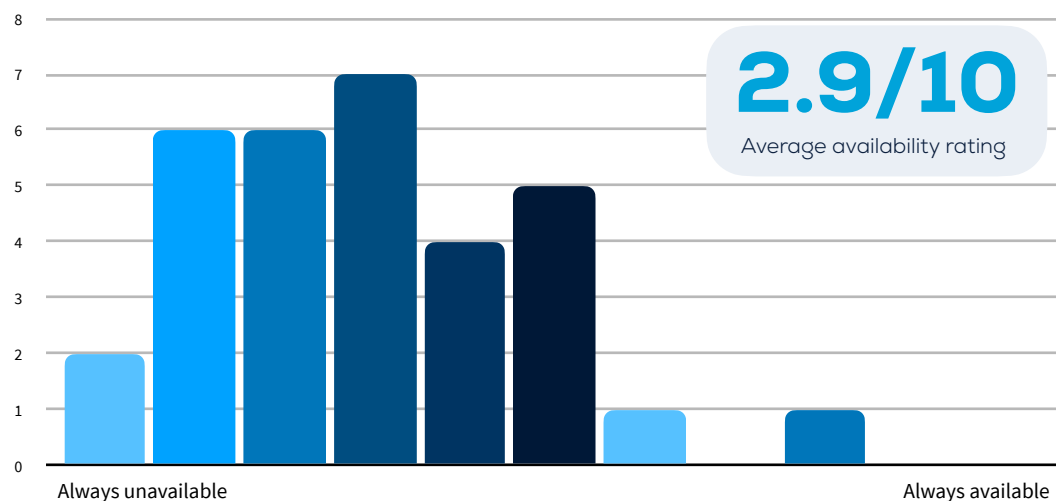
Looking at the most common topics of the written feedback, it's clear that **access** is the most frequently mentioned point of concern, followed by pricing and reliability.



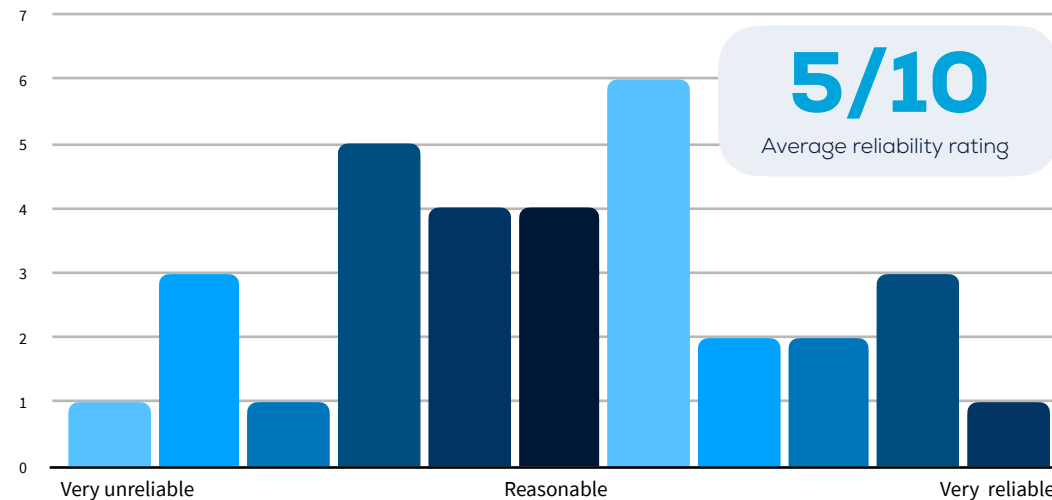
Have you used any of the city's new lamp post chargers this year?



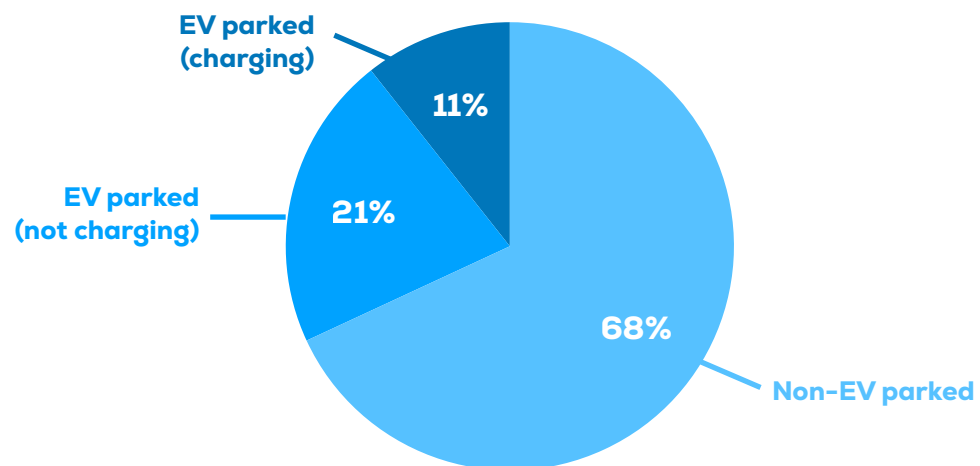
Parking and Access:
How would you rate the availability of the lamp post chargers?



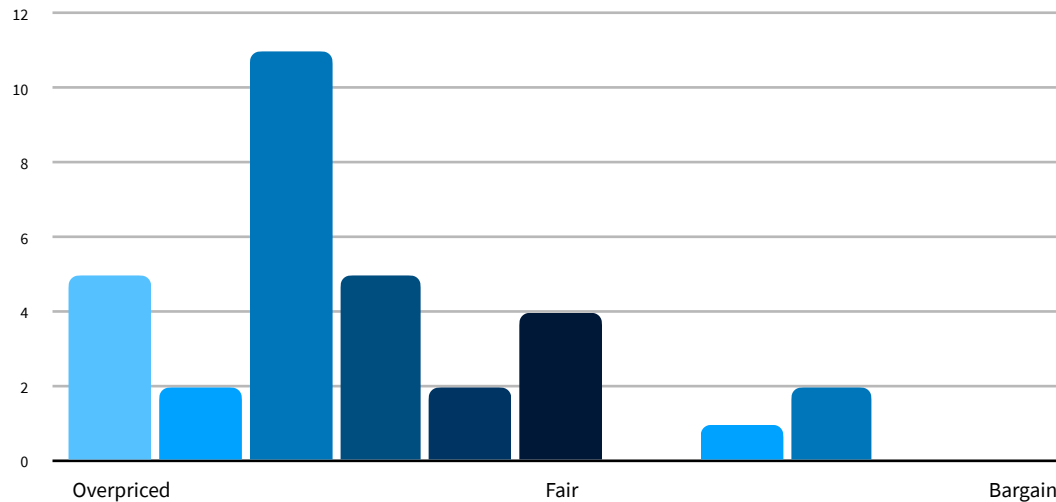
Charging units: When using the lamp post chargers,
how reliable have you found them to be?



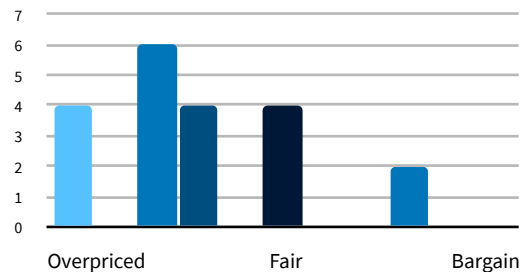
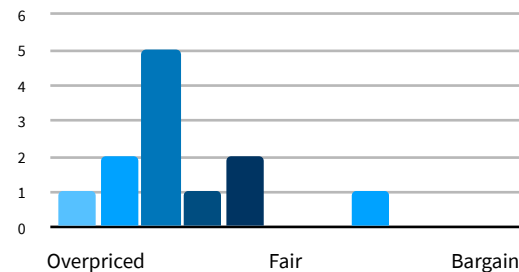
If you have ever found you couldn't access a lamp post charger,
which of the following reasons have you experienced?



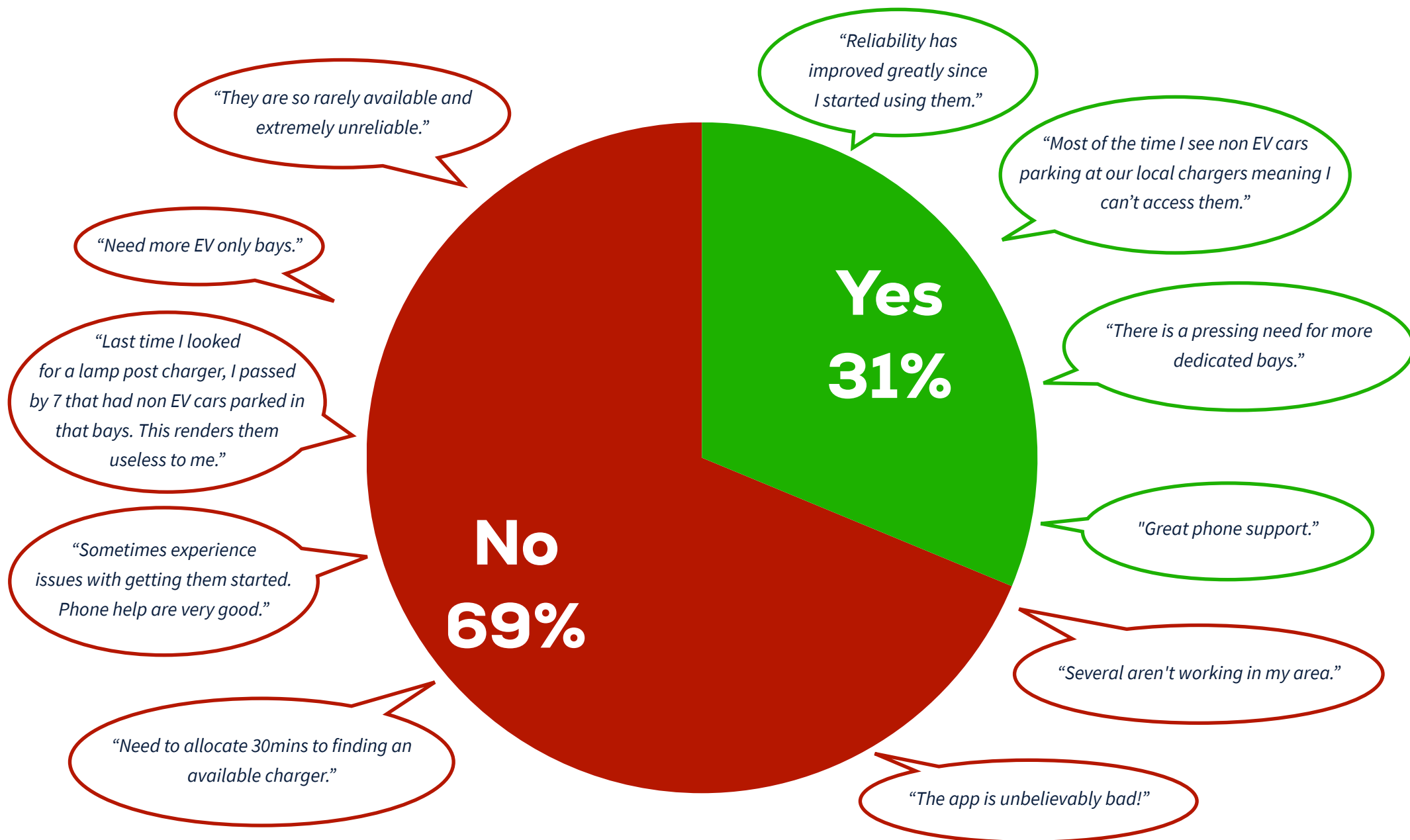
Cost: The lamp post chargers in Brighton & Hove cost 26p/kWh, plus a 20p transaction fee.
What do you think of this pricing?

