

EV Owners Survey 2023

November 2023

Introduction

After a break last year, our annual survey has returned to once again try to understand the state of EV Charging in Brighton & Hove.

The transition to electric vehicles continues steadily, with battery-electric vehicle registrations increasing 51% year-on-year in the city.

Deployment of new charge points by Brighton & Hove City Council has continued since our last survey, along with the promised line painting for new marked bays on existing charging infrastructure.

How are the city's new EV owners finding the experience of owning an EV in our city? Are they happy with the city's progress in infrastructure for EVs?

We conduct our annual survey to allow these EV owners to share their experiences of using charging infrastructure in the city, with the aim of helping to improve things over time. Our questions focus on the key topics of **Access** to charge points, **Reliability** of the hardware and the **Price** of charging.

The survey was shared through our mailing list of local owners of electric vehicles, as well as through our social media channels on X (Twitter) and Facebook. A total of 131 people took part in the survey, spending on average 23 minutes giving their feedback.

Hug the Plug Campaign Update

The Hug the Plug campaign on the Electric Brighton website allows people who either own an electric vehicle or are considering one, to register their location on our map. We then use this data to demonstrate where demand lies across the city.

By finding out whether registrants park off or on-street, we can use that data to see which Parking Zones have the most charge point provision. Table 1 shows charge point provision across parking zones, with Zone T showing the most charge point provision and Zone B the least.

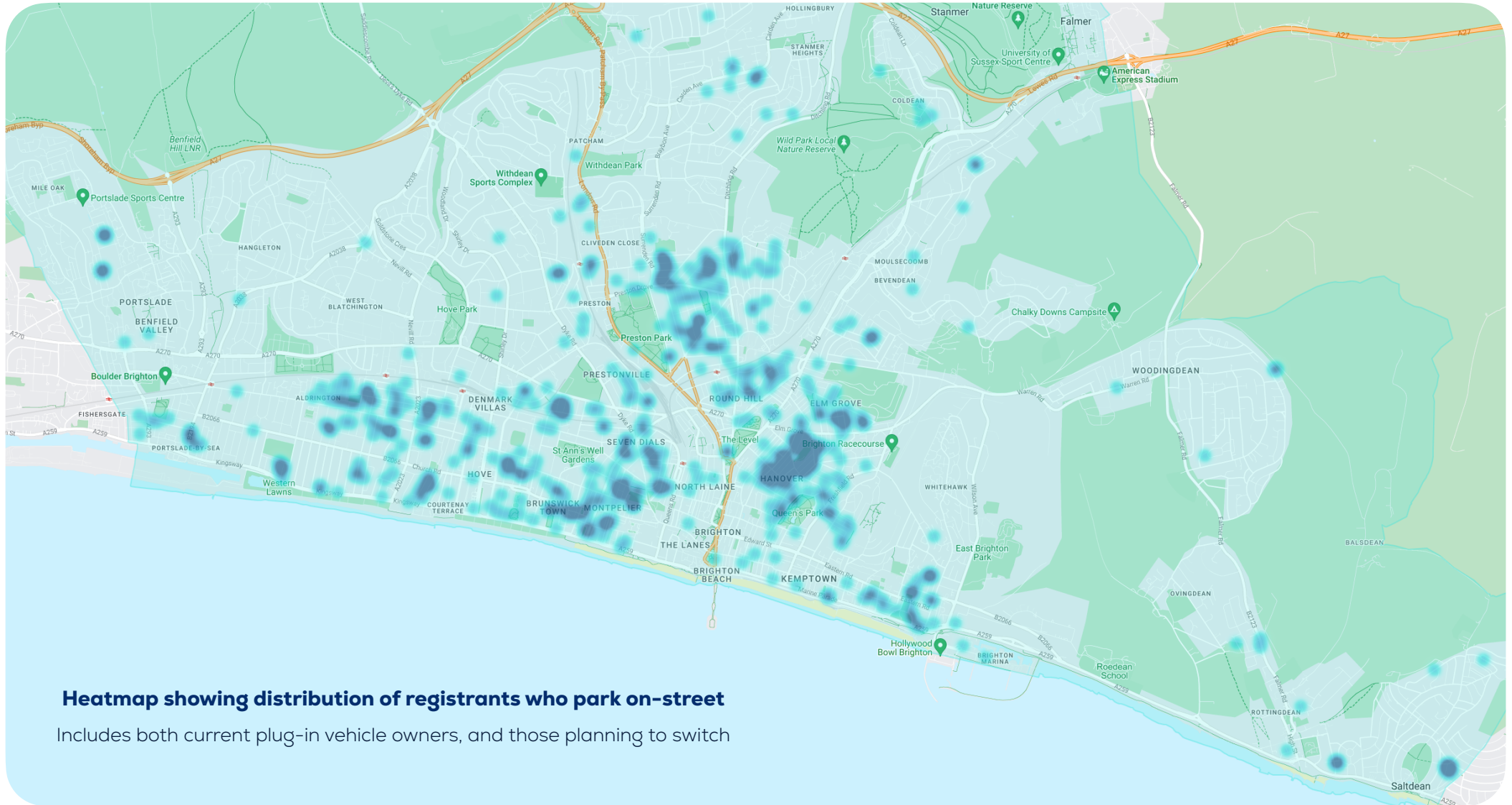
Since our last survey, we have continued to attract members to our campaign. At the same time, the ongoing charge point deployments in the city have allowed this dataset to demonstrate charge point provision improving across parking zones, which is a great improvement to see.

641
Total registrants
+14% increase from 2021

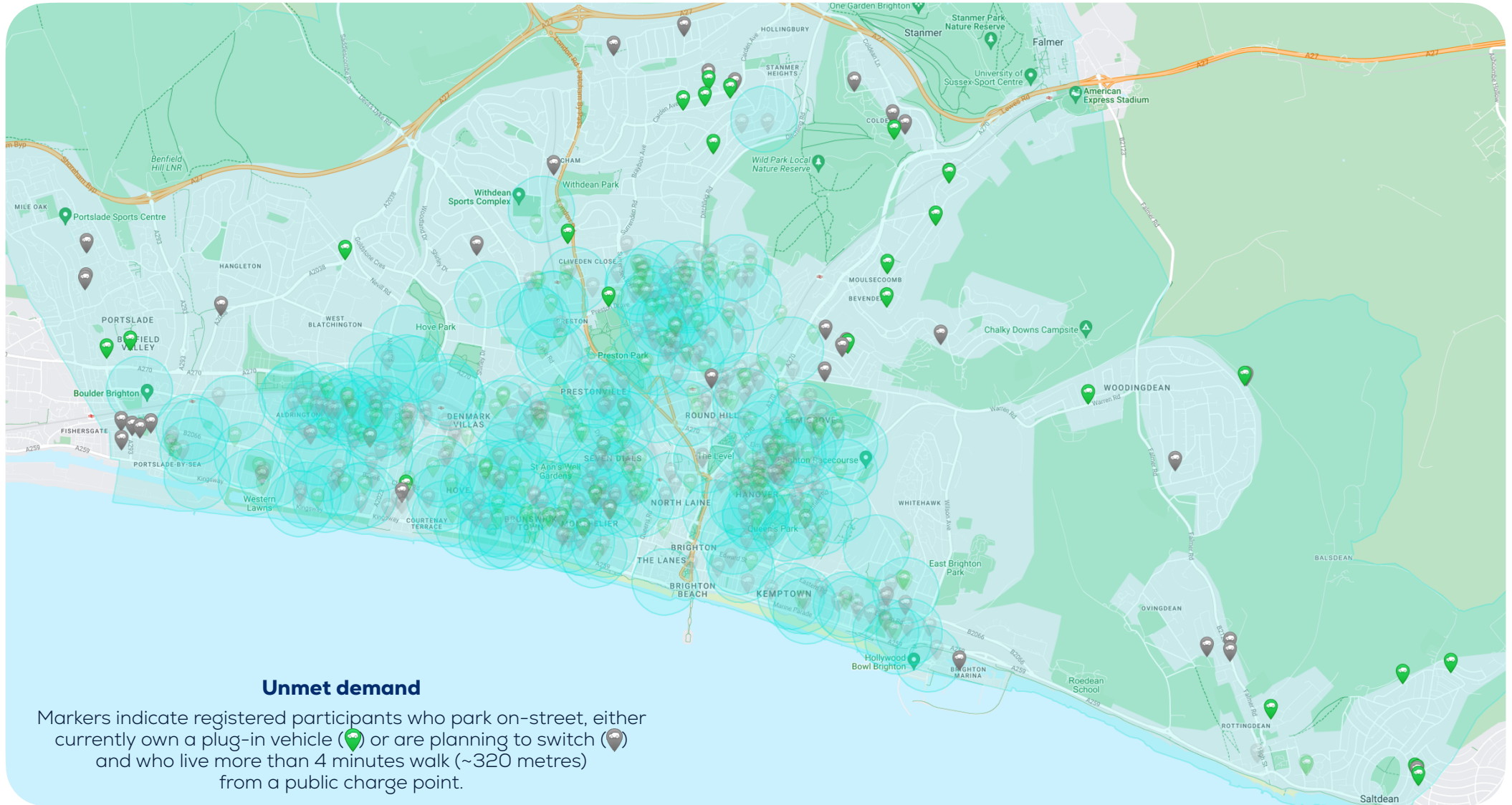
Table 1. Charge Point Provision across Registrant Parking Zones

Parking Zone	Residents Who park on-street	Charge Points Incl. planned locations	Charge Points per campaign user
T	1	6	6.00
U	6	19	3.17
L	4	12	3.00
A	3	8	2.67
Z	30	44	1.47
N	40	55	1.38
H	27	36	1.33
Q	11	14	1.27
R	41	51	1.24
X	6	7	1.17
O	25	28	1.12
W	12	13	1.08
Y	28	29	1.04
C	28	27	0.96
M	19	17	0.89
D	5	4	0.80
S	21	16	0.76
J	56	42	0.75
E	3	2	0.67
F	21	14	0.67
10	6	4	0.67
P	2	1	0.50
V	50	25	0.50
K	3	1	0.33
B	4	1	0.25
G	0	2	0.00
I	0	4	0.00

Hug the Plug Campaign Overview



Hug the Plug Campaign Overview



Unmet demand

Markers indicate registered participants who park on-street, either currently own a plug-in vehicle (🚗) or are planning to switch (🚗) and who live more than 4 minutes walk (~320 metres) from a public charge point.

Participant Overview

2,698

Ultra-low emissions vehicles registered in the city*

+42% over previous 12 months

1,808

Registered battery electric vehicle owners in the city*

+51% over previous 12 months

132

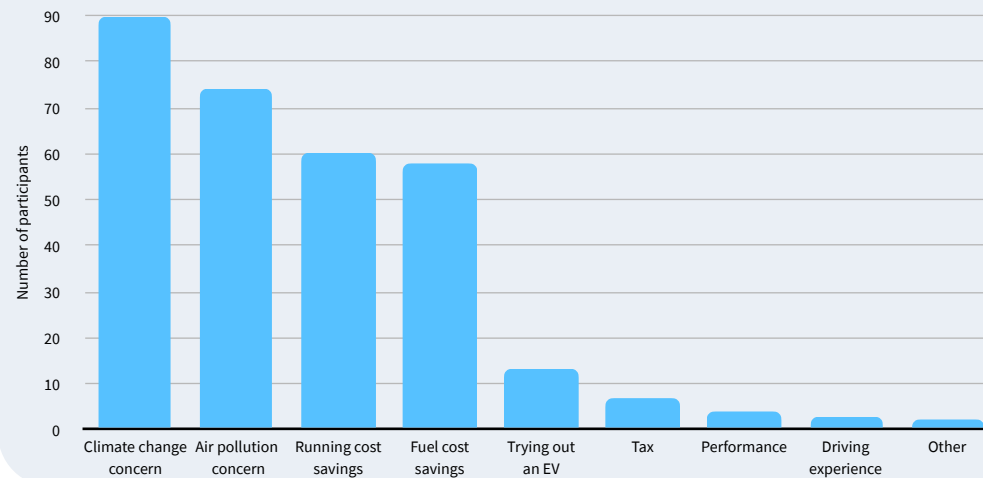
Participants in this years survey

+18% from our 2021 survey

23 minutes

Average time spent by participants to complete our survey

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



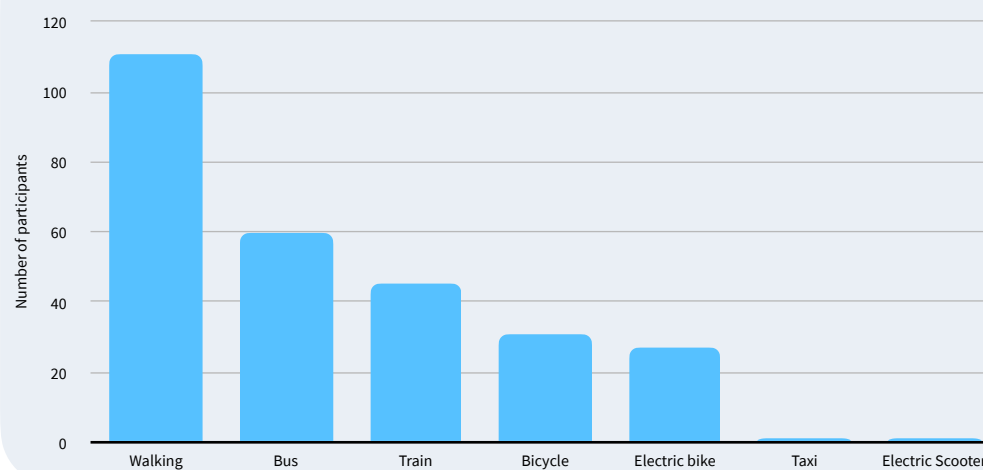
Climate Change

Is still the largest concern, with **70%** of participants saying it is the reason they choose to drive a plug-in vehicle.

Air Pollution

Is the second largest concern, with **57%** of participants saying it is why they choose to drive a plug-in vehicle.

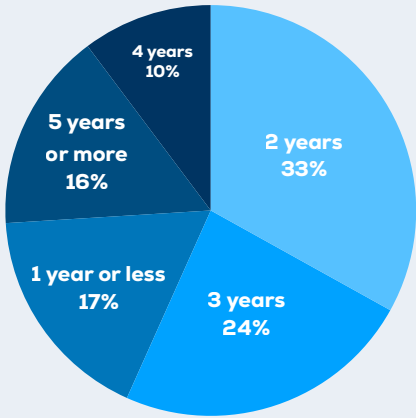
Which other forms of transport do you use regularly?



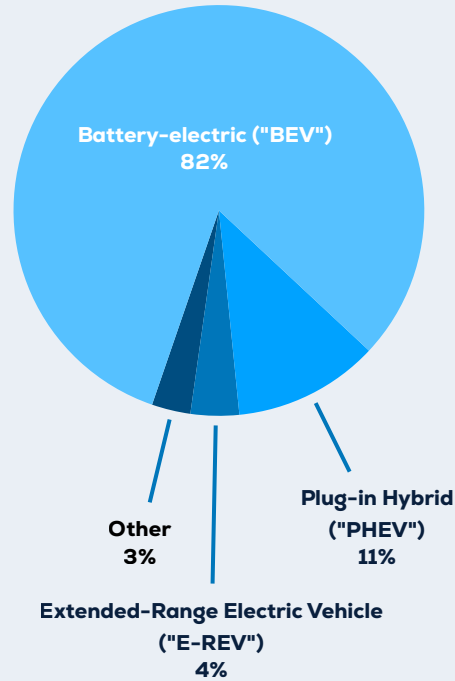
* Based on Q2 2022 to Q2 2023 data from the Department for Transport, vehicle data Table VEH0132.

Participant overview

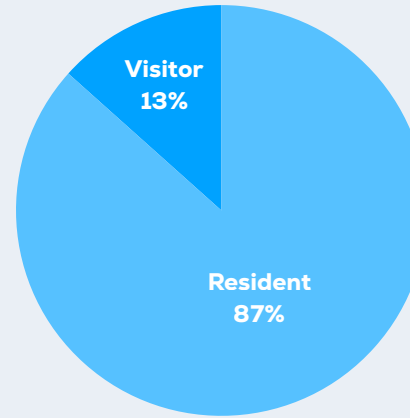
How long have you owned a plug-in vehicle?



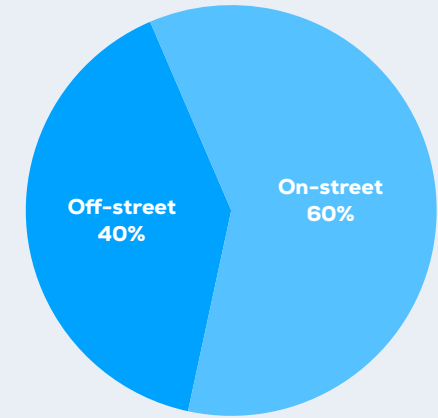
What type of plug-in vehicle do you drive?



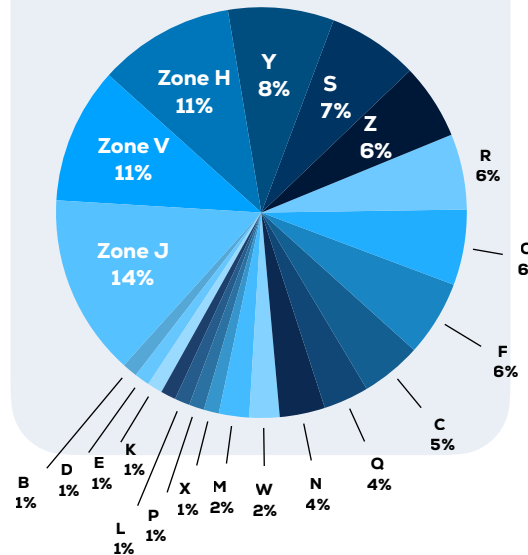
Are you a Resident or Visitor?



Where do you park your vehicle?



