

Cabinet

Wednesday 18 January 2023

10:00

Oak Room, County Buildings, Stafford

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John Tradewell
Deputy Chief Executive and Director of Corporate Services
10 January 2023

Agenda

1. **Apologies**
2. **Declarations of Interest in accordance with Standing Order 16**
3. **Decision notice of the meeting held on 14 December 2022** (Pages 1 - 12)
4. **Leader's Update**

Oral report of the Leader of the Council
5. **Minutes of the meeting of the Property Sub-Committee held on:** (Pages 13 - 16)
 - (a) 7 December 2022
 - (b) 4 January 2023
6. **Staffordshire Means Back to Business - Oral Update**

Deputy Leader and Cabinet Member for Economy and Skills
7. **Health and Care Winter Update** (Pages 17 - 20)

Cabinet Member for Health and Care
8. **Future Social Care Workforce Strategy** (Pages 21 - 60)

Cabinet Member for Health and Care

9. **Staffordshire County Council's Electric Vehicle Charging Infrastructure Strategy** (Pages 61 - 162)
- Cabinet Member for Highways and Transport and Cabinet Member for Environment, Infrastructure and Climate Change
10. **Staffordshire Sustainability Board Communications Plan 2023** (Pages 163 - 178)
- Cabinet Member for Environment, Infrastructure and Climate Change
11. **Decisions taken by Cabinet Members under Delegated Powers** (Pages 179 - 180)
12. **Forward Plan of Key Decisions** (Pages 181 - 186)
13. **Exclusion of the Public**

The Chairman to move:

"That the public be excluded from the meeting for the following items of business which involve the likely disclosure of exempt information as defined in the paragraphs of Part 1 of Schedule 12A (as amended) of Local Government Act 1972 indicated below".

PART TWO

(All reports in this section are exempt)

14. **Sale of Surplus Property at Scotch Orchard Lichfield** (Pages 187 - 222)
- (Exemption paragraph 3)
- Cabinet Member for Commercial Matters
15. **Decision Making for Looked After Children/Use of Unregulated Placements – Update** (Pages 223 - 228)
- (Exemption paragraph 2)
- Cabinet Member for Children and Young People

Alan White (Chair)	Jonathan Price
Philip White	Mark Sutton
Mark Deaville	Simon Tagg
Julia Jessel	David Williams
Paul Northcott	Victoria Wilson
Ian Parry	

Notes for Members of the Press and Public

Filming of Meetings

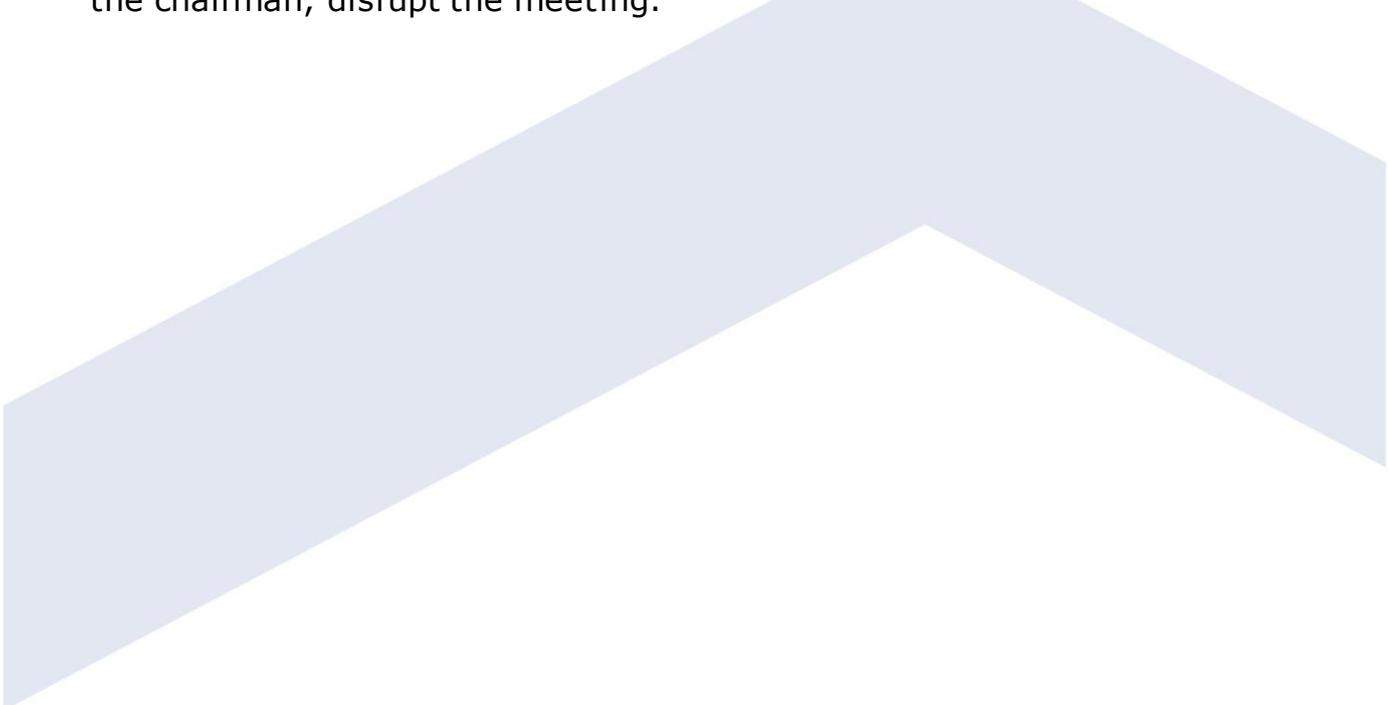
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Minutes of the Cabinet Meeting held on 14 December 2022

Attendance	
Mark Deaville	David Williams
Julia Jessel	Victoria Wilson
Ian Parry	Alan White (Chair)
Mark Sutton	Philip White
Simon Tagg	

Apologies: Paul Northcott and Jonathan Price

PART ONE

71. Declarations of Interest in accordance with Standing Order 16

1. Declarations of Interest in accordance with Standing Order 16

The following Member declared an interest in accordance with Standing Order 16.5:-

Member	Minute Nos.	Interest	Reason
Mark Deaville	78 and 85	Pecuniary	Non-Executive Director of Nexus

72. Decision notice of the meeting held on 16 November 2022

Decision – That the notes of the meeting held on 16 November 2022 be approved.

73. Leader's Update

Decision – That the oral report of the Leader of the Council giving an update on a range of issues including the tragic death of three young boys in Solihull on Sunday and the dangers of playing on frozen lakes, ponds and rivers; the council's gritting crews who have been working tirelessly to keep Staffordshire on the move during the recent cold snap; the pledge to Staffordshire taxpayers that the Council will live within its means and deliver value for money; the Here to Help pages on the council's website which provides support and advice on where to turn if you need help with money, paying your bills, food, or help with childcare; the Council teaming up with Staffordshire Samaritans to help those who struggle with their mental health over the festive period; ways of improving mental and physical health including enjoying Staffordshire's countryside and green spaces; the Council's nature recovery strategy for the county and Stoke-on-Trent; work

on the construction of the Staffordshire History Centre to commence in the new year; encouraging people to shop local, and support local businesses and jobs; and the Leader's thanks to county council colleagues who work tirelessly to support people and businesses across the county, and to improve our communities; be noted.

74. Staffordshire Means Back to Business - Oral Update

Decision – That the oral report of the Deputy Leader and Cabinet Member for Economy and Skills giving an update on "Staffordshire Means Back to Business" activity including the following matters be noted:

- The claimant count in Staffordshire saw an increase of 420 claimants over the last month, with the total number of claimants in the county now standing at 14,535. This increase is similar to the rise seen nationally, with the claimant rates for Staffordshire increasing from 2.6% to 2.7% and England seeing the rate rise from 3.6% to 3.7% of the working age population.
- The youth claimant count in Staffordshire saw an increase of 105 to a total of 2,675 young people. This is similar to what has happened in the last month across England as a whole. The proportion of young people in Staffordshire aged 18-24 that are claiming work-related Universal Credit has increased this month from 4.0% to 4.1% compared to 2.7% for the working age population and 4.7% nationally where the rate increased from 4.6%.
- We have now supported 493 individuals through the Staffordshire Start Up Programme, commissioned through the Staffordshire Chamber of Commerce since it started in June 2020. 228 of these have decided that self-employment is for them and have started their own business. Get Started and Grow has supported more than 80 business owners this year who have been trading up to 5 years with professional services support in marketing, finance or digital marketing. The programme is looking to expand in 2023 to areas such as Human Resources and the County Council will continue to procure established Staffordshire businesses to provide this support. A series of peer-to-peer Networks is also being launched for new businesses who want to take the next steps in their journey to success.
- Recently released information from the Office for National Statistics show our efforts are bearing fruit. In 2021, a thousand more businesses were born in Staffordshire than the previous year. Our business birth rate has therefore improved substantially and is now, for the first-time ever, in-line with the national average. Businesses born within Staffordshire also remain far more likely to survive compared to the national average.

- We also continue to make great strides in supporting higher-level skills, with work ongoing on the £16m Institute of Technology which is scheduled to open in 2024. St. Modwen Logistics, one of the UK's leading logistics developers and managers, is the latest partner to join the Newcastle and Stafford Colleges Group led consortium of education providers and employers from across the Midlands to form the IoT.
- Looking forward to the year ahead, there are several significant projects that we continue to work on and will be delivering. Our Hydrogen Technologies Valley proposal remains one of our biggest opportunities and has the potential to play a major role in supporting a more productive local economy, but also can help to address some of our greatest national and global challenges including energy security and climate change. Whilst the Government has decided not to proceed with the previous investment zone policy for which we submitted a proposal covering the corridor, we are expecting this to be relaunched in light of the Chancellor's Autumn Statement and work is already underway to ensure we are well placed to take advantage of this when the opportunity arises.
- Through our economic growth programme, we continue to support developments that create jobs within the county. The main earthworks have now started on the Chatterley Valley West site with the first development platforms expected to be made available in mid-2023.
- Our tourism sector is a big part of the Staffordshire economy and our Visitor Economy Action Plan, which was prepared in collaboration between local authority and private sector partners that make up our Destination Management Partnership, was unanimously endorsed by the Staffordshire Leaders Board at the beginning of December. This includes several key actions to boost our visitor economy including encouraging more people to work within the sector, addressing emerging skills challenges and supporting the development of the local accommodation offer.

75. Medium Term Financial Strategy 2023 - 2028

	<p>"We continue to invest in Staffordshire's economic future, while providing support for those who need help today.</p> <p>We are in a position to do this because we remain a well-run, stable authority which thinks hard about how it spends public money and continually seeks new, flexible ways of working with our communities."</p> <p>Alan White, Leader of the Council</p>
	<p>"We spend every pound as wisely as we can and work with partners to maximise its value.</p> <p>The provision of adult social care still forms by far the greatest part of our expenditure and the Government's decision to postpone implementation of social care reforms leaves us awaiting a sustainable long term funding solution which removes the burden from local authorities.</p> <p>We will study the details in the Local Government Finance Settlement with interest."</p> <p>Ian Parry, Cabinet Member for Finance and Resources</p>

Reasons for the Decision – To provide Cabinet with an update on the Medium Term Financial Strategy (MTFS), which provides details of how the Council's operations will be funded over the five year period 2023-2028.

Decision – (a) That the updates to the financial plans as set out in the report, including the potential use of reserves to balance the 2023/24 budget and potential cost reduction plan for future years, be noted;

(b) That the announcements made by the Chancellor as part of his Autumn Statement, be noted;

(c) That the commitment to continue to deliver the cost reduction programme (as set out in Appendices 2a – 2d to the report) and the commencement of an innovation programme with immediate effect to identify cost reductions from 2024/25 onwards, be endorsed;

(d) That the risks associated with these planned cost reductions (as set out in the report) be noted and that the Senior Leadership be requested to undertake the appropriate engagement arrangements required to deliver the cost reductions;

(e) That a further report be submitted to Cabinet in January to recommend a Revenue Budget, MTFS and Council Tax to full council in February; and

(f) That the Corporate Review Committee be requested to scrutinise the proposed pressures and cost reduction options against the principles of a good and balanced budget.

76. Adult Learning Disability Provider Services

	<p>"Staffordshire County Council is committed to helping those who need support and as circumstances change, we are flexible enough to move with them and carry on investing in the right care and improved facilities.</p> <p>We have listened to those who use the service and their families, and this investment will meet the needs of users in updated, modern surroundings in communities across the county."</p> <p>Julia Jessel, Cabinet Member for Health and Care</p>
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Reasons for the Decision – To receive an update on progress in respect of modernising and improving our in-house adult learning disability services, including revised recommendations for the residential replacement care service at Douglas Road in Newcastle under Lyme, the Greenfields House residential care service in Leek, and the Hawthorn House residential care service in Lichfield.

Decision – (a) That the Douglas Road residential replacement care service be retained at its current location in Newcastle under Lyme, and authority be delegated to the Director for Health and Care for approval and procurement of refurbishment and redevelopment works, subject to a business case.

(b) That the continued provision of the residential care service at Greenfields House in Leek, with refurbishment of the premises, be endorsed.

(c) That the need for building based care facilities for adults and children countywide be assessed and that opportunities to use the Council's land and property portfolio for developments to meet these needs be considered.

(d) That the progress and revised plan to refurbish Hawthorn House for residential care in Lichfield be noted.

(e) That the progress regarding the ongoing development of Specialist Day Opportunities services and their buildings, be noted.

77. Homes for Ukraine



“Staffordshire has a long and proud history of helping those who have had no choice but to flee war and persecution, and Staffordshire people have stepped up in their hundreds to help people fleeing the war in Ukraine.

It is clear that the war in Ukraine will not end any time soon, so it is important to ensure we have the right team in place so we can help support not just the Homes for Ukraine scheme, but also broader resettlement programmes.

We will also continue working with our district and borough councils, health, education and community partners, as well as the voluntary sector to ensure the right support is in place at the right time.”

Victoria Wilson, Cabinet Member for Communities and Culture

Reasons for the Decision – To consider proposals for the Homes for Ukraine scheme in Staffordshire including the development of a Resettlement Team to support the scheme and broader resettlement programme.

Decision – (a) That the progress to date in relation to the Homes for Ukraine Scheme be acknowledged.

(b) That the proposed approach for the development of a Resettlement Team to support the Homes for Ukraine scheme and broader resettlement programme, be endorsed.

(c) That the Financial breakdown and spend in line with these proposals (based on the actual costs as these figures are still subject to change as more people arrive), be approved.

(d) That thanks be extended to the sponsors for the compassion and generosity they have shown in offering to sponsor a family fleeing the conflict in Ukraine and welcoming them to Staffordshire.

78. Review of Older People's Nursing Home Capacity and Demand

	<p>"Nursing homes are an essential service and support the most vulnerable people in our communities.</p> <p>We need to ensure that the nursing home sector is sustainable so that people can access good quality affordable care when they need it.</p> <p>The Council can consider how it can best use its assets to develop nursing care in areas where the capacity is insufficient or unaffordable."</p> <p>Julia Jessel, Cabinet Member for Health and Care</p>
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Note by Clerk: Mark Deaville declared a pecuniary interest as a Non-Executive Director of Nexxus and withdrew from the meeting during the consideration of this item.

Reasons for the Decision – To consider proposals to increase capacity and ensure access to good quality and affordable nursing care home placements when they are needed.

Decision – (a) That the current challenges and ongoing support to the nursing home market be noted.

(b) That the residual concerns about the sustainability of the nursing home market be noted.

(c) That the development of Bracken House in Burntwood and Meadowyrthe in Tamworth into nursing homes be approved in principle, subject to a business case, and that authority to take the decision on this development be delegated to the Cabinet Member for Health and Care in consultation with the Director of Health and Care and the Director for Finance.

(d) That potential sites for new nursing homes be identified and that business cases for development, including options for development and delivery, be brought to a future Cabinet meeting.

79. Delivering a Future Vision for the Countryside Estate

	<p>“There has been a notable increase in the appreciation of, and interest in, our countryside in recent years.</p> <p>Our aim is to manage increased accessibility to our countryside estate while protecting the very things that make the country parks, spaces and greenways so attractive.</p> <p>And with a growing emphasis on stopping climate change and supporting nature recovery, our new vision for the countryside estate reflects the important role it can have for local communities, the local economy and for the environment.”</p> <p>Victoria Wilson, Cabinet Member for Communities and Culture</p>
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Reasons for the Decision – To consider a new vision for the Countryside Estate and proposals for an in-house management model that will focus on maximising the benefits of the estate to our communities and environment.

Decision – That the proposed approach for management of the countryside estate and associated delivery plan be supported.

80. Framework Agreement - Furniture

	<p>“These procurement exercises help ensure we get the service and the goods we need to not only meet our requirements but to ensure we continue to get the best value for Staffordshire taxpayers.</p> <p>At a time of rising prices and the continued cost of living pressures this has never been so important.”</p> <p>Mark Deaville, Cabinet Member for Commercial Matters</p>
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Reasons for the Decision – To seek Cabinet approval to undertake a procurement exercise to procure a framework agreement for Supply, Delivery and Installation of Furniture. The framework should allow for Corporate Office furniture, Educational Furniture and Library Furniture

Decision – (a) That it be agreed that officers undertake a procurement exercise in line with the Public Contract Regulations 2015 (the “Regulations”) for the Framework Agreement for the provision of office, educational and library furniture (the “Framework Agreement”).

(b) That following completion of the procurement process, the successful suppliers be appointed to the Framework Agreement for the period 1st July 2023 to 30th June 2025 and that, dependent on the quality of their delivery, that one or both of the 12-month service extensions be implemented to a final contract end date of 30th June 2027.

(c) That it be noted that any contractual agreements in terms of the Framework Agreement and subsequent call-offs will be approved in accordance the council’s Procurement Regulations.

81. Framework Agreement - Tarmac

	<p>“As a county council, we continue to innovate and develop our services in line with our strategic plan. This means managing our property assets effectively and making improvements where needed.</p> <p>Our current Tarmacadam framework agreement began in 2019 and is due to expire in May 2023. Now is the right time to take a look at this agreement and determine whether it is still fit for purpose, and whether improvements to the framework can be made.”</p> <p>Mark Deaville, Cabinet Member for Commercial Matters</p>
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Reasons for the Decision – To seek Cabinet approval to undertake a procurement exercise to procure a framework agreement for supply, installation, repairs and maintenance of Tarmacadam and other surfaces via an agreed schedule of rates.