**2.8/10**

Average price rating

New owners**2.7/10**Average price rating
by new owners**Existing owners****3.1/10**Average price rating
by existing owners

Would you recommend the lamp post chargers?



Comments have been selected to offer a representative example of common themes.
Please see all of the comments in the written feedback section.

Written feedback on Lamp Post Chargers

"Great phone support, but unreliable to start with, seem to be okay now. Have a role to play in supporting EVs, understand the need to tread gently on parking restrictions."

"The app is unbelievable bad! Shocking that the council have allowed it!"

"Very slow, expensive, difficult to access, time consuming eg need to allocate 30mins to finding a charger."

"Too many out of action too long, frequently cut short charging when not completed, badly placed."

"It would be better if they had marked bays. Most of the time I see non EV cars parking at our local chargers meaning I can't access them. Lamp post chargers are also very slow - so I would only want to use it over night or if I intended to be somewhere all day long. Otherwise it's easier to use a faster charger for a couple of hours."

"I've been trying to get used to the price but it is a lot compared to other networks locally. I'd like to see more offers or discounts for local residents who depend on them. The biggest shame is to see the new hardware inaccessible. The parking issue really does need to be resolved with more marked bays, and soon. They're a visible advertisement for a hard-to-access service at the moment."

"I think it is totally unethical for BHCC to get a cut of this fee."

"They are so rarely available and extremely unreliable, it costs just as much as fast charging. Every time I try to activate it charges me £15, until I run out of money in my account. Also customer service is a 3rd party who are never able to help. I have reported a faulty one near me over 6 months ago and it's still faulty. Many of the charge points are not visible on the app. The system sucks, it's vital infrastructure that isn't working, as a result I see other EV owners running extension leads out of their homes to charge their cars on the street."

"It makes no sense to have slow chargers with no specific parking bays in resident only areas that cost double the price of most off street rapid chargers. - who ever sanctioned this must be on acid! 😊"

"Wish they were faster chargers."

"Can never get parked need bays for electric cars only and better pricing polar is by far a better price."

"Always someone parked in the spot so unreliable. They need to be designated. For only EV."

"The main problem is being unable to use them because conventional cars are parked next to them. There is a pressing need for more dedicated bays next to them, otherwise the risk is that they won't be used - and won't be available when we need them. That will then put people off adopting an EV."

"The reliability of the lamp post chargers is very poor. Often they start charging and then stop half way through which means I need to phone Electric Blue and ask for a manual restart. This happens probably 50% of the time which is extremely annoying. To be fair Electric Blue are very good when you call them. But I shouldn't have to call them at all."

"Also there are plenty of chargers near me in Fiveways but most of the time non EVs" are parked in the spaces and so I often cannot charge when I want to."

"They often do not work and the app tells you it is working but you come back and it isn't. Very often blocked by ICEs."

"Last time I looked for a lamp post charger, I passed by 7 that had non EV cars parked in that bays. Unless you penalise non EV divers to park there, I think this will continue to happen. This renders them useless to me."

"Double chargers would be handy and lower fees."

Continued: Written feedback on Lamp Post Chargers

"Need more EV only bays. Price is high v other chargers, there are some local free chargers. Sometimes experience issues with getting them started. Phone help are very good."

"To make them work I might as well plug into my house and use the trickle charger."

"My nearest charger bay was supposed to be marked months ago, but still nothing."

"Electric Blue have a well deserved TERRIBLE reputation. None of the council group who selected them has a plug in vehicle. The supplier was chosen purely because they offered the most money to the council."

"App really poor. Electric Blue Support team unable to help/restart remotely. I was told 'there's a known issue' whereby charging does not start as it should. Only able to use the lamppost chargers once so far. Also, with hindsight they are maybe too slow at 3.5kW."

"Reliability has improved greatly since I started using, first few attempts required me to call customer service to initiate charge. No problems at all since then."

"Silly pricing. No marked bays. Traffic wardens. Unreliable. The app asks too many questions and is too slow and the charging time is very slow."

"They need to be bays that are EV only and there needs to be one on every lamp post."

"They need to be reserved for EVs. Several aren't working in my area yet. BN1 5PP."

"Take way too long to repair & regularly ICED."

"Every single time I've tried to use la post charger they have failed."

"Either haven't worked when i have plugged in or have had another vehicle parked in front. They need dedicated bays, need to be more reliable and need more of them."

On-street Fast Chargers

Overview

This year, we've seen a huge drop in the number of survey participants who've used the fast chargers. We would expect that, in-part, this may be down to the pandemic and change in user behaviour. But, looking at the reasons people gave - location, access, reliability and pricing have all been factors.

Dedicated bays, which are available at these locations, make a clear difference to access, with an average rating for availability of at 5.5/10, being much higher than the lamp post chargers. This is also reflected in the reasons users could not access the chargers, with 50% saying that EV charging was the main reason they couldn't use them. It is perhaps surprising though, that 36% say that non-EVs being parked in the space is still an issue at fast chargers.

Ratings for the reliability of the hardware are mostly the same as last year, with an average rating of 4.3/10.

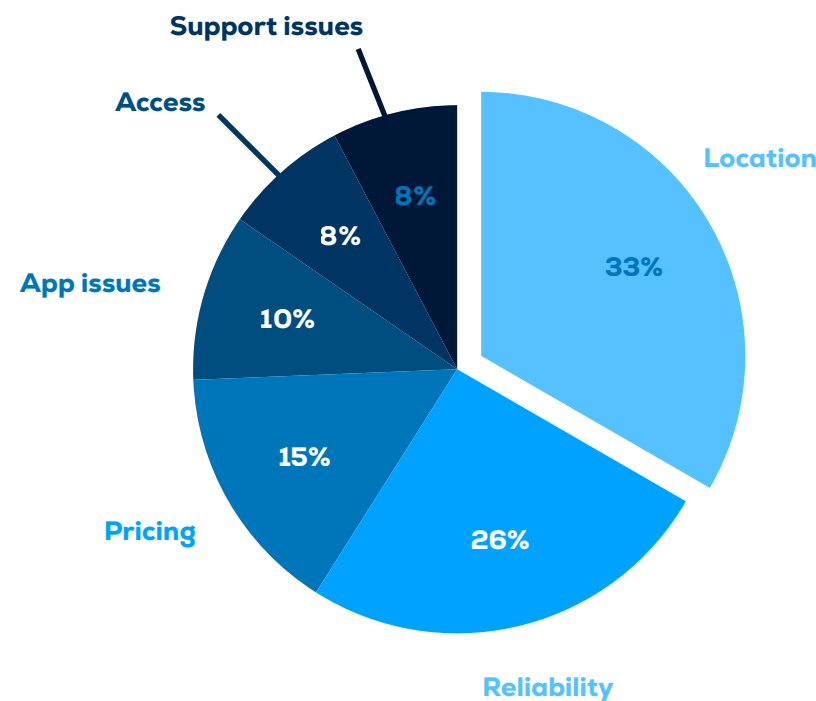
Pricing once again is an issue for users, with this year's results showing a big drop over last year, falling to an average rating of 2.8/10.

A majority of 59% people would recommend the on-street fast chargers, although this has unfortunately dropped significantly from last year's score

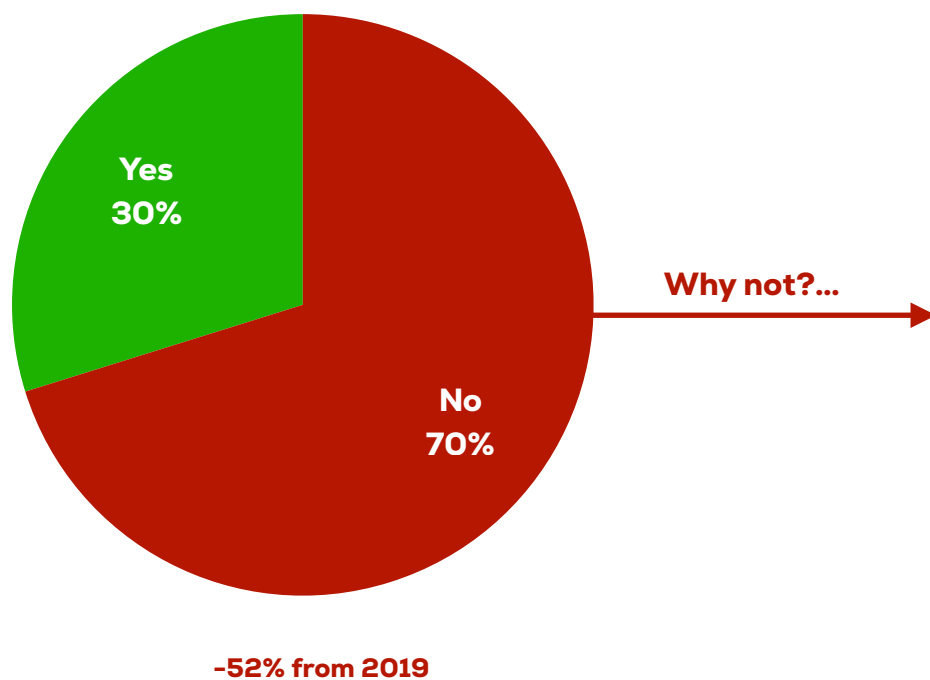
of 78%. Even those who recommend them make similar complaints to those who do not. As well as comments around pricing, there are a number of comments from users about the usability of either the charging hardware or the app.