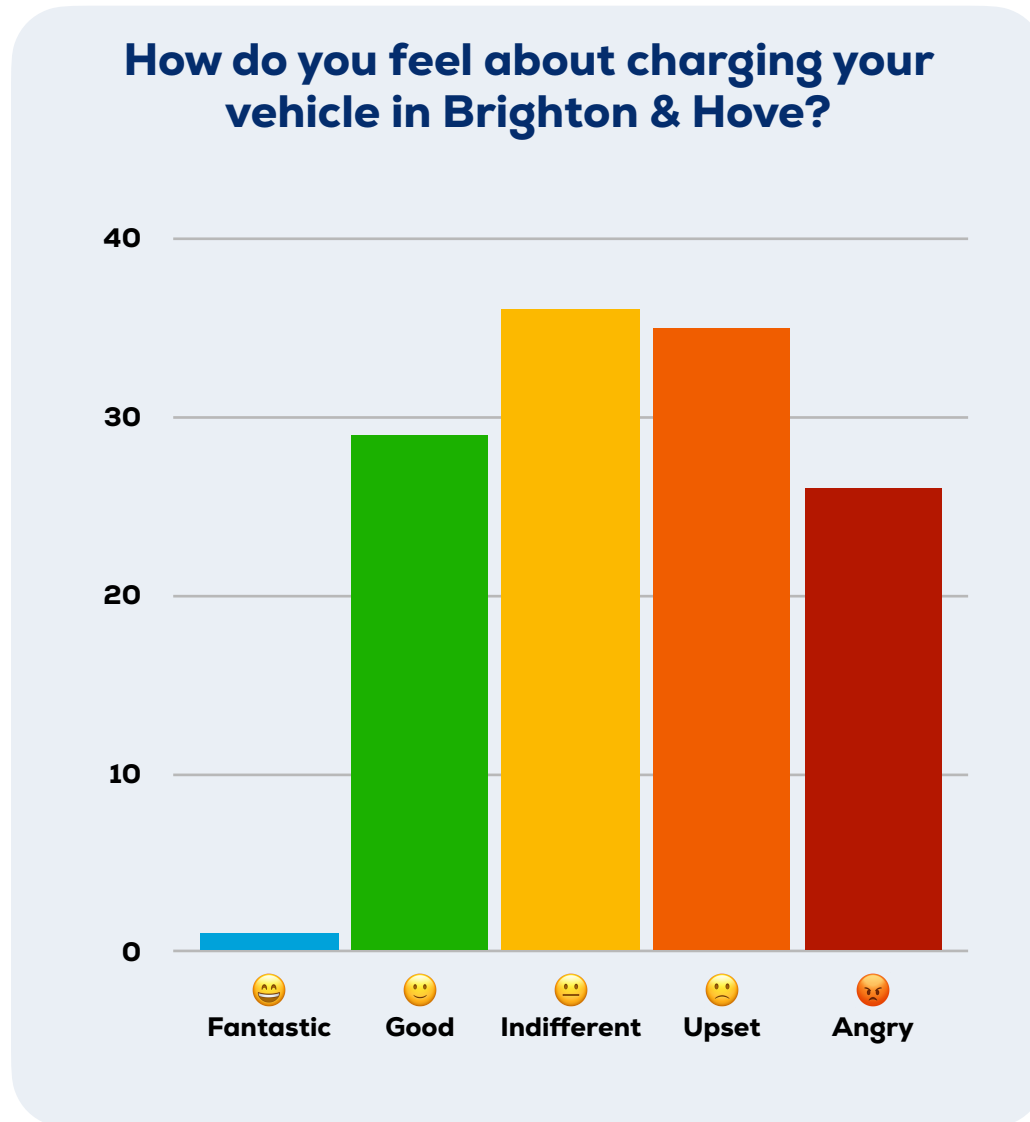
Parking Zone Breakdown



5 minutes

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

Participant overview

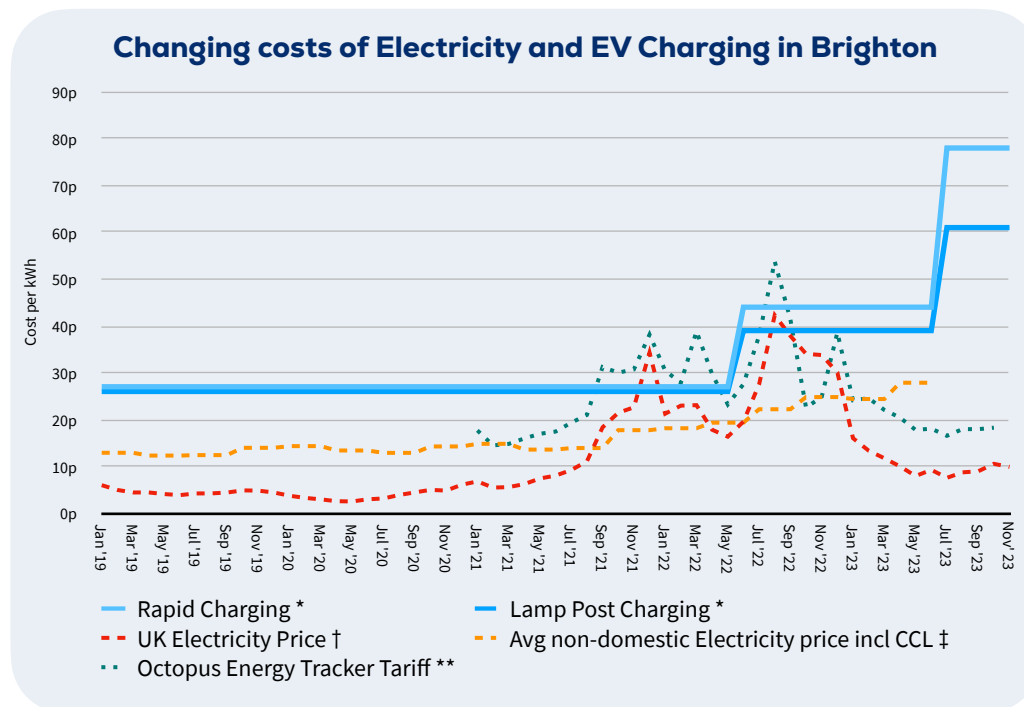


Current market costs for EV Charging

This years pricing changes, which saw the price of Rapid Charging increase 80% (from 44p to 78p) and Lamp-post/Fast Charging increase 50% (from 39p to 61p), have meant that pricing is very much the key topic of discussion once again.

Wholesale electricity prices have been volatile for some time now, and many charge point operators have increased their costs considerably over the past few years. But the increase in the cost of Brighton & Hove’s EV Chargers came at a time when wholesale electricity prices had begun to fall. This made the price increases a little harder to understand for some EV owners, who were seeing their home energy bills reduce whilst their public EV charging costs increase.

To put these price changes in to context of the current market, we’ve included current pricing information that compares UK charging networks across each charger type. The data is not exhaustive, but does offer some insight in to the prices offered by major UK public charging networks.



* Uses previous pricing for charging in the city with EB Charging / Electric Blue / Blink since 2019.
 † UK Electricity Price as monthly average spot price from <https://tradingeconomics.com/united-kingdom/electricity-price>
 ‡ Average non-domestic electricity prices, including Climate Change Levy from <https://www.gov.uk/government/collections/industrial-energy-prices>
 ** Octopus Energy domestic Tracker Tariff for comparison, follows daily wholesale price. Historical tariff data used for Southern England, as monthly average <https://energy-stats.uk/octopus-tracker-southern-england/> and <https://octopus.energy/smart/tracker/>

Lamp Post Charge Points

Overview

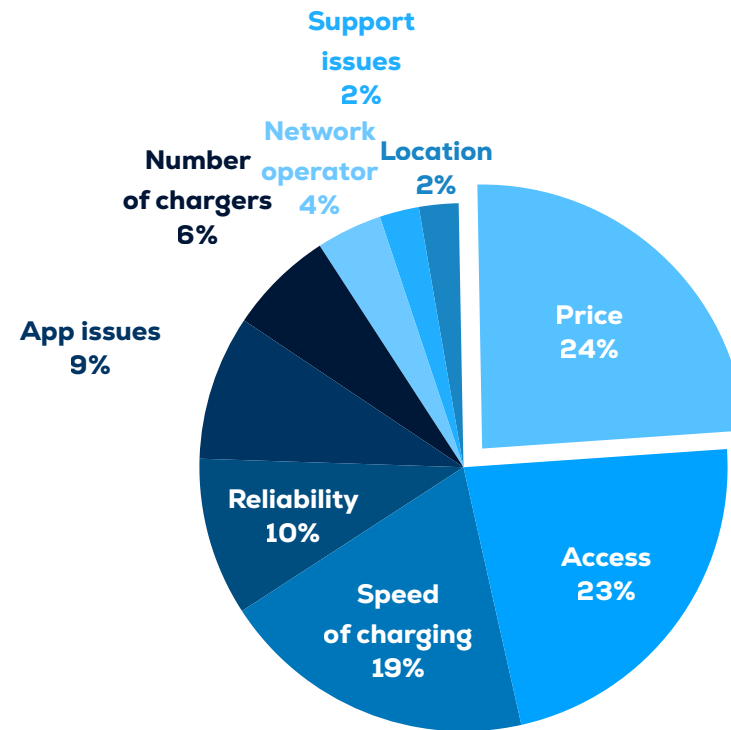
This year's survey shows that Lamp Post Charge Points remain the most used types of charge point, with 82% of users now saying they had used them this year. Users also report increased availability of lamp post charge points, along with a reduction in non-EVs blocking access. These two stats can hopefully be attributed to the increase of dedicated bays across the city's lamp post charge points since our last survey. There's also been a fractional improvement in the reported reliability of charge points.

However, the largest change in feedback comes with pricing, where there's been a massive shift towards users reporting that they feel the lamp post charge points are overpriced. This feedback is shared across users regardless of whether they feel good about charging in the city or if they're feeling angry or upset.

Fewer users would now recommend the lamp post charge points now, with now a 53% majority of users saying they would not recommend them.

KEY TOPICS OF DISCUSSION:

In our previous survey price was not a key topic, but is now the main area of discussion, alongside Access.



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



+7.3pt swing to Yes from 2021

Why not?...

- "Unable to get a spot."
- "In use or not working."
- "Hard to find them."
- "Too slow"
- "Not where i need them."
- "Not sure on permits situation and cost."
- "Too slow. There's a 7k unit near me and I prefer to use that."
- "I charge at home - it's a lot cheaper."

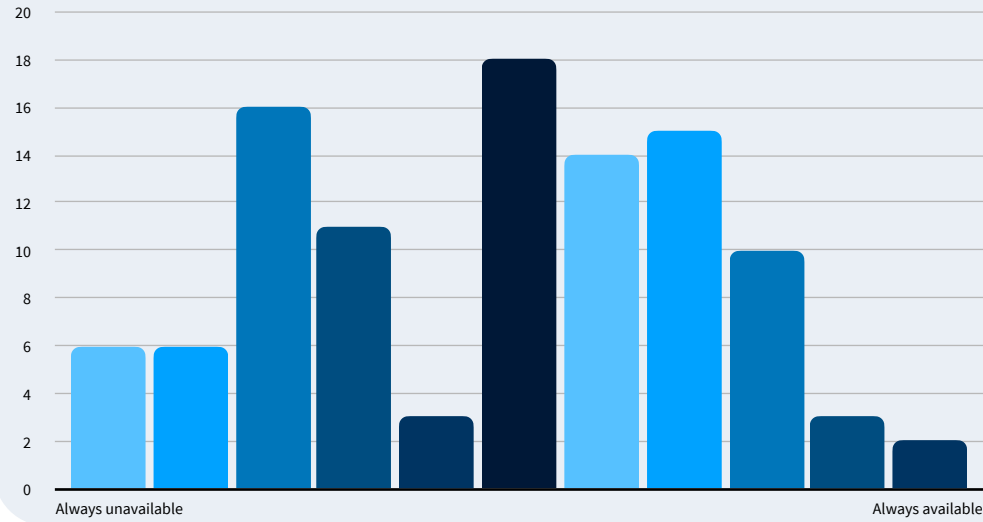
Most Used!

Lamp Post chargers were once again reported as being the most used by participants in our survey.

4.7/10

Average rating for Availability
Up from 3.9 in 2021

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

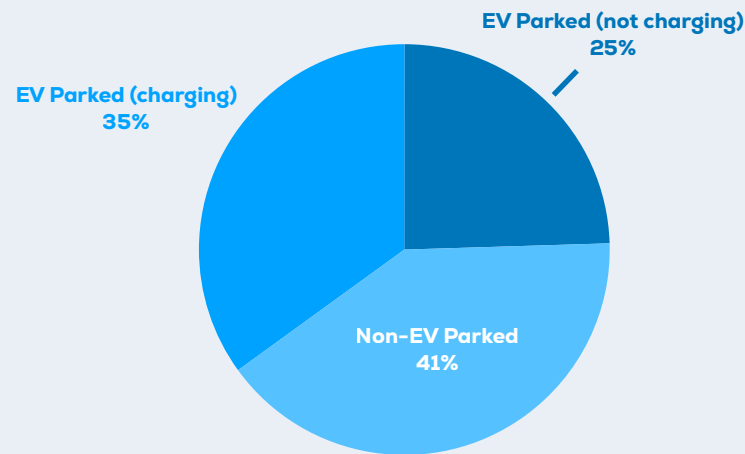


Blocked access

Non-EVs parked in front of charge points is still the largest issue when it comes to access, though it has been reported less than in our previous survey.

-11pt swing from 2021

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



Busy Charge Points

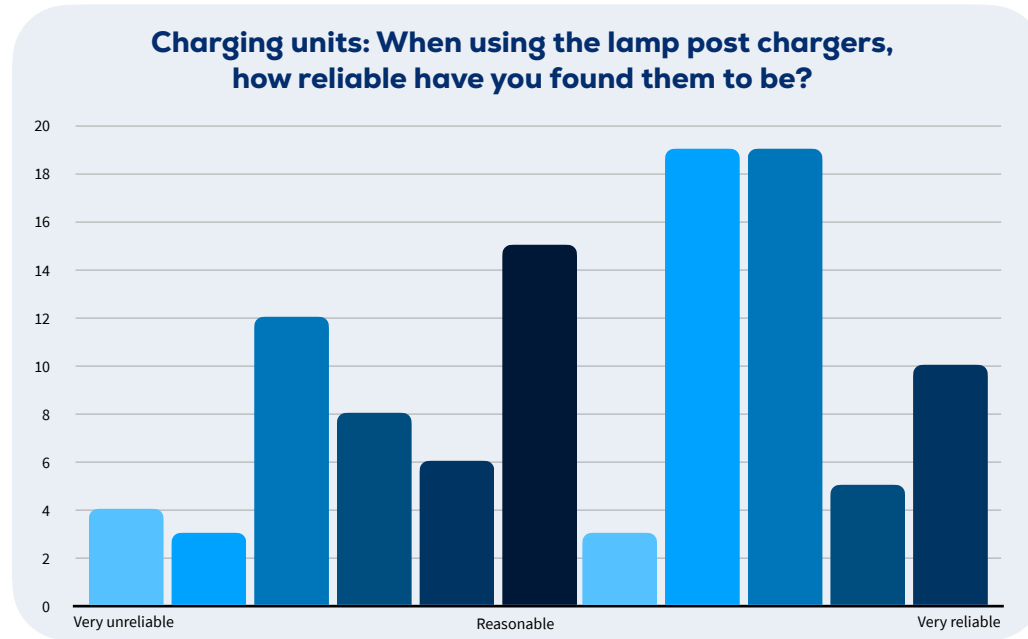
Electric Vehicles parked and charging remains the second most frequent reason for Lamp Post charge points not being available, reported slightly more than in our previous survey.

+6pt swing from 2021

5.8/10

Average rating for Reliability

Up from 5.4 in 2021

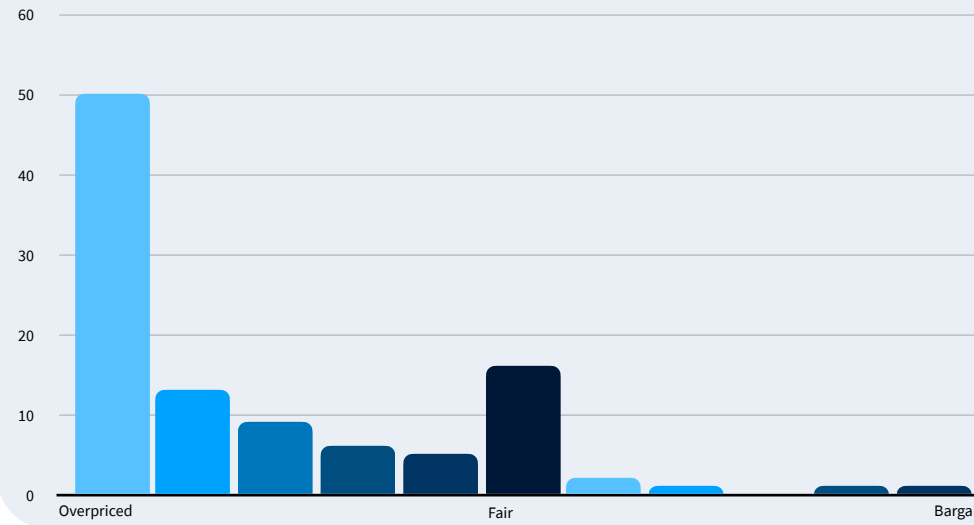


1.8/10

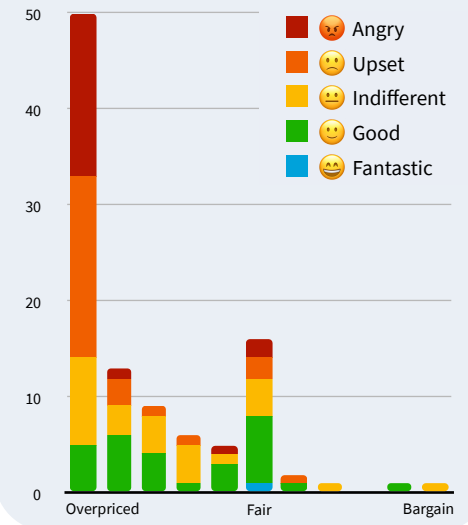
Average rating for Price

Down from 4.4 in 2021

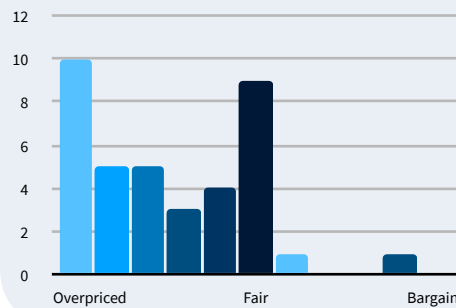
The lamp post chargers in Brighton & Hove cost 61p/kWh, plus a 20p transaction fee. What do you think of this pricing?