Decision – (a) That it be agreed that officers undertake a procurement exercise in compliance with the requirements of the Public Contract Regulations 2015 (the “Regulations”) for the Framework Agreement for the supply, installation, repairs and maintenance of Tarmacadam and other surfaces (the “Framework Agreement”).

(b) That following the procurement process the successful suppliers be appointed to the Framework Agreement for the period 1st June 2023 to 31st May 2027.

(c) That it be noted that any contractual agreements in terms of the framework agreement and subsequent call-offs will be approved in accordance the council's Procurement Regulations.

82. Decisions taken by Cabinet Members under Delegated Powers

Decision – That the following decisions taken by Cabinet Members under delegated powers be noted:

Cabinet Member	Decision
Cabinet Member for Health and Care	In approving the consultation with clients, staff, and Trade Unions regarding the refurbishment of the Brackenberry site and subsequent relocation of the Newcastle adult learning disability day service.
Cabinet Member for Environment, Infrastructure and Climate Change	In approving the decision to hold a public consultation on the introduction of a van permitting system and controls for commercial (trade) waste at Household Waste Recycling Centres.
Cabinet Member for Health and Care	In approving the decision to award a contract for the Integrated Lifestyle Service to Everyone Health following a competitive procurement process.

83. Forward Plan of Key Decisions

The Forward Plan of Key Decisions for the period 18 January to 17 May 2023, which detailed the following issues, was approved:

Subject Matter	Contact
Staffordshire Sustainability Board Communications Plan 2023	Name: Clive Thomson Tel: (01785) 276522
Staffordshire County Council's Electric Vehicle Charging Infrastructure Strategy	Name: Clive Thomson Tel: (01785) 276522
Future Highways Delivery Model	Name: James Bailey Tel: (01785) 276591
Future Social Care Workforce Strategy	Name: Andrew Jepps Tel: (01785) 278557
Strategic Plan and Medium Term Financial Strategy 2023 - 2028	Name: Rachel Spain Tel: (01785) 854455
Diversity and Inclusion – Progress Update	Name: Kerry Dove Tel: 07855 679112
Empowering our Communities	Name: Catherine Mann Tel: (01785) 278320
Integrated Performance Report - Quarter 3, 2022/23	Name: Kerry Dove Tel: 07855 679112

Staffordshire County Council Local Flood Risk Management Strategy	Name: James Bailey Tel: (01785) 276591
Our People Strategy 2023 and Beyond	Name: Sarah Getley Tel: (01785) 854265
Capital Programme for Schools 2023/ 2024	Name: Ian Tuner Tel: (01785) 277228
House Project	Name: Nisha Gupta Tel: 07773 791346
Highways and Transport Capital Programme 2023/24	Name: James Bailey Tel: (01785) 276591

84. Exclusion of the Public

Decision – That the public be excluded from the meeting for the following items of business which involve the likely disclosure of exempt information as defined in the paragraphs of Part 1 of Schedule 12A (as amended) of Local Government Act 1972 indicated below.

PART TWO

85. Strategy for the Future Commissioning and Contracting for Extra Care Housing within Staffordshire

(Exemption paragraph 3)

Note by Clerk: Mark Deaville declared a pecuniary interest as a Non-Executive Director of Nexxus and withdrew from the meeting during the consideration of this item.

Reasons for the Decision – To consider the Strategy for the Future Commissioning and Contracting for Extra Care Housing within Staffordshire to ensure adequate Extra Care capacity so that older people have an opportunity to live as independently as possible in their own homes.

Decision – That the recommendations contained in the report be agreed.

86. Staffordshire History Centre

(Exemption paragraph 3)

Reasons for the Decision – To consider the acceptance of additional grant funding from the National Lottery Heritage Fund; entering into a Joint Venture Development Agreement to enable the development of the Staffordshire Record Office and the William Salt Library to create the Staffordshire History Centre; and to enter into the construction contract.

Decision – That the recommendations contained in the report be agreed.

Note by Clerk: The Chairman of the Corporate Overview and Scrutiny Committee has given his approval to the above decision being exempt from call-in as delay likely to be caused by the call-in process would seriously prejudice the Council's or the public's interests or the interests of any person(s) to whom the decision relates.

Alan White
Leader of the Council

Minutes of the Property Sub-Committee Meeting held on 7 December 2022

Present: Alan White (Chair)

Attendance

Mark Deaville
Ian Parry

Jonathan Price
Philip White (Vice-Chair)

PART ONE

37. Declarations of Interest

38. Minutes of the Meeting held on 2 November 2022

Resolved – That the minutes of the meeting held on 2 November 2022 be confirmed and signed by the Chairman.

39. Exclusion of the Public

Resolved – That the public be excluded from the meeting for the following items of business which involves the likely disclosure of exempt information as defined in the paragraph of Part 1 of Schedule 12A (as amended) of the Local Government Act 1972 as indicated below.

40. Former Ellison Detached Playing Field, Lamphouse Way - Proposed sale (Exemption Paragraph 3)

Details were submitted for the proposed sale of the Former Ellison Detached Playing Field, Lamphouse Way.

Resolved – That approval be given for the sale of land known as the former Ellison Detached Playing Field, Lamphouse Way, Wolstanton, Newcastle-under-Lyme to Markden Homes SPV1 Limited with the Assistant Director for Commercial and Assets, in consultation with the Cabinet Member for Commercial Matters being given delegated authority to approve the precise details and timing of the sale.

41. Sale of former Hillfield Residential Home (Exemption Paragraph 3)

Details were submitted for the proposed sale of the former Hillfield Residential Home, Hillfield Lane, Stretton, Burton-on-Trent DE13 0BW.

Resolved – That approval be given for the sale of land known as the former Hillfield Residential Home, Hillfield Lane, Stretton, Burton on Trent DE13 0BW to Restful Homes Group Limited or any subsidiary formed for the purposes of developing the site; the Assistant Director for Commercial and Assets be given delegated authority to approve the final contractual details.

42. Renewal of Lease of Laches Wood Outdoor Education Centre (Exemption Paragraph 3)

Details were submitted for the proposed renewal of lease of Laches Wood Outdoor Education Centre.

Resolved – That approval be given for the renewal of lease to Entrust for a 10-year period.

43. Renewal of Lease of Standon Bowers Outdoor Education Centre (Exemption Paragraph 3)

Details were submitted for the proposed renewal of lease of Standon Bowers Outdoor Education Centre.

Resolved – That approval be given to renew to Lease to Entrust for a 10-year period.

Chairman

Minutes of the Property Sub-Committee Meeting held on 4 January 2023

Present: Alan White (Chair)

Attendance

Jonathan Price

Philip White (Vice-Chair)

Apologies: Mark Deaville and Ian Parry

Part one

44. Declarations of Interest

There were no declarations of interest on this occasion.

45. Minutes of the Meeting held on Wednesday 7 December 2022

Resolved – That the minutes of the meeting held on 7 December 2022 be confirmed and signed by the Chairman.

46. Acquisition and Lease of School Site, Deanslade, Lichfield

Details were submitted for the proposed acquisition and lease of School Site, Deanslade, Lichfield.

Resolved – That approval be given for the completion of the transfer of the Site from Taylor Wimpey UK Limited to Staffordshire County Council, and the grant of an Agreement for Lease and a 125 year Lease of the Site following the construction of the primary school on the Site by Staffordshire County Council.

47. Cannock Household Waste Recycling Centre - Extension of Leasing Arrangements

Details were submitted for the proposed extension of the lease for Cannock Household Waste Recycling Centre.

Resolved – That approval be given on the lease to enable the continuation of the re-use operation at Cannock Household Waste Recycling Centre, Lichfield Road, Cannock, WS11 8QN to Katharine House Hospice for a term commencing on 1 April 2023 and ending 31 March 2024 at £1 per annum.

48. Exclusion of the Public

Resolved – That the public be excluded from the meeting for the following items of business which involves the likely disclosure of exempt information as defined in the paragraph of Part 1 of Schedule 12A (as amended) of the Local Government Act 1972 as indicated below.

Chairman

Cabinet Meeting on Wednesday 18 January 2023

Health and Care Winter Update



Councillor Julia Jessel, Cabinet Member for Health and Care said,

“The NHS has been under extraordinary pressure this winter due to people unwell with respiratory virus infections and staffing issues.

“The Council has worked hard to ensure that the number of people in hospital waiting for social care remains low.

“We will continue to work with the NHS to facilitate timely hospital discharges and to support those residents who need adult social care.”

Report Summary:

This report provides an update on pressures facing the NHS this winter and the additional and ongoing services commissioned by the Council to facilitate timely hospital discharges and support those residents who need adult social care.

Recommendations

I recommend that Cabinet:

- a. Note the pressures facing the NHS this winter.
- b. Note the additional services commissioned by the Council to facilitate timely hospital discharges and support those residents who need social care.

Cabinet – Wednesday 18 January 2023

Health and Care Winter Update

Recommendations of the Cabinet Member for Health and Care

I recommend that Cabinet:

- a. Note the pressures facing the NHS this winter.
- b. Note the additional services commissioned by the Council to facilitate timely hospital discharges and support those residents who need social care.

Local Member Interest:

N/A

Report of the Director for Health and Care

Reasons for Recommendations:

Background

1. The NHS nationally has been under extraordinary pressure this winter. There have been high levels of demand due to large numbers of people unwell with respiratory virus infections, compounded by staff shortages due to vacancies and sickness absence. Urgent care activity has been particularly high with large numbers of emergency hospital admissions and widespread reports of ambulances queueing outside emergency departments.
2. There remains a substantial opportunity to reduce emergency hospital admissions by improving management of elderly and frail people in the community, especially at end of life. Emergency hospital admissions at end of life can be extremely distressing and almost one quarter of hospital beds are occupied by people in their last year of life. There is also an opportunity to improve management of people within hospital to reduce length of stay and prevent the need for longer term care and support.
3. It is also important to ensure timely hospital discharges. Acute hospitals typically report high numbers of people “medically fit for discharge”. Many of these are waiting for ongoing actions within the hospital, or for NHS community services. A smaller proportion are waiting for social care – and this varies depending on the part of the country. In December

2022 the Government provided a one-off social care discharge fund to local authorities and Integrated Care Boards to commission additional services to facilitate hospital discharges and support those residents who need social care. Local authorities and Integrated Care Boards were given two weeks to develop, agree and submit expenditure plans.

Urgent social care in Staffordshire

4. Staffordshire has fully integrated hospital discharge services provided and co-ordinated by Midlands Partnership NHS Trust. People who need reablement and/or assessment for ongoing care and support are discharged from NHS acute hospitals to a range of urgent care services: Home First, NHS community hospitals and temporary care home placements. For those who need longer term care and support and who are eligible for local authority funded services, the Council arranges either home care or a permanent care home placement.
5. This means that very few Staffordshire residents now wait in acute hospitals for social care. The Council's focus is on ensuring that people who need ongoing care and support can move on from urgent care services in a timely way. Performance is monitored on a daily basis and so far this winter has been better than last year.
6. The Government has allocated £3.0m of the one-off social care discharge fund to the Council. Expenditure has been agreed with the NHS as part of the Better Care Fund and will include around £854k for home care, £579k for care homes, £182k for additional assessment capacity, £414k for voluntary sector, housing, assistive technology and equipment, and £739k for measures to recruit and retain the workforce. This will further improve the timeliness of social care for people in urgent care services.
7. The Council continues our programme of improvement in social care including to embed consistent strengths-based practice, develop additional Extra Care and nursing home capacity, and support the market to recruit and retain staff. We are also supporting the NHS with winter vaccinations: 84% of over 65s have had a Covid booster and 80% have had a flu vaccination.

Legal Implications

8. There are no legal implications arising as a result of this report.

Resource and Value for Money Implications

9. The Council has committed £3.0m of the Government's one-off social care discharge fund to commission additional services to facilitate timely

hospital discharges and support those residents who need adult social care.

Climate Change Implications

10. There are no climate change implications arising as a result of this report.

List of Background Documents/Appendices:

None

Contact Details

Report Author:	Richard Harling
Job Title:	Director of Health and Care
Telephone No.:	01785 278700
E-Mail Address:	richard.harling@staffordshire.gov.uk

Cabinet Meeting on Wednesday 18 January 2023

Future Social Care Workforce Strategy



Councillor Julia Jessel, Cabinet Member for Health and Care said,

“People working across Staffordshire in both children and adults social care, do an amazing job protecting and supporting the most vulnerable people in the county and we are committed to working hard not only to attract the best staff, but to keep the best staff.

“We recognise that nationally we have seen unprecedented challenges in recruitment and our mission is to develop a more resilient care sector that enables more effective recruitment and retention of care staff.

“In developing this new strategy, we have worked together with partners including the NHS and the independent sector and staff themselves, to look at what matters most to them and how all employers can do their very best to recruit, retain and develop their own workforce.

“This includes encouraging more training and career progression opportunities as well as offering work placements and apprenticeships to attract more people starting out on their work life into the profession.”

Report Summary:

This report provides an update on the development of the partnership Staffordshire Social Care Workforce Strategy, timescales for publication and the approach being taken to implement the key activities to achieve the outcomes. It is accompanied by the final draft strategy (Appendix 1).

Recommendations

I recommend that Cabinet:

- a. Endorse the Staffordshire Social Care Workforce Strategy.
- b. Note the timescales for publication and launch and arrangements for implementation.

Cabinet – Wednesday 18 January 2023

Future Social Care Workforce Strategy

Recommendations of the Cabinet Member for Health and Care

I recommend that Cabinet:

- a. Endorse the Staffordshire Social Care Workforce Strategy.
- b. Note the timescales for launch and arrangements for implementation.

Local Member Interest: N/A

Report of the Director for Health and Care

Reasons for Recommendations:

Background

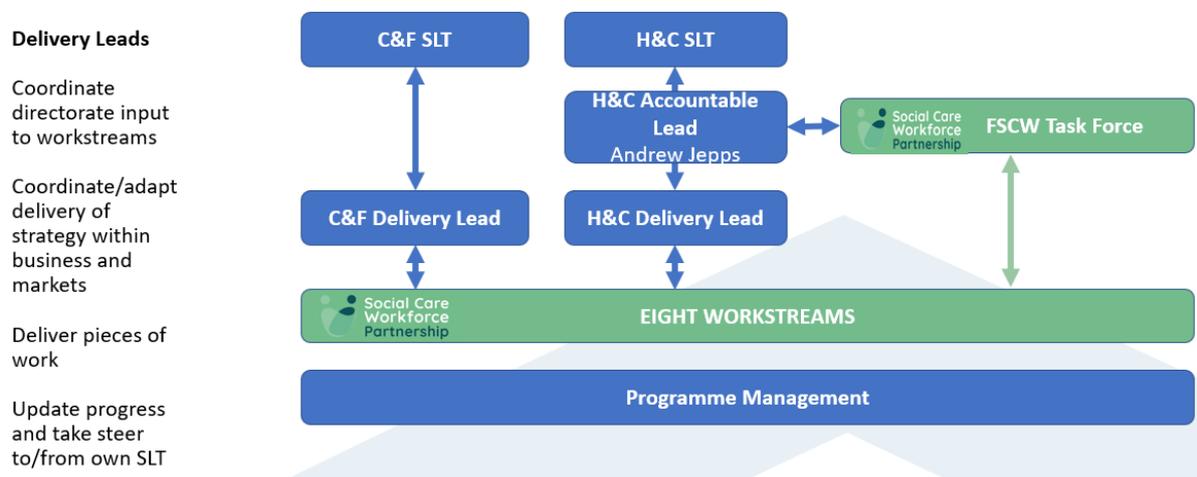
1. Social care is a major, and growing, economic sector in Staffordshire, with a workforce that aims to provide good quality care and support to people with a range of needs, from the youngest to the most elderly in our community.
2. Although most social care staff find it a fulfilling job, recruitment and retention has been challenging for a number of years, and there are now fewer people of working-age working in any type of job, alongside a record number of vacancies in the wider economy.
3. There are a range of issues that affect recruitment and retention: constrained funding for social care services has led to pay rates often lower than in competitor industries; the opportunities for career progression are sometimes limited, or not well understood; social care staff sometimes feel that their work is not valued.
4. To try and address these a Staffordshire Social Care Workforce Strategy has been co-produced by the Council, NHS, Local Economic Partnership, Skills for Care, local providers and other partners. The Strategy will be amended as necessary in response to current and evolving issues.

Launch and implementation

5. The Strategy will be endorsed by individual partner organisations and then, subject to pre-publication amendments, will be published and launched in March 2023.
6. Plans are being developed to implement the key actions and achieve the outcomes outlined in the Strategy, along with metrics to enable progress to be monitored. These will be overseen by a 'Task Force' comprised of representative of partner organisations, with reporting to Health and Care and Children and Families Senior Leadership Teams within the Council.



FSCW SCC Programme Governance Structure



7. Where individual actions require more formal arrangements (as an example, we are currently scoping the potential for a Social Care Academy), these will be taken through normal governance processes.

Risks

8. There is a risk of raising expectations that the Strategy is unable to meet. This is mitigated through a stakeholder engagement plan to communicate approaches, successes, and constraints.
9. There is a risk that once the Strategy is adopted, planning is not adaptive enough to evolving issues. This will be mitigated through regularly reviewing progress and updating actions as necessary.

Legal Implications

10. There are no legal implications arising as a result of this report.

Resource and Value for Money Implications

11. There are no specific financial implications arising as a result of this report. Improving recruitment and retention should help to mitigate price rises in the social care market.

Climate Change Implications

12. Climate change implications and how we can positively contribute towards the achievement of the Council's Net Zero Carbon emissions by 2050 were considered during development of the Strategy.
13. Transport has been highlighted as one of the primary issues facing the social care workforce, particularly the home care sector (supporting adults) – noting one of the primary issues faced in the current economic climate is the associated costs of transport to the employee and the employer. Considerations include:
 - a. Reducing the distance / number of journey's (subject to Commercial considerations).
 - b. How we can support the workforce to transition to low carbon alternative vehicles in the medium term, noting the changes to new vehicle purchase post 2030.
14. Any proposals will be considered as per the proposed Governance Structure detailed in point 6.

List of Background Documents/Appendices:

Appendix 1 – Final Draft Staffordshire Social Care Workforce Strategy

Appendix 2 – Summary Document – Staffordshire Social Care Workforce Strategy 2022 – 2027

Community Impact Assessment

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STAFFORDSHIRE SOCIAL CARE WORKFORCE STRATEGY

VALUING CAREERS IN CARE



Staffordshire
Social Care
Workforce



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Introduction

Social care is a major, and growing, economic sector in Staffordshire, with a workforce that aims to deliver good quality and effective care to support people with a range of needs, from the youngest to the most elderly in our community.