KEY TOPICS

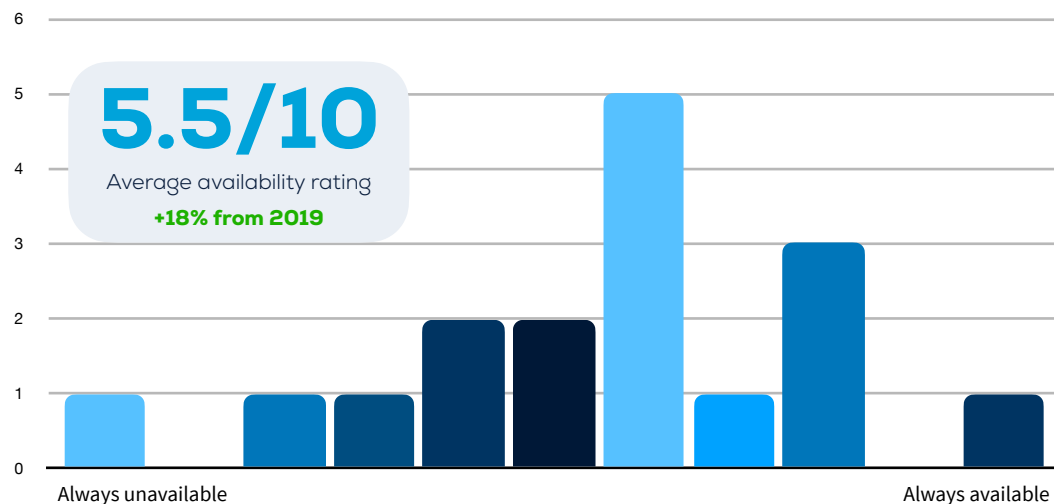
Here, when we look at the most common topics of the written feedback, **location** of the chargers becomes the main point of concern, with issues of reliability and pricing both also being mentioned frequently.



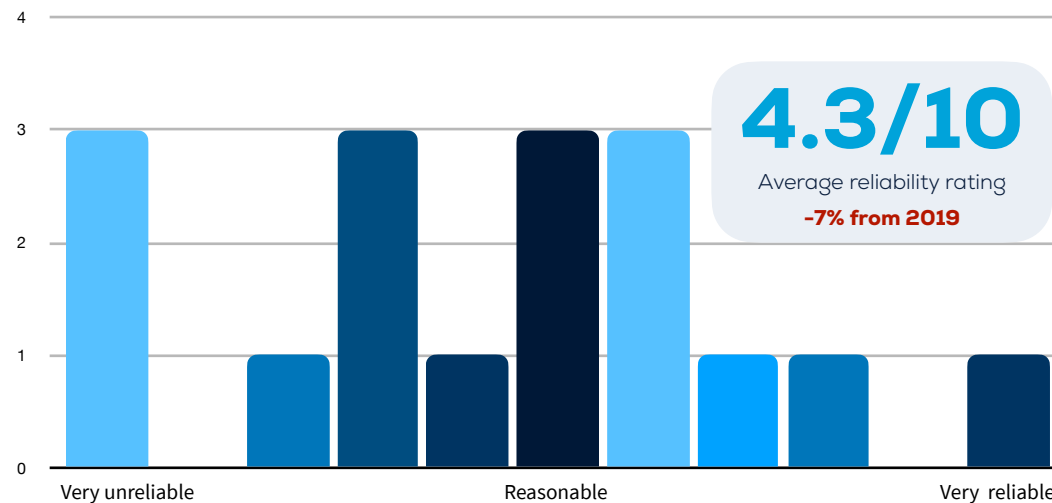
Have you used Brighton's new On-street Fast Chargers this year?



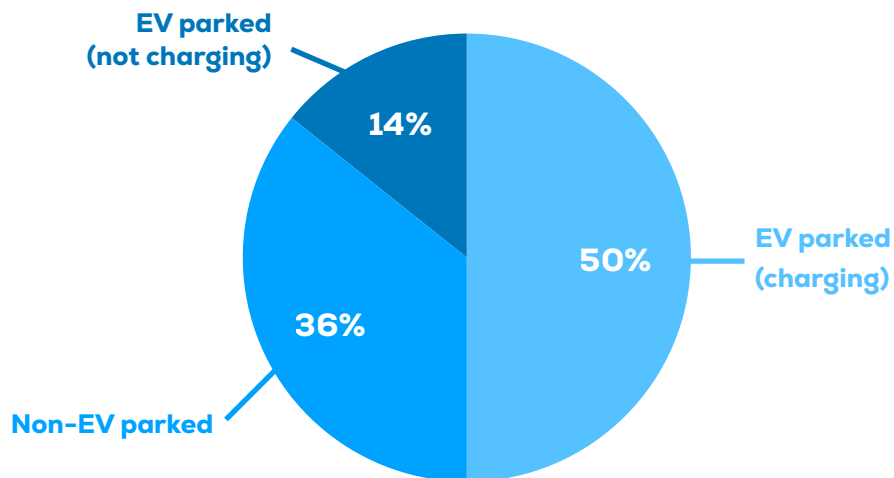
Parking and Access: How would you rate the availability of the on-street fast chargers?



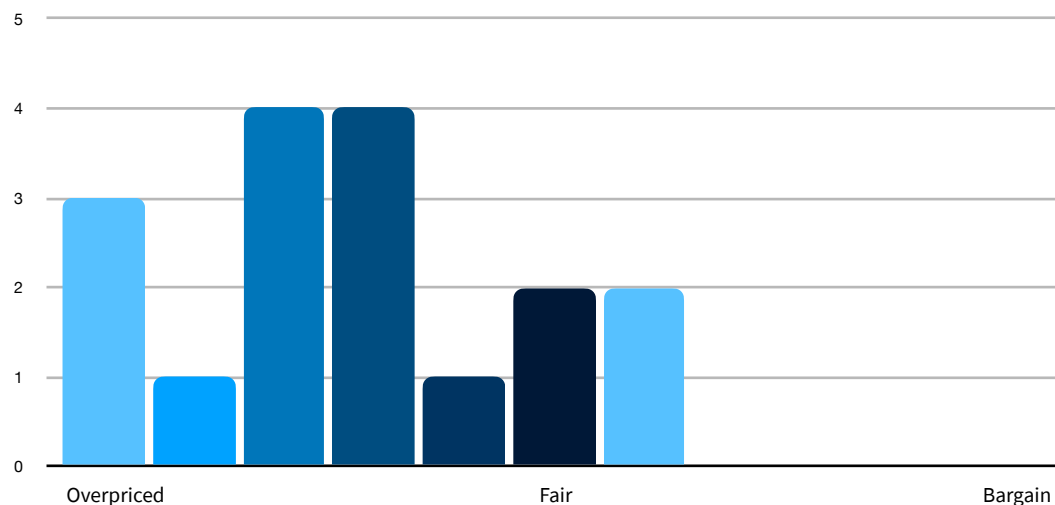
Charging units: When using the on-street fast chargers, how reliable have you found them to be?



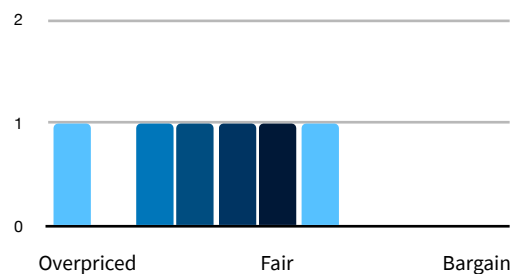
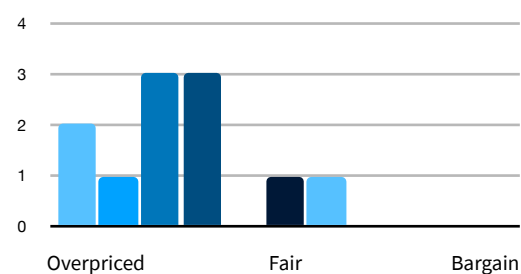
If you have ever found you couldn't access a fast charger, which of the following reasons have you experienced?