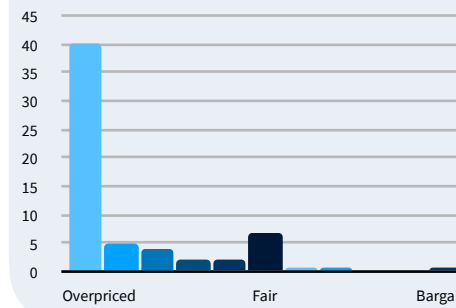
Sentiment breakdown



New Owners



Existing Owners



2.1/10

Average rating for Price by New Owners

Down from 4.6 in 2021

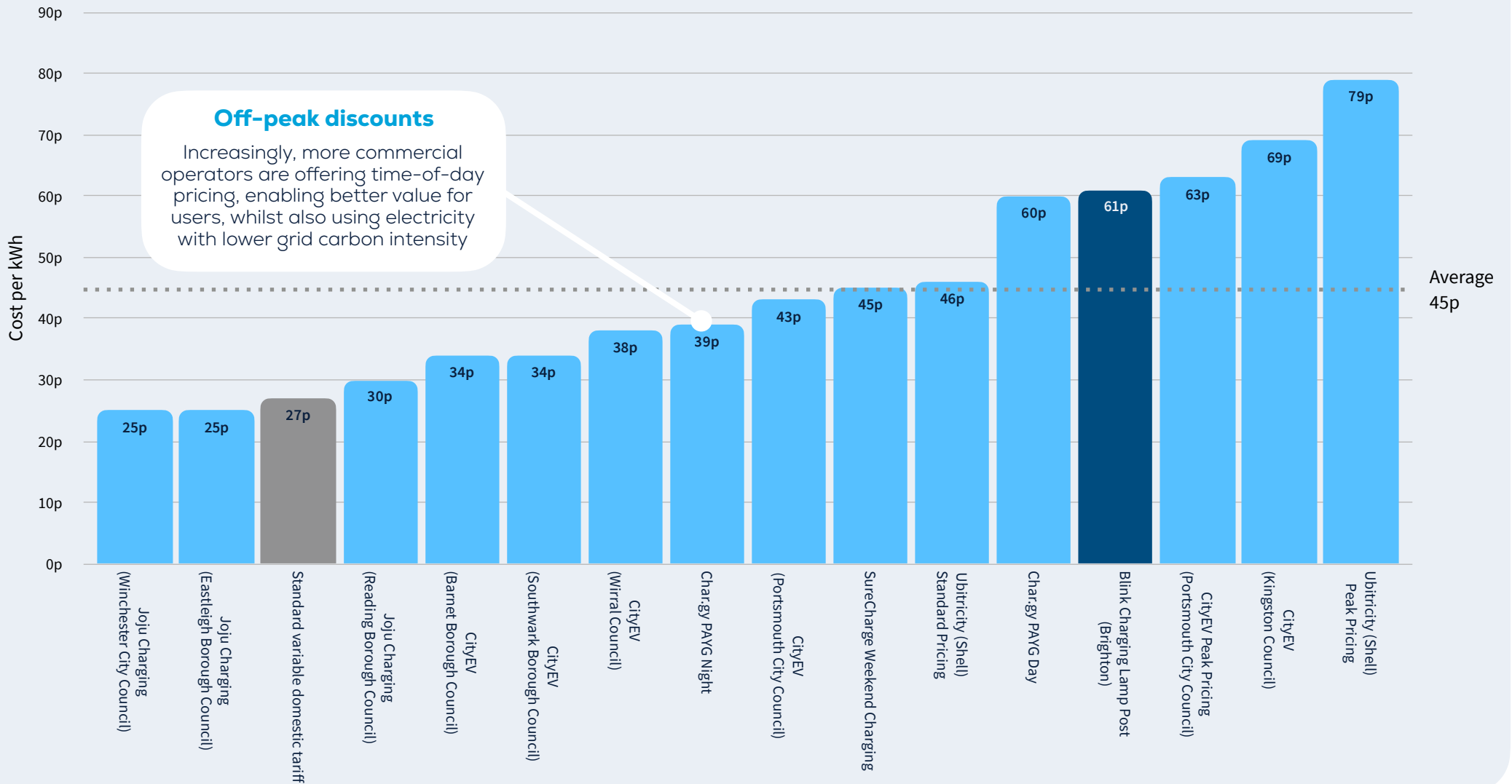
1.6/10

Average rating for Price by Existing Owners

Down from 4.2 in 2021

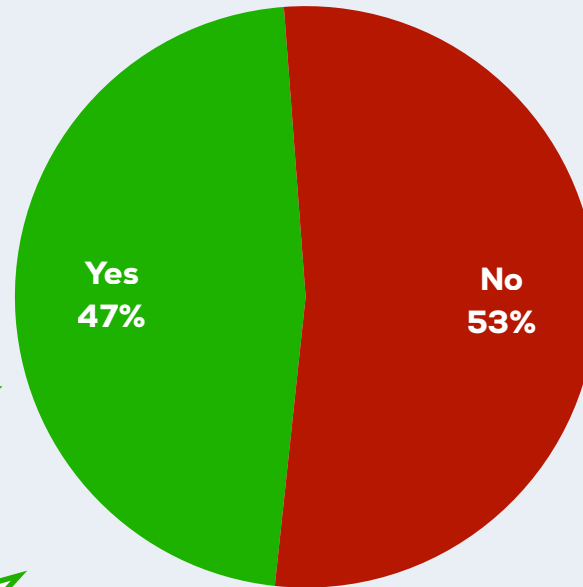
Cost comparison: Lamp Post Charging

Current market prices for Lamp Post Charging (up to 6kW) - November 2023



Data from leccy.net UK "Price of Slow Charging". Data for November 2023 - <https://leccy.net/charging/public/slow> and pricing from Zap-Map location data November 2023. Domestic tariff pricing from Ofgem "Energy price cap" 1 October to 31 December 2023 - <https://www.ofgem.gov.uk/energy-price-cap>

Would you recommend the Lamp Post Charge Points?



+4.1pt swing to No from 2021

"The change to no parking in the EV charging area has made it a lot easier to charge my car."

"Handy."

"I would recommend to visitors / occasional use but not regularly, due to the price."

"They shut off around 1am - meaning overnight charging is impossible."

"The nearest to me, on Clermont Rd has not been working for nearly a year!"

"They are a bit slow but for my plug in it's fine. I do avoid using though at 61p/kWh."

"Some of them don't work, and frustrating when the app tells you it's available when it's not. We need more marked bays by lampposts"

"They sometimes just stop charging half way through for no reason given."

"If they are faulty, please get them repaired quickly. Some faulty chargers are still faulty weeks and weeks later, this is very poor."

"Its a more complicated process than other charging points."

"Way too slow."

"The app is awful, slow speeds and poor availability."

"Cost is too high."

"Wholesale electricity prices are down. Charging prices need to reflect that and be fair. A monopoly on charging in the city isn't acceptable or working for consumers."

"Overpriced, unreliable & slow."

"The cost is now similar to rapid chargers."

"They are overpriced, but biggest concern is that they are unreliable."

"The app can be confusing."

"App not always reliable - but there is no other option."

"Too expensive, too slow, always blocked by other cars. It's a gamble if I am going to be able to charge - and because of the price I try to charge when I am in other councils because it is so much cheaper."

"Invest in offshore wind & solar owned by the council and make it 5p per kWh or free, then everybody would switch to EVs."

Comments have been selected to offer a representative example of common themes. Green are comments from those users who would recommended them, red are comments from those users would not recommend them. Please see all of the comments in the written feedback section.

Written feedback for Lamp Post Chargers

"The resident bays which are specifically EV are often hogged - they are a bit slow but for my plug in it's fine. I do avoid using though at 61p a kWh."

"Cost too high, but not out of usual uk range."

"Slow and expensive."

"Move away from BLINK!"

"Unreliable , expensive."

"Not enough signage to discourage non-EV parking. Not enough of them. Not enough for visitor parking."

"Too expensive and need to be specific EV charging points only."

"Handy."

"Blink have been useless (see above) and think all lamp post chargers should have contactless option."

"Much too expensive."

"Too expensive."

"3.2kW is far to slow."

"Not enough of them. Cannot leave them overnight without getting a ticket if not up early to move"

"Overpriced, unreliable & slow."

"Very slow charge rates YET the unit price charged is about TWICE as much as a current domestic tariff in this area (31p/kWh domestic). App not always reliable but no other option. Units often faulty despite LEDs indicating all okay."

"Other "ice" cars using."

"It now costs almost as much as rapid chargers on the motorway, which for charging at 3.5 kW/h and comparatively little hardware investment is unjustifiable."

"If there are more of them spread around, it will make it easier to use them. They are often busy. Which is a good sign I guess. The app is awful though. One of the worst I've experienced. Quite a weird set up to choose the amount of time you want. Quite confusing to use."

"The cost is more than double of home charging - and more expensive than Neighbouring boroughs."

"Sometimes they do not connect and so you have to drive into a new one."

"There is a lamp post on my one way street and the council put the 'EV' lines so that the charge point is at the front of the spot (making it impossible to charge unless I buy a longer cable). While they have agreed to move the parking lines, it has been over 12 months and they have not started the work."

"They are very slow."

"Far too expensive for the speed. Also far too few of them."

"Some of them don't work, and frustrating when the app tells you it's available but not available we need more Green marking or specific electric only parking by lampposts."

"Nearest, on Clermont Rd (GB-BLK-E1172-01) not working for nearly a year!"

"Sometimes a bit temperamental."

"Not get a ticket if you don't very back as soon as your charge finishes."

"Cost need to reflect the market price - not double the market price per kW.:"

"There are often issues at the chargers with multiple ports. The biggest issue is that non EVs are allowed to park and block that charging points."

"They are unreliable. Some are not reserved for EVs so ICEs park there and prevent EVs from charging. there are too few charging points to encourage more EV uptake. They are way too expensive to make EV driving an economical option."

Continued: Written feedback for Lamp Post Chargers

"The Blink app is AWFUL, their previous app is AWFUL, their customers services are AWFUL."

"The shut off around 1am - meaning overnight charging is impossible."

"Cost is too high."

"I would recommend to visitors / occasional use but not regular due to the price."

"The app can be confusing."

"ICE parked blocking the charger and expensive for non rapid charger."

"Too expensive."

"Though can use my local one more easily since they changed it to an EV only bay, but that also required painting the road to indicate it was EV only."

"It would be helpful if the company updates me as I have asked and emailed again to ask about the vandalised charger as I reported this weeks ago and nothing has changed. It would also be helpful if there were more EV only spaces by the chargers. Also, I worry that most have been changed so you need a resident parking permit to charge your car, what will tourists do who are in Brighton for the day?"

"They are overpriced, but biggest concern is that they are unreliable. Also, most of them are unavailable due to the fact that the spaces are free for all cars to use and they are located in areas of high parking demand."

"Need to be dedicated to EV vehicles and need more of them."

"They are not signposted obviously and way too expensive."

"I almost always find that the lamppost chargers stop charging overnight at midnight or 1am. Sometimes they start again, sometimes they don't. Often this means that I come out in the morning for a work journey and I need to stop en route to top up the battery before arriving at my destination. Sending this info to EB / Blink hasn't elicited any help so far."

"If they are faulty, please get them repaired quickly."

"Some faulty chargers are still faulty weeks and weeks later, this is very poor."

"The change to no parking in the Ev charging area has made it a lot easier to charge my car."

"They are slow and very expensive and there aren't many where I live that I can park at and charge."

"Why on Earth they aren't all painted to state 'EVs only' I don't know. The analytics on them must show such a huge difference in use due to those without road markings being blocked by non-EVs all the time."

"Its a more complicated process than other charging points eg not plugging the cable in until the charging is set up. Sometimes being unable to disconnect even when charging has stopped."

"The app is awful, slow speeds and poor availability."

"They are so slow and seem to be getting slower the cost is unreasonable for the service you get."

"Wholesale electricity prices are down. Charging prices need to reflect that and be fair. A monopoly on charging in the city isn't acceptable or working for consumers."

"App needs to be easier and quicker to use."

"Cost has gone up significantly, all bays need to be EV only, been requesting one near our house for 3 years and still don't have one, they often fail half way through the charge in the middle of the night so we can't depend on them."

"They sometimes just stop charging half way through for no reason given."

"Not enough. Also need some for residents only."

"Usually blocked, RFID no good for non-locals and Apps awful - should have contactless option. Oh. And make them work! And 3.5kW is way too slow - pointless!"

Continued: Written feedback for Lamp Post Chargers

“Very slow. Often have to collect my car late at night, up a hill, >5 mins away, dark and scary. Bought personal alarm for this.”

“Need more as it’s getting busier and more regular for ones to be used.”

“App lacks refinement and is confusing.”

“It’s too slow most EV owner don’t use them.”

“Invest in offshore wind & solar owned by the council and make it 5p per kWh or free, then everybody would switch to EVs. Have more charging points and faster charging.”

“Far too expensive.”

“Have twice got stuck when lamp post charge points failed and had to spend a long time on the phone to customer support to resolve.”

“They’re very expensive for such a slow charging rate!”

“Lamp post charging is a slow charging solution. It is important for EV adoption in the inner city where few households have drives. But the devices are unreliable, EV only parking restrictions don’t seem to be enforced consistently and 61p kWh is daylight robbery, when you can use real fast chargers (Shell, Instavolt etc for very little more. Price over the retail power price of electricity plus reasonable profit should relate to speed and convenience. As these devices are slow and often inconvenient (unavailable or out of order) then they can’t justify charging motorway fast charger prices. Pricing and inconvenience are making barriers to EV adoption, not making things easier.”

“Faster speeds (5 or 6k) rather than just the 3K.”

“You need to make them all EV only bays without time restrictions and for permit holders only.”

“Way too slow.”

“Still too many blocked by non-EV cars. Also, it is not at all clear to users if you need a parking permit to use them. There is no signage to say. I think dedicated bays do not need one and the rest do, but that’s just a guess!”

“It is incredibly expensive.”

“App doesn’t always find the charger. Not enough EV only parking bays.”

“Too slow, unreliable, rarely available.”

“The app is terrible.”

“Slow. Expensive. Blocked.”

“Too expensive. App unreliable.”

“With electricity prices dropping, will the cost drop? More EV only charging bays please (rather than dual use).”

“Difficult and unintuitive to use.”

“Too many are not exclusively for charging so are out of use as a non EV is parked there.”

“I think you should introduce off peak pricing. BEVS are perfect for balancing out grid demand.”

“They’re just not effective.”

“My new EV experience has been unexpectedly great. Which makes me think loads more people are going to switch soon. I really hope the rate at which you introduce new lamp post chargers can keep up when the surge happens.”

“Too expensive, too slow, always blocked by other cars. It’s a gamble if I am going to be able to charge - and because of the price I try to charge when I am in other councils because it is so much cheaper.”

Continued: Written feedback for Lamp Post Chargers

“Your latest price increase was a joke off the back of a dramatic decrease in energy costs. Makes running an EV a lot more costly than ICE. Exploiting people without off street parking. Regional monopoly I hope changes so you go out of business. Why no dynamic pricing like any other half decent charging company?”

“The cost is now similar to rapid chargers.”

“It would be nice to have dynamic pricing at off-peak times, e.g. overnight. People with off-road parking are often paying a fifth of this rate when charging at night.”

“Impossible to ever find one free, 3kw is useless, App is unreliable, I have had failed charging more than not. Have totally given up on using them.”

On-street Fast Chargers

Overview

This years survey showed a small increase in survey participants who had used the on-street fast chargers.

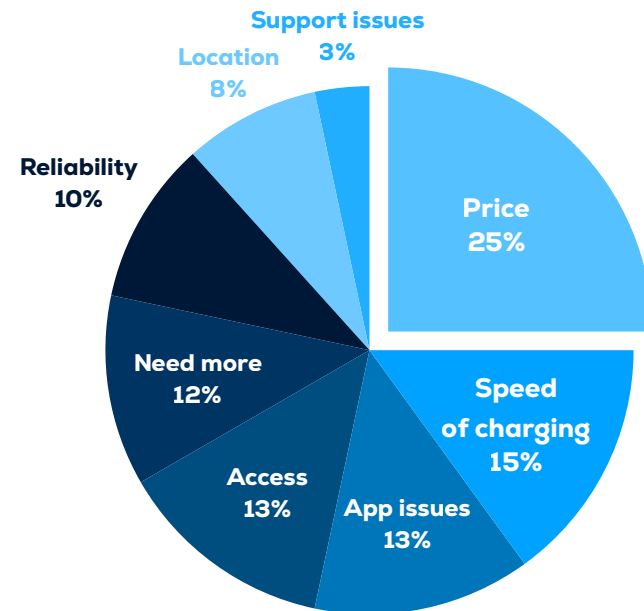
Users reported a reduction in availability of these charge points, although reports of EVs parked-and-charging increased since our last survey, showing improved utilisation.

Scores for reliability fell, with many survey respondents sharing experiences of unreliable charge points.

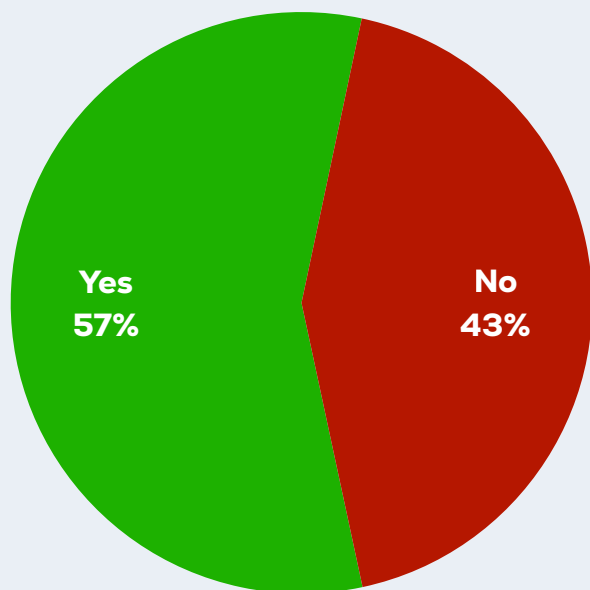
Similar to lamp-post chargers, scores for pricing tumbled to roughly half of what they were in our last survey.

There was a big shift in user opinion of on-street fast chargers, with now a slight majority of 51% of users saying they would not recommend them, compared to our previous survey where 68% would recommend them.

KEY TOPICS OF DISCUSSION:



Have you used any of the city's on-street fast chargers this year?



+3.1pt swing to Yes from 2021

Why not?...

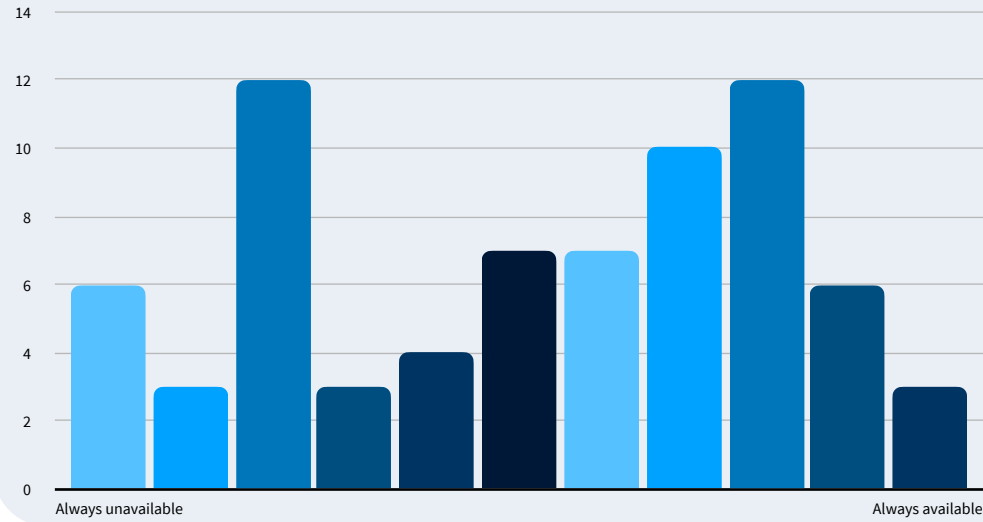
- "Expensive and very few available."
- "We only have one nearby and its always in use."
- "It's easier for me to use the lamppost ones."
- "I haven't found any, but I was looking for them as the map says they are near my house but when I visited they were just the normal slow chargers."
- "None nearby."
- "Slow, prefer rapid."
- "Didn't realise they had any."
- "Too far away."
- "Cost is very high."
- "I don't stay long enough to benefit from 7kWh."
- "They aren't fast chargers."
- "None in my area. I either use lamp post or rapid."
- "Not close enough to be useful for me."
- "Not applicable to my car."
- "No convenient locations nearby."