Although many people working in social care find it fulfilling, recruitment and retention has been challenging for a number of years, and following the COVID-19 pandemic, there are now fewer people of working-age working in any type of job, alongside a record number of vacancies in the wider economy.

Social care staff sometimes feel that their work is not valued, and constrained funding for social care services has led to pay rates often being lower than in competitor industries. The opportunities for career progression are sometimes limited, or not well understood.

Nationally there are long-term challenges for social care, and the level of funding available to local partners, and so it is not possible to resolve all those challenges locally – but we aim to build and support our social care workforce in Staffordshire to the best of our collective ability, working in partnership. This strategy outlines the practical approaches we are taking.

Summary

Our joint vision for the future is that the social care workforce provides **highly valued, innovative and sustainable care** in Staffordshire.

Our mission is to develop a more **resilient** care sector that enables more effective **recruitment** and **retention** in adults' and children's social care, based on person-centred and innovative **ways of working** - for all social care workers, including those in regulated professions, across all sectors, attracting people at every stage of their working lives, including those at the start of their career.

We will:

- Improve the usage of updated **data and intelligence** as a **shared** resource to support the social care workforce
- **Promote available resources** to providers more effectively, and engage with providers who **need the most support** to use those resources
- Develop an **improved journey** into work
- Implement a **co-ordinated** partnership approach to **learning and development**

Based on our understanding of the current and future social care workforce in Staffordshire, and the challenges it faces, we have agreed key actions to implement over the next two years, to make a difference.

- Improve the **positive recognition of social care** as a valued career
- Increase the level of **capability** to use **digital and technology innovations**
- Support **improved practice** across the sector in recruitment and business continuity planning
- Seek to **reduce travel costs** where possible across the partnership

How did we develop our strategy?

We have built a cross-sector partnership approach to develop this Staffordshire Social Care Workforce Strategy. Representatives from a variety of bodies, including Staffordshire County Council, the NHS, the independent sector, education and training bodies, Department for Work and Pensions (DWP) and others have worked collaboratively to:

- share what we know about the social care workforce
- review and learn from good practice
- evaluate ideas on how to build and support the workforce
- develop and take forward the strategy
- understand how we will monitor our impact and success as a partnership



Alignment with other strategies

Our local strategy is aligned to the national government's People at the Heart of Care: adult social care reform¹, and the vision and approach of the Local Government Association 'Our vision for a future care workforce strategy'².

This strategy is also part of our joint approach to developing the Staffordshire social care workforce across the Integrated Care System in Staffordshire and Stoke-on-Trent. It supports key system themes relating to health and wellbeing, growing the workforce, supporting inclusion, valuing and supporting leadership, new ways of working, training and developing talent, supporting wider social and economic development, supporting people services, skills and capabilities, workforce planning and development, and system development.

The skills element of our strategy contributes to the broader priorities of the Stoke-on-Trent and Staffordshire Local Enterprise Partnership (SSLEP) Skills Advisory Panel, which aims to support higher skilled, better paid and more productive jobs across the Staffordshire economy. Through the digitisation of services, including the introduction of new technologies, there is a real opportunity to improve productivity and support longer term growth in the health and social care sector.

Our strategy (and proposed actions) aligns with the Leadership for a Collaborative and Inclusive Future report, recognising the real difference that good leadership can make in health and social care and the need for positive equality, diversity and inclusion action.³

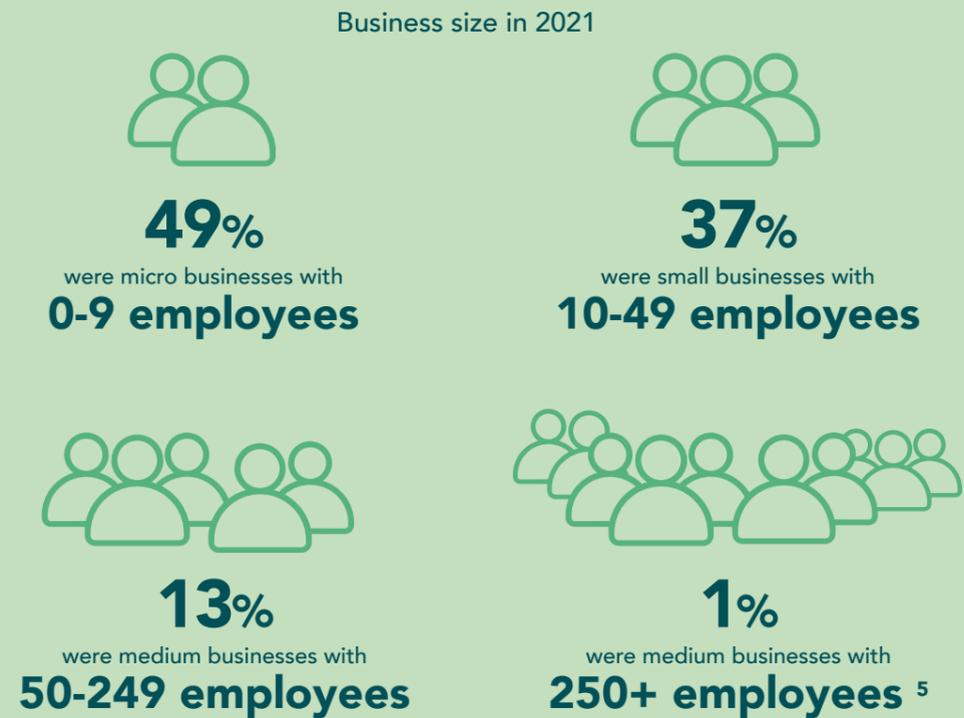
What does our current workforce look like?

This strategy covers a wide range of roles such as social workers and assessors, staff in care homes, home care and community-based care, including extra care, supported living and day opportunities, for adults, and for families and children with support and care needs. Our information comes from a range of sources which have been updated at different stages – and there is a significant variation in the data from these different sources.

Size of the sector

The value of the social care sector in Staffordshire has grown over the last two decades⁴. The sector saw growth in employment prior to Brexit but saw a decline during EU transition and then a slight rise early in the pandemic.

Based on the Annual Business Survey (ABS) and the Business Register Employment Survey (BRES) social care employment in Staffordshire in 2020 was equivalent to **3.8%** of all employment, slightly lower than the **4.3%** share for England. Across the Districts and Boroughs the size of the social care sector ranged from **2.3% – 6%** of employment in Staffordshire.



Pay levels

Many roles in the social care sector have a relatively low level of pay.

In 2021 the average Workplace Hourly Pay for all sectors in Staffordshire was £13.56⁶.

The average pay for all independent sector adult social care roles was £10.25 (at March 2022), which was £1.34 higher than the National Living Wage (this includes all job roles in the independent sector)⁷.

Average hourly rates of pay for children's independent social care varied from £10.16 to £21.00 depending on the position (based on our local response from 14 providers).⁸

The average full time annual pay for social care sector in 2021 was £19,657, below the national average of £21,397, and considerably below the average workplace full time annual pay for all sectors in Staffordshire of £28,162.⁹





Skills

In the wider potential workforce across the whole of Staffordshire there is a good supply of general skills suitable for social care (such as good customer service), but there is a greater demand from employers for social care specific skills (such as personal care) than is available¹⁰.

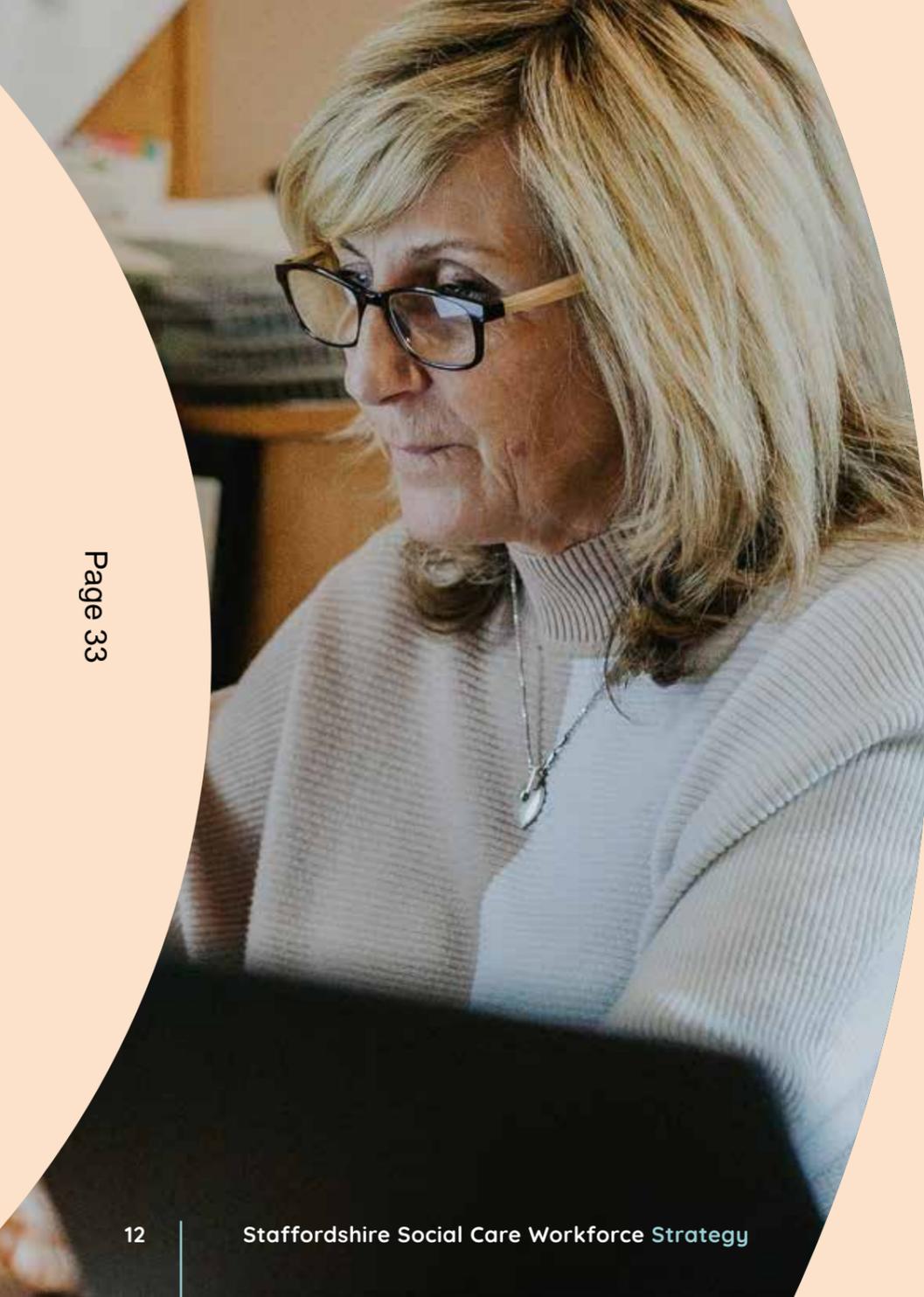
Skills supply Education and Training Learning Aim Enrolments by Sector Subject Area ¹¹

- The most directly related tier 2 learning aims to the social care sector are 'Health and Social Care' and 'Child Development and Wellbeing'.
- There were 5,820 'Health and Social Care' aim enrolments in 2020/21 representing 22.5% of all aims - a rise of 30 or 0.5% since 2018/19.
- There were 510 'Child Development and Wellbeing' aim enrolments in 2020/21 representing 2.0% of all aims – a rise of 160 or 46% since 2018/19.
- These rises are in contrast to a 19% decline for all education and training participation.

Levels of enrolment within sector specific training (Health and Social Care and Child Development and Wellbeing) have increased, despite education and training participation overall decreasing. There has also been an increase in Health and Social Care apprenticeships, although a decrease in those for Child Development and Wellbeing.

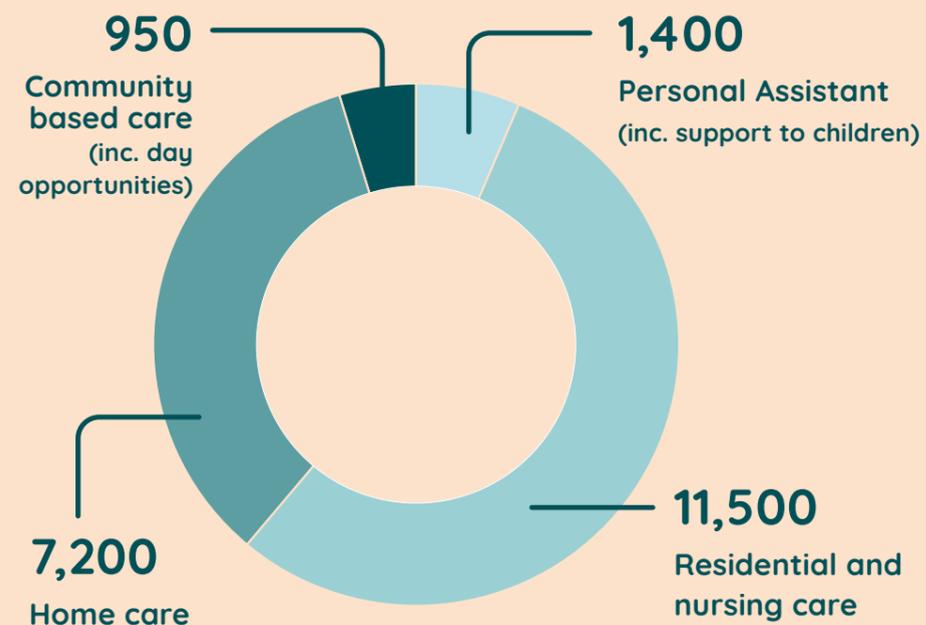
Skills supply Apprenticeship Starts by Sector Subject Area ¹²

- There were 1,680 'Health and Social Care' apprenticeship starts in 2020/21 representing 21.8% of all starts the highest of all Tier 2 sector subject areas - a rise of 10 or 0.6% since 2018/19 which is in contrast to a 17% decline for all apprenticeships.
- There were 480 'Child Development and Wellbeing' starts in 2020/21 representing 6.2% of all starts – a decline of 70 or 13% since 2018/19.



Adult Social Care

Skills for Care state there are 21,000 filled posts in Staffordshire; 700 are located in local authority roles and 17,500 of the Staffordshire social care workforce, working across a variety of roles, are employed by the independent sector¹³. The breakdown by service type is:



The biggest difference between the makeup of the Staffordshire social care workforce and the wider population is that many more women work in social care than men.

Demographics	Adult Social Care ¹⁴	Staffordshire ^{15 16}
Female	86%	50.5%
Male	14%	49.5%
Under 25 years	10%	11.9%
25 – 54 years	64%	60.7%
55 + (working age)	27%	27.5%
White	91%	95.5%
Black and other communities	9%	4.7%
British	93%	96.5%
EU	3%	2.1%
Non-EU	4%	1.5%

There is low usage of zero hours contracts in care homes, but in home care services 42% of the workforce is on zero hours contracts (compared to 46% of all non-residential services across England)¹⁷.

Service	Contract type	
Residential care	Permanent	95%
	Temporary/pool/bank	5%
	Full time	49%
	Zero hours	6%
Nursing care	Permanent	94%
	Temporary/pool/bank	6%
	Full time	63%
	Zero hours	5%
Home care	Permanent	95%
	Temporary/pool/bank	4%
	Full time	37%
	Zero hours	42%

Social care for adults

Recruitment and retention

According to the latest data from Skills for Care, turnover in 2021/22 is 32.2% - of which 41% left the sector. In 2021/22 vacancy rates and turnover both increased from the previous year, largely as a consequence of the end of lockdown and a widening of the economy and thus job opportunities¹⁸.

There has been a significant increase in the vacancy rate for registered nurses in care homes, from 8.9% in 2020/21 to 16% in 2021/22. Additionally, the turnover for registered nurses has risen from 47.3% to 55.4% in the same time period.

	Adult Social Care 2020/21	Adult Social Care 2021/22
Turnover	28.2%	32.2%
Leavers remaining in sector	64%	59%
Vacancy rates (Ind and LA):		
Average	6.5%	9.9%
Registered managers	7.4%	5.7%
Senior care workers	8.7%	13.5%
Care workers	6.3%	10.5%
Registered nurses	8.9%	16%
Sickness rate (av)	9 days	9.4 days
Av experience in sector	8.9 years	9.1 years

Qualifications

Across the adult social care workforce¹⁹, 54% of the workforce had completed or were working towards the Care Certificate, slightly more than across England (48%)²⁰.

73% of the workforce in a managerial role had a qualification relevant to social care, as did 49% of those providing direct care, broadly comparable to England figures.

Completion of the Care Certificate by Personal Assistants was lower, at approximately 30%, although there is less data available regarding Personal Assistants and so this may not be an accurate estimate for this cohort.²¹

Social care for children

There is not a data source such as Skills for Care available for the children's social care workforce and so we have much less information about this sector.

Staffordshire County Council employs many in the children's social care workforce, with independent childrens providers mainly providing residential care.

The information below relates to Staffordshire County Council's own staff.

Roles



The average age of qualified social workers is lower than other roles, with safeguarding social workers having both the lowest average age (36 years) and service with Staffordshire County Council (3.9 years compared to 8.1 years average). The turnover in 2021/22 is 16%, higher than the previous year by around 5%. Turnover in social work posts is highest in safeguarding roles.



Demographics

Demographic data about the children's independent sector is drawn for the 14 providers who responded to our survey, and so may not be representative of the sector as a whole.

Demographics and contract type	Staffs. County Council	Independent	Staffordshire
Female	88%	77%	50.5%
Male	12%	23%	49.5%
Under 25	3%	11%	11.9%
25-54	79%	81%	60.7%
55+	18%	8%	27.5%
White British	73%	77%	-
Other ethnic groups	12%	23%	-
Unknown	15%	-	-
British	38%	84%	-
EU	1%	2%	-
Outside EU	0%	14%	-
Unknown	61%	-	-

Location	Contract type	
Staffordshire County Council	Permanent	90%
	Temporary/pool/bank	10%
	Full time	76%
	Zero hours	6%
Independent	Permanent	93%
	Temporary/pool/bank	4%
	Full time	67%
	Zero hours	3%



Recruitment and retention:

	Staffs. County Council	Independent
Turnover	13%	23.9%
Vacancy rates	Not available at this time	9%
Years in role:		
<3		31%
3-9		48%
10+		21%

Based on the 14 providers who responded to our survey, 20% of the independent children's social care workforce have no social care qualifications. 6% have entry level/level 1, 4% have level 2, 51% have level 3 and 19% have level 4 or above. Social workers are qualified to degree level (level 5).