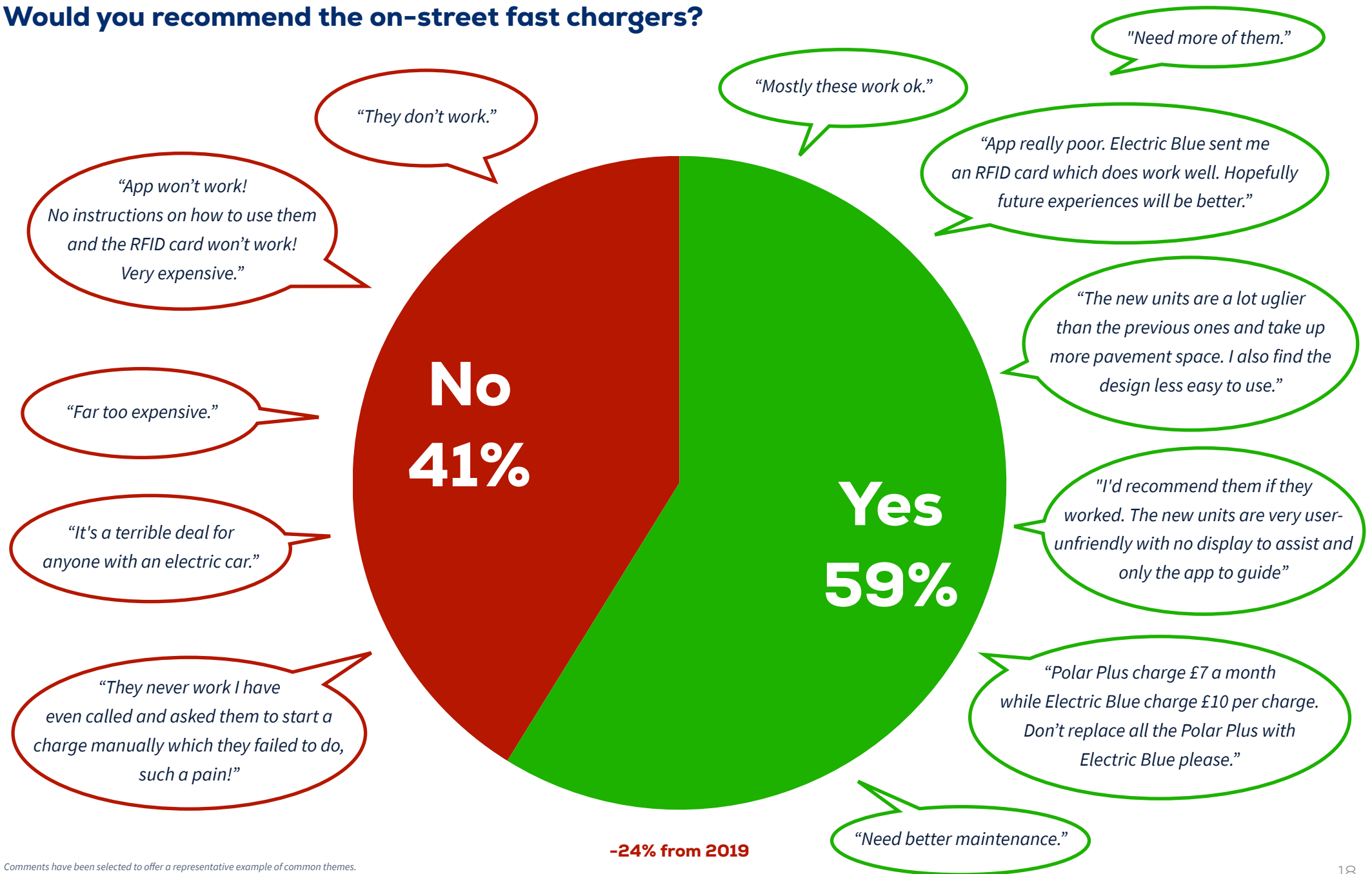
Cost: The on-street fast chargers in Brighton & Hove cost 27p/kWh, plus a 20p transaction fee.
What do you think of this pricing?

**2.8/10**

Average price rating

-54% from 2019**New owners****3.3/10**Average price rating
by new owners**Existing owners****2.1/10**Average price rating
by existing owners

Would you recommend the on-street fast chargers?



Written feedback for On-street Fast Chargers

*“App won’t work! No instructions on how to use them and the RFID card won’t work!
Very expensive”*

*“Polar Plus charge £7 a month while Electric Blue charge £10 per charge. Don’t
replace all the Polar Plus with Electric Blue please.”*

“Need more of them.”

*“App really poor. Bad signage on the chargers, no labelling of each socket, chargers
describe them as left and right, Electric Blue team call them one and two - hopeless
when trying to get help. Unable to use app (several attempts over several weeks), so
Electric Blue sent me a RFID card which does work, and work well. Hopefully future
experiences will be better.”*

*“I’d recommend them if they worked. The new units are very user-unfriendly with no
display to assist and only the app to guide.”*

*“They never work I have even called and asked them to start a charge manually
which they fail to do such a pain!”*

*“It’s a terrible deal for anyone with an electric car, it’s too expensive it was much
better with Polar 7kW chargers you just paid £7.50 per month you could use as much
as you need or not but it worked out about the cost of home charging when you can
not. It’s so expensive now I will not use Electric Blue and I know over 30 EV owners
and only 4 of them have used Electric Blue, and with difficulty due to internet
connection requirement, but they all say it’s far too expensive. Some have said, like
myself when I can’t charge, I will hire a petrol car its cheaper than rapid charging!
I have noticed no one uses Electric Blue just the very odd person who is not aware of
the expensive costs. I feel Electric Blue is the very worst choice for electric car
charging.”*

“They don’t work.”

“Need more. Need better maintenance.”

*“1. Firstly Blue Electric have taken most of the charging units but they are located in
non-electric car spots and are far too expensive for anyone to use.*

*2. The charge master units are limited (there are very few in the city) they offer the
best rate, therefore are always occupied however most of them are 'out of use' or
broken which encourages limited availability on the ones that work.*

*3. There are no chargers located outside of the city such as Saltdean, rotting dean,
Peacehaven, Newhaven etc. Nor are there enough chargers in West Hove areas (Hove
station, Portslade etc)*

*4. The apps for each brand are not regularly updated giving false information and
causing drivers to waste time trying to find a working charger. i.e The Level charger
states that it is Chargemaster when it is in fact Electric Blue.*

*5. 3kW should only be placed in residential areas for people that are unable to charge
overnight not in supermarket car parks where I am limited to park for 2 hours and can
barely get any charge in that timeframe.*

*6. I find 3kW a pointless infrastructure, the more cars we will have on the road as
electric, the more people we will have needing to charge, if you have a set of flats
with even 5-10 people that have electric car and only 1-2 of the 3kW chargers on
street - this would not be enough for everyone to charge their car over night and not
fast enough to use the following morning - this will definitely cause a problem in the
future, particularly in Brighton where many people live in flats.*

*7. Parking is so difficult in Brighton, perhaps it would be better to create a carpark
that will only be available for electric vehicles and every single car space has a
charger for them to use. this will help with the on street chargers being limited and
encourage others to switch.”*

*“Mostly these work ok. Except for the ones in the underground car park on the sea
front - there’s no mobile reception down there so you can’t start the charger - it’s a
really dumb set up.”*

Written feedback for On-street Fast Chargers

“The new units are a lot uglier than the previous ones and take up more pavement space. I also find the design less easy to use. The Electric Blue app is cumbersome and the process to charge is poorly designed. Tapping a CYC or Polar card was significantly easier to use. I hope that one day these units can be contactless and app-less. The reliance on an app feels like a step back, when the app isn't very good.”

“Charging should be at cost plus continued investment to secure rapid adoption - please take note of what other cities & countries are doing where their EV take-up is much higher than here.”

Car Park Chargers

Overview

This years survey has seen even fewer people using the car park chargers than the on-street fast chargers. A massive 76% drop, which again, we would think could be attributed in-part to the pandemic and lockdown restrictions. Because of the low number of participants we've not compared these results directly with last years as there is insufficient data to draw conclusions from.

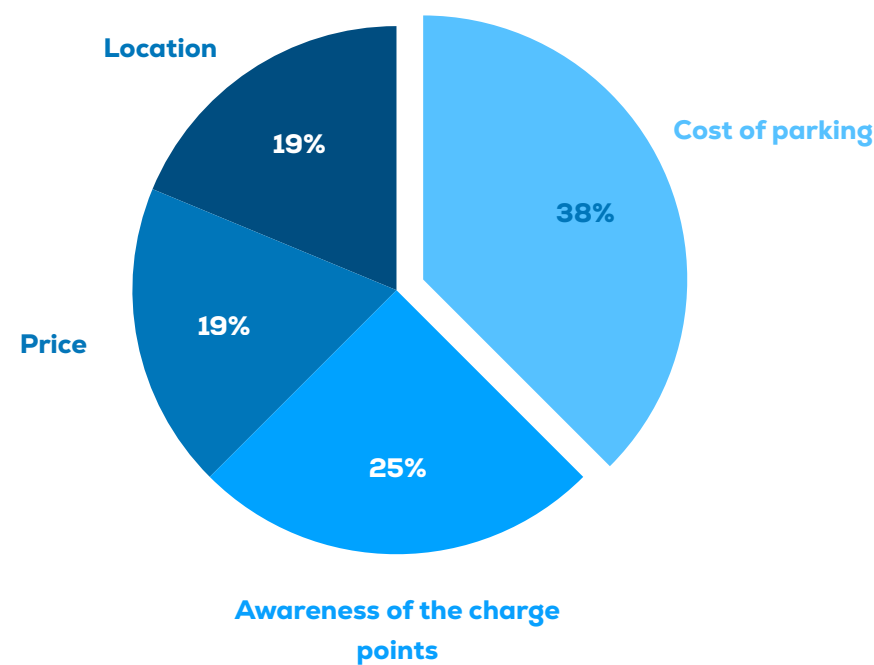
Many who have not used the car park chargers talk about simply not having the need to, saying they do not work or have a dislike of the pricing. Unlike the on-street chargers however, quite a few people say they didn't know about the car park chargers.

The availability rating is noticeably higher, with an average score of 6/10. Reliability appears more mixed - people either had problems or did not.

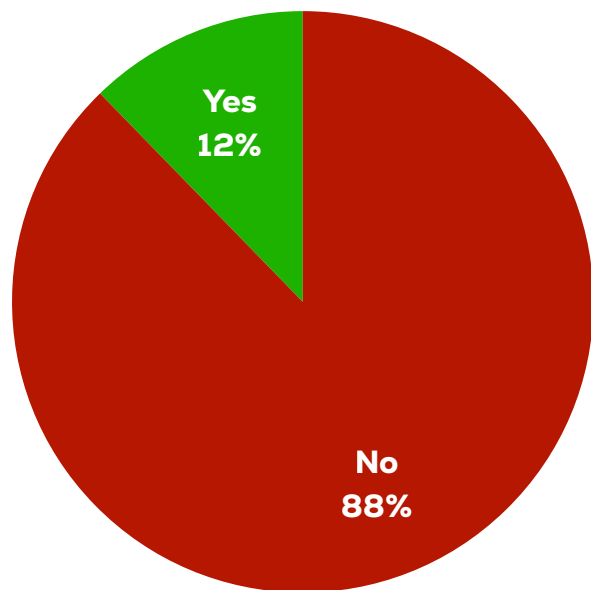
On pricing, users once again lean towards expensive.

KEY TOPICS

Looking at the most common topics of the written feedback, it's clear that **cost of parking** is the most frequently mentioned point of concern, followed by people not really knowing about charge points being available in car parks.



