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LowCVP launches Guide to Local Measures for Encouraging the Uptake of Low Emission Vehicles - The five 'P's for success

The Low Carbon Vehicle Partnership has launched a Good Practice Guide for **Local Measures to Encourage the Uptake of Low Emission Vehicles**. A key recommendation is that policy measures implemented at the local level should be consistent with each other, that common definitions and vocabulary for low emission vehicles should be established.

With the twelve cities shortlisted for the £35m Go Ultra Low City scheme now preparing their final bids, the Guide provides a wide range of options that bidders may employ.

Released to coincide with the LowCVP's 2015 Annual Conference which features a discussion on mobility in future cities, the LowCVP has identified five 'P's from the Guide – levers that local authorities can most effectively use to influence low emission vehicle uptake at the local level:

- **Parking** - discounts for LEVs or dedicated bays
- **Permits** - discounts for LEVs to operate in low emission zones and for residents; preferential permits for LEV taxis
- **Planning** – embedding consideration for LEV fuelling infrastructure into local development
- **Procurement** – local authorities specifying LEVs for their own fleets and setting leading standards for their service providers
- **Promotion** - of the benefits to business and via educational activity within the local community.

The five 'Ps' are amongst the most powerful of the range of options available to local policy makers as levers to stimulate local LEV uptake. Light duty vehicles - cars, vans & taxis - contribute much of

the air pollution and greenhouse gas emissions in towns and cities across the UK. Low emission vehicles have a critical role to play in addressing these two challenges and in contributing to sustainable transport systems. Action taken at the local level can be instrumental in complementing national policies by making LEVs more convenient, cost effective and desirable to use.

This Good Practice Guide aims to assist local and city authorities in understanding a broad range of policy measures and initiatives that can be utilised to encourage the uptake of LEVs. The Guide - published to a timescale intended to benefit the bidders for the £35m available from OLEV's Go Ultra Low City scheme - covers 12 distinct areas including planning; procurement; taxis and private hire vehicles; parking and infrastructure provision.

Examples of successful private public partnerships are explained in combination with case studies of good practice in the UK and internationally. The Guide outlines challenges local authorities face in adopting LEV policies, and provides recommendations for how these can be overcome.

Currently, the market for a variety of LEVs, such as battery electric and plug-in hybrids, is in its early stages and requires national and local incentives to stimulate consumer demand and increase vehicle numbers. The Guide highlights that a variety of low emission vehicle fuels and technologies should be encouraged at a local level.

Local authorities are advised to set appropriate definitions for low emissions, prescribing the most up-to-date Euro engine emission standards and aligning CO2 emission standards with national policy guidelines. A key recommendation from this Guide is that policy measures implemented at the local level are consistent with each other, in order to create coordination between areas rather than confusion.

Research undertaken in developing the Guide found that air quality was the most powerful driver for local authorities to implement low emissions policies, followed by mitigating climate change.

The Good Practice Guide for Local Measures to Encourage the Uptake of Low Emission Vehicles has been prepared for the LowCVP by Urban Foresight.

Gloria Esposito, LowCVP Head of Projects, said: “The Guide can help local authorities to offer consistent benefits to individuals and companies which will give LEV drivers the peace of mind and confidence they need to make the switch.”

Derek McCreadie, Low Emission Officer, City of York Council, said: “City of York Council recognises the importance of using local policy measures to support the adoption of low emission vehicles. The new LowCVP ‘Good Practice Guide’ offers a broad range of case studies and innovative policy ideas that can be replicable across any local government context.”

To download the Good Practice Guide for Local Measures to Encourage the Uptake of Low Emission Vehicles visit: <http://www.lowcvp.org.uk/resource-library/reports-and-studies>

NOTES TO EDITORS:

The Good Practice Guide for Local Measures to Encourage the Uptake of Low Emission Vehicles has been commissioned by the Low Carbon Vehicle Partnership to help local authorities understand a broad range of measures available to them to promote the uptake of low emission vehicles (LEVs) – specifically light duty vehicles (LDVs) covering cars, vans up to 3.5 tonnes and taxis.

Cars, vans and taxis are all major contributors to both air pollution and greenhouse gas (GHG) emissions in towns and cities across the UK. The uptake of LEVs is central to improving local air quality and public health, tackling climate change and developing more integrated and sustainable transport systems.

The Guide has been prepared for the LowCVP by Urban Foresight.

About the LowCVP

The LowCVP (www.lowcvp.org.uk), which was established in 2003, is a public-private partnership that exists to accelerate a sustainable shift to lower carbon vehicles and fuels and create opportunities for UK businesses. Nearly 200 organisations are engaged from diverse backgrounds including automotive and fuel supply chains, government, vehicle users, academics, environment groups and others.

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