What challenges are we facing?

The local employment market in Staffordshire

COVID-19 has had an unprecedented impact on the economy. The employment and skills landscape has changed considerably, in a relatively short space of time. Nationally, there has been a decline in the overall workforce due to:

- an increase in economic inactivity
- an increase in the number of people 50 years and older retiring
- an increase the number of young people staying in education
- a decrease in migration

Locally, the number of working age adults claiming work-related benefits continues to decrease, primarily due to the record high number of job vacancies to aid recovery from the pandemic. Between March and April 2022, there was a 3.1% decrease, which was similar to the national decline of 3.5%^{24 25}.



It is projected
34,948

new recruits would be needed by **2032**, most of these to replace people who leave the sector²⁵. This estimate is particularly sensitive to turnover (retention) rates.

Social care for adults

The health and social care sector (SIC 2007) is projected to have the largest growth between 2017-2027 in Stoke-on-Trent and Staffordshire Local Enterprise Partnership (SSLEP) with an employment increase of 6.2% or 6,000.

Adult social care is expected to see a growth in demand for workforce, broadly in line with the projected growth of the population aged 65 and above. As an illustration, if the same number of people remain in or leave the social care workforce as in previous years, and demand also increases in line with demography.

Projected Year	Estimated Workforce requirement	Extra staff needed due to increased demand compared to 2022	Impact of potential staff turnover	Total new staff required compared to 2022 (increased demand + sector leavers)
2024 (+2 years)	23,983	+920	+5,416	+6,336
2027 (+ 5 years)	25,575	+2,512	+13,951	+16,462
2032 (+10 years)	28,506	+5,443	+29,505	+34,948



Social care for children

Based on latest projections from the ONS, Staffordshire's 0–17-year-old population compared to 2022 is expected to increase 0.2% by 2024, reduce by 0.3% by 2027 and reduce by 1.8% by 2032.

Any increases in demand in children's social care is likely to be driven by an increase in the level of their needs and national policy, as opposed to demographics. This may lead to changes such as:

- the balance of staff required in future years between Family Practitioners, qualified social workers, and managers.
- the number of staff needed to provide direct support and hold reviews

Many other local authorities use independent sector children's provision in Staffordshire, so the level of provision is unlikely to change only in line with the number of Staffordshire children in care. An illustration of the potential recruitment numbers is shown here, for Staffordshire County Council staff only, and is dependent on turnover levels²⁷.

Projected Year	2022	2024	2027	2032
	Current staffing	Recruitment required to maintain current capacity		
Qualified Social worker roles	402	+110	+274	+540
Other roles	386	+82	+205	+410
All roles	788	+192	+479	+950



What has the workforce told us?

We asked the Staffordshire social care workforce and providers for their views on the strengths, challenges and opportunities for the social care sector within Staffordshire, through surveys and focus groups. 323 survey responses were received.

Engagement showed us that the majority of the current Staffordshire social care workforce do really enjoy their job, as it gives them an opportunity to make a difference. Pay and benefits are seen as both a challenge and an opportunity. People working in social care want the opportunity to progress in their careers, and changing public perception about working in social care would aid recruitment.

"I love getting to know the people I support and their families... I feel we make a real difference in helping families getting a break from their caring role."

4 out of 5 satisfied with current job

3 out of 5 recommend working in social care

...however **1 out of 5** considering leaving in next 12 months



Key reasons for considering leaving include:

Pay and financial pressures

Work-related pressures

Personal health

Levels of stress

Individuals' Survey Summary Headlines

Most important for employees

- Work life balance** 165 people
- Ability to make a difference** 155 people
- Pay** 146 people

Top suggestions to encourage more to enter/remain in social care

- Pay and Benefits** 120 people
"rewarding pay, overtime enhancements, sick pay, healthcare benefits"
- Expenses including mileage** 30 people
"support with repairs, insurance and mileage"
- Progression/training** 30 people
"good quality training so staff have the knowledge to perform their tasks to their best ability and gain greater job satisfaction"
- Improve image of social care** 30 people
"promote a better reputation for care... a worthwhile, rewarding career that people should aspire to"

Organisation Survey - Summary Headlines

- 9 out of 10** struggling to recruit staff
- 5 out of 10** struggling to retain staff

Main recruitment challenges

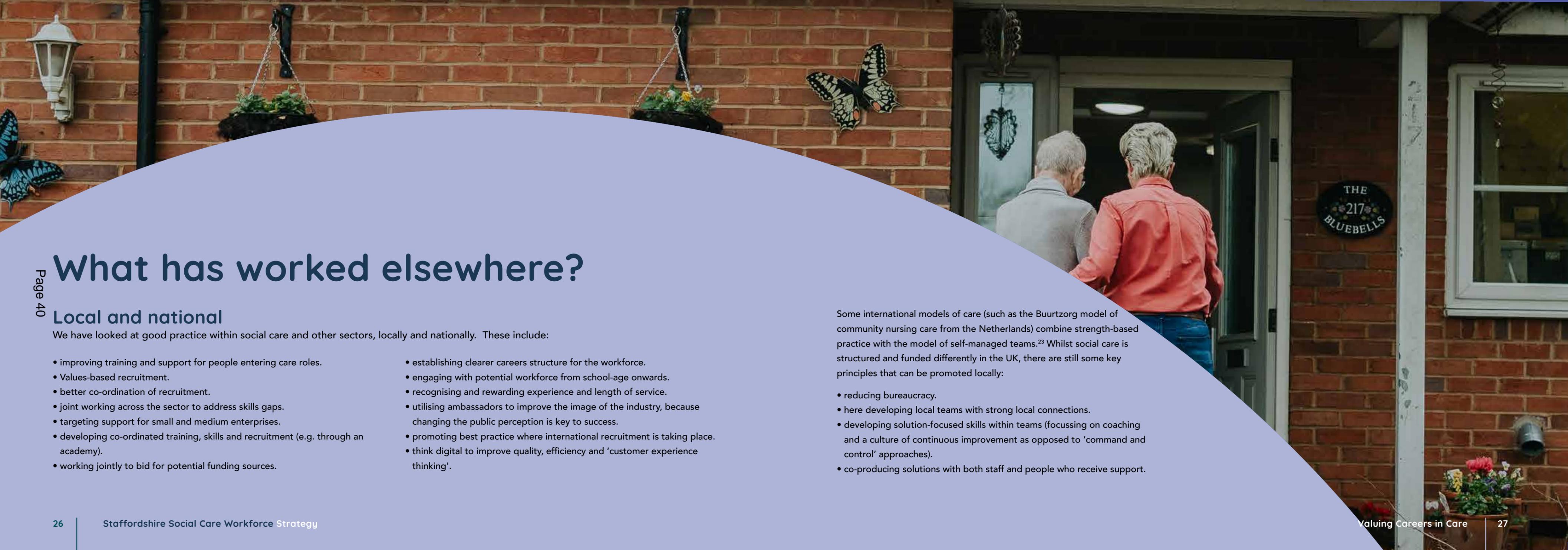
- Better pay outside of the sector** 48 organisations
- Perception of working in social care** 27 organisations
- Cost/distance of travel** 33 organisations
- Work-life balance** 25 organisations

Successful recruitment/retention initiatives

- Improving pay (14 organisations)
- Making staff feel more valued (10 organisations)
- Support with transport costs (9 organisations)

Most useful additional support in recruitment would be:

- Better pay/conditions
- Recruitment support - advertising and campaigns
- Transport help - discounts, free travel



What has worked elsewhere?

Local and national

We have looked at good practice within social care and other sectors, locally and nationally. These include:

- improving training and support for people entering care roles.
- Values-based recruitment.
- better co-ordination of recruitment.
- joint working across the sector to address skills gaps.
- targeting support for small and medium enterprises.
- developing co-ordinated training, skills and recruitment (e.g. through an academy).
- working jointly to bid for potential funding sources.
- establishing clearer careers structure for the workforce.
- engaging with potential workforce from school-age onwards.
- recognising and rewarding experience and length of service.
- utilising ambassadors to improve the image of the industry, because changing the public perception is key to success.
- promoting best practice where international recruitment is taking place.
- think digital to improve quality, efficiency and 'customer experience thinking'.

Some international models of care (such as the Buurtzorg model of community nursing care from the Netherlands) combine strength-based practice with the model of self-managed teams.²³ Whilst social care is structured and funded differently in the UK, there are still some key principles that can be promoted locally:

- reducing bureaucracy.
- here developing local teams with strong local connections.
- developing solution-focused skills within teams (focussing on coaching and a culture of continuous improvement as opposed to 'command and control' approaches).
- co-producing solutions with both staff and people who receive support.

What are our key issues and risks?

The key issues and risks for the social care workforce in Staffordshire are summarised below.

Strengths

- Large & growing sector of the economy (contributing £51.5 billion to the economy nationally)³⁰
- The majority of the local workforce find social care a rewarding career³¹
- An improving public perception of the value of social care sector following COVID-19

Weaknesses

- Key labour and skills shortage
- Lack of sustainable, redirectable investment in social care
- Lack of awareness about social care career pathway and opportunities

Opportunities

- New ways of working, including digital opportunities
- Strengths-based care, with a stronger role for the 'front line'
- Cross sector partnership approach

Threats

- Current competition with other sectors of the economy and relatively low rates of unemployment³²
- Work / life balance during peaks of demand (i.e. COVID-19)
- The impact of the cost-of-living crisis



What are we doing to help shape the future of social care in Staffordshire?

Our joint vision for the future is that the social care workforce provides highly valued, innovative and sustainable care in Staffordshire.

Our mission is to develop a more resilient care sector that enables more effective recruitment and retention in adults' and children's social services, based on person-centred and innovative ways of working - for all social care workers including those in regulated professions across the public and independent sector, attracting people at every stage of their working lives, including those at the start of their career.

We will do this through:

- Working collaboratively to support each employer to be the best that they can in recruiting, retaining and developing their own teams
- Working in partnership to carry out targeted local recruitment campaigns, promote the sector in schools and with potential job applicants, build a consistent and co-ordinated local skills offer, and promote the value of the social care sector
- Jointly making the case for fair and sustainable funding to the social care sector

We cannot address all the challenges facing the Staffordshire social care workforce locally. Some require a consistent and sustainable long-term national funding approach. However, we will work together to do all that we can to make the difference to social care in Staffordshire.

We have set out our outcomes in the '**How will we know if this is working?**' section from page 32.

We have set out our actions to make a difference in the first two years of the strategy on pages **35, 36** and **37**.



How will we know if this is working?

Our outcomes for this strategy are set out below. We will use a range of data and intelligence, including an annual workforce survey in Staffordshire, to help understand the difference we are making.

1. More resilience

Outcomes			Measures
1.1	A social care workforce that has the right capacity to manage predicted demand	1.1a	A workforce with the right type and number of roles to meet demand
		1.1b	A workforce at full complement
		1.1c	A workforce that maintains personal wellbeing
1.2	Flexibility in the social care workforce to cover periods of fluctuating demand/uncertainty	1.2a	A workforce where staff have skills to cover more than one role or to safely flex tasks within their existing role
		1.2b	A workforce where sufficient staff are willing and able to increase or decrease their hours of work to meet business need

2. More effective recruitment

Outcomes			Measures
2.1	A social care workforce that is representative of the local population	2.1a	A workforce that is recruited from the local population
		2.1b	An inclusive workforce that is representative of the diversity of the local population
		2.1c	A workforce where those in senior roles reflect the diversity of the local population
2.2	Social care is a career aspiration across the whole life course	2.2a	More young people want to have care as a career aspiration
		2.2b	Social care as a career is an opportunity, available for all ages of the population

3. More effective retention

Outcomes			Measures
3.1	A social care workforce that is competent, well trained and supported to be the best they can be	3.1a	There are in-role training and development opportunities for all social care roles
		3.1b	There are career development and progression opportunities for all roles within the workforce
3.2	A social care workforce that is, and feels, valued and rewarded	3.2a	A workforce that feels valued by its employers
		3.2b	A workforce that feels valued by the public
		3.2c	A workforce that feels rewarded by its employers

4. Innovative ways of working

Outcomes			Measures
4.1	A social care workforce that operates in a strengths-based and outcomes-focussed way	4.1a	A workforce which uses strengths-based practice to help those they support achieve their goals
		4.1b	The right outcomes are achieved for those supported by the workforce
4.2	A digitally/technologically skilled social care workforce	4.2a	A workforce which is able to use technology to do their job well
		4.2b	A workforce which is able to help those who need support to use technology to maintain independence

Our key actions to make a difference

The table below sets out how we will work collaboratively to achieve these outcomes. These are the actions which we will take forward during the first two years of the strategy. Some will continue throughout the lifetime of the strategy, and other actions may be added to continue to achieve the overall outcomes. The actions are linked to Outcomes 1-4 (more resilience, more effective recruitment, more effective retention and innovative ways of working).

Action	Detailed action	Outcomes
1	Improve the usage of updated data and intelligence as a shared resource to support the social care workforce	1.1 Measure progress against the outcomes at least annually
		1.2 A workforce at full complement
		1.3 A workforce that maintains personal wellbeing
2	Promote available resources to providers more effectively, and engage with providers who need the most support to use those resources	2.1 Promote the ICS Wellbeing Hub and other wellbeing resources
		2.2 Promote the use of good practice toolkits to support recruitment and retention
		2.3 Develop further peer support and networking opportunities
		2.4 Develop opportunities for Personal Assistants to benefit from resources and support available to the social care workforce
		2.5 Expand Mental Health First Aider training

Action	Detailed action	Outcomes	
3	Develop an improved journey into work	3.1 Develop and implement an enhanced model of engaging with schools and other entry routes to the sector, joined up across local partners including Staffordshire County Council and NHS, and incorporating technology and virtual experiences	1, 2, 3, 4
		3.2 Encourage providers to offer more opportunities for work experience and placements, supported by Staffordshire County Council, the NHS/ICS and local training providers.	
		3.3 Encourage providers to support an increased number of apprenticeships (including social care Trainee Nursing Associates supported by Health Education England funding) within local care services, supported by partners to reduce bureaucracy where possible and provide a wide range of training opportunities during the apprenticeship	
		3.4 Encourage and share toolkits and resources with providers to implement high quality recruitment processes, with fast decision-making and a reduction in any unnecessary bureaucracy or barriers	
4	Implement a co-ordinated partnership approach to learning and development	4.1 Develop and promote a high-quality local training offer to support leadership skills within care services	1, 2, 3, 4
		4.2 Develop and promote a high-quality local training offer for skills which are identified as a quality challenge within the local care sector	3, 4
		4.3 Develop and promote a high-quality local training offer for skills linked to the strategic development of the workforce – in strength-based care, in digital skills and in use of technology	3, 4
		4.4 Scope the potential for a new or enhanced Social Care Academy to bring together the local offer of training and development for key skills	1, 2, 3, 4
		4.5 Develop a training approach for people who are new to care, utilising offers of partnership training including training offered by the ICS People Hub / NHS	
5	Improve the positive recognition of social care as a valued career	5.1 Extend a wide range of training and development offers and support (where available to local health and public sector workers) to the wider social care workforce	1, 3, 4
		5.2 Extend a wide range of lifestyle benefits offers (where available to local health and public sector workers) to the wider social care workforce	1, 3, 4
		5.3 Increase events and mechanisms (such as Care Awards) designed to recognise and valued best practice in the sector	1, 3, 4
		5.4 Increase opportunities for frontline care staff to act as trusted assessors and valued participants in multi-disciplinary working	1, 3, 4

Action	Detailed action	Outcomes	
5	Improve the positive recognition of social care as a valued career	5.5 Develop and implement support networks for key leadership roles, supported by partners across the health and care system	1, 2, 3, 4
		5.6 Identify and progress reductions in bureaucracy where this does not adversely affect safe and effective care	3, 4
		5.7 Across local and national networks, make the case for promoting social care as a valued career, and for a fair and sustainable funding approach for the sector	1, 2, 3, 4
6	Increase the level of capability to use digital and technology innovations	6.1 Actively encourage take up of digital social care records, virtual multi-disciplinary working, sensor-based and other technology	4
		6.2 Increase the availability of local high-quality training for digital skills	4
		6.3 Promote the adoption of digital working practices within the sector	4
		6.4 Promote digital champions within the sector	4
7	Support improved practice across the sector in recruitment and business continuity planning	7.1 Enhance and relaunch Staffordshire's I-Care Ambassadors scheme (experienced staff who are willing to promote the sector)	1
		7.2 Encourage all providers to use toolkits and other good practice materials to support values-based recruitment and for recruitment practices to support equality, diversity and inclusion	1
		7.3 Connect with any national and regional recruitment campaigns	1
		7.4 Across partners, including providers, Staffordshire County Council and the NHS, carry out co-ordinated recruitment campaigns, particularly focusing on recruiting who are new to care, people from under-represented groups, younger people, and people with prior experience of awareness of care services	1,4
		7.5 Continue to develop the Care Reservists model jointly across the NHS and social care	1
8	Seek to reduce travel costs where possible across the partnership	8.1 Explore the potential to subsidise/support transport costs	1
		8.2 Encourage lifestyle benefits providers and other agencies to offer deals related to transport costs	1,3
		8.3 Promote collaborative working between providers to reduce unnecessary journeys where possible and appropriate	3

From across the partnership

It has been extremely useful to be involved in the development of the Strategy. Getting skills and recruitment right in any sector is a challenge but approaching it in this way can surely deliver the results needed to enable the sector to respond to the ongoing and future challenges it faces.

Andy Greenhough - Staffordshire Partnership for Employment & Skills

SARCP, Staffordshire Care Association, have been actively engaged in the formulation of the Workforce Strategy and have been able to work with all partners to build on the understanding of Adult Social Care's current recruitment and retention issues and commit to the ongoing improvement activities to maximise impact for the sector.

Julie Harding - Staffordshire Association of Registered Care Providers (SARCP)

The overall process and development of the strategy has been a collaboration of a range of partners/stakeholders including local care providers. Long term this can only enhance working relationships between the Local Authority and the market and in turn support the development of a sufficient and appropriately skilled workforce in Staffordshire to deliver high quality delivery of support and address the issues being experienced across the social care and health system within Staffordshire.

Shirley Way - Skills for Care



I'm delighted with how many partners have come together to progress the strategy for the future social care workforce in Staffordshire. Whilst social care is a fulfilling choice of careers for most people, the only way we will address the challenges of the sector is by working together.'