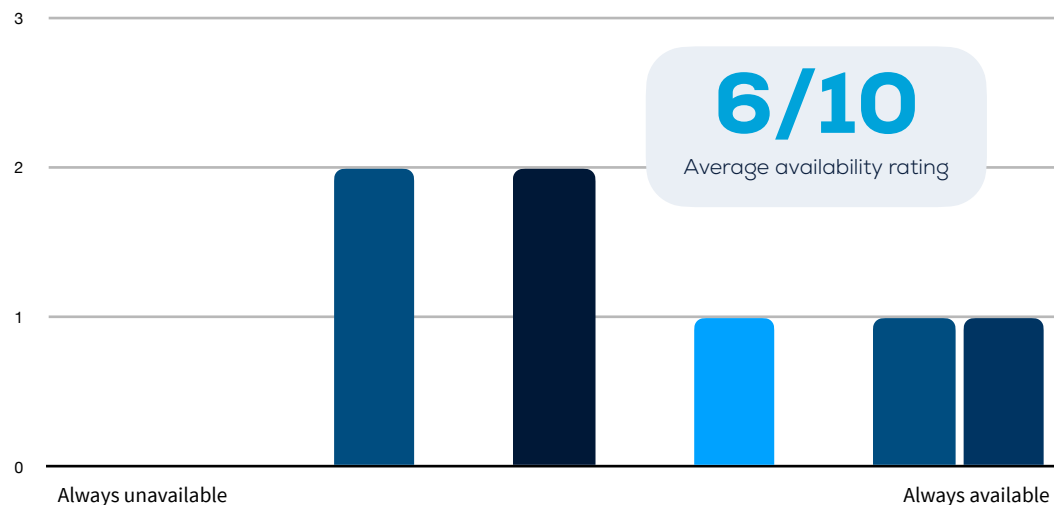
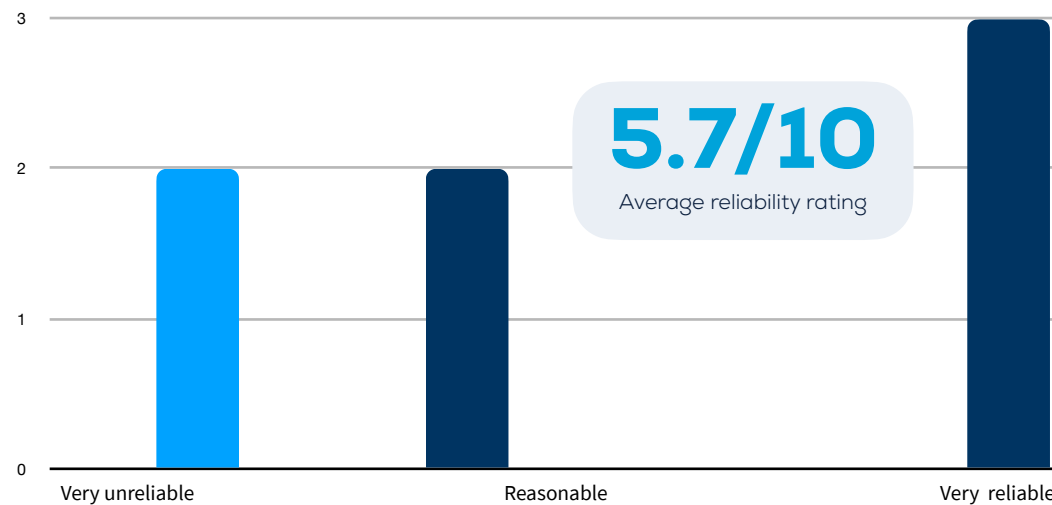
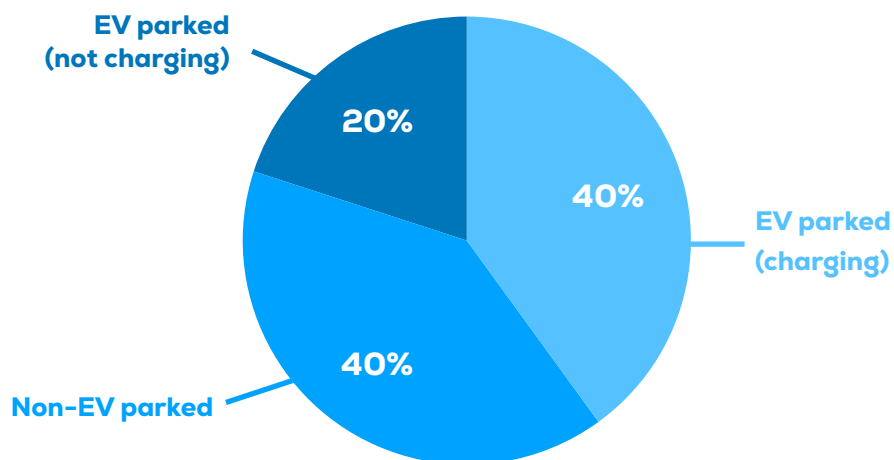
Have you used fast chargers at Brighton's Council run car parks this year?



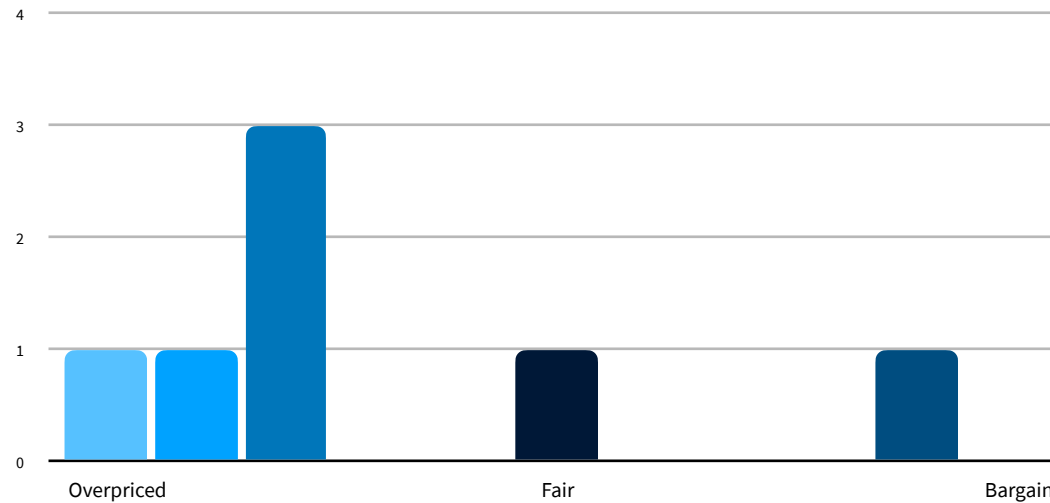
-76% from 2019

Why not?...



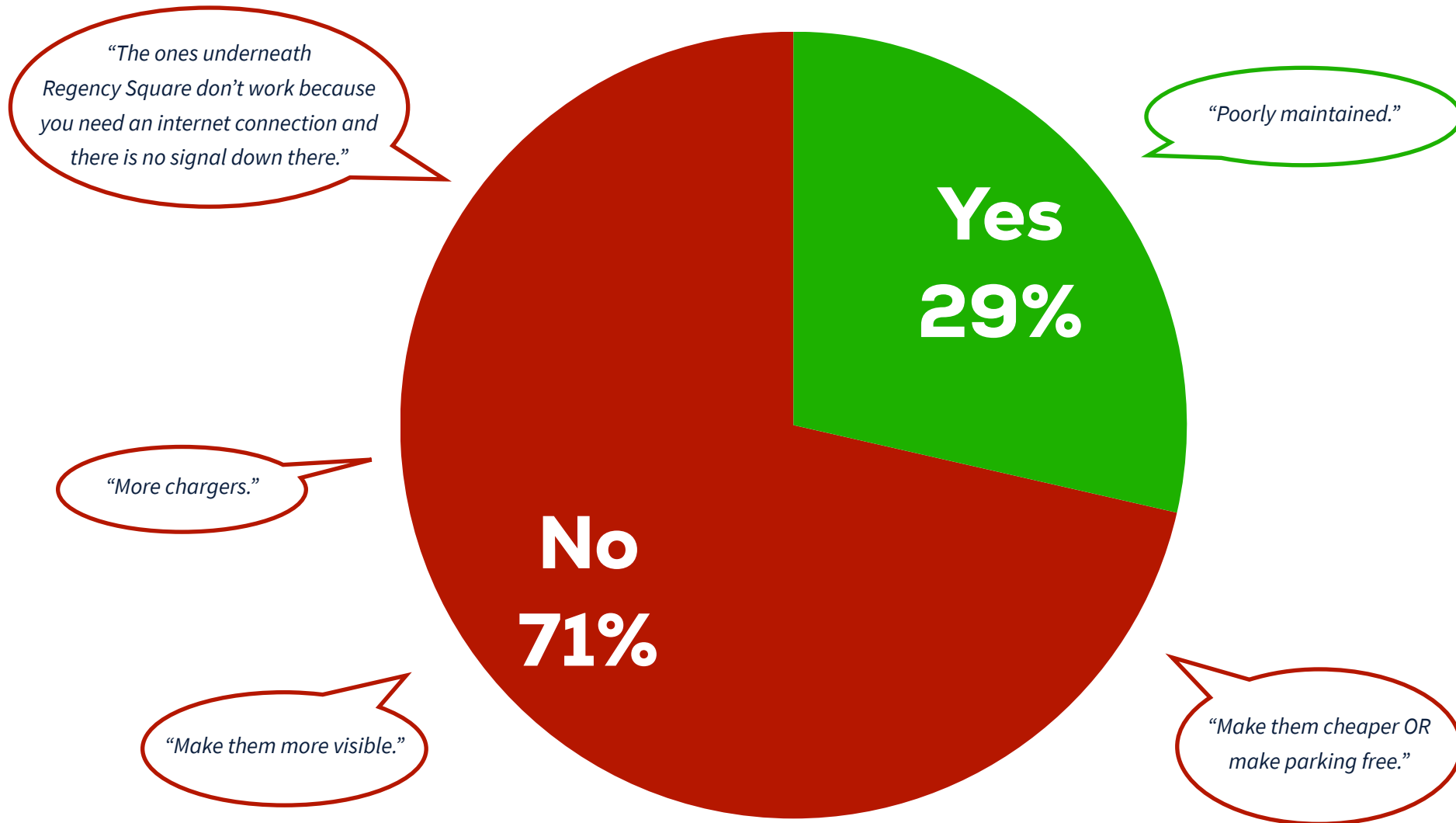
Parking and Access:**How would you rate the availability of the car park chargers?****Charging units: When using the car park chargers,
how reliable have you found them to be?****If you have ever found you couldn't access a car park charger,
which of the following reasons have you experienced?**

Cost: The car park chargers in Brighton & Hove cost 27p/kWh, plus a 20p transaction fee.
What do you think of this pricing?