5.2/10

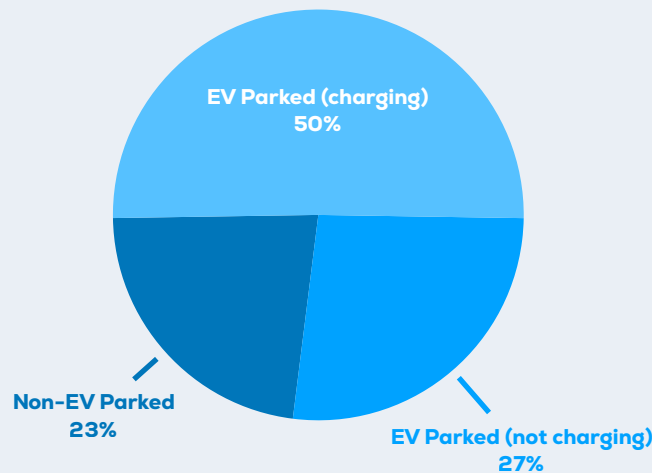
Average rating for Availability

Down from 5.6 in 2021

**Parking & Access:
How would you rate the availability of the fast chargers?**



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



Improved utilisation

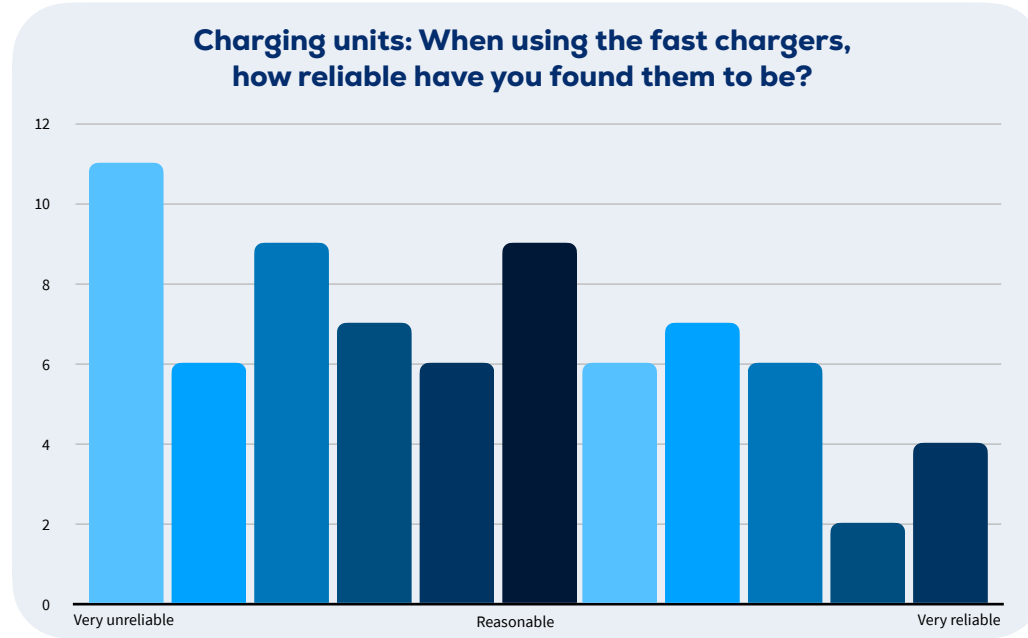
Reports of non-EVs blocking access reduced proportionally, with EVs parked and charging now accounting for half of access problems.

+7pt swing from 2021

4.2/10

Average rating for Reliability

Down from 5.5 in 2021

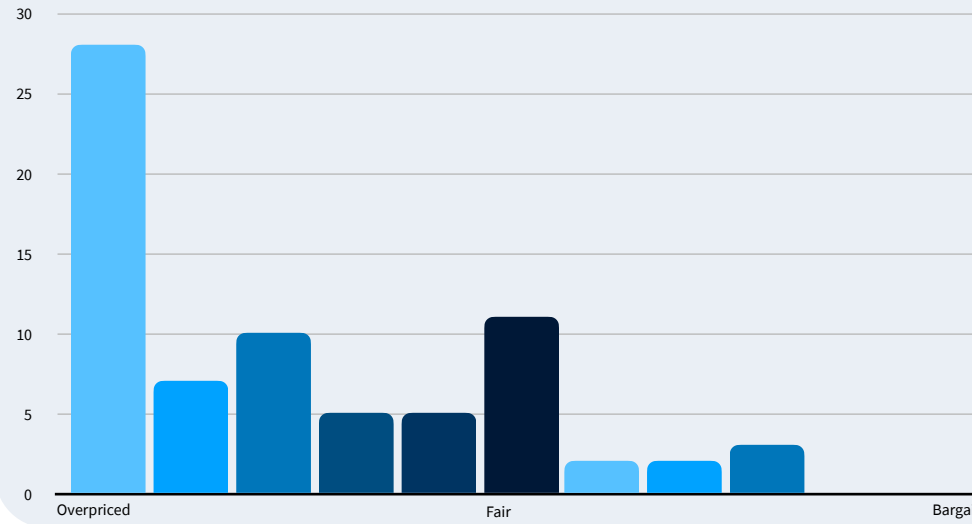


2.4/10

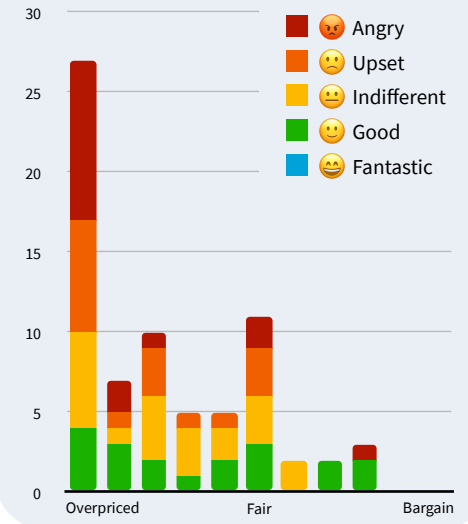
Average rating for Price

Down from 4.7 in 2021

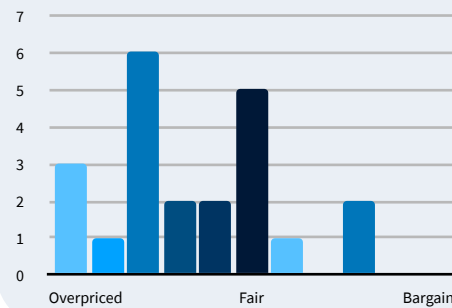
The fast chargers in Brighton & Hove cost 61p/kWh, plus a 20p transaction fee. What do you think of this pricing?



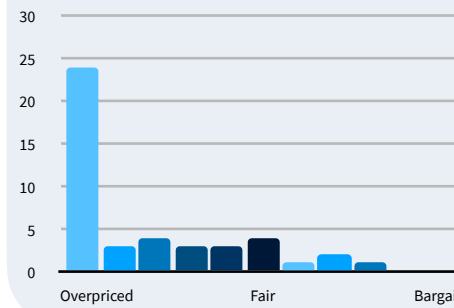
Sentiment breakdown



New Owners



Existing Owners



2.4/10

Average rating for Price by New Owners

Down from 5.0 in 2021

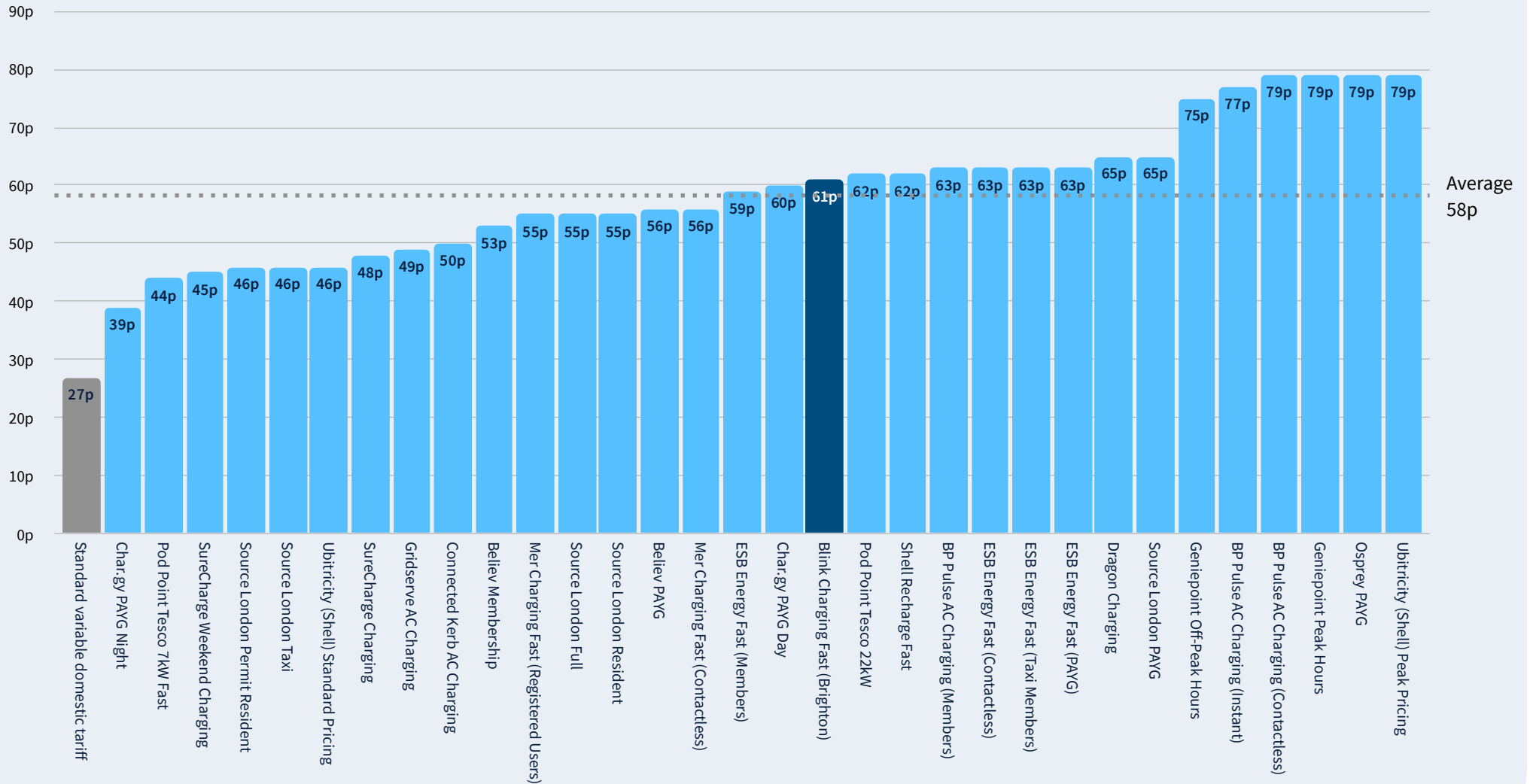
2.2/10

Average rating for Price by Existing Owners

Down from 4.2 in 2021

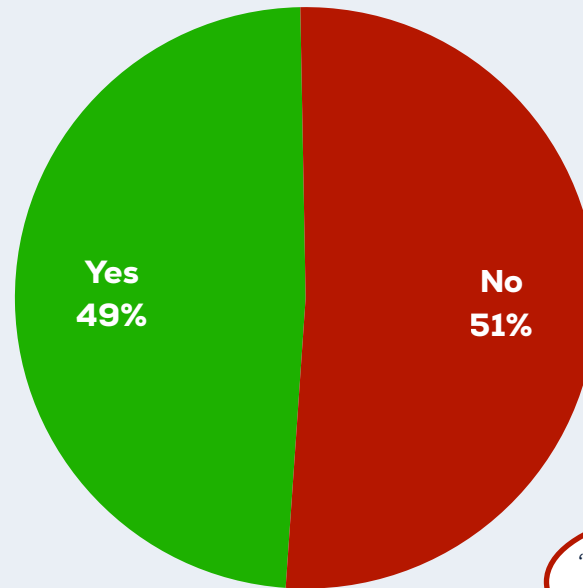
Cost comparison: Fast Charging

Current market prices for Fast Charging (7kW to 40kW) - November 2023



Data from leccy.net UK "Price of Fast Charging". Data for November 2023 - <https://leccy.net/charging/public/fast>
 Domestic tariff pricing from Ofgem "Energy price cap" 1 October to 31 December 2023 - <https://www.ofgem.gov.uk/energy-price-cap>

Would you recommend the On-Street Fast Chargers?



+19.2pt swing to No from 2021

"Complicated to use compared to other chargers outside Brighton."

"Need more fast chargers."

"The cost is still about TWICE as much as a local domestic energy tariff for this area."

"It's frustrating that some of the 7kw chargers are only that power when only 1 of 2 outlets is in use. To advertise a speed and deliver less is annoying."

"Many are fast until someone else also wants juice, then they're normal speed."

"Lack of availability and their reliability is poor - if they are working at all."

"Have had some connection problems."

"I have to call the helpline so many times as either not working on issues with the app."

"They're great."

"In general, it would be far simpler if people could just use contactless payment to pay for their charging rather than having the app."

"Rarely working."

"Very unreliable."

"Often blocked, should be contactless. And choose a reliable operator not the flakey ones currently in place."

"Parking restrictions are unclear."

"Rarely work, not all have the right plugs."

"I tried to use one with the green flap over the socket. It said it was working on the app and on Zap-Map but I couldn't get it to start charging. I pressed the green button and think I did the right things in the app. Restarted the process a few times. Really bad set up."

"Not maintained well and often don't work."

"Tried multiple times recently on Norton Road in Hove. Didn't work."

"Always seem to be blocked by white van men!"

"Too expensive and not reliable enough, non-EV parking or not charging needs enforcement."

"The one on Princes Avenue is laughable. It was supposed to be four 7.2kw points and when they installed it they made it three points instead (but still four spaces!) ALL sharing a single 7.2kw feed! Then they capped the length of time you could stay to 4 hours. This is about 4-5% of a charge. It's obvious whoever did this doesn't understand charging EVs."

"The ones close to me never work."

Comments have been selected to offer a representative example of common themes. Green are comments from those users who would recommended them, red are comments from those users would not recommend them. Please see all of the comments in the written feedback section.

Written feedback for On-Street Fast Chargers

“Lack of availability and their reliability is poor - if they are working at all.”

“Parking restrictions are unclear.”

“Too expensive and not reliable enough, non ev parking or not charging needs enforcement.”

“More, reliable, cheaper.”

“Too expensive.”

“Your policy towards motorists is shambolic. I now visit Horsham on a regular basis, rather than Brighton, even though it’s 10 miles further. You are a disgrace to the local traders.”

“Rarely work, not all have the right plugs.”

“I have to call the helpline so many times as either not working on issues with the app.”

“The cost is still about TWICE as much as a local domestic energy tariff for this area. There are not enough fast chargers and not enough different locations around the city.”

“Intermittent don’t work. Stop charging after a while.”

“I tried to use one with the green flap over the socket. It said it was working on the app and on Zap Map but I couldn't get it to start charging. I pressed the green button and think I did the right things in the app. Restarted the process a few times. Really bad set up.”

“The user interface is difficult.”

“In general, it would be far simpler if people could just use contactless payment to pay for their charging rather than having the app.”

“They are too expensive. Greedy companies making a lot of money. Not maintained well and often don’t work.”

“Two on Withdean Road each with more than one socket share a single parking space!”

“The ones close to me never work.”

“Very unreliable.”

“Rarely working.”

“Broken, and over priced. 7kw isn't 'fast'!!!”

“Incredibly expensive and limited on time so cannot get a full charge.”

“The 7kW charger nearest to me (Arundel Road) has a 3 hour parking limit and no return within 4 hours. This means I can only get up to about 30% of a charge before I have to move it, which isn’t long enough.”

“It's frustrating that some of the 7kw chargers are only that power when only 1 of 2 outlets is in use. To advertise a speed and deliver less is annoying.”

“The app needs to have the ID much larger in font, so you can read it.”

”They’re great.”

“1, they are not fast, 2 the Next ones never work and you have to call. The large grey ones are ok but there are very few of them. 7kw is not enough. If you need to go somewhere urgently that’s not planned these are hopeless. We need a 100 or 250 kw charger. This is urgent.”

“Tried multiple times recently on Norton Road in Hove. Didn’t work.”

“Complicated to use compared to other chargers outside Brighton.”

“Reliable, good customer support when needed - which is rare - but pricy.”

“Reduce the cost and add more chargers.”

”Half of these again don’t work like the one in Leo town not even on the all.”

“Need more fast chargers.”

Continued: Written feedback for On-street Fast Chargers

“There aren’t enough. They are too often busy to bother driving to one. They are 1 hour maximum which does not give a full charge so they are impractical. Many are unused as they are reserved for taxis. They are a similar price to super fast chargers available elsewhere.”

“Often blocked, should be contactless. And choose a reliable operator not the flakey ones currently in place.”

“The App setup is shockingly poor (a while back, it might be better now).”

“Mostly for taxis. And need faster chargers in Brighton.”

“The new single unit should be better (no sharing) when it eventually work!!!”

“Make it free to charge or 5p per kWh, plus more chargers, then everybody will switch.”

“Too expensive.”

“They are very unreliable and rarely work.”

“Pricing here is just about justified. It’s still steep though. And parking controls need to be enforced.”

“The one on Princes Avenue is laughable. It was supposed to be 4 x 7.2kw points and a when they installed it they made it 3 points instead of 4 (but still 4 spaces!) ALL sharing a single 7.2kw feed so that if all were charging it was roughly the same as a 3 pin plug AND THEN in their infinite wisdom they capped the length of time you could stay to 4 hours. This is about 4-5% of a charge. It’s obvious whoever did this doesn’t understand charging EVs.”

“Same as for lamppost chargers.”

“Too expensive and I have wasted a lot of time driving around, trying to find charging points that weren’t occupied by non-EV cars.”

“Have had some connection problems.”

“Always seem to be blocked by white van men!”

“Expensive. Broken.”

“I’ve never found one that works.”

“Many are fast until someone else also wants juice, then they’re normal speed.”

“Have never got one to work...”

“Too few, too busy, too expensive. If you compare to other councils, B&H is really overpriced, slow, and lacking in availability.”

“Not enough, useless, app awful again, given up on them too. EV charging in Brighton is next to impossible so there is not point trying to use any on-street charging whatsoever in this city.”

Car Park Chargers

Overview

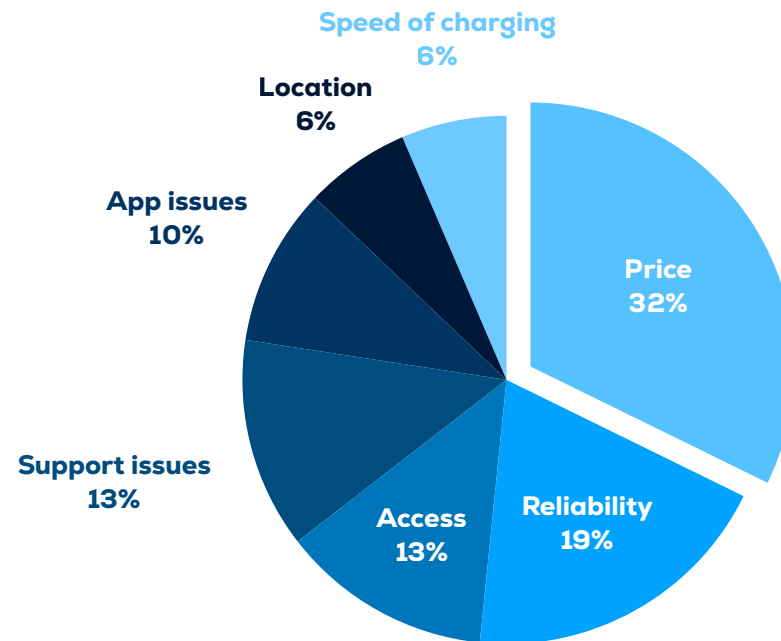
Car park chargers remain the least used by survey respondents, with the cost of parking to access the chargers remaining a key reason as to why they are not being used as much as other charge points in our survey.

In our last survey, users who used these charge points found them to be the most reliable, but this year we see that this is no longer the case - with users noting a huge reduction in their availability. Reported reasons for blocked access remained largely the same, with non-EVs blocking access being the most reported factor.

