

City for All Londoners Consultation: Response from Bluepointlondon
December 2016

The Bolloré Group – Bluepointlondon

The Bolloré Group, which jointly owns BluepointLondon (BPL) and Bluecity, is currently delivering a £100m investment plan to make London the global leader in electric vehicles (EV).

Transport for London (TfL) put a tender out for the management of the Source London network for Electric Vehicle (EV) charging points having established the network in 2011. In September 2014, The Bolloré Group's Bluepointlondon were selected to take Source London forward and have invested heavily to upgrade and expand the network to make EV use in London as seamless as possible.

The Group has extensive experience of rolling out the world's largest charge point networks, including in Paris, Indianapolis and Singapore. At present, there are over 850 charge points across London; 4,500 will be installed between now and 2018 and we have installed over 250 new chargepoints in 2016. The Source London network is now centrally operated with real time monitoring of the network delivering a uniform reliable system across London.

Since we took over, the network has significantly improved. The availability rate has increased from 60% in 2014 to now over 90% and we have seen charging levels in many boroughs more than quadruple over the last 12 months. We provide real-time availability data and information on all our charge points via the Source London website and a dedicated app.

The Bolloré Group also owns Bluecity, which is due to launch as London's first 100% EV point-to-point car sharing scheme. The Group launched Autolib' in Paris in 2011, which was the world's first car club of its kind and now sees 13,000 journeys per week and over 200,000 Parisians using the scheme.

The Bolloré Group first entered the EV market through pioneering the first fully solid, non-liquid EV car battery. The battery is notable for its lifetime of several thousand charge cycles, resistance to temperature changes and for being recyclable.

We are working with a number of strategic partners across London including transport hubs such as Gatwick airport and installation specialists SSE to deliver the most comprehensive and robust electric vehicle charging network for consumers in London.

The Group has learned many lessons from our global operations as well as may from working to upgrade the old Source London scheme and we look forward to working closely with City Hall on delivering the Mayors objectives.

Air Quality

We welcome the steps the Mayor has taken to consult on measures to tackle air pollution in London. We know he placed a high premium on tackling the crisis of air quality during his Mayoral campaign and we welcome the subsequent actions since he has been elected.

Air quality is recognised by political stakeholders as a public health crisis. The pertinence of the issue in the UK capital is widely known, as reiterated in the City for All Londoners Consultation. Air pollution in London kills more than 9,000 people a year and NO2 levels exceed legal and World Health Organisation limits. To put this further in context, the NO2 hourly legal limit for the whole of 2016 was broken in just 8 days in London from 1 – 8 January 2016.

According to the central government's own figures, the biggest contributor to harmful pollutants is road transport. Hence, we see that policy makers increasingly understand the importance of generating a modal shift away from petrol and diesel in tackling this crisis.

Bluepointlondon are active partners with policy makers to deliver this modal shift, working hand-in-hand with local London boroughs to transform the Source London network and also with regional and national influencers as the UK works towards a low-emission future.

Low emission vehicles

There are a number of references throughout the consultation regarding low emission electric vehicles. We fully concur with the Mayor's ambitions to alter the way Londoners travel and encourage a modal shift away from petrol and diesel. We also concur with the ambition to reduce overall car use and we believe we have the solutions that can deliver on these objectives.

We believe that our model will deliver a true modal shift away from petrol and diesel and towards EV. Since we were granted the operation of Source London in 2014 our sole mission has been to create a truly public and wholly accessible network in order to increase the uptake of EV and in-so-doing reduce air pollution and tackle air quality. We know that from rolling out similar schemes around the world (Paris, Indianapolis, Singapore) in order to drive the use of EVs, the charge point network has to be dense, homogenous and easy to use.

The vast majority of our charge points are located on-street and are fitted with smart technology that allows the availability to be monitored remotely. All of the charge points in the network are hard wired into the BT Openreach network which allows for 24/7 monitoring and remote access maintenance. More than 40% of our faults can be repaired remotely within 30 minutes ensuring that the service is readily available to customers. Longer-term we are looking at ways of providing *ad hoc* access including introducing a flexible membership that will allow customers to use the network even more freely.

We also believe we have a solution to reducing overall car use by encouraging EV car sharing and specifically introducing our 100% EV point-to-point car sharing scheme, Bluecity. Bluecity will be London's first scheme of its kind and will operate like London's cycle hire scheme where users rent a car and drop it off at a destination charge point, rather than back to base as with existing car sharing schemes which is often inconvenient, highly inefficient and expensive.

We already run 100% EV car sharing schemes to great success around the world. In Paris, the car club Autolib' has been operational since 2011 and now has 200,000 Parisians signed up using the network and we see 13,000 journeys per week on the scheme. The most interesting part of this, however, is that it has discouraged private vehicle use and we have seen 35,000 fewer cars on the streets of the French capital since the scheme became operational. This model whereby drivers are

encouraged towards EV through car sharing has proven success and we want to emulate this in London.

Overall Direction

We concur with the urgency with which the Mayor has sought to tackle air quality and endorse the recognition that we need to see a modal shift away from polluting vehicles, as well as introducing an ultra-low emission zone which is the subject of a separate consultation.

As a company investing £100m in the public infrastructure necessary to drive the uptake of EVs, we believe there needs to be an active partnership with Bluepointlondon and Bluecity to deliver these schemes. Creating a lasting modal shift needs the capital investment in the requisite technology, infrastructure and operations to ensure there is the environmental return on investment that London so badly needs.

We look forward to working with City Hall on the next phase of the process and the specific measures that will be consulted on in the coming months.