**3/10**

Average price rating

Would you recommend the Car Park Chargers?



Written feedback on Car Park Chargers

*“1. Make them cheaper OR make parking free (you already charge the parking fee and a connection fee so there no need to take a crazy margin on the kWhs!)
2. Make them more visible (easy to find in car parks) and add more across each floor.
3. Issue fines to ICE who use the places (and make it clear it's reserved for EV “park & charge”).”*

“Poorly maintained”

“There need to be more rapid chargers, including rapid hubs on the outskirts of Brighton.”

“The ones in the London road NCP weren’t working last time I went to use them, the ones underneath Regency square don’t work because you need an internet connection and there is no signal down there, the ones in the Lanes car park don’t work on the past 3 occasions I tried to use them (that’s three occasions over the span of a year - so they are not being maintained well at all), the ones at the train station car park haven’t worked for about a year.”

“More chargers.”

Rapid Chargers

Overview

In previous years, this section of the survey has invited feedback about the Withdean Leisure centre rapid charger. However, it has been out of action for a significant portion of the year. With all city's new rapids being installed during December 2020 and January 2021, we decided to focus on the planned pricing of the new chargers, and invite written feedback.

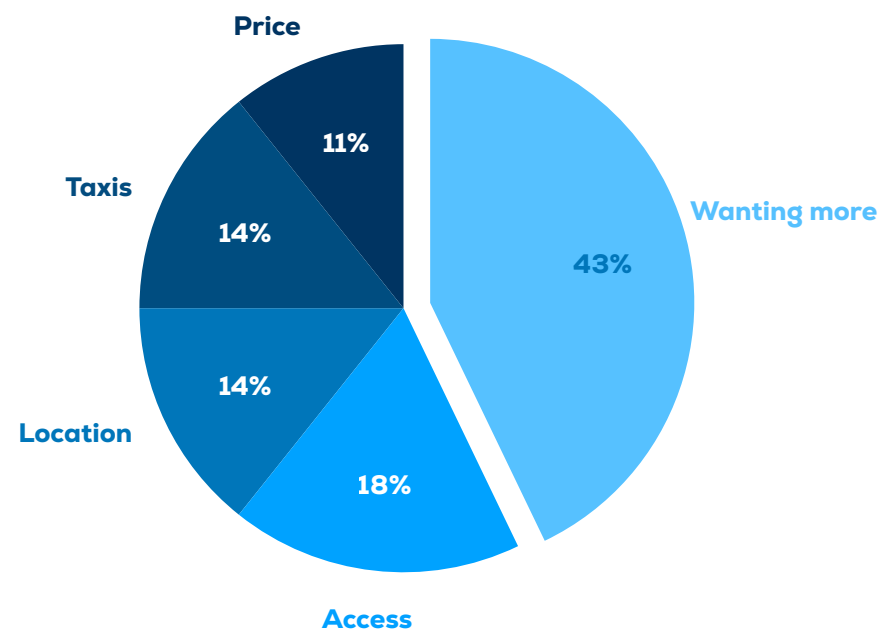
Feedback on pricing aligns with the pricing survey results - with an average price rating of 4.8, most people find the planned 27p/kWh a fair price.

It's great to be able to see that the written feedback here is the most positive that the survey has received, with plenty of people pleased about the upcoming arrival of rapid chargers.

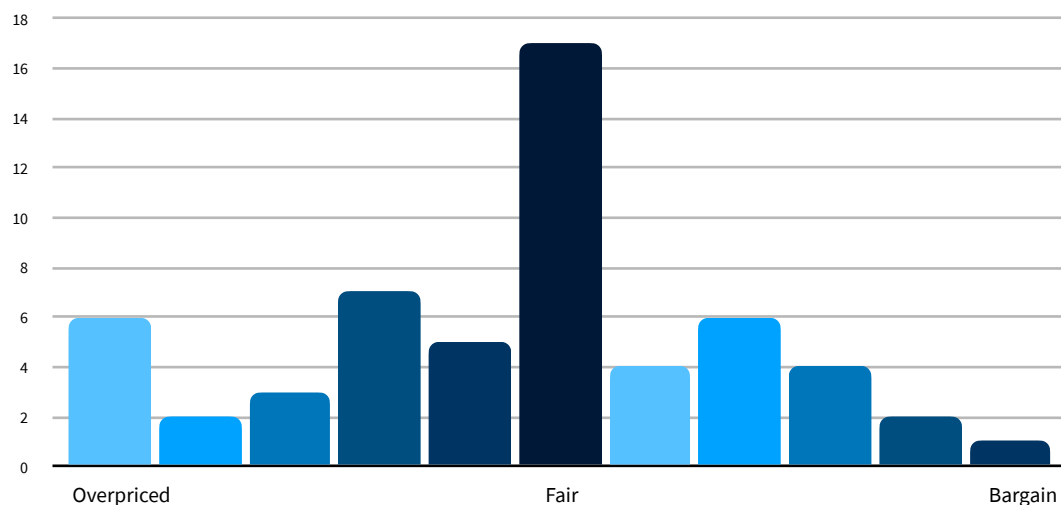


KEY TOPICS

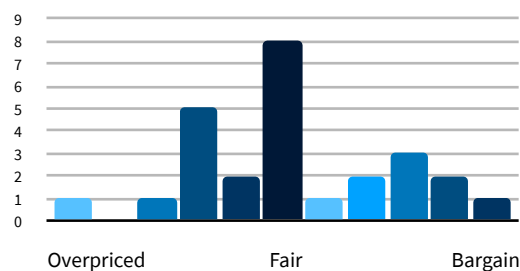
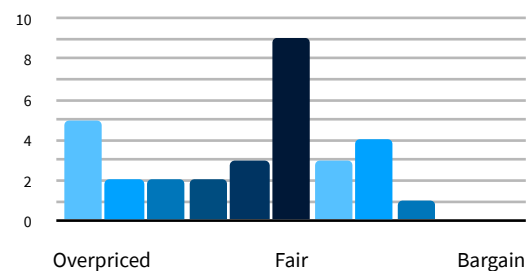
Looking at the most common topics of the written feedback, a large portion of participants said they would like to see **more rapid chargers**. Location and access are mentioned quite frequently; and there are a few concerns over the split between public bays and taxis - whether or not the new equipment will be used enough by taxis.



Cost: The Rapid Chargers in Brighton & Hove are set to cost 27p/kWh, plus a 20p transaction fee.
What do you think of this pricing?

**4.6/10**

Average price rating

New owners**5.1/10**Average price rating
by new owners**Existing owners****4.1/10**Average price rating
by existing owners

Written feedback on Rapid Chargers

"If taxi chargers are available will the public be able to use them as there are not many EV taxis."

"The one in Portslade is the closest to me - but probably a 20 min walk. I would probably use it a few times a year to top up my battery to full ahead of a long journey the next day. But it is a bit overpriced for everyday use and is considerably more expensive than the Tesla chargers at motorway services."

"Can the taxi chargers be used if they are empty?"

"Preston Park would be local, they are available to public until taxis need them most - so what does that mean to local residents? Also, while my friends are charging at home at night for free, it costs me c.£13 for an overnight part-charge on a lamp post."

"We need one in Hove, near Poets' Corner, where there is no off-street parking. In general, chargers need to be placed where there is little or no off-street parking."

"Will try them out when installed."

"Great that they have dedicated bays, and we'll definitely use them. Will be important to expand this network if there is high demand for them."

"Needs really good signage so they don't get blocked. E.g: clear that non-EVs will get a parking ticket."

"The locations are of no use to me."

"They all need to be 50kW and there needs to be way way way more of them."

"Can we have more please? E.g Dyke Rd Park, and opposite 70 Old Shoreham Rd."

"Unsure on feedback at this point - as not sure where they are based."

"Expensive, please use contactless."

"Sounds brilliant. Need more."

"I am looking forward to using them!"

"We need more!!!"

"Need loads more of them all."

"The location is great for me as I live near Preston Park. It will be interesting to see if two bays is really going to be enough with lots of EVs around this way. I would have thought more will be required."

"Could do with more central ones."

"Convenient - I live near the racecourse."

"Great idea about time Brighton caught up with the times."

"Preston park good choice. But will parking be free whilst charging?"

"Please measure and publish (video or data validation) the use of bays by private vs Taxis so you can justify blocking 4 spots for taxis."

"There are way more private EVs than taxis. It would make more sense to have 4 bays for EVs and 2 for taxis UNTIL the taxis bays are in demand (and then revert to 3, then 4 taxi reserved bays."

"Random. Need them near the A27 A23 junction to be useful."

"I think the introduction of the rapids is wonderful and so pleased that the public will have access as well as me in my cab."

"As you were told before you got on board with them Electric Blue have a terrible reputation for reliability and being too expensive"

"Too few, too small, too restricted to taxis."

"Fantastic news - can't wait to use them. I hope they are reliable and get regular maintenance."

"We need a lot more and quick if you want people to start buying electric cars in bulk."

Continued: Written feedback on Rapid Chargers

“Well putting one at one of the highest points in the city seems dumb.”

“Need far more and not just in the centre of the city like Rottingdean.”

“Good.”

“Sounds great. Need more.”

“I won't use them, they are expensive, I am looking to go back to a small petrol car with low emissions it will be cheaper to buy and run without all the trouble of waiting to charge a car. Since the decision to put in Electric Blue with high costs people will very likely no change to electric cars until they have too but its a bad deal for Brighton EV owners and that's the view of 90% plus of all-electric car owners and now regret buying an EV. I'm sorry to have to say all this but it's the feeling of all the owners I know and effected by this poor decision to allow Electric blue.”

“About time really - I would like Brighton & Hove/Sussex to lead the UK on this.”

“Taken far too long to arrive.”