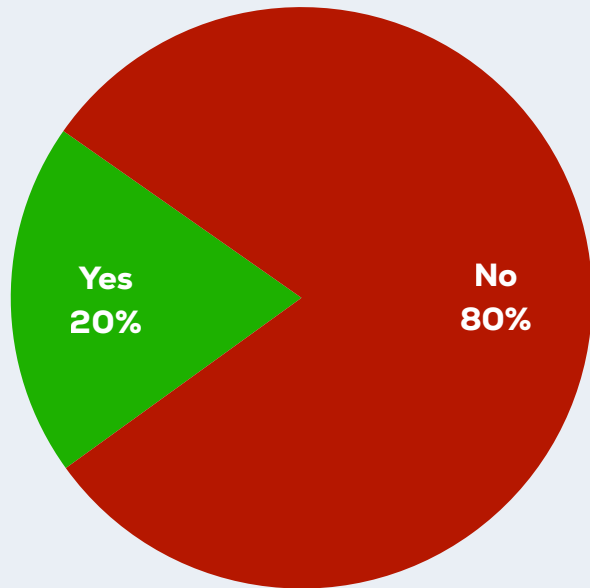
Pricing also saw huge drops to lower scores, with most survey respondents feeling that the prices are overpriced.

68% of those user use these charge points would unfortunately not recommend them.

KEY TOPICS OF DISCUSSION:



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



+7.6pt swing to No from 2021

Why not?...

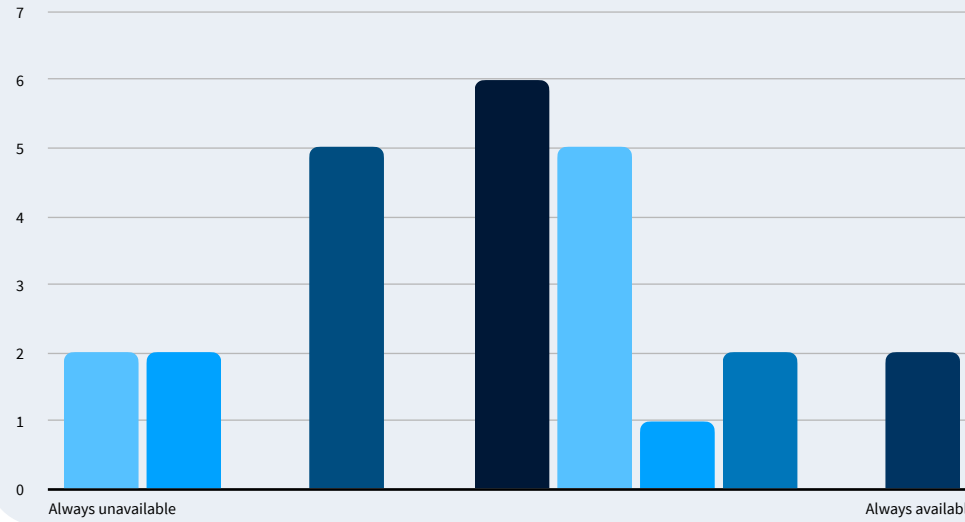
- "Not economical, pay to park and pay to charge. Parking time limited so cannot get much charge."
- "Too expensive or faulty."
- "Have not used the carparks."
- "Because you have to pay a parking fee to access charger."
- "I don't want to pay extra to park."
- "Paying to park and to charge is expensive."
- "Not prepared to pay parking + charging fee."
- "Too slow."
- "Have to pay for the parking as well."
- "I haven't found them very good in the past."
- "Get public transport into town."
- "Don't drive into town."
- "Not prepared to pay parking + charging fee."
- "Have given up trying."

4.8/10

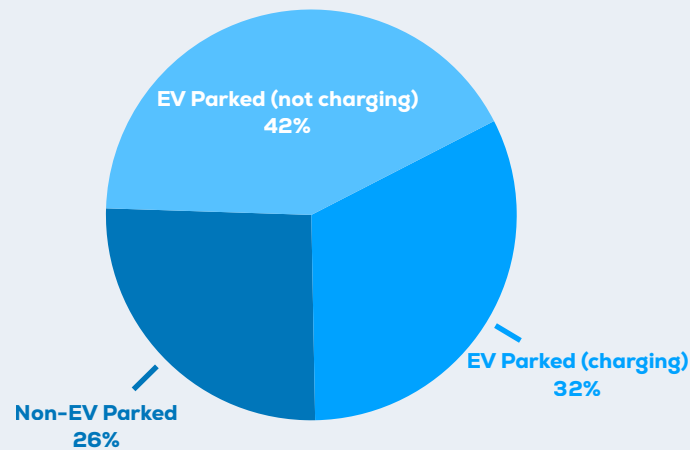
Average rating for Availability

Down from 7.2 in 2021

**Parking & Access:
How would you rate the availability of the car park chargers?**



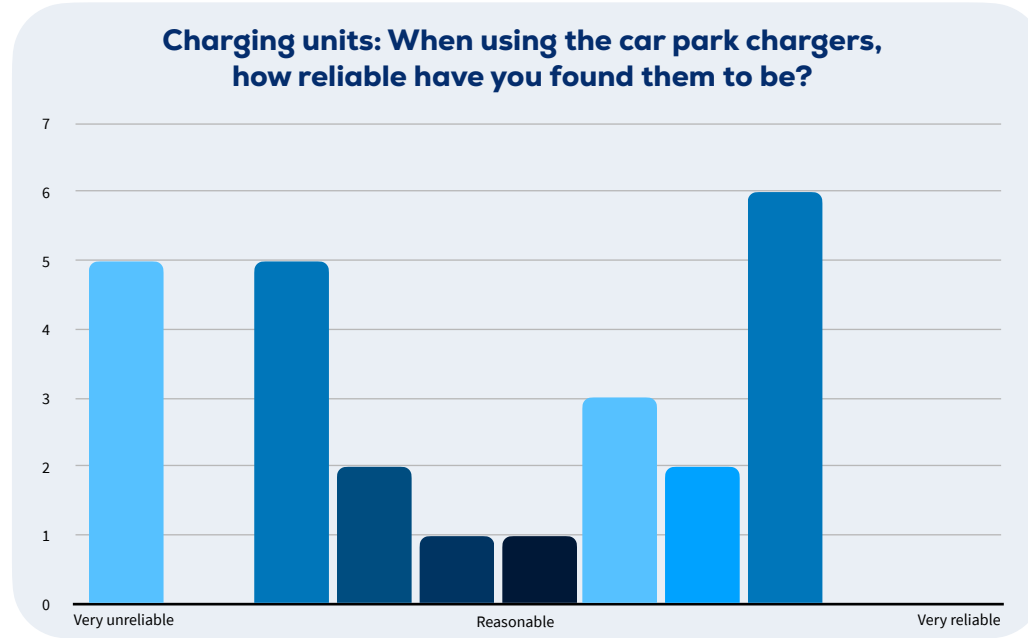
**Parking & Access:
If you have ever found you couldn't access a car park charger,
which of the following reasons have you experienced?**



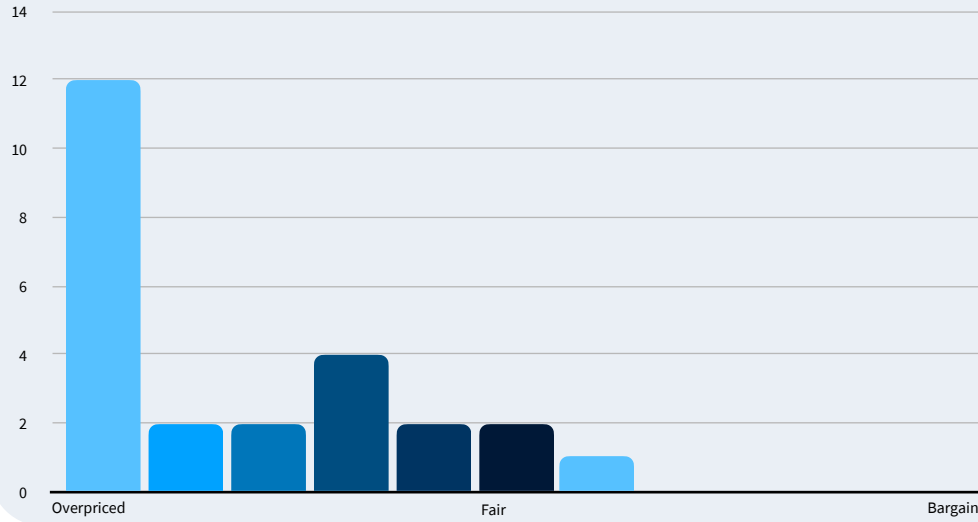
4.2/10

Average rating for Reliability

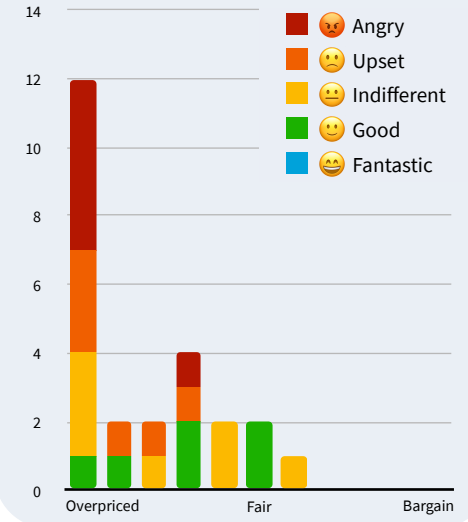
Down from 4.8 in 2021



The car park chargers in Brighton & Hove cost 61p/kWh, plus a 20p transaction fee. What do you think of this pricing?



Sentiment breakdown

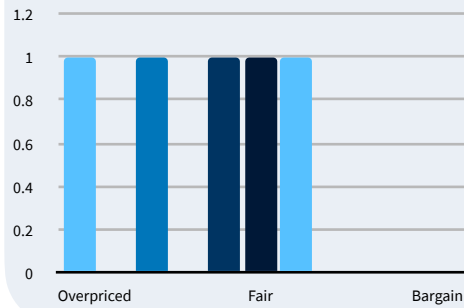


1.7/10

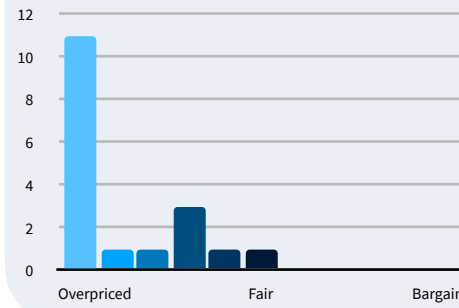
Average rating for Price

Down from 4.7 in 2021

New Owners



Existing Owners



1.9/10

Average rating for Price by New Owners

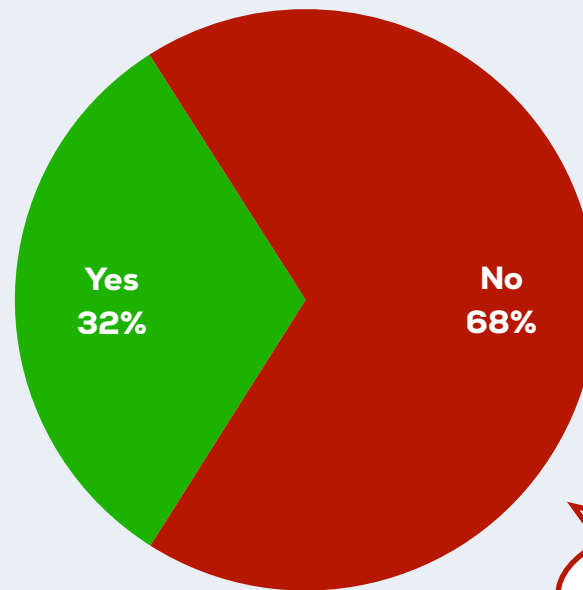
Down from 4.6 in 2021

1.6/10

Average rating for Price by Existing Owners

Down from 4.7 in 2021

Would you recommend the Car Park Chargers?



+21.3pt swing to No from 2021

“Only useful if you need to park anyway.”

“Some I’ve found to be not working, despite having reported them numerous times.”

“Units I have tried have been unreliable.”

“Make them run on the same app. Or accept card payments with no app.”

“There need to be triple the amount and at half the price.”

“Make sure that there is nearby mobile signal or contactless payment systems that don’t need a mobile phone. These devices are still very expensive.”

“The pricing is a joke.”

“Massively overpriced and unreliable.”

“More than half of the time, I have to phone up blink to get the charge started.”

“I have never found one that works.”

“The madness here is that there is no signal to start it or if you do have any there are so many problems. You can’t phone them because there is NO signal. Bonkers.”

“Not resistant or protected against vandalism or misuse.”

Written feedback for Car Park Chargers

“Overpriced.”

“Not resistant or protected against vandalism or misuse.”

“Make them run on the same app. Or accept card payments with no app.”

“Units I have tried have been unreliable.”

“Massively overpriced and unreliable.”

“The madness here is that there is no signal to start it or if you do have any there are so many problems. You can't phone them because there is NO signal. Bonkers.”

“There need to be triple the amount and at half the price.”

“The pricing is a joke.”

“I have never found one that works.”

“Should be contactless - RFID no good for non-locals, Apps don't work underground. Unreliable operators.”

“Only useful if you need to park anyway.”

“Ridiculously unreliable with terrible phone reception in several car parks. So much so that I rarely if ever bother trying to use them. Regency square are dreadful.”

“Make sure that there is nearby mobile signal or contactless payment systems that don't need a mobile phone. These devices are still very expensive.”

“More than half of the time, I have to phone up blink to get the charge started.”

“Some I've found to be not working, despite having reported them numerous times.”

Rapid Chargers

Overview

Around half of survey respondents have used the city’s 50kW Rapid Chargers. And, they remain the busiest charge points, with 67% of users reporting that when they’ve not been able to access them, it’s been due to other EVs charging.

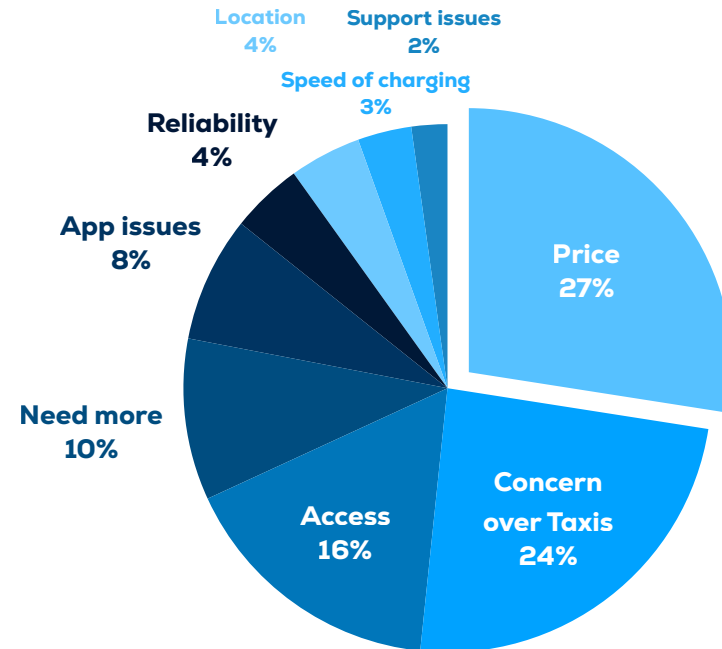
They are not without issue however, and scores for reliability have fallen in this years survey, with frequent mention of having to call support to get a charge started.

The topic of bays for taxis remains well discussed in the comments, with some users noting their frustrations when public spaces are busy and taxi bays remain unused.

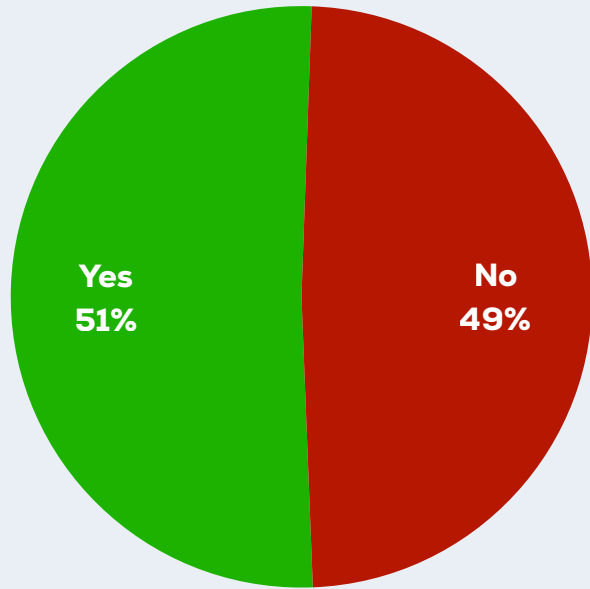
However, it is once again pricing that dominates the conversation. A majority of users think these charge points are overpriced. Nationally, we find these charge points more costly to use than average, and as some respondents note, they also cost more than much faster alternatives such as *Tesla Superchargers, BP Pulse, SureCharge or FastNed.*

Only 57% of survey respondents would recommend the Rapid Chargers, a huge swing from our previous survey’s more positive 85%.

KEY TOPICS OF DISCUSSION:



Have you used any of the new Rapid Chargers this year?



+8.8pt swing to No from 2021

Why not?...

“Because they say they are for taxis only (which is silly as they never seem to be in use).”

“Never available.”

“Didn’t know where they are.”

“Stupidly expensive.”

“Don’t need to rapid charge in my home city.”

“Haven’t needed to. I’d rather use a Tesla supercharger if I need a quick recharge on the go.”

“My husband has used them for our car and says they work well (when they are not out of action). He does have to wait there in case a taxi comes and needs to use it.”

“Inconvenient location.”

“Too slow.”

“Although I live close to the Preston park ones, it’s cheaper and more convenient to charge my car overnight. It’s a 1&2 mins walk to my nearest two.”

“Only needed to fast charge when on long trip away from Brighton.”

“Rapid charging is not good for my vehicle’s battery.”

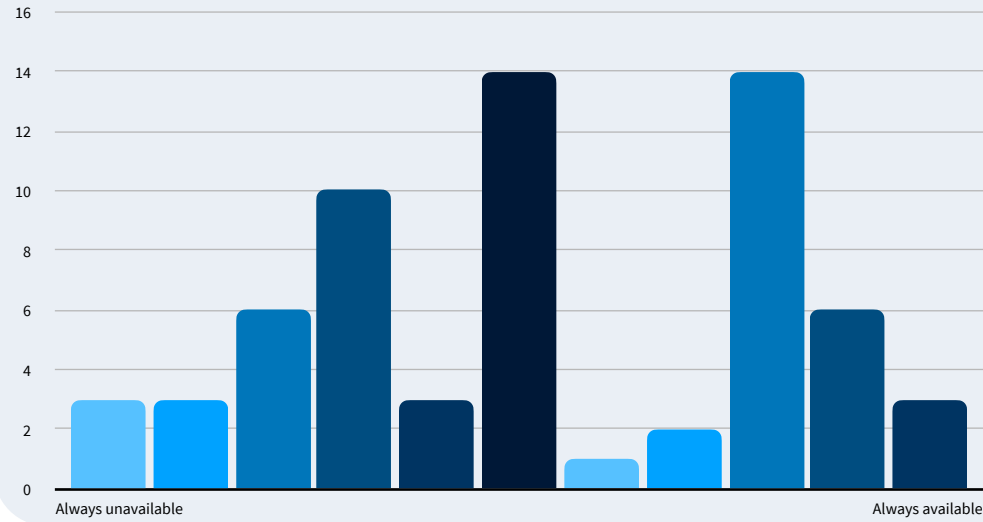
“Too expensive, not enough of them so often busy, prefer to use the 7k units. If I need a rapid charge I’ll use Gridserve en route.”