Julia Jessel - Cabinet Member for Health and Care - Staffordshire County Council

References

- ¹ People at the Heart of Care: adult social care reform
- ² Our vision for a future care workforce strategy | Local Government Association
- ³ Leadership for a Collaborative and Inclusive Future report
- ⁴ Measured by Gross Value Added
- ⁵ Source: ONS UK Business Counts (IDBR based data) - <https://www.nomisweb.co.uk/>
- ⁶ Annual Survey of Hours and Earnings (ASHE)
- ⁷ Source: Skills for Care 2021/22 Dataset
- ⁸ Staffordshire County Council insight report
- ⁹ Source: EMSI social care sector Staffing Patterns Data in Staffordshire excluding child day care activities - based on Labour Force Survey microdata and Annual Survey of Hours and Earnings (ASHE) - <https://www.economicmodelling.co.uk/>
- ¹⁰ Appendix: Reference graphs
- ¹¹ Source: DfE Localism Dashboard Education & Training Participation - <https://viewyourdata.education.gov.uk/> – NOTE: Stoke-on-Trent and Staffordshire data
- ¹² Source: DfE Localism Dashboard Apprenticeship Starts - <https://viewyourdata.education.gov.uk/> – NOTE: Stoke-on-Trent and Staffordshire data
- ¹³ Source: Skills for Care 2021/22 Dataset
- ¹⁴ Source: Skills for Care 2021/22 Dataset
- ¹⁵ <https://www.gov.uk/government/statistics/announcements/ethnic-group-national-identity-language-and-religion-census-2021-in-england-and-wales>
- ¹⁶ <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/internationalmigration/datasets/populationoftheunitedkingdombycountryofbirthandnationality>
- ¹⁷ Source: Skills for Care 2021/22 Dataset
- ¹⁸ Source: Skills for Care 2021/22 Dataset
- ¹⁹ Source: Skills for Care, data for 2020/21
- ²⁰ Although the Care Certificate is available to all, the main target is workers who are new to social care
- ²¹ Source: Skills for Care, data for 2020/21
- ²² Source: Claimant Count, April 2022, Office for National Statistics (ONS) - <https://www.nomisweb.co.uk/>
- ²³ Source: Staffordshire County Council Economic Bulletin, May 2022 – monthly Claimant Count update provided each month - <https://www.staffordshire.gov.uk/Business/Staffordshire-means-Back-to-Business-Support-Scheme/Economic-recovery-and-renewal/Economic-recovery-and-renewals.aspx>
- ²⁴ Source: 'Office for National Statistics 2018 Based Population Projections
- ²⁵ Source: Skills for Care Dataset & Staffordshire County Council Insight Team Projection
- ²⁶ Source: 'Office for National Statistics 2018 Based Population Projections
- ²⁷ Source: Staffordshire County Council - Families and Community Human Resources
- ²⁸ The summary report of this and associated appendices can be found at www.staffordshire.gov.uk/futuresocialcareworkforce
- ²⁹ Buurtzorg Nederland
- ³⁰ Source: Skills for Care, data for 2020/21
- ³¹ Insert reference to summary report/appendix weblink here once uploaded
- ³² Source: Staffordshire County Council Economic Bulletin, May 2022 – monthly Claimant Count update provided each month - <https://www.staffordshire.gov.uk/Business/Staffordshire-means-Back-to-Business-Support-Scheme/Economic-recovery-and-renewal/Economic-recovery-and-renewals.aspx>



Contributing partners:

- Stoke-on-Trent and Staffordshire Local Enterprise Partnership
- Department for Work and Pensions
- Stoke-on-Trent and Staffordshire Careers Hub
- Staffordshire Partnership for Employment and Skills
- Horxon Care
- PACE UK
- Health Education England (NHS)
- Lichfield District Council
- South Staffordshire College
- Newcastle and Stafford Colleges Group
- Buxton and Leek College
- Burton and South Derbyshire College
- Staffordshire University
- Keele University
- Wolverhampton University





Staffordshire Social Care Workforce Strategy 2022-2027

A summary

What's happening?

This is a summary of our strategy for the future social care workforce in Staffordshire. Social care in Staffordshire is facing the same challenges as everywhere in the UK, including growing demand and difficulties in recruiting and retaining staff.

Working together with partners from across adults' and children's social care, including the independent, public and voluntary sector...

Our mission is to develop a more resilient care sector that enables more effective recruitment and retention in adults' and children's social care, based on person-centred and innovative ways of working.

You can read our detailed strategy, or find out more about how we are working together to support our social care workforce in Staffordshire, at

www.staffordshire.gov.uk/SocialCareWorkforce



OUTCOME:

A more resilient workforce

Our workforce will:

- have the right capacity to manage predicted demand.
- be flexible to cover periods of fluctuating demand/uncertainty.

OUTCOME:

More effective recruitment

Our workforce will:

- be representative of the local population.
- see social care as a career aspiration, across the whole life course.

To make a difference over the next two years we will:

1. Improve the usage of updated data and intelligence as a shared resource to support the social care workforce.
2. Promote available resources to providers more effectively, and engage with providers who need the most support to use those resources.
3. Develop an improved journey into work.
4. Implement a co-ordinated partnership approach to learning and development.
5. Improve the positive recognition of social care as a valued career.
6. Increase the level of capability to use digital and technology innovations.
7. Support improved practice across the sector in recruitment and business continuity planning.
8. Seek to reduce travel costs where possible across the partnership.

Our workforce will:

- be competent, well trained and supported to be the best they can.
- be, and feel, valued and rewarded.

Our workforce will:

- operate in a strengths based and outcome focussed way.
- be digitally/technologically skilled.

OUTCOME:

More effective retention

OUTCOME:

More innovative ways of working

Community Impact Assessment

Future Social Care Workforce Strategy

Author: Andrew Jepps

Date: 08.12.22

Protected Characteristics	Benefits	Risks	Mitigations / Recommendations
<p>Age - older and younger people</p>	<p>Activities identified within the strategy will support recruitment and retention in the social care work sector across all age ranges, with an emphasis on supporting younger people and those who may have taken early retirement from other sectors / roles.</p>	<p>None identified</p>	
<p>Disability - people who are living with different conditions and disabilities, such as: mental illnesses, long term conditions, Autism and other neurodiverse conditions, learning disabilities, sensory impairment and physical disabilities.</p>	<p>The strategy is part of the joint approach to developing the Staffordshire social care workforce across the Integrated Care System, supporting inclusion. It aligns with the Leadership for a Collaborative and Inclusive Future Report, recognising the real difference that good</p>	<p>None identified</p>	<p>The strategy will support with localised targeted recruitment campaigns to meet the needs of the Staffordshire residents.</p>
<p>Gender reassignment - those people in the process of transitioning from one sex to another</p>			
<p>Marriage & Civil Partnership - people who are married or in a civil partnership should not be treated differently at work</p>			
<p>Pregnancy & Maternity - women who are pregnant or who have recently had a baby, including breast feeding mothers</p>			

Protected Characteristics	Benefits	Risks	Mitigations / Recommendations
<p>Race - people defined by their race, colour, and nationality (including citizenship) ethnic or national origins</p>	<p>leadership can make in health and social care and the need for positive equality, diversity and inclusion action.</p>		
<p>Religion or Belief - people with any religious or philosophical belief, including a lack of belief. A belief should affect a person's life choices or the way they live for it to be considered</p>	<p>The strategy has acknowledged, within adult social care, there is a greater proportion of females in paid employment (86% of the workforce).</p>		
<p>Sex - men or women</p>			
<p>Sexual orientation - whether a person's sexual attraction is towards their own sex, the opposite sex or to both sexes</p>			

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Workforce Assessment

<p>Who will be affected – consider the following protected characteristics: age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex and sexual orientation</p>	<p>Benefits</p>	<p>Risks</p>	<p>Mitigations / Recommendations</p>
<p>All social care workers within Health and Care and Children’s and Families Directorates</p>	<p>The strategy aims to develop a more resilient care sector that enables more effective recruitment and retention in adult’s and children’s social care, based on person-centred and innovative ways of working. Activities arising from the strategy aim to improve the recognition and rewards for those working within social care.</p>	<p>None identified</p>	

Key considerations	Benefits	Risks	Mitigations / Recommendations
<p>Residents' health and wellbeing</p> <p>Personal responsibility and independence</p>	<p>The strategy and key activities support a more resilient care sector.</p> <p>The strategy and activities promote personal responsibility and independence through person-centred and innovative ways of working.</p>	<p>None identified</p> <p>None identified</p>	

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➤ **Communities Assessment**

Key consideration	Benefits	Risks	Mitigations / Recommendations
Community capacity	The strategy and activities promote personal responsibility and independence in those receiving care, through person-centred	None identified	

Key consideration	Benefits	Risks	Mitigations / Recommendations
	<p>and innovative ways of working. This will provide opportunities for stronger links between communities and the social care workforce.</p>		

➤ **Economic Assessment**

Page 5

Key consideration	Benefits	Risks	Mitigations / Recommendations
<p>Impact economic growth, promote Staffordshire as a ‘go to’ location for new businesses to invest and start up and existing businesses to grow.</p> <p>Impact upon resident’s income and access to good quality jobs.</p> <p>Allow residents to improve, diversify and adapt their skills and qualifications.</p>	<p>The strategy aims to develop a more resilient care sector that enables more effective recruitment and retention in adults’ and children’s social services, based on person-centred and innovative ways of working - for all social care workers including those in regulated professions across the</p>	<p>None identified</p>	

Key consideration	Benefits	Risks	Mitigations / Recommendations
	<p>public and independent sector, attracting people at every stage of their working lives, including those at the start of their career.</p> <p>We will help shape the future of social care in Staffordshire through: Working collaboratively to support each employer to be the best that they can in recruiting, retaining and developing their own teams; Working in partnership to carry out targeted local recruitment campaigns, promote the sector in schools and with potential job applicants, build a consistent and coordinated local skills offer, and promote the value of the social care</p>		

Key consideration	Benefits	Risks	Mitigations / Recommendations
	sector ; Jointly making the case for fair and sustainable funding to the social care sector		

➤ **Climate Change Assessment**

Key considerations	Benefits	Risks	Mitigations / Recommendations
<p>Page 58</p> <p>Reducing carbon emissions generated by the social care workforce</p>	<p>The strategy will consider how to support the social care workforce to transition to low carbon alternative vehicles in the short to medium term, alongside other measures to reduce emissions, to support the achievement of Council's Declaration of Net Zero Carbon emissions by 2050.</p> <p>In addition, to reducing emissions, it is hoped</p>	<p>The affordability of low carbon alternative vehicles to the workforce.</p>	<p>Working with sustainability colleagues to consider the assistance and options available to support the workforce, in the medium term.</p>

Key considerations	Benefits	Risks	Mitigations / Recommendations
	these measures will have a positive financial impact on the employee and employer.		

➤ **Environment Assessment**

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Key considerations	Benefits	Risks	Mitigations / Recommendations
Ability to travel/access to transport	One of the key actions within the strategy is to seek to reduce travel costs where possible across the partnership. We will do this by exploring the potential to subsidise/support transport costs; encourage lifestyle benefits providers and other agencies to offer deals relating to transport costs; and promote collaborative working between partners to reduce	None identified	

Key considerations	Benefits	Risks	Mitigations / Recommendations
	unnecessary journeys where possible and appropriate. These activities will all enhance the ability for the workforce to travel/access transport.		

Cabinet Meeting on Wednesday 18 January 2023

Staffordshire County Council Electric Vehicle Charging Infrastructure Strategy



Councillor David Williams, Cabinet Member for Highways and Transport said,

“Transport accounts for around 40% of Staffordshire’s annual carbon emissions, and as well as contributing to climate change, has a major impact on public health. While it is not the county council’s role or responsibility to install the charging points, we know our communities, and we want to work with partner local authorities and the private sector to make sure we have a convenient and accessible network of charging points in Staffordshire that supports the move away from petrol and diesel vehicles.”



Councillor Simon Tagg, Cabinet Member for Environment, Infrastructure and Climate Change said,

“The County Council declared a climate emergency in 2019 and we are making great progress as an organisation to achieve our target of net zero carbon emissions by 2050.

We have a role to play in inspiring and making it easier for more people to switch to green and active travel, such as walking and cycling, or the use of electric vehicles. Indeed, the Government has banned the sale of all new petrol and diesel cars beyond 2030 so across the country and in Staffordshire we need to see more charging

points installed for electric vehicles in public places, on street and in workplaces.”

Report Summary:

This report seeks approval for the adoption of a Public Electric Vehicle Charging Infrastructure Strategy developed by Staffordshire County Council (SCC) working with the Staffordshire District and Borough Councils

(full Strategy is available in Appendix 1 whilst an Overview is provided in Appendix 2).

In 2020 the government announced its intention to end the sale of new cars powered by petrol and diesel combustion engines by 2030 and plug in cars by 2035. The biggest annual increase in number of electric vehicle (EV) registrations was witnessed in 2021, with more than 740,000 plug-in hybrid and battery-electric cars registered, showing a growth of 70% on 2020. Charging infrastructure will need to grow accordingly to ensure an unhindered transition to EVs.

SCC will not be delivering EV infrastructure across the County, however, by developing this Strategy we are creating a framework for others to deliver. This Strategy sets the scene for why we need to act, explains the current picture and outlines the role that SCC will play as a supporter and coordinator of efforts to promote greener travel across the county. The Strategy will assist in enabling EVs to be a viable option for residents, visitors and businesses whilst helping to support the aims of the Council's Strategic Plan, through contributing towards achieving carbon net zero and improving the quality of life for residents through a reduction of noise and air quality impacts.

Recommendations

I recommend that Cabinet:

- a. Approves the adoption of a Staffordshire County Council Public Electric Vehicle Charging Infrastructure Strategy (referred to as Strategy from here on in) as attached in Appendix 1.
- b. Notes that additional guidance on EV strategies may be issued by the DfT in connection with Local Transport Plans and to agree that any minor required text changes are delegated to the Director for Economy, Infrastructure & Skills, in consultation with the Cabinet Member for Highways and Transport and the Cabinet Member for Environment, Infrastructure and Climate Change to implement.

Cabinet – Wednesday 18 January 2023

Staffordshire County Council Electric Vehicle Charging Infrastructure Strategy

Recommendations of the Cabinet Member for Highways and Transport and the Cabinet Member for Environment, Infrastructure and Climate Change

I recommend that Cabinet:

- a. Approves the adoption of a Staffordshire County Council Public Electric Vehicle Charging Infrastructure Strategy (referred to as Strategy from here on in) as attached in Appendix 1.
- b. Notes that additional guidance on EV strategies may be issued by the DfT in connection with Local Transport Plans and to agree that any minor required text changes are delegated to the Director for Economy, Infrastructure & Skills, in consultation with the Cabinet Member for Highways and Transport and the Cabinet Member for Environment, Infrastructure and Climate Change to implement.

Local Member Interest: N/A

Report of the Director for Economy, Infrastructure and Skills

Reasons for Recommendations:

Background

1. Acknowledging that transport is a major contributor to the climate, health and ecological challenges being faced, the UK Government in June 2019 announced ambitions for the transport network to be net zero by 2050. In the same year, the Council declared a climate emergency and committed to ensuring that the authority is net carbon neutral by 2050.
2. The following year saw the government's Road to Zero Strategy bring forward a restriction on new cars powered solely by petrol or diesel internal combustion engines by 10 years, to 2030. This heralded a step change in the transition to EVs for private transport and the need for an EV charging infrastructure able to accommodate the shift without causing social or economic barriers.
3. In March 2022, a national EV infrastructure strategy (Taking charge: the electric vehicle infrastructure strategy) was published which committed an additional £620 million to support the transition to EVs. The

government strategy sets out clear responsibilities for local authorities and emphasised their critical role in the rollout of charge points and enabling the transition through the integration with other transport modes in order to meet community needs. This national strategy set out the ambition that, as a minimum, 300,000 charge points across the UK by 2030 were to be made available.

4. Figures from Zap-Map outline that at the end of September 2022, there were 34,860 electric vehicle charging points across the UK, across 20,888 charging locations. This represents a 35% increase in the number of charging devices since September 2021.
5. To support the move to EVs, an EV charging infrastructure network is essential; SCC commenced a concerted effort in 2019-20 to kick-start EV charging for the public but then COVID-19 struck, and this early work was stalled.
6. SCC re-invigorated this work in late 2021 through commissioning Amey Consulting to explore existing and future technologies, funding, procurement and delivery methods. Current and future demand for EV charging infrastructure across Staffordshire was also established, and from this demonstratable demand, the propensity to use EVs was mapped. This analysis formed the basis of the location selection for EV charging infrastructure that fed into the final output of an Implementation and Action Plan. Additionally, all District and Borough councils were supported by bringing everyone together to increase understanding, provide a framework, and assist in the decision-making process.
7. It is recognised that electricity may not be the only type of fuel going forward (e.g. hydrogen), but this Strategy deliberately focusses on EV aligned to national policy, and that future fuels such as hydrogen will be picked up separately, such as through our A50/A500 corridor project.

EV Charging Infrastructure Rollout

8. Early adopters of EVs have generally had provision to charge whilst parked off-street at home. Further, the private sector are delivering many charge points which provide mainly top up charging at destinations such as supermarkets and a number of rapid charging hubs for in-journey charging, for example at service stations.
9. Research conducted by Ordnance Survey, Zap-Map and Field Dynamics has identified that across Staffordshire, on average 75% of households have access to off-street parking and of those households that do not have off-street parking, on average only 3% of households are within a

5-minute walk from a public charge point. The 97% of households that do not have access to off-street parking and are not within a 5-minute walk of a public charge point equates to approximately 92,000 Staffordshire households.

10. A public charging network is needed to provide practical alternatives to home charging to ensure that those without access to off-street parking are not disadvantaged. Failure to provide alternatives could delay the transition to EVs for many Staffordshire residents. For residents without the ability to charge EVs off-street, a number of alternative options to home charging will be important in enabling a transition to EV use.
11. For greatest impact in meeting requirements for supporting those who wish to switch to EVs, the Strategy outlines how local authorities could support and coordinate the installation of charge points at workplaces or retail parks, improving EV facilities at off-street parking locations and especially installing charge points in local authority owned and managed car parks.
12. It has been indicated by the UK Government that further policy direction will be released that will focus on EVs and EV charging infrastructure in the next 12-24 months, along with funding to continue support for local authorities in their journey to decarbonisation. If required, the Council's EV Strategy will be adjusted to take into account emerging legislation and technology.