“The new chargers sound great. Hoping that the future will bring announcements of 150kW and faster.”

“More chargers needed.”

Written Feedback: Final questions

This is mostly presented as it was received, with the exception of some minor grammatical amendments to improve readability.

Are there any aspects of owning an EV in Brighton & Hove that have improved over the course of 2020?

"For me, no (I have a home charger). BUT Rapid chargers across the city encourage EV visitors and taxis. That's a great. Well done.

For residents, think "how did Oslo do it?" and create visible benefits (like disabled and family parking) that make drivers want to own an EV: more (well positioned & cheap) EV bays in public and commercial car parks (supermarkets, etc.) which you can install or subsidise, discounts on parking permits, etc.

You are on the right track! Keep pushing."

"More chargers and more availability."

"Charging has improved."

"The number of charging points has improved but still need more! The top of Hartington Road is an ideal location."

"Too soon to say."

"No! Even when ElectricBlue offer free charging during lockdown or on environmental awareness days, the charge points stop working after a couple of mins. They are so unreliable I now make separate journeys to use the nearest fast charger in Upper Beeding."

"It appears that there are a greater number of chargers installed which is good to see."

"Lamppost chargers are particularly welcome but do not effect me."

"Lamppost chargers have proved vital after losing access to normal workplace chargers in lockdown."

"Not that I have noticed."

"No."

"The number of charging points is slowly increasing."

"It's a nightmare. Stop charging us to park at a charger either in a car park (a full day rate needed and then charger doesn't work but still paying car park fee) or in another residents permit zone to access the only free lamp post in the area, even paying the max 4hrs on a lamp post charge I only get 15/20miles worth of charge and I need more. I have found charging my car a timely chore, a full charge on a lamp post takes over 24hrs, I allocate 30mins to find a Charger and I need to charge 3 / 4 times a week getting up 70% charge, my weekly costs are more than my old diesel car. The charging cost is far higher than someone with a home charger who will get their car charged free during the night to take energy out of the national grid or even paid to do this, you should pass this same arrangement on to me rather than charging me. I used to pay far far less in Brighton to charge why is it now so very expensive? I never thought I would find myself needing a second run around that is not electric."

"No. The opposite. You guys have killed all the old Polar/CYC chargers 😞"

"I've only just got my vehicle, but it does seem that there are more charging points."

"No! sadly the decision to put in Electric blue is so bad cost-wise those who bought an EV now regret the decision due to all the problems with high costs and poor service."

"It's actually got worse this year sadly with many post being removed or not working."

"There are more chargers, but they are not a particularly attractive proposition to me. It would have been much better to bunch the chargers together into local hubs so that EV drivers wouldn't have to spend ages driving round in order to find a charger with a free parking space next to it. The 3 and 7kW specs of most of the chargers mean that they are already outdated on only really of use to drivers with low mileage requirements."

"Yes - the choice and amount of chargers now available."

Continued: Are there any aspects of owning an EV in Brighton & Hove that have improved over the course of 2020?

"There are more charging points but the local authorities have made it so difficult to get into town and the car parking is so expensive I go to other towns instead."

"Yes, EV only parking on lamp post points."

"More chargers."

"More chargers. Stop non EV using the space."

"Number of people interested in buying an EV as a result of our decision to buy one; installation of lamp post chargers; plans (albeit delayed) for more chargers and some (but not enough) dedicated bays."

"Not really. As I mentioned I think we need more reliable chargers and more EV only marked bays. Then I think the service will be much better."

"Not really. There are more chargers but they don't work or you can't park at them as blocked."

"Not for me, but the availability of charging is improving for others which is encouraging."

"No."

"Lockdown resulted in me saving a fortune not being able to drive. Brighton is no better to drive in though."

"No."

"Only had mine since April. Good number of lamp post chargers although many are non EV bays so feel the council is not getting the best return it could for the investment."

"Very little. It's incredibly frustrating owning an EV in Brighton."

"No."

"More chargers available but quicker installations needed."

"More chargers coming online cannot be a bad thing if charging is provided for attractive cost and managed and maintained properly."

"Yes, availability of lamp post charging points."

"No, it's got far more expensive due to the company chosen tinier are the chargers- and they have an appalling reputation in other cities."

"The mere existence of the street charging network persuaded me to go electric during the year."

"The lamp post chargers have meant I have been charging on the street instead of gaffing about with an unsuitable home solution but I still feel like a too early adopter. Perhaps when the 7kWh chargers are working on my street I might start to feel a different. The big issue for me is one not related to Hove but rather it is feeling like I can't really go anywhere too far afield because the national infrastructure is so poor."

"There are more charging points."

"Nope."

"No. Need more free parking for EVs."

"Improved charging if needed."

"The introduction of more charge points especially the rapids should enable anyone who lives in Brighton to run and own an EV regardless even if they live in a tower block."

"The charging network has improved significantly and there are many more locations available now, which is great. The cost however has increased, for me at least, by around 900%. So, I generally tend to avoid using the new chargers when possible - they're more of a last resort for me personally."

Continued: Are there any aspects of owning an EV in Brighton & Hove that have improved over the course of 2020?

“Lamp post chargers.”

“Not hugely, we need better charging access and quality.”

“No.”

“No. There is now less choice of providers.”

“More rapids, Shell and Genie the while of outer Brighton is now covered.”

“Yes, the free chargers in Lewes.”

“Great to see more chargers! Just need even more and more reliable and dedicated parking so you can access them. Maybe a reservation system?”

Where would you like to see more chargers installed in Brighton & Hove?

"Saltdean, Peacehaven, Newhaven, Worthing and generally in central Brighton (but not Electric Blue chargers)."

"Yes, but pay by card not having to be a member of so many."

"Supermarket / shopping centres."

"All over!! But especially workplaces 7kW, and rapids at supermarkets where people expect to park for 40 mins."

"Patcham - near apartment blocks, old village and community centre (to make visible commitments and incentives - charger = parking space for EV only)."

"Brighton Station car park will need many more chargers, PHEVs now also use the current Pod-Points.."

"Seafront."

"Wish Park area please!"

"Fiveways but everywhere."

"Lamppost chargers need to be placed where two cars can reach them - too many are placed reachable only from one parking space. The bays need to be dedicated to charging, or at least marked so that non-EVs are encouraged not to block them. More chargers in those areas where there is little or no off-street parking."

"Every lamppost that is right next to the road/parking space. More supermarket car parks and other car parks."

"My street. Bonchurch Road."

"I'm residential areas. But really you need to get the ones you've got to work first."

"Anywhere that cannot be taken up by non EV users. Perhaps putting parking limitations in place to stop non EV parking. Supermarket car parks."

"My area in Queens Park Kemptown. This would be because there is mostly terraced housing with no off street parking, as a result parking is a challenge regardless of where chargers are, often the spaces with chargers are taken."

"I don't need any in B&H, but residential areas without off-road parking seem most needed."

"Not sure, such a new owner."

"Don't bother if there electric Blue there too expensive and you will find hardly anyone will use them. I have been informed by many of the ev owners they will not ever use such expensive chargers."

"On-street."

"Near my home BN2 9XH."

"New Church Road area towards Sackville Road - but at least 16 or 32 Kw."

"I live Portslade old village so there many many more low cost charging in town centre or the town will just die."

"RIP Brighton."

"In free to park spaces and ones that work at night ...note the station."

"Seafront, Stanmer Park, Preston Park, Devils Dyke."

"Kemptown."

"More in the area where we live - Fiveways; but I could probably say the same for other areas with dense housing and a lack of off street parking. I think it is likely that demand will soon outstrip supply, especially for those chargers with dedicated bays."

"The Amex, Miller and Carter in Patcham, BP in Patcham, the dog stadium car park (plus Waitrose), Roedean cafe, every car dealership (open to public)."

Continued: Where would you like to see more chargers installed in Brighton & Hove?

"I think the location and number of chargers is fine. I just can't use them very often because non EVs are parked in the bays. So rather than roll out more chargers I would focus on access. i.e. provide more EV only bays which will increase the usage of the current chargers considerably."

"All over, and in EV only bays as many lamp chargers are rendered inaccessible by residents parking ICEs."

"More in Hove?"

"Need some serious Rapid hubs on routes into Brighton along the A27 eg at A23, Lewes Road, Dyke Road, A293. Also 3/7kW chargers, at electric-only park and rides into town at the same locations."

"What do you think? As the owner of an EV I'll go for 'no'."

"Near parks so you can charge whilst your kids play. Dedicated bays near shops so you can charge when shopping. There's none near Hollingbury e.g: ASDA, Matalan, M&S."

"Kempton."

"Agnes street and more."

"Petrol stations supporting charging."

"Less congested areas (city limits), or wherever you can fit them in really to drive mass EV adoption ASAP."

"7 or 22kW chargers in Preston Park and Hanover areas, where there is strong demand (and car-sharing could be facilitated if the charging points were there)."

"Further out into Saltdean etc."

"Madeira drive. There are so many parking spaces available on this road. It would be good to make a bunch available to EV charging. Convenient enough for the user to spend time at the beach or in town whilst charging."

"Kingsway and Marine Parade, strategically placed to support EV drivers visiting the city and parking along the seafront. These should be 7kW not 3.5kW."

"Yes. Some Rapid chargers in Hove would be really helpful."

"Hanover area."

"All over."

"Rapids near A27 junctions."

"Seafront, station car parks."

"Destination charges on all streets where possible but EV exclusive bays."

"Seafront and tourist areas, attractions, private supermarket and car parks. More networks would be good, to provide consumer choice to help drive competition and improve value."

"Every single lamp post."

"On Dyke Rd alongside Dyke Rd park, alongside the parking bays opposite 70 Old Shoreham Rd, on The Upper Drive, Seafront, Hove Park area."

"Hove."

"Places where you don't have to pay for parking if it is outside your usual zone."

"Madeira Drive, it's easy for visitors to find."

"Rottingdean, Woodingdean, Ovingdean."

"Hollingdean - Barnett Road."

What do you think would help ensure more drivers adopt electric vehicles in Brighton & Hove?