5.3/10

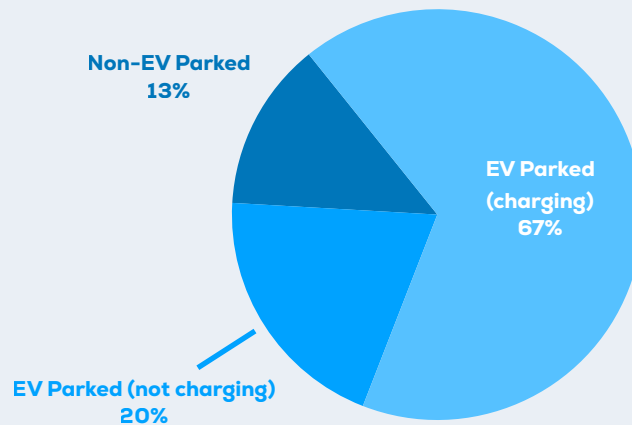
Average rating for Availability

Down from 6.1 in 2021

**Parking & Access:
How would you rate the availability of the rapid chargers?**



**Parking & Access:
If you have ever found you couldn't access a rapid charger, which of the following reasons have you experienced?**



Busy rapids!

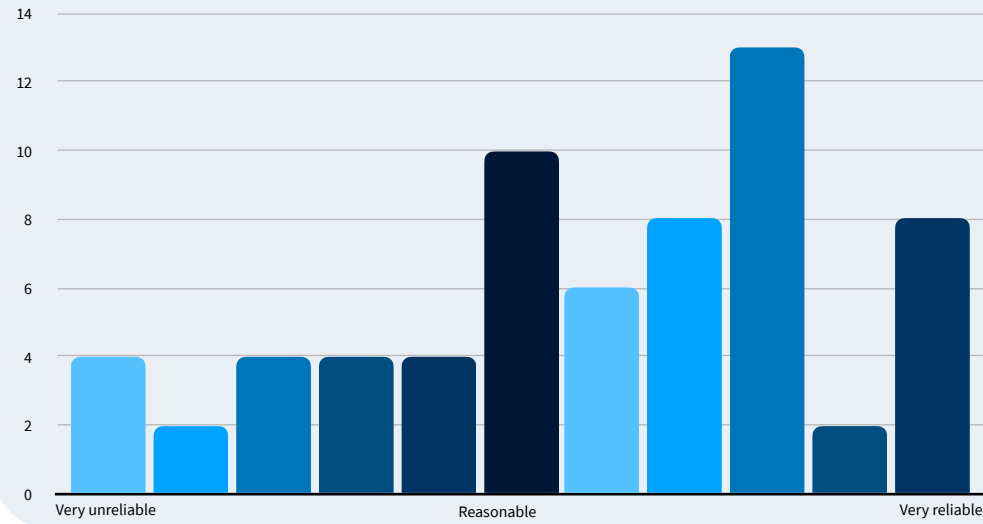
Rapids remain the busiest charge points, with 67% of participants reporting that if they couldn't access a Rapid Charger, it was because an EV was parked and charging.

5.9/10

Average rating for Reliability

Down from 7.3 in 2021

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



Most Reliable

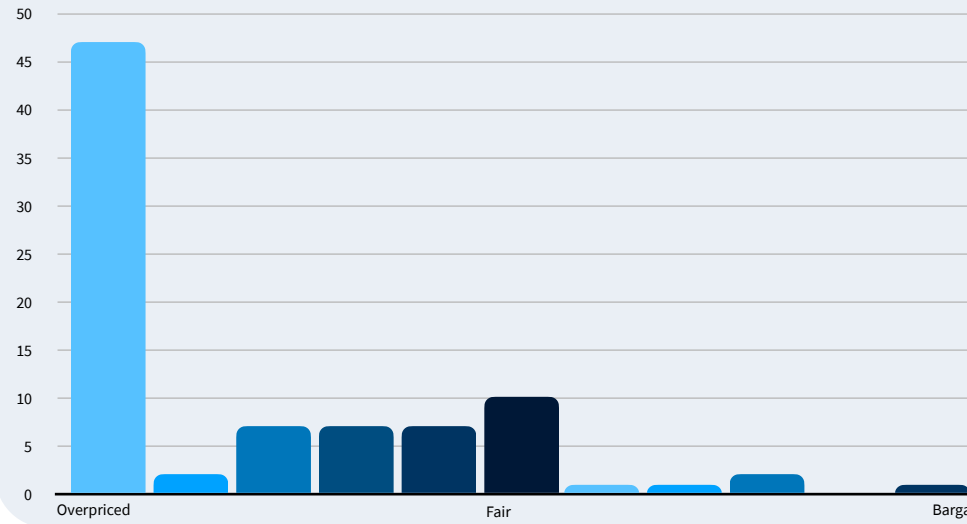
Although not scoring highly, the Rapid Chargers continued to score the highest rating for reliability amongst all chargers in our survey.

1.8/10

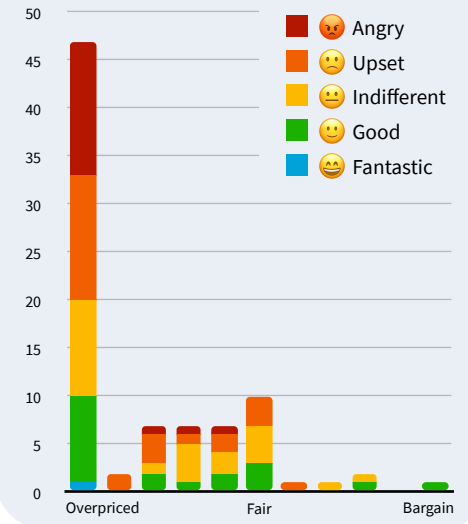
Average rating for Price

Down from 5.8 in 2021

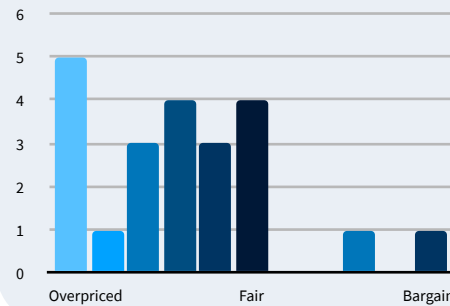
The rapid chargers in Brighton & Hove cost 78p/kWh, plus a 20p transaction fee. What do you think of this pricing?



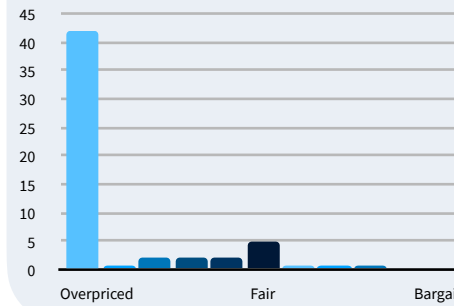
Sentiment breakdown



New Owners



Existing Owners



2.2/10

Average rating for Price by New Owners

Down from 5.6 in 2021

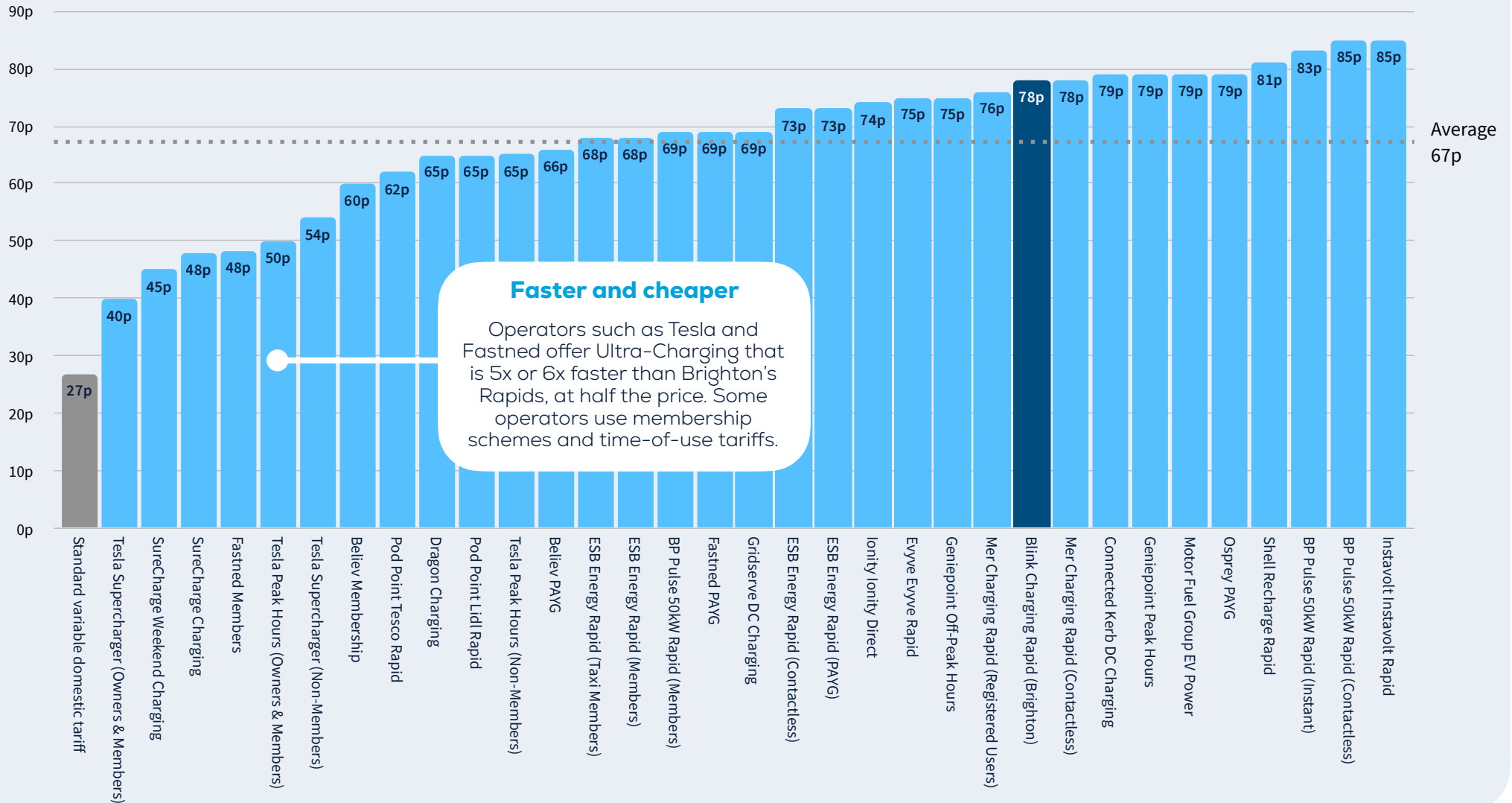
1.6/10

Average rating for Price by Existing Owners

Down from 5.9 in 2021

Cost comparison: Rapid Charging

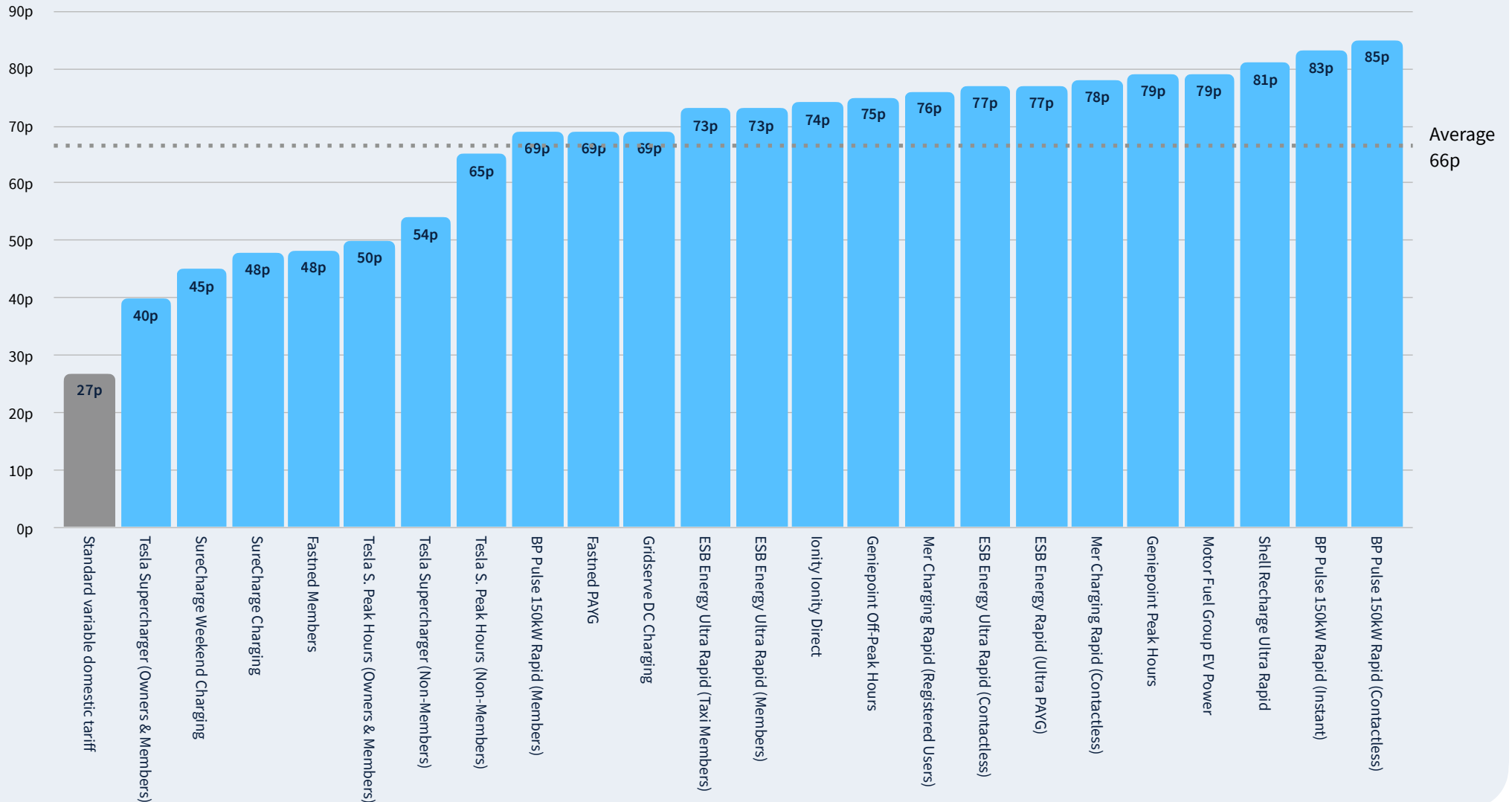
Current market prices for Rapid Charging (50kW to 100kW) - November 2023



Data from leccy.net UK "Price of Rapid Charging". Data for November 2023 - <https://leccy.net/charging/public/rapid>
 Domestic tariff pricing from Ofgem "Energy price cap" 1 October to 31 December 2023 - <https://www.ofgem.gov.uk/energy-price-cap>

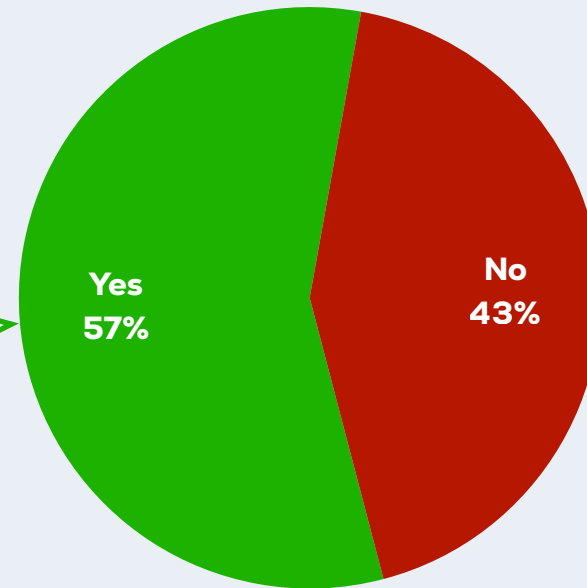
Cost comparison: Ultra Rapid Charging

Current market prices for Ultra-Rapid Charging (100kW+) - November 2023



Data from leccy.net UK "Price of Rapid Charging". Data for November 2023 - <https://leccy.net/charging/public/rapid>
 Domestic tariff pricing from Ofgem "Energy price cap" 1 October to 31 December 2023 - <https://www.ofgem.gov.uk/energy-price-cap>

Would you recommend the Rapid Chargers?



+27.9pt swing to No from 2021

“Preston park ones in area with poor mobile signal which can interfere with ability to use app and charge.”

“Had to call to get them working. A bit pricey.”

“More of them please.”

“The ones on Preston Park Avenue (an area with poor mobile network coverage) are hard to use. Zap Map comments will give you a sense of customer frustration about this I asked for and was given a RFID token for these devices and having that has made them easy to use and reliable.”

“The positioning of the port on my E-Golf makes parking on one side of the unit impossible to charge from.”

“Overpriced but convenient and reliable.”

“There are too few.”

“They very often don’t work and you have to call the helpline.”

“Out of three at Preston Park, two are designated 'taxi only'. Make these into 'Taxi Priority' so if two are free, public can use one, but if one is free, that is for a taxi.”

“They need to be more affordable.”

“Too slow - 50kw is being phased out in most places in favour of 100kw+, and B&H continues to plan to install more!”

“Far too expensive! Pre-authorization also too expensive.”

“Too expensive.”

“Often blocked, and why use really flakey operators? Should be contactless, not just RFID/App.”

“Used them a lot initially. Then the e-taxi only rule applied (I’ve never seen an e-taxi use them) so now I never bother.”

“Like all other Blink chargers, they are unreliable and often very difficult to start.”

“Very expensive, and parking needs enforcement should only be for charging.”

“Poor mobile data connection at Preston park makes app use difficult.”

“Expensive and cannot get a full charge. They are the last option when I cannot find cheaper lamp post chargers but they can often not be working.”

“Too slow, need 350kW chargers in the city.”

Comments have been selected to offer a representative example of common themes. Green are comments from those users who would recommended them, red are comments from those users would not recommend them. Please see all of the comments in the written feedback section.

Written feedback for Rapid Chargers

"Failed to make them work. Now have RFID card."

"Far too expensive! Pre-authorisation also too expensive."

"Again very expensive, and parking needs enforcement should only be for charging."

"Had to call to get them working. Bit pricey."

"Too expensive, cheaper to drive my 15 year old diesel."

"RFID cards do not work, chargers in Ashton rise nearly always faulty."

"The ratio of chargers in Ashton Rise is skewed - there are more private cars that need charging than taxis! The cost is prohibitive... I appreciate there is a "premium" element for using a rapid charger but the basic underlying cost of a kWh of energy is the same."

"More of them please."

"More expensive than motorway rapid chargers."

"We need more and they need to be more affordable (cheaper than petrol for the hassle)."

"Used them a lot when initially free. Then the stupid e-taxi only rule applied (never seen an e-taxi use them) so now I never bother."

"Too expensive."

"Overpriced but convenient and reliable."

"Too many spots for taxis and never any taxis charging."