Timescale

13. The Department for Transport has set a key date of 2030 to have 300,000 public charge points in the UK.
14. As of October 2022, there are three hundred public charge points in Staffordshire, and therefore the task is to grow this number by approximately three thousand charge points in Staffordshire over the next seven years. The majority of this will be delivered by the private sector, but this strategy helps co-ordinate how that will happen in a managed way over the next few years.
15. It is anticipated that a funding opportunity will arise in early 2023 and therefore the adoption of this Strategy now will ensure that Staffordshire is in the best possible position to submit a suitable bid.

Alternative Options

16. In developing this Strategy, alternative options have been considered, including allowing the emerging EV charging industry to take the lead.

However, this is likely to lead to an ineffective EV charge point network across the county focussed on commercially viable locations only. This would likely result in a reduction in people choosing to switch to an EV and the diminished opportunity to benefit from reduced air and noise pollution. The Strategy provides the foundation to co-ordinate delivery of EV infrastructure across the county.

17. The UK government has made it clear that local authorities have a significant role to play in delivering EV charge points due to their understanding of the transport needs of their local population, their responsibility for planning policy, ownership of car parks, and management of the public highway.

Risks Identified

18. The transition to EVs is a risk to the energy system not only in the county but to the UK. The Council will work closely with energy suppliers to ensure the local energy network can support the demand for electricity and charging infrastructure while making the most efficient use of the electricity network.
19. The authority is mindful of the need to ensure that our pavements are safe for all pedestrians (particularly those with visibility impairments) and other highway users, and that we do not expose the County Council or individuals to excessive liability or risk and therefore trailing cables across a footway will not be authorised.
20. There is a risk that the current rollout of public EV charging will be too slow to meet demand, which risks creating 'charging deserts,' reducing people's willingness to switch to EVs.
21. The Council is aware that EV charge point operators are experiencing delays due to issues within their global supply chain. Prolonged delays in installing EV charge points could influence people's willingness to switch to EVs, and also our ability to proceed to installation and procurement phases at the pace we would like to.
22. The Council declared a climate emergency and committed to ensuring they are net carbon neutral by 2050; this Strategy complements the Government's ambitious plans to achieve net zero by 2050. Adopting the Strategy will support the climate change action plan, help the Council monitor progress and manage expectations of stakeholders. The increasing use of and accessibility to EV vehicles will assist in ensuring the Council is able to meet its targets.

Legal Implications

23. There are no immediate legal implications from this report, but it is recognised that legal support in the form of Property and Contract advice will be needed going forward especially in relation to finance and private investment contracts.

Resource and Value for Money Implications

24. The Council will look to utilise relevant funding from the Department for Transport (DfT), the Office for Zero Emission Vehicles (OZEV) and explore commercial partnership opportunities. This will allow the funding to be deployed to support the widest distribution of EV charge point solutions.

25. It is understood that DfT will release revenue funding to all Local Transport Authorities to enable the recruitment of staff resources to drive forward the installation of public charge points. Whilst we wait for further information on this DfT initiative, it has been agreed that a lead officer position will be funded from the climate change fund so that there is no delay to progressing this priority activity.

26. An investment plan that sets out a long-term delivery strategy will be written, and as such, specific financial decisions based on the available funding will need to be made for any schemes that are brought forward.

27. The Council will outline a clear procurement process for EV charge points at locations that are on Council owned land and will engage with operators to assess the level of interest in the installation of EV charge points across the county.

Climate Change Implications and Health Implications

28. The Council recognises that climate change is the biggest environmental challenge facing the world today and has reflected this by identifying climate change as one of the five key principles in the Council's Strategic Plan. SCC recognises that actions are needed to minimise the Council's carbon emissions. These actions are to either stop carbon emissions, develop ways to remove carbon that is already in the atmosphere (sequestration) or help communities and business prepare for the impact of changing climate (adaptation). This is a key priority of the Staffordshire Sustainability Board (SSB), and this Strategy supports the role of the SSB in that it can influence change and help ensure that Staffordshire is net carbon zero by at least 2050.

29. In Staffordshire, transport contributes c40% of the c5.8 million tonnes of annual Carbon emissions. EV adoption forms a critical part in tackling climate change, and the decarbonisation of transport in Staffordshire is recognised within the revised Staffordshire's 2021-2025 Climate Change Action Plan. Reducing emissions by supporting infrastructure for zero emissions vehicles like charge points is one of a number of key actions highlighted in the Climate Change Action Plan. In addition, the possibility of providing incentives for EV owners to purchase solar panels and therefore generate their own electricity to power their vehicles will be explored.
30. The largest environmental risk to public health in the UK is poor air quality as it can cause chronic conditions such as cardiovascular and respiratory diseases as well as lung cancer, leading to reduced life expectancy.
31. The biggest source of nitrogen oxides (NOx) in the UK is from road transport, with the main source of exposure being at the roadside. Additionally, it also produces harmful air pollutants including volatile organic compounds (VOCs) and sulphur dioxide (SO₂).
32. Roadside emissions can also negatively impact ecology from deposition of Nitrogen to the environment can change soil chemistry and affect biodiversity in sensitive habitats. Also nitrogen oxides are also precursors for the formation of ozone, which can damage crops through oxidative damage to vegetation.
33. Through supporting and facilitating the switch from petrol and diesel vehicles to carbon zero fuelled vehicles, such as EVs, the Council will not only contribute to the reduction in nitrogen oxides emissions across the county but also contribute towards the reduction in the amount of harmful air pollutants such as those listed in paragraph 7.
34. All residents and visitors will benefit from the reduction in air pollution and noise pollution as EVs can be quieter than petrol and diesel equivalents, however people who live within close proximity to a road, and / or suffer from respiratory conditions will benefit more.

Community Impact

35. The Community Impact Assessment for the Staffordshire County Council Public Electric Vehicle Charging Infrastructure Strategy can be viewed in appendix 3. The proposals represent a positive impact since all members of the community will benefit through enhanced quality of life and well-being through a cleaner, greener and more resilient local environment by the County Council encouraging the adoption and roll out of EVs.

Prosperous Overview and Scrutiny Committee Feedback

36. The EV Strategy document was considered by Prosperous Staffordshire Overview and Scrutiny Committee at its meeting on 9 January 2023. Committee Members asked a range of questions and made suggestions on items of importance during the implementation phase such as appropriate consideration for mobility impaired users, close working with National Grid, avoidance of EV charge points being blocked by cars once charged and the need for a range of charging options and the installation of infrastructure within the highway boundary. Through the answers supplied to the Committee and the assurances of the actions to be undertaken by the newly appointed EV Infrastructure Delivery Manager, the Committee supported the strategy document proposal.

Conclusion

37. While it is not SCC's role to install and maintain the charging network, as the highways authority, a major land and asset owner, and our commitment to achieving net zero, we do have an important coordinating and facilitating role.

38. This Strategy therefore sets the scene for why we need to act, explains where we are and outlines the role that Staffordshire County Council will play across the county through analysing various areas including policy, funding and technology that will impact the charging infrastructure network.

39. The Strategy also delves into the current and forecasted demand for each of the Districts and Boroughs and for the whole of Staffordshire, to inform strategic decision making. This document recommends broad locations across the county that should be considered for charging infrastructure and the optimal solutions that are most appropriate to match current and anticipated demand.

40. The Council will continue to engage with residents and ensure that they have access to informative material about EVs and EV charging infrastructure.

41. Adopting this strategy will help the Council monitor progress and manage expectations from residents and stakeholders. It also supports a number of other Council strategies to deliver their vision, aims and objectives including the emerging Local Transport Plan.

List of Background Documents/Appendices:

Appendix 1 - Staffordshire County Council Public Electric Vehicle Charging Infrastructure Strategy

Appendix 2 - EV Charging Infrastructure Strategy (Overview)

Community Impact Assessment

"Reducing emissions from road transport: Road to Zero Strategy" - [Reducing emissions from road transport: Road to Zero Strategy - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

"Taking charge: the electric vehicle infrastructure strategy" - [Taking charge: the electric vehicle infrastructure strategy \(publishing.service.gov.uk\)](http://publishing.service.gov.uk)

Outcome and response to ending the sale of new petrol, diesel and hybrid cars and vans - GOV.UK (www.gov.uk)

"Clean Air Strategy 2019" - [Clean Air Strategy 2019 - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

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Staffordshire County Council Public Electric Vehicle Charging Infrastructure Strategy

Staffordshire County Council EV Charging Strategy

18/01/2023

amey consulting

Foreword

Climate Change is a huge issue that affects us all. Staffordshire County Council (SCC) declared a climate change emergency in 2019 and made a firm commitment to achieve net zero carbon emissions by 2050.

Since 2019 we have reduced our own carbon emissions by 43%, but SCC and the entire public sector only account for 2% of all emissions in Staffordshire. Transport accounts for around 40% of the county's total annual carbon emissions, and as well as contributing to climate change, has a major impact on public health.

We have a role to play in inspiring and facilitating more people to switch to greener and active travel, such as walking and cycling, or the use of electric vehicles (EVs). Indeed, the Government has banned the sale of all new petrol and diesel cars beyond 2030.

However, it is essential that Staffordshire has a convenient and accessible network of EV charging points. While it is not the county council's role or responsibility to install the charging points, we know our communities, and we want to work with and partner local authorities and the private sector

This strategy sets the scene for why we need to act, explains where we are and outlines the role that Staffordshire County Council will play.

Cllr David Williams

Cabinet Member for Highways and Transport

Executive Summary

In 2019, Staffordshire County Council (SCC) declared a climate emergency and committed to becoming net carbon neutral by 2050. To achieve this, the Council reviewed its operations and activities as well as putting in place a monitoring and evaluation programme to track progress.

Transport is a major contributor to the climate, health and ecological challenges being faced. In June 2019, the UK Government acknowledged this and announced ambitions for the transport network to be net zero by 2050. This was followed in November 2020 by an announcement of the ban on new petrol and diesel car sales by 2030. These are amongst the early steps in transitioning to sustainable modes of transport and the increased use of Electric Vehicles (EVs) will support the push to net zero. Further steps will be needed to encourage the removal of all petrol and diesel cars, including the growth of a viable second-hand EV market to reduce vehicle costs.

To support the move to EVs and other electric modes of transport, an EV charging network is essential. While it is not SCC's role to install and maintain the charging network, as the highways authority, a major land and asset owner, and our commitment to achieving net zero, we do have an important coordinating and facilitating role. SCC therefore commenced a concerted effort in 2019-20 to kick-start EV charging for the public but then COVID-19 struck, and this early work was stalled. SCC re-invigorated this work in late 2021 through commissioning Amey Consulting to work alongside them. This support facilitated the gathering of knowledge, developing a strategy and action plans whilst supporting all the Staffordshire district, town, and borough councils by bringing everyone together to increase understanding, provide a framework, and assist in the decision-making process.

EV car ownership sits at about 1% of the total UK car fleet in late 2021 and this is expected to increase to around 10% over the next three years. As battery technology improves, traveller range anxiety has lessened and price parity between combustion engine cars and EV cars is on the horizon (expected around 2026). Access to a usable and convenient charging network will therefore encourage further uptake of EVs and help to reduce inequalities in accessing this essential technology.

New government guidance now mandates EV charging in some car parks and most new homes. The newly published 'UK EV Charging Strategy' [1] along with this 'SCC Public EV Charging Strategy' will be crucial components in outlining how a charging network should be developed, where chargepoint

installation should be considered, and how SCC will provide coordination to local councils towards their successful installation of chargepoints.

This SCC Public EV Charging Infrastructure Strategy analyses various areas including policy, funding, and technology. The strategy identifies five types of charging solutions: EV charging hubs, EV forecourts, on-street charging, residential off-street parking, and off-street charging. The strategy also delves into the current and forecasted demand for each of the districts and boroughs and for the whole of Staffordshire, to inform strategic decision making. This document recommends broad locations across the county that should be considered for charging infrastructure and the optimal solutions that are most appropriate to match current and anticipated demand.

This document will be updated following receipt of additional guidance on EV strategies issued by the DfT in connection with Local Transport Plans.

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1. Glossary of Terms

BEV – Battery Electric Vehicle

Chargepoints – The physical devices that deliver electricity to EV's

DNO – Distribution Network Operator (electricity companies!)

EV – Electric Vehicle

EV Forecourt – Fuel stations that include chargepoints

EV Charging Hub – Fast, rapid, or ultra-rapid chargepoints at a specifically designed location

Hybrid – A vehicle that combines an electric motor supporting an Internal Combustion Engine

ICE – Internal Combustion Engine (usually petrol or diesel)

kW / kWh – Kilowatt / kilowatt hour – measure of power

Off-street Charging – Chargepoints in car parks

On-Street Charging – Chargepoints located on streets

PHEVs – Plug-in hybrid electric vehicle

Residential Off-street Charging – Private chargepoints installed by users at their residence

Smart Charging – This refers to electric vehicles and chargepoints sharing a data connection

'the area' – Refers to any locations or facilities within Staffordshire County Council boundaries

'the borough' - Refers to any borough council within Staffordshire

'the district' – Refers to any district council within Staffordshire

'the council' – Typically refers to Staffordshire County Council

SCC – Staffordshire County Council

ULEV – Ultra low emission vehicle

User – Electric vehicle owner or user and chargepoint user

2. Introduction

Staffordshire County Council (SCC) has commissioned Amey Consulting to create a Public Electric Vehicle (EV) Charging Infrastructure Strategy. This will explore how the council can facilitate the growth of charging infrastructure across the county working with the 2nd tier districts and boroughs. This strategy will be created to coordinate the development of accessible chargepoints across the county and support local authorities, residents, businesses, or others looking to install chargepoints through providing information and guidance. Though it is recognised that commercial companies will provide charging, the role of the authority is to coordinate and therefore facilitate the development of a charging network that meets the needs of the people of Staffordshire. Within this role, issues including distribution, reducing risks of poorly located and/or insufficiently maintained infrastructure and accessibility will be overcome.

The strategy will cover public EV charging infrastructure and key policies and regulations at both a local and UK level that impacts charging requirements. Amey Consulting will also explore existing and future technologies, funding procurement and delivery methods at a local level, as well as commercial models which might be appropriate for the council and included districts.

The second aspect of the strategy is to establish the likely current and future demand for EV charging infrastructure across Staffordshire, aligning to the Council's wider net zero policies. From this demonstrable demand, the propensity to use EVs will be mapped, forming the basis of the location selection for EV charging infrastructure and feeding into the final output of an Implementation and Action Plan.

The strategy will support all modes of sustainable transport and ensuring improvements enhance the full transport offering within Staffordshire. To achieve this, consideration was also given to the potential modal shift that new EV charging infrastructure could bring.

This strategy supports SCC's environmental objectives towards achieving net zero emissions by 2050, across every aspect of SCC's service provision and estate:

- Organisational Carbon Reduction (reduce the carbon impact of council services)
- Improve Air Quality (improve the health of individuals through improved air quality)
- Supporting Behavioural Change

To support the delivery of the strategy, SCC and Amey have held meetings and review workshops with the individual district and borough Councils in Staffordshire as well as internal SCC stakeholders. These helped ensure that the councils and the user needs were embedded into the long-term strategy and implementation plans. Review sessions and other meetings have been held to ensure that iterative feedback has been incorporated into this report.

3. EV Charging Context

SCC recognise that climate change is the biggest environmental challenge facing the world today and has reflected this by identifying climate change as one of the five key principles in the Council's Strategic Plan. SCC recognises that actions are needed to minimise the Council's net carbon emissions. These actions are to either stop carbon emissions, develop ways to remove carbon that is already in the atmosphere (sequestration) or help communities and business prepare for the impact of changing climate (adaptation).

EV adoption forms a crucial part of tackling climate change, along with the decarbonisation of transport in Staffordshire, which forms a key objective of Staffordshire's 2021-2025 Climate Change Action Plan.

Reference	Description	Action	Proposed timeline
CN-08-21	Increase the number of Electric Vehicle (EV) charging points.	Work with district and borough councils to agree a consistent approach to EV infrastructure across Staffordshire.	Mar 2023
		Investigate the potential to upgrade electricity supply in SCC building stock to facilitate EV charging in retained property portfolio.	Mar 2022
		Develop an EV Infrastructure Strategy and Low Emissions Vehicle Infrastructure Action Plan	Mar 2024
		Maximise opportunities to bid for Department for Transport funding, including workplace charging fund (at SCC buildings) and on street residential charging fund.	From Nov 2021
		Work with Amey to roll out EV charging across all highway's depots.	From Nov 2021

Table A: Carbon Reduction - CCAP - Chargepoints

The 2011-2026 Local Transport Plan highlights the need to reduce the reliance on private vehicles and support active travel and other modes, it acknowledges that cars will still play a role in the transport choices for many.

The availability of charging infrastructure across Staffordshire county can provide an important focus on encouraging the growth in use of EVs, whilst also supporting the rural community. Midlands Connect, who research and develop transport projects, also acknowledge the significance of EVs and EV infrastructure in the movement to decarbonisation.

At the end of May 2022 there were 32,312 charging points across the UK, at 19,945 charging locations, with a steep increase in growth from 2019 onwards. This represents a 32% increase in the number of charging devices since May 2021 [5].

This is driven by an increased demand for EVs, with more than 300,000 BEVs and 600,000 PHEVs on UK roads in 2021. As the number of EVs grow, retailers, supermarkets and other public facing organisations with car parks look to partner with chargepoint suppliers and provide their customers and

Staffordshire Local Transport Plan (2011-2026)

Reducing Road Transport Emissions and their Effects on the Highway:

- We will promote alternatives to private motor vehicles
- We will promote the use of low-emitting vehicles and vehicle efficiency
- We will lead by example and reduce our own road transport emissions
- We will improve the resilience of the transport network to changing climatic conditions

visitors with the required charging. Demand for EV charging could well be at around 300,000 chargepoints by 2030 [6].

Location	Total public charging devices	Total public rapid charging devices (25kW+)	Public rapid chargers as a % of total public charging devices	Charging devices per 100,000 population
UK	28,375	5,156	17%	42.3
West Midlands	1,969	495	25%	31
Staffordshire	239	105	46%	26

Table B: EV charging stats Jan 22 DfT EVCD_01a/b

In Staffordshire there are approximately 450,000 petrol and diesel cars, and approximately 4,500 EVs registered across the respective districts and boroughs. There has been steady growth, but this is expected to increase dramatically in both the number of EVs registered and the number of chargers; all of which will contribute to the councils across Staffordshire reaching their respective net zero ambitions.