"Keep the tariff attractive, especially for the 3.5s and the fasts. Make sure staff car parks where the council has an influence have workplace chargers (eg council offices, social services hubs, schools and colleges, and work with the NHS to install chargers in NHS staff car parks such as Brighton General, Hove Polyclinic/Mill View - these need not be Electric Blue: consider getting Pod Point or similar networks involved). Have a plan to upgrade the lamp post chargers in three years' time to make the most of developing technology, charging speeds and driver expectations. Increase the number of designated charging bays, at least until EVs become the norm."

"Fast, dedicated and reasonably priced on street chargers."

"Lots more charging points, very few houses have off street parking so it will become untenable soon as more people buy EVs."

"Increase resident parking charges for the most polluting vehicles."

"Free parking incentives. Better signage for chargers to raise awareness. Follow Milton Keynes model on EV promotion."

"Discounted parking or discounted permits."

"Fairer pricing and EV exclusive bays."

"More electric taxis. More promotion of the city's charging network, to let people know about the chargers and how they work, how to use them. Only provide parking permit discounts for zero emissions vehicles and not "low emissions" vehicles."

"A charger on every lamp post."

"Banning ICE cars from the centre! Installing a convenient and rapid charge network, reducing charge rates so people without driveways aren't paying more than richer homeowners."

"More chargers. Faster chargers. Time is important."

"Higher parking permit charges for non-owners."

"Reserved parking, online community support group, EV group that you can ask questions too, and a better app, that explains what to do and how it works. The Electric Blue app is very poor."

"Terminate the debilitating costs of Electric Blue."

"More low/zero emission zones."

"EV only parking bays."

"Reliable chargers."

"More charging points everywhere at low cost."

"A Council that believes in them."

"More chargers, congestion charge, cheaper charging."

"Ease of use. I don't think cost is a massive factor. An electric car is expensive currently so that's not the issue. Constantly looking for a charger because the space is full just makes it frustrating."

"More chargers, but perhaps more important at the moment is more dedicated bays so we can use the chargers that exist."

"See earlier comments about reliability of chargers and EV only bays. I guess some parking incentives would be good in town as well."

"Cheaper and more charging."

"Guaranteed access to at least a fast charger at a reasonable price."

"Make the charging bays only available to EVs. Do better maintenance checks and fix units quickly if they are broken. Create a reliable app that alerts you when a local charger is free and available for you to use."

Continued: What do you think would help ensure more drivers adopt electric vehicles in Brighton & Hove?

"1. Having more accessibility to parking spaces

2. Cheaper charging rates for low kW chargers

3. More chargers in place in built up areas particularly those that have many flats

4. More variety of brands for Brighton - i.e ChargeMaster, Polar Plus etc

5. Perhaps a incentive for car parks or shopping to encourage the change"

"Pay by card (Contactless)."

"More / cheaper chargers. Free parking permits."

"Local incentives always help... Bus lane access? No parking charge while charging, provision of spaces at hospitals, schools and public buildings."

"1 - Attach driving benefits to EVs.

2 - Organise "test for yourself" events - driving an EV is always a revelation (easy, calming and safer). needs to be encouraged to take down the barriers..."

"An on-street home charging solution, eg pavement cabling routes."

"More rapids."

"Access my own electricity plan with my own energy provider on any charger. Not to be restricted by lamp post chargers and high costs. Basically get the same service as people who have a home charger on their drive."

"Improvements to national infrastructure, e.g. at motorway service stations."

"Having access to reliable charging points."

"More fast chargers."

"A reliable infrastructure with EV painted bays!"

"More chargers, dedicated EV only spaces to reduce being ICED."

"More rapids to enhance the chances of getting a charge if you live in a terraced house or flat."

"More lamp chargers. But, hydrogen fuel cell EVs would be must better than current EVs as overcome battery weight, need for chargers and range anxiety."

"Charging points available to people living in flats.....my car dictates where I live!"

"EV only lanes. EV carparks. Banning diesel busses (such as the fraudulently titled zero emissions busses that B&H belch diesel fumes from.) would also set a good example."

"Price."

"Bays that are EV only is definitely the biggest issue. Range anxiety is still an issue, concerns people will have to walk a long way to find one free. They need to be clearly labelled as EV only so people know they get a parking ticket if they ICE it."

"Keeping the permits half price."

"The lamp post chargers are expensive. I would be more likely to use if cheaper, particularly as I can charge for free in Tesco and the B&Q car park."

"Reserved chargers."

"Funding for cars."

"For the council to be more open to other solutions other than commercial charge points that cost a lot to use. E.g. Oxford council trialing channels in pavements for people to run their own charging cable, or allowing people to charge at home using cable protector ramps to prevent trips / falls."

"Make it cheap and easy, so its a no-brainer to ditch the ICE."

"Community-led electric car-sharing scheme."

Continued: What do you think would help ensure more drivers adopt electric vehicles in Brighton & Hove?

“More fast charging points that are EV only bays. Fines for ICE cars.”

“Reliable charging.”

“Free parking, use of bus lanes and cheaper charging.”

*“Big ***** stick.”*

“Lots more chargers.”

Is there anything you would like to say which you feel hasn't been asked about?

"We are not fan of blue electric as they awkwardly located and expensive for a low kW which takes too long to charge my vehicle and our vehicle is only a 21kW battery!"

"Pay by one card i do not need four or five cards."

"More rapids key to majority of drivers who park on street."

"We should be considering a Summer EV park and ride for Brighton."

"RE: Marking of charging bays: If they cannot be dedicated to charging only, then at least a sign saying 'please do not use if not charging'"

"Why should the rate be more expensive than a domestic power supply? Surely the council's economies of scale and buying power should make it lower! I believe significant funding for charging points was offered by a local private family charitable trust so infrastructure initial costs would be covered."

"I nearly gave up my EV when I realised how impossible it is to own one in central Brighton. Instead I have moved house to somewhere I can charge my car myself on my driveway. I will not trust ElectricBlue charging points from now on as it is such an overpriced and unreliable app! Well done to the council for getting lots of charging points, shame you missed the point by letting a private company take the contract and milk the infrastructure for profit whilst doing the bare minimum of maintenance and avoiding customer service. But whole thing sucks!"

"As stated more dedicated EV only spaces where chargers are situated. Potential that EV can access bus lanes would be a great move."

"The Electric Blue charging app needs to be much better."

"Thank you for setting up this survey."

"Council car parks are overpriced for EV drivers also paying for power."

"Are there plans for super fast chargers anywhere in Brighton apart from Old Shoreham Road? Are Tesla planning a site?"

"Speak to EV owners and seek their views as this survey has done. Talk to electric car owners before making a choice of what service you should be providing it certainly is not an electric blue no one is going to pay those prices."

"I really don't care about the cost of charging because I charge at my off-road parking space. Survey has been almost entirely about charging, it's availability and cost. So it's not relevant to me."

"I am very fortunate in being able to charge my car at work using a decent 32Kw charger. If this wasn't the case I wouldn't have been able to consider an electric car as the charging provision in Hove is inadequate (although well intentioned)."

"I have already told you."

"The number of lamp post charge numbers are too few and random .. we need 200 + each year for the next 5 years."

"Keep up the good work."

"Why not rapid chargers in petrol stations?"

"No, just do everything possible to promote EVs."

"Experience of the apps. Chargers not working."

"I'm just generally disappointed in the way EV drivers are treated. London is so much better. You just keep rolling out useless slow chargers that are blocked most of the time anyway."

"They should also be on every fuel station forecourt, and banks of them on supermarket car parks."

"26p/kWh isn't fair when rich homeowners can plug in at home on 17p."

"No, all good. Well done on your hard work!"

Continued: Is there anything you would like to say which you feel hasn't been asked about?

"I am really disappointed with the customer-facing comms from Electric Blue. Website has no driver-facing comms. App only works when you know how to manage the work-arounds, support team rarely able to fix anything down the phone. Social media posts suggest I am far from the only one to have a poor experience. Can Electric Brighton, together with the council, please put pressure on them to up their game? On a positive note: Electric Brighton and the information on your website gave me the confidence to go EV this year, and I don't regret it. Perhaps the information on how to charge in Brighton could be updated to reflect the latest updates including FAQs on how to use the Electric Blue app, how to use the Schneider 7kW's (I had to google the Schneider website to find out how to use the RFID card sent to me by Electric Blue, for example), how to use the rapids when they are installed. Keep up the good work."

"Need to penalise ICE cars for blocking chargers, or EVs for not using them to charge."

"No, but thanks!"

"Electric blue suck."

"I am very concerned about the monopoly of only using one company across the whole of Brighton and hove. I am paid up to a Polar + deal and there has been no additional provision made for other companies. Soon there may be nowhere for me to charge in my home town."

"You need EV owners and users on your committee that makes decisions."

"The questions inferring it is possible for the price to be too low are ridiculous as there are many free ones available that work perfectly."

"I think non-EV owners should be given parking tickets or fines for parking in EV charging bays."

About the Survey

FEEDBACK

Following last years survey we received one request from a participant:

“A question I wish I'd been asked here is 'Why haven't you used the Withdean fast charger?’”

This identified that we were missing out on feedback, which we've addressed this year by providing an additional comment field to gather this information.

However, since completing the survey, we've also noticed that we missed an opportunity with those who didn't use chargers, to ask them what they thought about pricing and access: two areas they may have valid feedback for. We've noted this for next year.

A participant contacted us this year to suggest we could improve the survey quality by vetting it with a research professional.

With us running the survey in-house; we're very conscientious about whether or not we're asking the right questions and the quality of a data we are gathering. So this is a suggestion we welcome, as it is something we would love to do. If we can secure some funding to cover this, we will be looking at this for next years survey.

Finally, again this year we received a few comments from people who think that *Electric Brighton* is the council or a charging provider. We will make it clearer next year that we are independent and not affiliated with any other group.

RESULTS DATA

As usual, for transparency, all of the raw anonymised survey data is available to download. The survey was conducted online using survey tool TypeForm and the raw data can be downloaded at (XLSX format):

<https://cdn.electricbrighton.com/general/docs/2020-EV-Owners-Survey.xlsx>

The Typeform report of results is available here:

<https://electricbrighton.typeform.com/report/jfzCznXS/d3kkCY1Pyc0Pijjz>

SPECIAL THANKS

We would like to give a special thank you to [Octopus EVs](#) and [Rivervale Leasing](#), both paid supporters of *Electric Brighton* who have helped us to continue our mission of encouraging the transition to Electric and Low Emissions vehicles in Brighton & Hove.