"Similar expense to Ionity network! Out of 3 at Preston Park, 2 are designated 'taxi only'. Make these into 'Taxi Priority' so if 2 free, public can use one, but if one is free, that is for a taxi."

"Expensive and cannot get a full charge, last option when cannot find cheaper lamp post chargers but they can often not be working."

"Poor mobile data connection at Preston park makes app use difficult."

"It's crazy they are 79p per kWh, where possible I charge at a Tesla supercharger and it's about half the price."

"Taxi-only idea is barmy. Usually there are available taxi spaces but no taxis, while the rest of us wait for the single publicly-available spot."

"Idea good but not found one where I need to park with a compatible charger more please!"

"Just made a trip to France every town or city there were rapid charges for 39cents! And less with Octopus Charge Card. All available and all working."

"The speed is not as good as advertised. It's frustrating that the ones in Portslade have mainly taxi-use only labelled on them."

"Very expensive to use. So only used in an emergency."

"They are quite good, but so pricey and not enough of them. More maintenance is required as they are often vandalised. We need 150 and 250kw ones."

"There are too few."

"Too expensive."

"They very often don't work and you have to call the helpline."

"Not enough of them."

"The ones on Preston park never work."

"Need more."

"They are always busy and I can't use the taxi bays which are always available. They are far too expensive. It's cheaper to drive to lease pottage or Gatwick and charge at the superchargers."

"Need many more and less expensive."

Continued: Written feedback for Rapid Chargers

“Often blocked, and why use really flakey operators? Should be contactless, not just RFID/App.”

“Often can’t get mobile signal to start charge. Not enough of them especially near Preston park. Think people park there to avoid parking charges.”

“Not enough Rapid Charger.”

“Like all other Blink chargers, they are unreliable and often very difficult to start. Change over to Pod Point!”

“These are very good devices in principle. The price is high but they deliver power at a pace that justifies a high price (20-80% in 20 mins on my car). However, the old EB Go app made the ones on Preston Park Avenue (in an area with poor mobile network coverage) hard to use. Zap Map comments will give you a sense of customer frustration about this. I asked for and was given a RFID token for these devices and having that has made them easy to use and reliable.”

“Preston park ones in area with poor mobile signal which can interfere with ability to use app and charge.”

“Not enough of them!”

“You need to make the 4 bays for EV and 2 bays for Taxi's. You should also allow EV's to charge in Taxi bays if Taxis are not charging. To this day I have seen around 5 taxis charging.”

“I only ever need them if I have not charged my car and it is an emergency! I always assume they will be busy. Also the taxi-only ones seem much less used than the other ones.”

“Incredibly expensive, comparable to motorway, charging costs. Too few charges in the city, unreliable, slow, often have to phone the company to get the charge started.”

“Not enough of them.”

“Too slow, need 350kW chargers in the city.”

“The ones by Preston Park are frustrating to use at I rarely have phone reception there to be able to reliably use the app.”

“Too slow - 50kw is being phased out in most places in favour of 100kw+- and B&H continues to plan to install more.”

“This is more an issue with my vehicle than the charging units themselves, but the positioning of the port on my EV Golf makes parking on one side of the unit impossible to charge from (my port is on the rear right side of the vehicle, so the cable only reaches when backing up onto the unit with the right side of my vehicle facing the pavement).”

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 during 2021?

"Not improved enough."

"Not particularly - sorry."

"No."

"Number of chargers."

"None."

"No, they got more expensive."

"No."

"No. Got worse. More EVs with no increase in chargers. Need an alternative to charge from home (gulleys in pavement)."

"I have seen a couple of street spaces that have been marked electric."

"A few more charging points (already had a lot compared to other cities)."

"No, it's only gotten worse due to price rises. These should be run as not for profit."

"More chargers but tainted by the cost."

"B&H appears to make EV ownership very challenging."

"More have had EV only bays put round them, but lots still don't."

"No."

"A few reserved electric car bays for on street charging really help. The ones without always have petrol cars in."

"Not that I can tell."

"Nothing obvious."

"More dedicated EV bays, but otherwise no."

"No."

"Haven't noticed any."

"No."

"The appearance of dedicated charging bays close to my house was the final nudge to switch. My last excuse had gone!"

"No."

"Some chargers allow free parking. Possibly...its not clear enough."

"Not particularly as the infrastructure needs more investment and making it more affordable."

"Good to see more chargers, but no good to me as Blink app has failed - I can't even delete my details and start again as it just comes up as an error, and customer services have not answered my complaints/queries."

"No."

"Rapid chargers of at least 175KWH needed for visitors. Lamp post chargers are ok for overnight charging thus only one car can be accommodated on each charger."

"Slowly more chargers installed."

"As a visitor, the on-street ones make parking easier. I've got a favourite which is normally free during the day."

"More "electric only" bays next to lamppost in z zone meaning space is not blocked by non-EV, thank you!"

"Stop overpricing the charge points. It is making it very difficult for people to use EVs as the charging is too expensive."

"Charging points are now less and/or less reliable due to no maintenance or poor mobile phone app or weak signal!"

"Lamppost charge points marked EV only have assured availability- very happy slightly more EV only charging bays."

Continued: Are there any aspects of owning an EV in Brighton & Hove that have improved during 2021?

"More on street chargers."

"I've seen an increase in the number of lamppost chargers, which is a good thing, and I think generally the network needs to continue to grow."

"EV dedicated bays around lampposts."

"More chargers and more EV only spaces."

"No."

"A couple of local lamppost spaces now having road markings so are much more available. The incorrectly installed charger on Springfield Road has been replaced."

"No declined as it's way more expensive and harder to charge than it was two years ago."

"No."

"No."

"No. Stop installing lamp post chargers."

"No."

"More EV only spaces beside lampposts."

"No."

"The app has improved."

"More chargers."

"The ubiquity of lampposts towards the centre of town has improved, and the forthcoming addition of the rapid charger near Sainsbury's Lewes Road will be very helpful."

"The chargers are excellent 😊 the team in the council understand issue and are really great. The 66p kW/h charge is so high - worthing charges 50p so that gives a measure of over charge."

"I don't know."

"The number of lamppost chargers."

"Dedicated charging bays (I.e not resident bays continually blocked)."

"The EV-only spots are good."

"Few more EV specific bays for lamp post charging."

"No."

"No."

"More chargers, I believe the rapid chargers were installed during this period. Miss the rapid free charging so I only charge at home now, save rare exceptions for unplanned very long trips."

"More chargers."

"Not from what I can see. Same amount of chargers where I tend to park."

"More chargers. More dedicated car parking spaces at the chargers (yay!)."

"Marking the bays "EV Charging only" has vastly improved availability."

"The general public are very slowly understanding that they can't park in an EV Charging bay."

"None - the promised next phase of the rollout hasn't happened."

"None."

"No."

"Bays being marked on lamppost chargers are helping."

"Got worse. Chargers more in use."

"Marking of charging bays."

"None."

Continued: Are there any aspects of owning an EV in Brighton & Hove that have improved during 2021?

"No. I've been using B&H chargers since early 2020. There are many more EV owners than there used to be. I don't know the figures but it feels as though the charging infrastructure build out rate is not keeping pace with the increase in ownership. If net zero is to be achieved then providing charging solutions for people who can't park and charge on their own driveways is important."

"No, it has gotten worse. You stuck a charger in College Place that no one can access because of CityClean bins. I would like to know who made the decision that a charger could go there. It's been there for over a year and no one can use it! I have no faith in the council!"

"There are more EVs around."

"More charging points but not nearly enough. Especially fast ones."

"No."

"Steady increase in number of charge points - really important to continue to invest in the infrastructure."

"No, it's got worse with EV ownership outstripping availability - made worse by reliability of the infrastructure."

"The number of points continues to increase, which is good. I have noted that they aren't used much though, probably because you have proceed people out and disincentivized adoption of EV."

"None whatsoever - still near impossible to run an EV in this city."

"Not really."

"The lamppost chargers are now mostly in "bays" designated for EVs."

"Availability of charge points."

"I have noted that spaces are now designated which is helpful. More chargers in Norton road/place ?? But they don't work properly."

"No."

"More lamp posts are dedicated for EVs."

"No."

"More chargers."

"Nearby 150kW BP charger."

"Nope."

"Nope."

*"Need an out of town hub on the a27 possibly with park and ride with fast chargers *and* rapid chargers."*

"More lamppost chargers installed, reduces time spent accessing a charger that is not parked in front by non charging vehicle and more options if a charger is not working. So more certainty."

"Sadly, no."

"More charging points hurray but the ones on Ashdown Rise are all reserved for taxis boo."

"More lamp post chargers are available."

"There are more chargers."

"No."

"More chargers."

"Not really- there are more rapids but reliability is still very poor."

"More on-street chargers means there's less of an argument for people resisting the up-take of EVs. At the moment, it's their go to point for not buying them. "We can't charge!""

"Further roll-out of chargers."

Continued: Are there any aspects of owning an EV in Brighton & Hove that have improved during 2021?

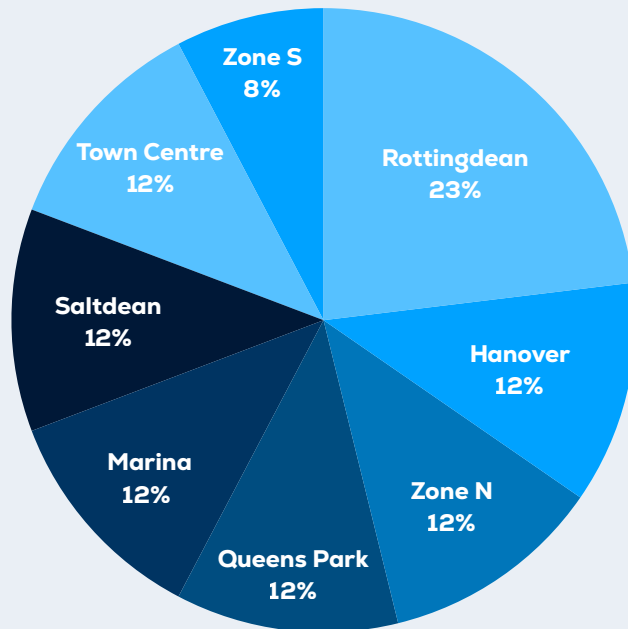
"Some more lamp post chargers, including one on my street - which in almost a year I have managed to use 3 times because it is always blocked by a non-EV."

"No the situation has worsened."

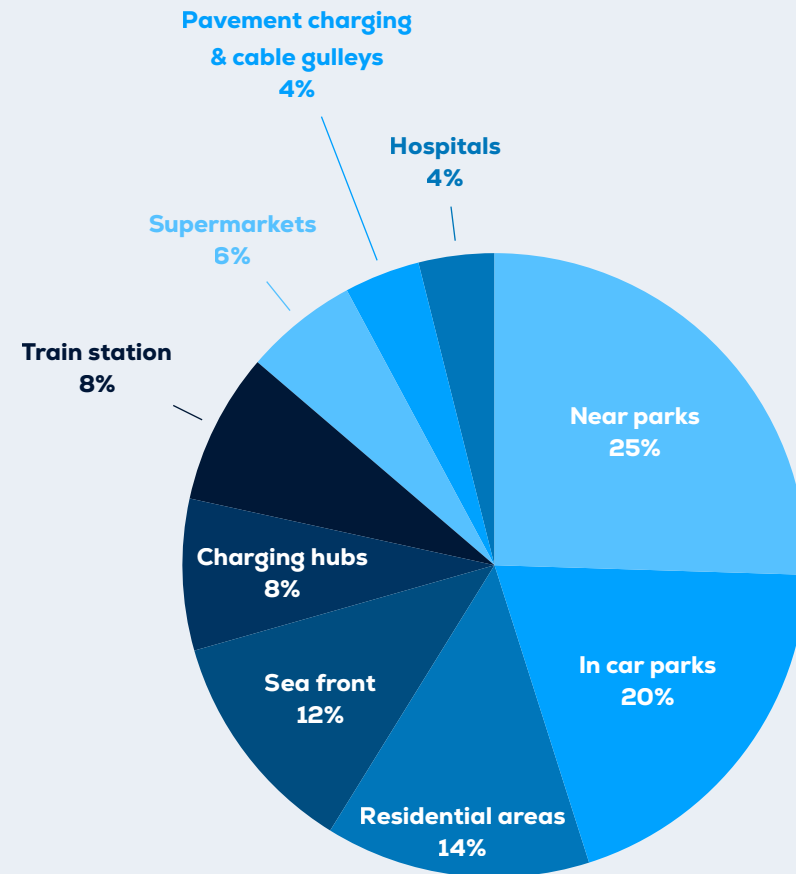
"I would not know."

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

**MOST FREQUENTLY SUGGESTED
(SPECIFIC PLACES)**



**MOST FREQUENTLY SUGGESTED
(TYPES OF LOCATION)**



Places are ranked by number of mentions. Any place mentioned three or more times is shown here. Please see all of the comments in the written feedback section.

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

“Everywhere but in car parks.”

“More on-street charge points, close to the sea front.”

“BN2.”

“Outer lying areas such as Saltdean, Rottingdean.”

“Hove.”

“Neighbourhoods with apartments. Personal chargers not available and we're all trying to use a small amount of street chargers which are zoned, very few and far between – and expensive”

“More accessible lamppost chargers in parking suitable for visitors. More chargers in public car parks that are vandal proof.”

“Around the town centre, in the marina, and out of town spots.”

“At residential areas rather than city centre.”

“Yes. In our street.”

“I find there are plenty.”

“Car parks.”

“This is where visitors park and need to charge. They should WORK.”

“Seafront, for visitors.”

“All public parking areas.”

“Anywhere as long as they are at least 175KWH.”

“Yes. St Lukes Road. Queens Park Road. Running on same app.”

“Every terraced street should have a 7kw charger, if we want to encourage uptake this is a must. There should also be kerb charging-its available now.”

“Not on lamps. Bingo hall?”

“Brighton Racecourse/Elm Grove - good number of visitors and residents, local to the General Hospital; Brighton Station - the current chargers are 99% occupied every weekday now so further provision needs to be made BUT in the adjacent street with cheaper/free parking rather than within the privately-paid for car park; ALL Seafront locations.”

“All over, generally.”

“More lamp post charging spaces converted to charging space only.”

“Yes! Closer to the beachfront as I'm a visitor. I often use the parking above Madeira Drive. And the Marina. There are some in nearby streets but they can be busy so clearly there is need for a lot more.”

“East Brighton park.”

“They do seem to be in clusters, so maybe more evenly spread across the city?”

“Top of Queens Park Road (Zone S) where there is often empty spaces. In general at the top of hills not the bottom!”

“Town centre car parks need rapid.”

“Everywhere, especially residential parking as infrastructure does not meet demand.”

“Just make them affordable and reliable.”

“In most streets more than 1 point.”

“Leahurst Court Road, because I reside there!”

“A lovely big bank outside the old general hospital. Lots of space for them and close to Hanover residents with no drives.”

“Anywhere residents & tourists could easily access them.”

“Yes, at competitive costs.”

“Belgrave Street and other similar streets instead of the giant hills in Hanover.”

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

“Every lamp post in terraced streets.”

*“Need an out of town hub on the A27 possibly with park and ride with fast chargers *and* rapid chargers.”*

“Unsure, probably in areas where there's no off-street parking and home chargers. Most lamp post chargers are blocked by ICE cars, prohibiting that wouldn't be sustainable, so the best next thing is to have all lamp posts double as chargers for overnight charging. Perhaps survey EV drivers without home charging and prioritise where most of them are based?”

“Hanover.”

“South Portslade - anywhere where large numbers of terraced houses without driveways.”

“Many more lamp posts, and then limit 'EV-only' bays.”

“More at train stations - they're usually all full.”

“Zone J and Rottingdean, very limited to a few in car park that often breakdown.”

“The Marina.”

“Given the lack of off-street parking for most Brighton residents, these chargers need to be everywhere. I rent a garage from B&H council and it would be great if I could charge while it's in there but there's no electricity (besides a single lightbulb).”

“More lampposts converted to accommodate growing number of EV users. More spaces at public car parks such as King Alfred & Prince Regent.”

“Near places I'd like to visit in the car due to having guests who find public transport hard due to their disabilities eg. the beach or parks but only if the chargers are available to non-residents.”

“City centre. Queens park.”

“New Church Road - there are no charges on this well-used wide road.”

“No particular location. But better to have a few hubs to serve local areas than lots of chargers spread around. Currently you have to drive around for ages looking for a free charger.”

“Everywhere.”

“Destination charges on seafront. So many car rallies happen on Sundays or weekends why not encourage EV car groups!! Destination charges in Woodingdean as there are lovely parks and walks plus fantastic places to eat. All independent too so support local businesses!”

“Tesco car park in Hove. Sainsbury's car park in West Hove. Asda car park at the marina. Kingsway along the sea front.”

“These are popular locations for parking and would make sense to have chargers there.”

“Poets Corner area.”

“Every street light, every corner, every public building, every parking space in every parking location.”

“In Zone M and also a large bank of chargers like 20 or more that are super chargers. I have probably said this a few times. But we need FAST chargers over 100kw. Tesla have been trying for permits since 2017!!!! 2017 !! Come on this is crazy. See I'm angry about how backward this is. I go to Marlborough a market town often, they have at least 6, 22kw chargers and 1, 150kw charger that are decent, new and work. I was at Tesla in Gatwick talking to some drivers and they actively said we don't come to Brighton as there is no where to charge.”

“Everywhere and a rapid forecourt (150 kWh +).”

“New England House car park. There are many EVs parked here and. It a charger in sight. My company would pay for one in our spaces but the building manager's have said it's not possible. This is a council owned building.”

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

“Further north I have friends who have EVs but no chargers eg near Bear Road.”

“Where people request them.”

“Continue putting 7k units in residential areas with no offstreet parking, and in public / tourist areas eg seafront, car parks. Encourage CPOs to install rapid hubs within the city boundary. We need competition.”

“Saltdean Park car park, Tesco express Rottingdean , the White Horse site in Rottingdean.”

“More rapids, gyms, swimming pools, supermarkets etc.”

“Resident streets most people are unable to have home chargers more lamppost that actually work.”

“Everywhere. But only is there’s consumer choice and competitive pricing on offer.”

“7 dials for shopping, Madeira drive for visitors.”

“Preston Drove (near our house). Withdean leisure centre, supermarket car parks.”

“Supermarkets with 22kw+ chargers.”

“Albert and Alfred Road as EV ownership rises”

“More in town centre to cater for visitors and more everywhere dedicated to residents. Many more fast and rapid chargers needed for visitors.”

“All car parks should have masses of 7kW at much lower price. UoB has 50+ chargers at 39p/kwh - Churchill square, London Road should be like this. Then create a couple of Rapid hubs with 10+ 150kw+ chargers in key locations just away from town centre e.g. Goldstone retail.”

“Upper North Street , Montpelier Terrace”

“More rapids made available in centre of town and more kerb chargers required.”

“No more needed.”

“Need more fast chargers anywhere but maybe on way out of town?”

“More rapid charger in town like station areas. More fast charger at non zone area.”

“Car parks and street parking.”

“Rottingdean, as the only chargers are in the car park and you have to pay for parking.”

“Just generally improve density everywhere to keep up with growing EV use.”

“The car parks- there aren’t enough- but no more Blink Charging please!”

“Consistent roll out of lamp post charging to all streets where there are flats or houses without driveways. Make sure these devices work. Make sure bays are marked and enforced. Make pricing for slower chargers fair.”

“Petrol stations.”