Location	ULEVs (all)*	BEV**	PHEV**	Motorcycles**	LGV's (all)**
United Kingdom	621,564	314,966	271,930	8,132	24,697
England	554,656	281,219	242,794	7,260	22,050
West Midlands	42,391	21,721	18,753	560	1,703
Staffordshire	4,558	2,315	1,999	60	182

Table C: ULEV's Q3 2021

*Data from DfT VEH0131, Q3 2021

**Data from VEH0133, Q3,2021

Data in italics extrapolated from VEH0131/VEH0133

Research conducted by Ordnance Survey, Zap-Map and Field Dynamics has identified that across Staffordshire, on average 75% of households have access to off-street parking and of those households that do not have off-street parking, on average of 3% of households are within a 5-minute walk from a public chargepoint. The 97% of households that do not have access to off-street parking and are not within a 5-minute walk of a public chargepoint equates to approximately 92,000 households. A public chargepoint infrastructure network should prioritise solutions that enable an equitable and accessible network for these 92,000 households.

Council	Percentage of households with access to off-street parking	Percentage of households within a 5-minute walk of a public charger
Cannock Chase	79%	1.8%
East Staffordshire	67%	5.2%
Lichfield	76%	11%
Newcastle Under Lyme	76%	0.5%
South Staffordshire	77%	2.5%
Stafford	75%	5.6%
Staffordshire Moorlands	80%	0.9%
Tamworth	71%	0.1%

Table D: Source: National Ranking of EV Charge Point Coverage, ZapMap & Field Dynamics

At present, any Staffordshire resident wishing to install an electric charging point can currently do so on their own private property (private on-street charging points are currently not available). There is a government grant available where a maximum of £350 is available to assist some residents with the initial upfront cost of installing an EV charging point [2]. However, there is a proportion of residents in Staffordshire who do not have off-street access, and for these residents most of the on-street parking is currently outside of the catchment area for public EV charge points (greater than a 5-minute walk).

Within the Midlands Connect EV Strategy, the identification of optimum locations for charging infrastructure has been recognised as a critical component of the deployment of a charging network, where locations have a variety of needs. Ensuring that those residents who don't have off-street parking options are still able to access chargepoints.

Supermarket Charge Point Operator Partnerships in Staffordshire

Tesco - Podpoint

ASDA – BP Pulse

Aldi – NewMotion

Lidl - Podpoint

Morrisons – GeniePoint

Co-op - ZeroNet

For greatest impact in meeting requirements for supporting those who wish to switch to EVs, the local authorities should coordinate the installation of chargepoints at workplaces or retail parks, improving EV catchment of off-street parking, and especially installing chargepoints in council owned and managed car parks. This could help the local councils to ensure the futureproofing of their infrastructure, providing chargepoints as the demand continues to increase.

It has been indicated by the UK Government that further policies will be released that will focus on Electric Vehicles and EV charging infrastructure in the next 12-24 months, along with funding to continue support for local authorities in their journey to decarbonisation. Midlands Connect is also planning continued support through establishing an EV forum, engagement with Distribution Network Operators (DNOs) and planning tools. In addition to the Government's on-going developments, the private sector has also continued the growth of charging networks across the UK, such as in petrol stations, supermarket car parks and retail parks. However, within Staffordshire this number remains low.

3.1. Midlands Connect

The Midlands Connect (MC) report 'Supercharging the Midlands' [3] summarises the key findings and analysis from their study of the MC region; providing guidance and principles to support the accelerated uptake and provision of EV charging infrastructure in the region. The report presents the baseline and forecasts for 2025 and 2030. MC also published their Rural Mobility Hub report [8] to help local authorities identify and establish commercially viable rural mobility hubs. This will generate new ideas during 2022 for an era of greater digital connectivity, and in the context of rural community needs [7].

EV's registered	Baseline 2020	2025	2030
Scenario 1 – slow uptake	44,909	344,951	1,304,156
% EV	0.74%	5.6%	20.9%
Scenario 3 – accelerated uptake	44,909	642,762	2,527,845
% EV	0.74%	10.5%	40.6%
Chargepoints forecast	2,174 (Jan 2021)	9,915 – 25,703	21,988 – 77,533

Table E: Midlands Connect MC region forecasts

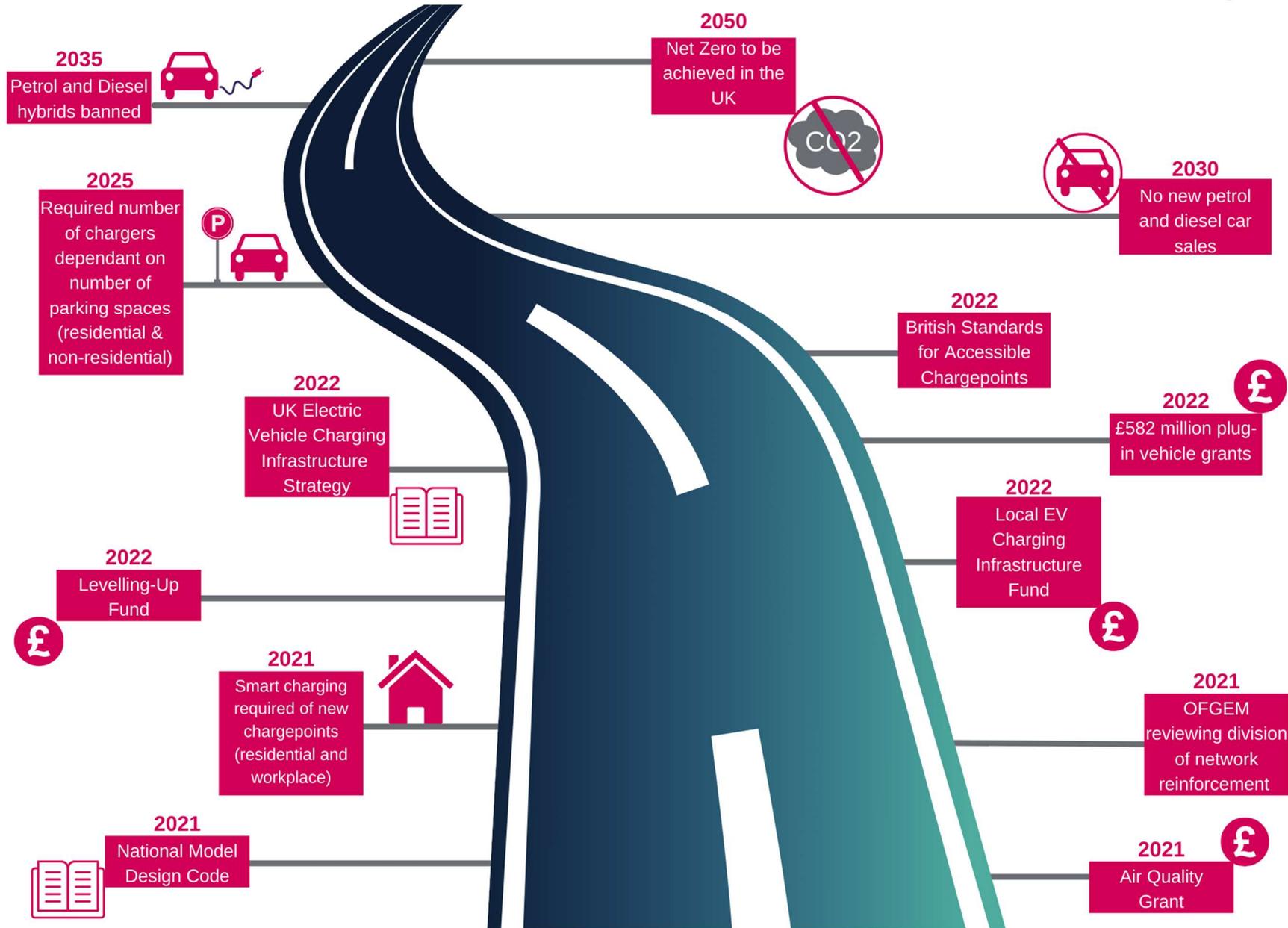


Figure 1: EV landscape roadmap

4. Policy and Funding Review

Over the last five years there has been continued growth in investment in charging infrastructure and policies that acknowledge the critical role that charging infrastructure has in the continued uptake in EVs. The announcement of the Rapid Charging Fund as part of the March 2020 budget saw £500 million committed to supporting the growth of a high-powered charging network across the UK. At the same time as announcing the funding, clear charging infrastructure aims and objectives for the UK were published. These aims included having 6 high-powered open access chargepoints at each motorway service area in the UK by 2023. It is understood that the demand for charging infrastructure will continue to increase, and the introduction of these policies aims to ensure this demand will be met. The policies and funding available for charging can be leveraged to help Staffordshire to meet their net zero ambitions.

Coordinating a wider EV charging network in Staffordshire will not only support the private use of EVs but can also be beneficial to businesses and workplaces who will need to move to electric fleets. The new legislation that bans new petrol and diesel cars being sold in the UK from 2030 will further drive movement away from petrol and diesel vehicles and towards low carbon alternatives.

This section of the strategy outlines the policies and funding that are and will continue to be most impactful for Staffordshire's short and long-term EV network plans. The policy and funding review focusses on five key areas of impact:

- **Chargepoint technology** – specifications for the charge point technology or where the policy supports the development of new technology
- **Chargepoint installation** – specifications on installation either on the number of charge-points available or the locations
- **Commercial requirements** – specifications for the operators or support for operators
- **Building regulations** – guidance on how charge-points should be incorporated into planning and planning decisions
- **Consumer protections** – specifications as to what operators and charge-points must provide to consumers

In addition to these five key areas, we have highlighted the chargepoint infrastructure solutions the policies are relevant to; whether responsibility for meeting the requirements falls to the public or private sectors; and have examined any available funding which supports meeting the policy aims. A summary of the information contained within the policies reviewed can be found in the local policies table below.

This information has been distilled into the roadmap presented above to demonstrate the key policies and funding milestones until 2050. Continued funding will enable SCC to adhere to both UK-wide and internal policies; the Council should seek to support government consultations to ensure the Staffordshire voice is heard.

Current national policies are displayed in Appendix D, whereas the local policies are set out in the table below.

Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
Local Policies							
Staffordshire Local Transport plan 2011-2026	The plan sets out the County Council's proposals for transport provision in the county, including walking, cycling, public transport, car-based travel and freight, together with the management and maintenance of local roads and footways.	2011	<ul style="list-style-type: none"> Investigating measures that will encourage the use of low-emitting vehicles such as the development of EV charging points. Replacing SCC vehicles (when required) with ones that are less polluting and more fuel efficient, wherever possible. Reviewing SCC staff car parking facilities Encouraging public transport operators that when replacing vehicles, they consider purchasing lower emitting vehicles. 	<ul style="list-style-type: none"> Promoting (and running) schemes that encourage the take up or smarter travel modes Introducing Traffic Regulation Orders (such as clear zones, low-emission zones and no stopping/parking zones) Encouraging all owners of the transport network to manage, maintain and develop with climate change in mind. 	<ul style="list-style-type: none"> Off-street On-street EV Forecourts EV Charging Hubs 	<ul style="list-style-type: none"> On-Street Residential Chargepoint Scheme 	Medium – 2 - 5 years +
Staffordshire Climate Change Action Plan 2021-2025	<p>SCC recognises that a range of actions are needed to stop or reduce the Council's carbon emissions. These actions are to either stop carbon emissions, develop ways to remove carbon emissions, or help communities and businesses prepare for the impact of a changing climate.</p> <p>The Council will monitor its carbon emissions each year, to track the success of these actions. This plan will be reviewed annually to ensure that it continues to deliver the Councils commitment to the climate change agenda.</p>	2021	<ul style="list-style-type: none"> Increase the number of EV charging points Investigate the transitions of Council fleet to alternative fuels or more carbon efficient options where appropriate by 2025. 	<ul style="list-style-type: none"> Work with district and borough councils to agree a consistent approach to EV infrastructure across Staffordshire. Investigate the potential to upgrade electricity supply in SCC building stock to facilitate EV charging in retained property portfolio. Develop an EV Infrastructure Strategy and Low Emissions Vehicle Infrastructure Action Plan Maximise opportunities to bid for Department for Transport funding, including workplace charging fund (at SCC buildings) and on street residential charging fund. Work with Amey to roll out EV charging across all highways depots. Ensure sufficient resources are available to support business areas in identifying opportunities and understanding carbon impacts. Continued liaison with district and borough councils to discuss how planning considerations can include climate change mitigation and adaptation. 		<ul style="list-style-type: none"> On-Street Residential Chargepoint Scheme 	Medium – 2 - 5 years +
Staffordshire Climate Change Strategic Development Framework	SCC committed itself to the climate change agenda by declaring a climate change emergency in 2019 and to also achieve net zero carbon emissions by 2050. The Strategic Development Framework sets out how the authority will work towards achieving its carbon emissions target.	February 2021	<ul style="list-style-type: none"> reduce vehicle emissions reduce our overall carbon impact 	<ul style="list-style-type: none"> Ensure all council services understand the need to reduce our carbon emissions and are committed to doing so. Be innovative, aspirational and positive leading by example. Be positive in our approach, embrace opportunities and build on our successes. Empower our staff and members to suggest solutions and commit to delivering the net zero target. Have transparent processes and make the best use of the resources we have. 	<ul style="list-style-type: none"> Off-street On-street EV Forecourts EV Charging Hubs 	<ul style="list-style-type: none"> On-Street Residential Chargepoint Scheme 	Long - 5 years +

Table F: Policies review - Local Policies

5. Demand Analysis

5.1. Methodology

The focus of the demand analysis is to use data to create unique insight into the propensity to use EVs. The propensity to use EVs is directly linked to the requirements for charging infrastructure. Through specific analysis of data related to Staffordshire and its' districts and boroughs, a charging network is proposed to meet anticipated demand, local strategic objectives and existing and upcoming UK policies.

The analysis focuses on collating and mapping relevant data onto a GIS (geographical information system). GIS offers a unique ability to combine data that would not usually have been analysed together. For example, combining points of interest with the number of households with more than one car allows us to suggest the types of journeys being made. The use of GIS allows for the best use of the available data and ensures the analysis is tailored for the Staffordshire districts and boroughs.

The first step is to create a high-level demographic profile of those most likely to use EVs, using specific Staffordshire data. A matrix is created to assess all types of demographic data and identify areas where there is a highest likelihood of potential EV users. The output from the analysis is a propensity map of Staffordshire showing the areas of high and low propensity to use EVs

Further analysis is then undertaken to consider the infrastructure and journey data across the Council.

This level of assessment has provided unique insight across the county and allows for a charging network to be recommended to that considers the county wide perspective and the individual district and borough requirements towards a transition to EVs.

Demographic Assessment

The demographic assessment uses 2011 census data (This document will be revised when the 2021 census data becomes during late 2022) and additional local data available to the Council. The table below outlines the key datasets, the target population demographic and the rationale for including this sector within the intended audience.

Data	Target	Reason
Age	25-54 being the most ideal ranges	Those between these ages are the most likely to adopt new technology.
Household income	Minimum of £25k	The current cost of an EV can be prohibitive to lower incomes, but the funding available to support purchases of EVs supports this - as a minimum.
Household access to a car	Minimum one car	SCC is looking to support the transition to EV but are also looking to support modal shift away from car use.
Household employment status	Employed or a third level student	Those in employment are more likely to be commuting by car in the districts and boroughs, whilst students are likely to generate charging demand in the future.

Table G: Key demographic datasets

These data sets are chosen as the most impactful for those likely to adopt an EV in the future. This is expected to change as the expense of owning a private EV lowers and with the development of charging networks. These areas are scored based on the level of target demographics in the areas. These scores

are combined in a weighted overall score to create a demographic relative propensity map across Staffordshire for EV uptake.

Journeys Assessment

Journey information assessment uses the Propensity to Cycle Tool (PTC), open street map, and SCC provided data. This data is used to map commuter journeys, school journeys and journey purpose (or driver), such as to supermarkets, workplaces and tourist destinations. The current commutes, school routes and the number of these journeys taken by car to establish the number of switchable trips to EV. Where journeys were not able to be mapped, journey drivers were analysed and trips that would most likely be made by car were inferred.

Infrastructure Assessment

Infrastructure data is taken from Western Power Distribution (WPD), open street map, Zap-Map and SCC data. The table below outlines the key data sets and the reason for their inclusion within the analysis.

Data	Reason
WPD capacity map	Establish the location of existing sub-stations
Car parks	Establish demand for short-term charging and the car-parks ability to deliver this
Land ownership	Establish whether installation would be within SCC control
Planning applications	Establish growth in the area and opportunity for growth of off-street and off-street residential charging in line with new policy requirements for chargepoint installation in new developments
Fuel Stations	Establish existing network of fuel stations and infer transition of those fuel stations to EV forecourts as EV demand increases during phase out of petrol and diesel cars. Establish capacity to add to charging network at these locations.
Existing chargers	Establish locations and types of existing chargepoints

Table H: Key infrastructure datasets

These data sets have the highest impact on the development of the charging network both in terms of capacity and available space.

Combined Assessment

The propensity map serves as the base for the combined assessment and, from this, facilitates a focus on the high propensity areas that enables individual assessments. At this individual assessment point, the infrastructure is examined to ensure available space and no overlap with existing chargepoints.