“At all multi storey car parks. Maybe in nearly half the parking bays. Make it absolutely ubiquitous. And make entry and parking overnight at NCP’s a subscription. In fact, put the cost of overnight parking into the overnight charging cost.”

“More in Zone S.”

“Yes, but properly fast ones that are actually reliable.”

“Residential areas. The increasing uptake of EVs is contingent on people being able to easily charge near home.”

“Madeira Drive.”

“Not if the price of charging continues to be so high. However, we need chargers in Rottingdean and Saltdean with protected bays.”

“In my street (St Nicholas road) and fast chargers at supermarkets.”

“Everywhere.”

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

"We need many more really fast chargers which take an hour or less."

"Zone J between Lewes Road and Upper Lewes Road - currently none!"

"Banks of very fast chargers like Ashton Rise."

"Everywhere."

"Perhaps within leisure facilities eg leisure centre car parks, park car parks or near parks or playing fields with no or light touch schemes, around Park and ride facilities."

"Around Kemptown please."

"Rapid chargers THAT WORK in Churchill Square or other town centre car parks."

"All streets. It's the only way the city can support the drive to EV ownership given most houses rely on on street parking. Even an offer for streets to contribute to the costs would be good. Anything to make it work for the residence is better than how it is now."

"I think there may be a surge in people switching to EVs so good to keep installing the on street ones."

"Streets, but with 7kw, and dedicated bays."

"Yes, but not by you."

"Central."

"Zone F has fewer chargers than any other zone. And because of parking restrictions can't use any other zone."

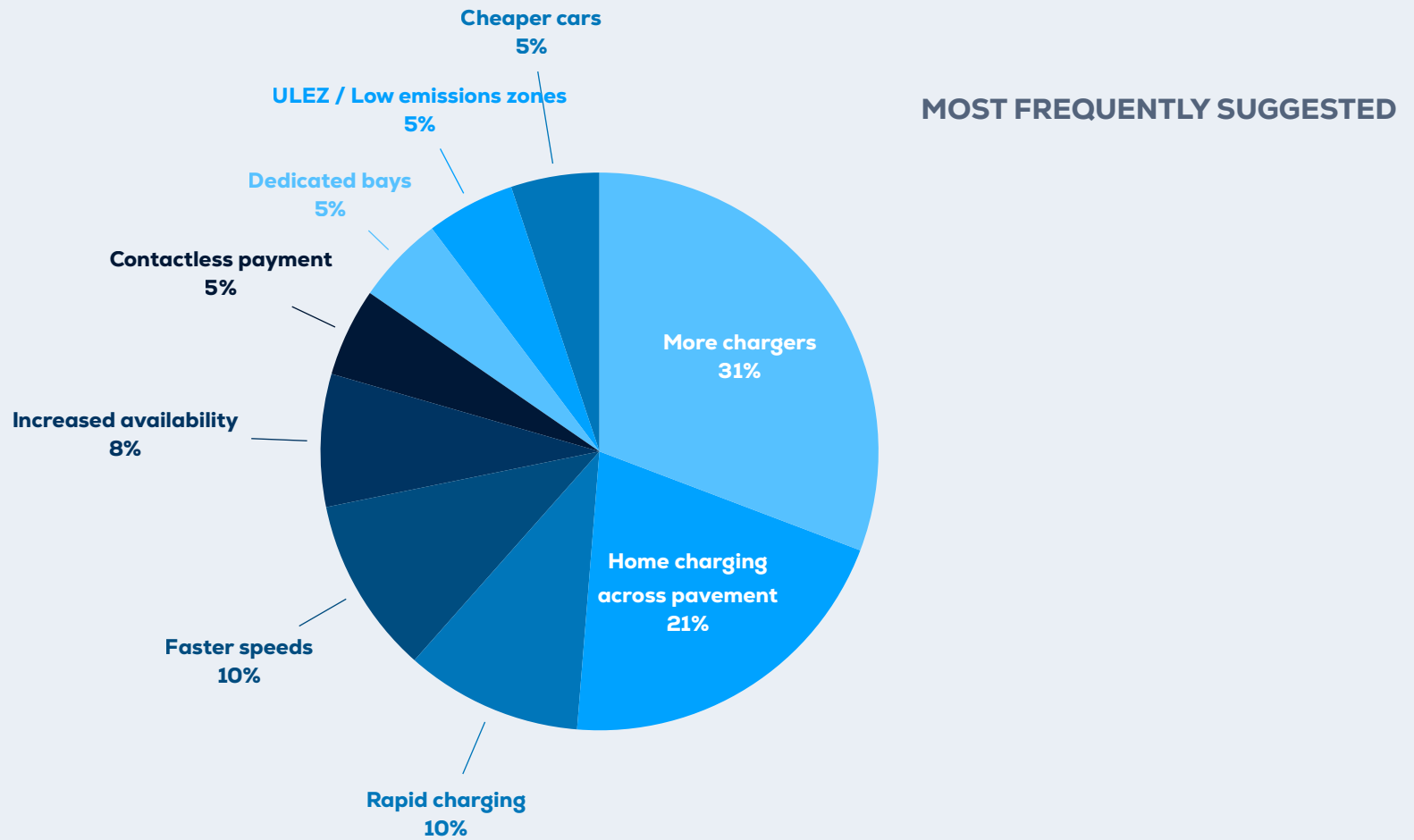
"I would think residential streets without off road parking would need them."

"Brighton Racecourse, Stanmer, supermarkets. Large scale infrastructure and spaces."

"Moulsecoomb/Bevendean, as there are only 2 chargers in the area currently. Anywhere North of Preston Park would benefit from more chargers."

"Stupid question really - everywhere and with suitable charging that actually works and can be parked at!"

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



Places are ranked by number of mentions. Any place mentioned three or more times is shown here. Please see all of the comments in the written feedback section.

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

“More chargers.”

“Cheaper charging rates and more reliable chargers.”

“More availability and cheaper to use - especially the 'slower' chargers.”

“More incentives. Parking etc.”

“More really rapid chargers.”

“More realistic cost of charging, fewer chargers in permit only spaces. I have off road space with no access to supply for charging, means I cannot get a permit, so I cannot use a lot of on street chargers.”

“Reduce charging cost.”

“Reduced on street parking and off street parking.”

“Options to charge from home (gulleys across pavements).”

“Better infrastructure.”

“Has to be more chargers. Cheaper ideally. Could it be cheaper at night?”

“Reduce charging prices, build better infrastructure.”

“Stop the war on all cars. Dirty pollutant I get but not cleaner ones like EVs. So much revenue has been lost from removing so much parking. Install destination charges 50kw minimum and reduce the parking fees. They are the highest in the country outside London. Crazy! Open any charging app and there is a black spot over Brighton. Shameful!”

“Any type of incentive and not crippling cost for charging.”

“More charging points that have bays around them.”

“More chargers. Cheaper tariff. Bring back PEV grants.”

“Cheaper on street chargers, more reserved bays, more fast chargers.”

“More, cheaper chargers. No parking restrictions for using an EV bay to charge. Fines for non EVs using the EV bays.”

“More fast chargers.”

“Better app for the public chargers, more DC chargers.”

“Cheaper charging. More charging points. More reliable App and charging points.”

“EV prices falling, plus more chargers for people who must park on street.”

“Stop the media making exaggerated claims that EVs will never catch on.”

“More and cheaper charging.”

“Pavement slots allowing home charging. More restrictions on non ev to dissuade ownership.”

“Ease of charging, lack of superchargers.”

“Using a more reliable company and having contactless payments.”

“Cheaper insurance.”

“Have a better policy towards motorists in general.”

“More rapid chargers.”

“A reliable network of 7kw charges, reduce the cost of charging, drivers who dont have off street parking are nearly twice the cost of charging + 20% Vat.”

“More chargers, with a majority of terrace houses gulleys in pavements for cables would be great. I would really like to be able to do that as we have solar panels so free electric!”

“Prioritise parking for them and dont put a time limit on charging times.”

“More charge points as many people rely on on-street parking.”

“Make the chargers affordable and reliable.”

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

“EVs are too expensive to buy new and only make sense if you have a private driveway and home charger; Rapid chargers need to be more easily available for medium/long distance trips and better maps and mobile apps and not a multiplicity of apps and accounts—government regulation and standardisation is needed perhaps?”

“Lower costs- on street parking cost for ev’s are now similar to ‘dirty’ cars.”

“Better pricing.”

“Lower cost per kw. Also, integrate a system whereby once charging is complete, there is an automatic parking charge to prevent cars just 'sitting' on a charger.”

“Unit price more competitive.”

“Cheaper parking and KWH cost.”

“Allowing residents to get solutions like Kerbo Charge fitting in the pavement outside their houses so they can charge using their own electricity.”

“Lower price to charge. If it’s more expensive than petrol or your home rate then no-one will switch.”

“More information about how easy it is to charge a car.”

“More charging points that are easy to use and available.”

“More information on charging and how much it costs.”

“Please please please solve the problem of running cables across the footpath. It’s so easy, allow people to install a gully from their property boundary to the road. It can have a metal plate on top. Basically like those that funnel water from drainpipes. Again, I would pay myself to install this, I would even pay a fee to the council to be allowed. It would make them money and solve the problem.”

“Making chargers more accessible and cheaper.”

“Cheaper rates, put the permit price back to 50% like it was.”

“Lower pricing.”

“Intrazone parking on all lampost chargers for 4 hours.”

“Reliable, much cheaper, and speedy charging. Heavy enforcement of those blocking chargers (tow them away!).”

“Less plug in PHEV.”

“Reintroduce significant parking permit discount.”

“More EV only spaces, other parking perks. Info campaign to educate people.”

“It’s 100% infrastructure and the whole world knows this.”

“The council to allow homeowners to install things like Gull-E to allow curb side charging, something I’ve requested a number of times.”

“More chargers.”

“More units where people cannot access off-road parking.”

“Outside of council control - and the Tory government are unlikely to do anything.”

“Faster change bays in local areas.”

“More affordable charge points, a charge points for every 50 homes.”

“Many more charge points.”

“Availability.”

“More Street charging with dedicated bays. With so many HMOs and places with no off road parking this hinders further adoption.”

“Enough charging points. Cheaper/more cost-effective tariffs on public chargers. options to run charging cables from houses to roadside under pavements.”

“Easy access to low cost charging, I pay 9p a kWh at home.”

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

“Education about the reality of owning an EV, for different user groups: home charging, on-street charging; short and long-distance driving; etc; Probably needs leaflet distribution in collaboration with the council, strengthening online communities and social channels to reach old and young drivers.”

“Dedicated charging bays and a social contract to move once charged.”

“More places to park and charge. Think only electric cars should be allowed certain areas to reduce pollution. Create low emission zones.”

“Cheaper charging. Cheaper / free parking for EVs. Dedicated parking spaces for ev-charging not needing to be paid for.”

“Stop the negative media publishing articles that are plainly wrong with the facts.”

“Reduce the price. Brighton used to be among the best value cities for street charging. Now it’s one of the most costly. Keep installing more chargers. Brighton was a leader, now there’s a risk we are falling behind.”

“The running costs have to be equivalent to the overnight low energy prices people who own a driveway and personal charger can access. The council has overseen the rollout of a charging network that penalises people who have to keep their cars on the street. It’s ridiculous.”

“Cheaper lamp post chargers. Perhaps more competition. Introduce something to allow people in terraced houses to charge from their home electricity supply.”

“More lamp post chargers on all streets with houses without driveways and flats. Mark and enforce charging bays. Adopt a fair tariff for slower chargers.”

“Yes, as it stands now you have made it very unattractive to switch. Lack of chargers, too expensive to charge saving you very little if anything.”

“Reliable, charging infrastructure, more chargers, cheaper, charging costs, enforce parking by ICE cars in EV bays.”

“More chargers.”

“Cheaper recharging and availability of reliable infrastructure.”

“EV only parking in charging bays.”

“Cheaper parking. Off peak lower priced charging.”

“See previous answers.”

“Reasonable prices and dynamic charges.”

“Make a system that is functional and works!! We are so far from this is it is a farse.”

“Sensibly priced, ubiquitous charging in car parks.”

“Being able to charge them & use of a single network/app regardless of the charger type.”

“Lower resident parking permits and more streetlamp chargers.”

“Banks of high speed chargers. Proper 100+kw chargers with free WiFi and facilities. Sigh. It’s so obvious it make me crazy.”

“More chargers.”

“Permission to insert across pavement self closing gutters to allow charging at home. Several councils are allowing these.”

“Take VAT off electricity when charging on public points. Remove cycle lanes where they are poorly used, obstruct the road and limit parking space.”

“Make it cheap to charge, max 10p per kWh or free, then everybody will switch.”

“Cheaper electricity prices.”

“Fine all petrol cars that park in EV bays.”

“More EV only marked bays. Lots of chargers in residential areas esp with no off road parking.”

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

“Making it straightforward to connect to home electricity supply on-street.”

“Cheaper.”

“Lower the rates for trader permits using ev vans , that will encourage users to move to EV and thus reduce enmities.”

“More chargers.”

“Sensible parking and vehicular access around the town. Drivers of any sort are treated as unwelcome at the moment which leads me to avoid spending money in the town.”

“On-street charging same as home charging.”

“Local charging hubs. More rapid chargers (i.e. >100kw).”

“Reduce cost to zero to charge and park.”

“Cheaper cars.”

“Lower electric cost more chargers such as supermarkets.”

“Cheaper cars.”

“Make unit costs same as Energy Price Cap irrespective of charging point used.”

“Reliable company - virtually anyone other than Blink.”

“More availability for charging.”

“More chargers, but also allow infrastructure to support charging form home. Most homes in Brighton do not have off-street parking. A simple conduit recessed into pavements would help enormously. Think of it being like a narrow gully with a cover, a bit like those used for drainage. Fitting these along roads would have to be a lot cheaper than fitting loads of public chargers. You only have so many lampposts!”

“Better charging facilities, more competitive pricing.”

“More reasonable pricing structures.”

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

"Chargers working enough."

"Why doesn't the council offer salary sacrifice schemes for employees to encourage move to EV."

"More 150kw plus chargers plus some in our street in place of now dead parking meters?"

"Too many restrictions on EV parking (either permit holders only or cannot leave for x amount of time after charging)."

"No, I think it's covered in the survey."

"Get rid of the second cycle lane on the seafront. The result of having that installed has meant cars, especially the dirty ones are stationary more often and chugging out dirty air. The exact opposite of what i think was intended. Cycle lanes have their place but this was so badly implemented. Why not time the traffic lights too! Stay at 20mpg or 30mph and you always hit a green light. Way less pollution too."

"Bike lanes are also awful. B&H are a long way behind the leaders here."

"Marina car park would be a great place for a charger hub."

"Love to hear more about how electrification of buses is going."

"There should be a national etiquette regarding charging made law, and more readily available dedicated EV charging facilities."

"Cycle lanes, totally under utilised, at the expense of motorists."

"7kwh chargers are very slow."

"The signage on the lamppost chargers is a bit confusing. To begin with I thought there was a 4 hour limit like the other parking bays but someone told me its fine to use as long as you're charging. Haven't had a fine but I still worry about that."

"Credit card readers would be nice instead of having to open separate accounts on different apps—can you imagine every high street shop requiring only registered customers only to buy their goods and refuse cash or Visa/Mastercard!!!"

"Reduce resident parking costs for ev's! Otherwise the council will hinder adoption of cleaner vehicles."

"As well as the high prices of Blink Charging, I note that when I want to charge at a lamppost charger, the app takes £50 as a charge from my debit card, and then it often takes a few days to get a refund of the difference between the amount taken and the amount spent. That's quite annoying."

"Negatives of owning a an EV in Brighton. Not enough rapids, ICed bays etc."

"For a Green council, the charging system put in place so far is awful. Extremely expensive, unreliable operators, barely any rapids (and they should be 150kw+!)"

"Bottom line driver/owner need to be responsible and need to learn about the technology. I.e. slow charge car using fast charger."

"Yes. As well as proper reasonably priced charging the council needs to be more accommodating for people to change their front gardens to drives if they really want people in EVs."

"Prices. Recent increase was unwelcome."

"I'd just like to praise the council EV team for their work"

"Knowing that parking services will fairly enforce restrictions on cars left after cantbig is complete."

"How long is the council contracted to EB? Is there anything in their agreement about capping the charging rate?"

"B&H council's policy on improving charging capacity across the city to encourage EV uptake."

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

“Desperate for the Tesla Supercharger site to finally open in Brighton, will it ever land?!?!”

“Let’s have an EV day on Madeira Drive (EVs only), free parking etc.”

“As per the recent London to Brighton/Paris event to promote EVs.”

“We were told there were going to be new tenders for the next phase of street charging with the possibility of competition to help keep prices at fair value. What’s happened about this? Also, has the council signed up to the campaign to reduce VAT on public charging (if not why not)?”

“The council needs to be held accountable for the mess they’ve made in giving a company a monopoly to jack up prices and kill the adoption of EVs in the city.”

“With blink taking all the slots there’s a lack of competition of chargers. Need to get other providers to invest in the town especially in rapids to keep cost down.”

“I am somewhat concerned that the city is losing out on the provision of very fast chargers by commercial providers because these companies read the Council provision as competing. I don’t object to the Council providing charging services. It would be wonderful if we ended up with a publicly owned charging network delivering a good service and a profit to the Council. But if the public service is half cut but has the effect of disincentivising private investment then we get a poorer service than cities that invested less. In short - if public service charging is being provided then please do it well.”

“You need to take the time limits a way. It takes my car 17 hours on a slow charger from 20%-100%. Also you have a great opportunity to place slow chargers where Parking Meters are currently ready to be removed and where possible, ie, near to the curb. Electricity is clearly already going into them. You could place charging boxes like the ones in Portland Place.”

“It would be good to provide incentives for home charging/solar power. Also to provide Waze for people to charge across pavements as in Oxford.”

“A bad council seems to have hired a poor company to run this important service which is undermining the move away from ICE.”

“What is the mix of private and public investment in Brighton & Hove to the expansion of the EV infrastructure? Why is BHCC so car-unfriendly and instead spending millions on cycle lanes/hangars/schemes?”

“I think you get it. I have seen a significant up tick in electric cars but the infrastructure is fledgling at best. It’s all piecemeal and there doesn’t seem to be a cohesive vision and strategy and money to deliver it. We need Tesla chargers that are open to other drivers. I own a company and I’m happy to do this for the council.”

“More rapid chargers. Stop making charging zone specific - defeats the whole purpose!!!”

“A backup plan to address when on street charging goes down across the city.”

“City parking policy is driving people away from the City, ergo no visits, ergo no spend in shops and pubs. Rustington is free and people flock there.”

“I didn’t see an option asking if you have a home charger.”

“The NCP idea. Could be a good collaboration between NCP and BHC.”

“There was no prior notice given to the 50% increase this year. As I can only use public chargers this has made a massive difference to the cost. It is wrong that the cost of charging has increase has increased so much when actually the wholesale costs have decreased.”

About the Survey

After a break in 2022, we're pleased to have been able to run our survey once more.

The survey was promoted directly to our mailing list and on social media. For the first time we also ran some targeted advertising on Facebook, which saw some additional survey responses, including some unhelpful "troll" responses. Thankfully, the built-in survey question traps filtered these out from the results but we chose not to include the responses in the comments as they didn't offer any useful input.

We'd like to thank Rivervale Maxus in Portslade for supporting Electric Brighton in 2023, and making this years survey possible.

RESULTS DATA

As usual, 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://storage.dodeca.media/electricbrighton.com/general/docs/2023-EV-Owners-Survey.xlsx>

OUR SUPPORTERS