Commuting

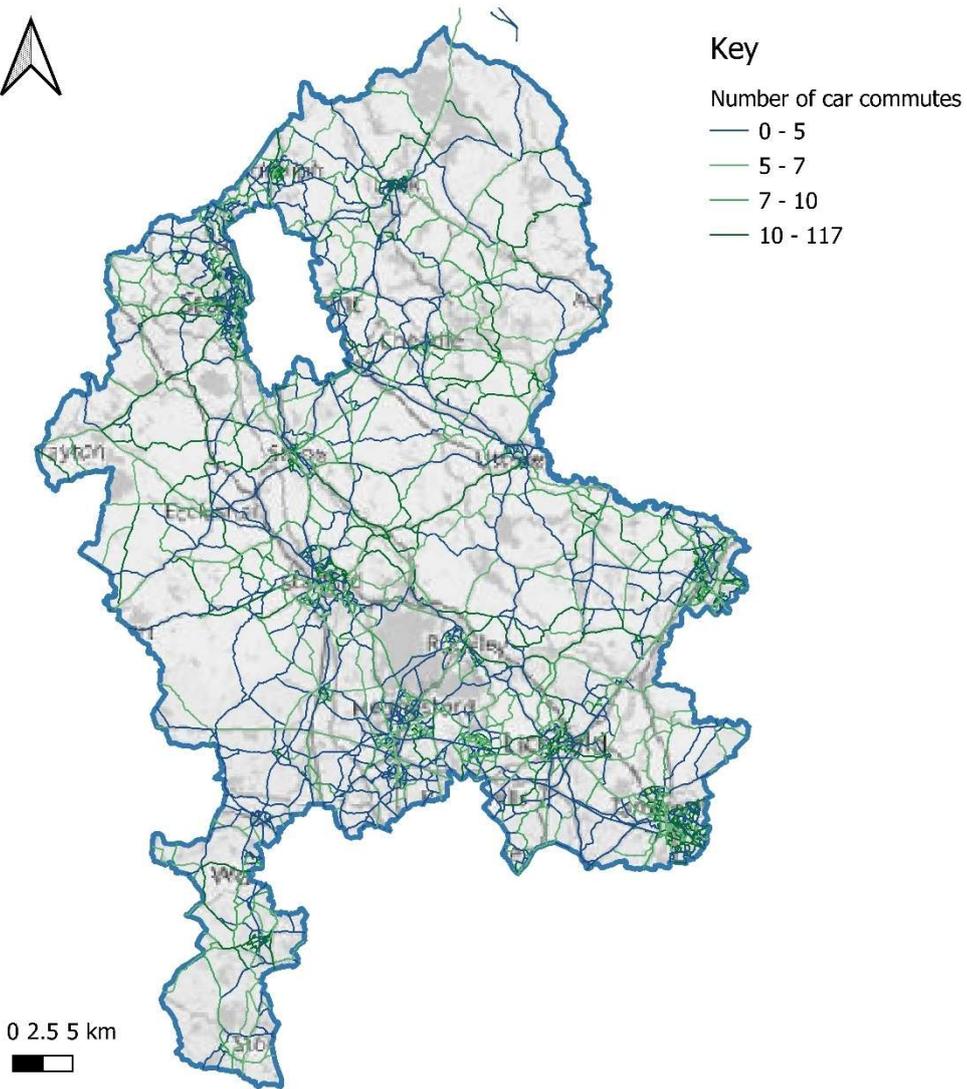


Figure 2: Staffordshire car commuting

The map shows the number of car commutes across Staffordshire. The data is sourced from the propensity to cycle map and shows general start and end points rather than door to door travel. This data is used to show both the number of commutes and the percentage of the commutes made by car. The areas with high car commutes are given the highest score as these areas would have the highest impact if switched to EV and would therefore require the largest number of chargepoints.

Points of Interest

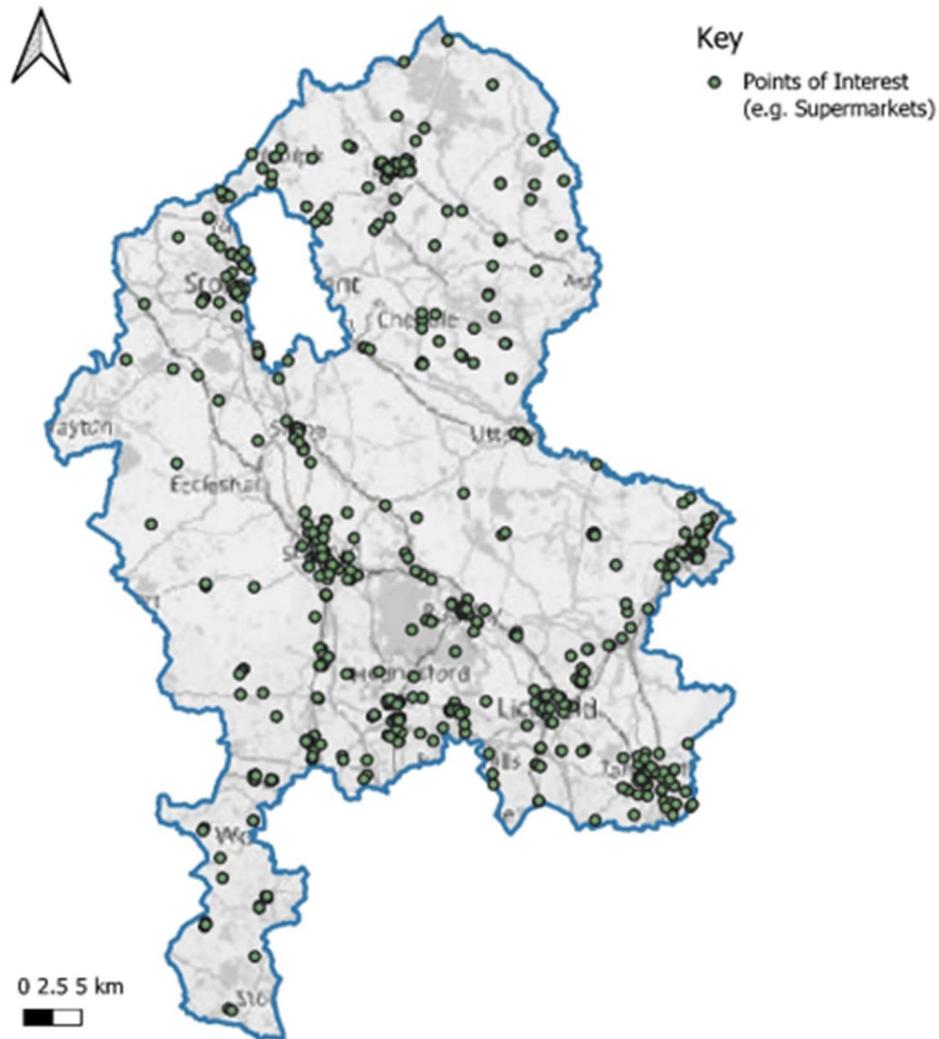


Figure 3: Staffordshire POI

The map shows a sample of points of interest that were mapped. The reason for mapping points of interest is to infer trip generators for example supermarkets, workplaces, tourists attractions. This has been undertaken due to the unavailability of live people movement data that would have shown the mode and destination of those points of interest that were most likely to have a high number of car journeys and were therefore given a higher score.

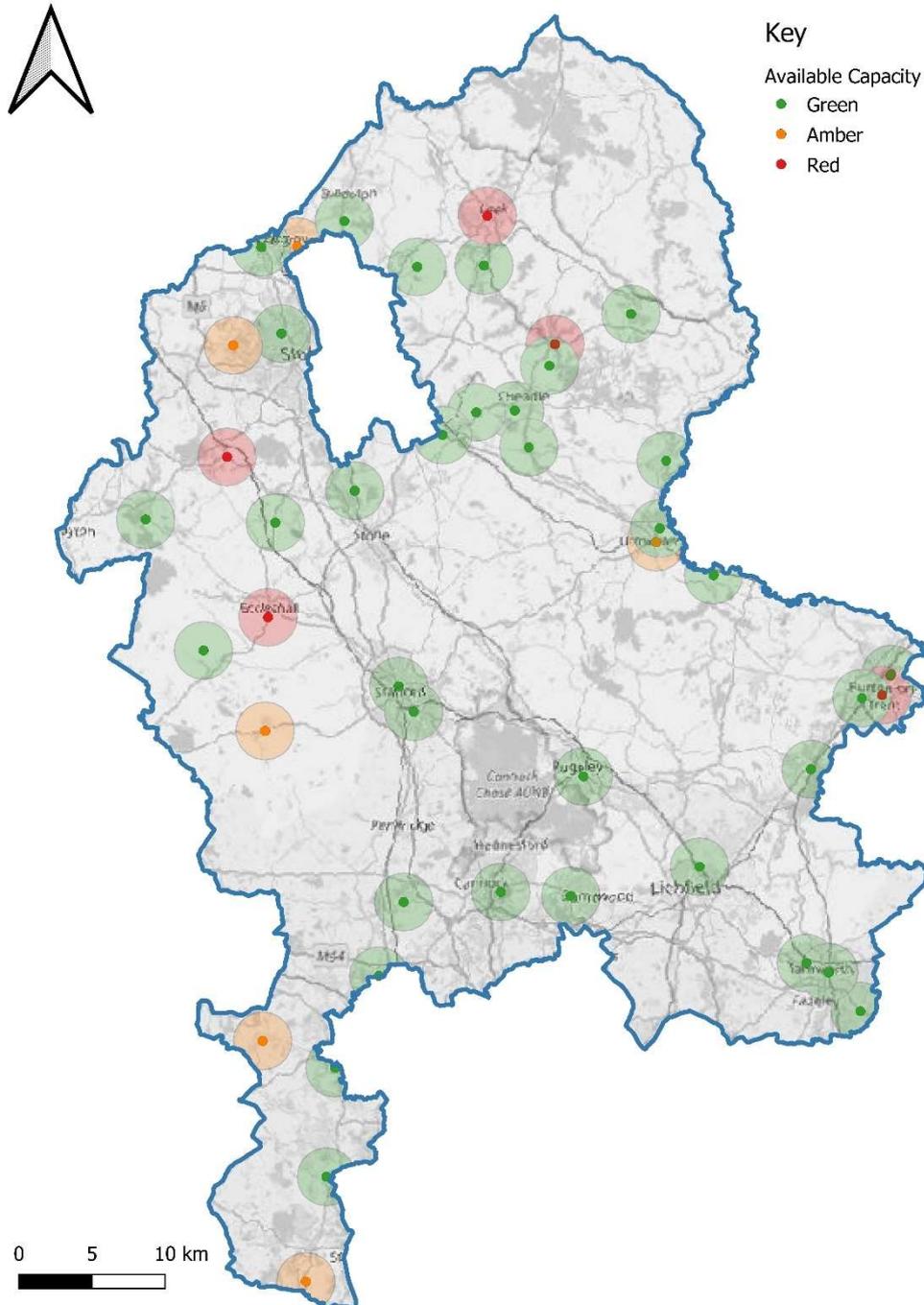


Figure 4: Sub-Station power capacity

The map shows all the Western Power sub-stations across Staffordshire; this gives some indication of where power is available across the power grid and where capacity may be more limited. This may be especially impactful when considering the location of rapid charging sites and hubs.

5.2. Demand Analysis – County Overview (2021/22)

Propensity map

The maps are divided up by districts or boroughs along the Lower Layer Super Output Areas (LSOA), these are government geographical areas also used for the Census, each LSOA area has an average of 1,500 people or 650 households.

It should be noted that the strongest likelihood of converting to EVs at this time is often in more affluent and rural areas, rather than in the more urban centres. Campaign targeting is guided by propensity; whilst EV charging infrastructure locations are more related to current and expected demand.

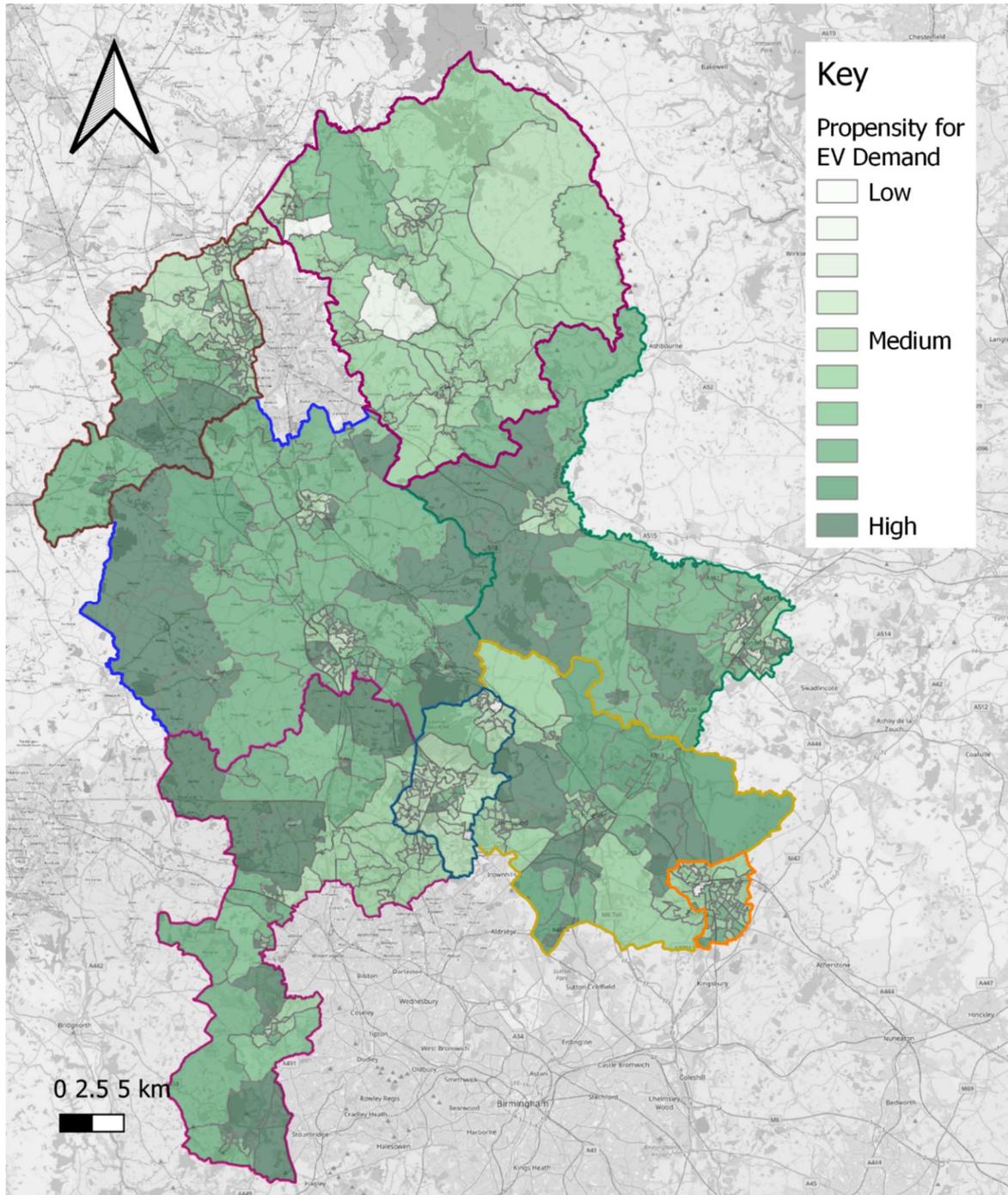


Figure 5: Staffordshire EV charging propensity

Suggested EV charging locations

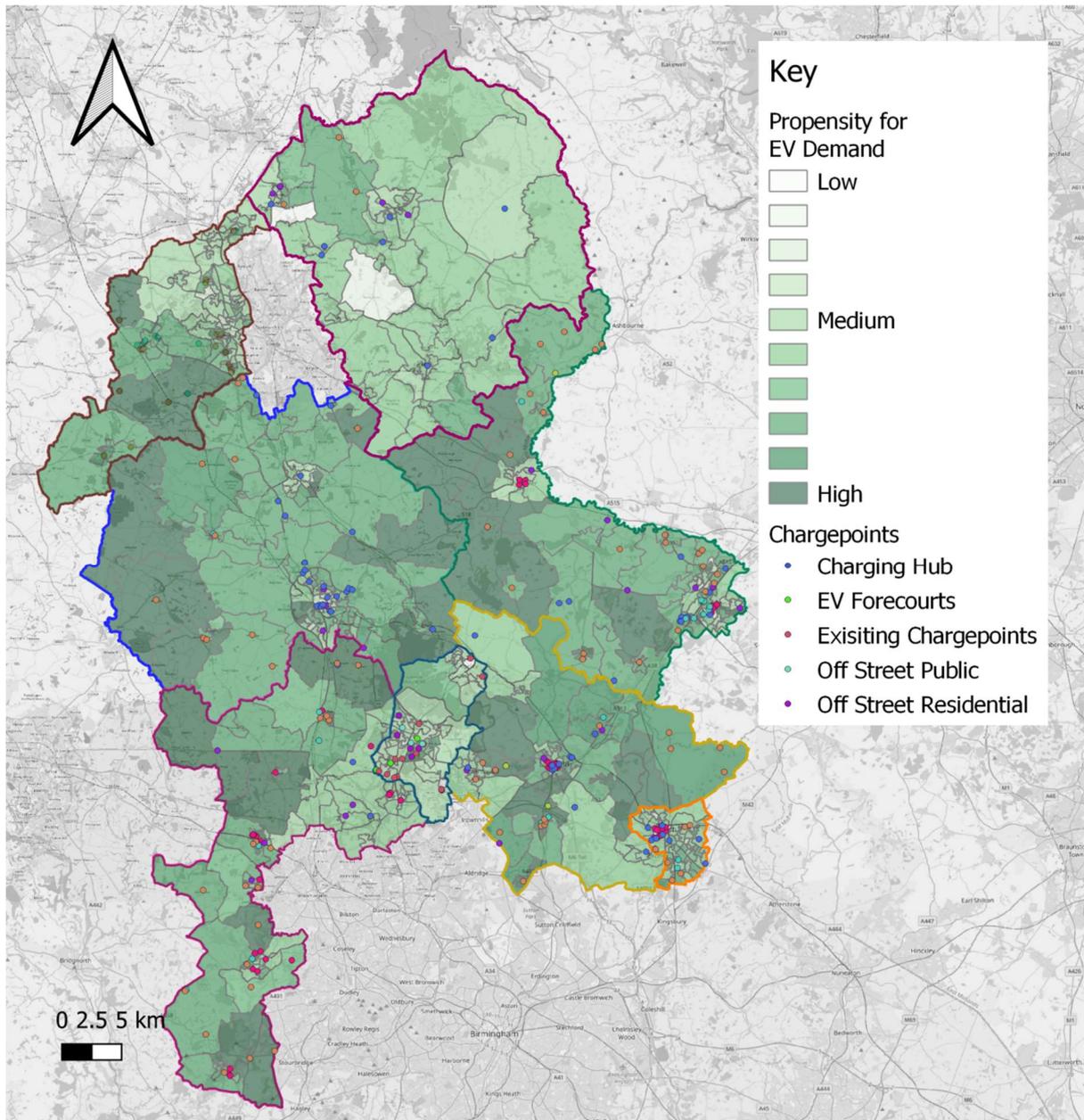


Figure 6: Staffordshire EV charging locations

Chargepoint Definitions:

- EV Charging Hub - Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations
- EV Forecourt – Existing fuel stations (highly likely to be converted to EV over the coming years)
- Off-street public – Suggested chargepoints at car parks
- Off-street residential – Suggested key council support areas for private chargepoints being installed at residences

For suggested chargepoints of off-street residential, EV charging hubs, and off-street residential the suggestions are locations within a 1km area

5.3. Demand Analysis – the District and Boroughs

Cannock Chase Propensity and Points of Interest

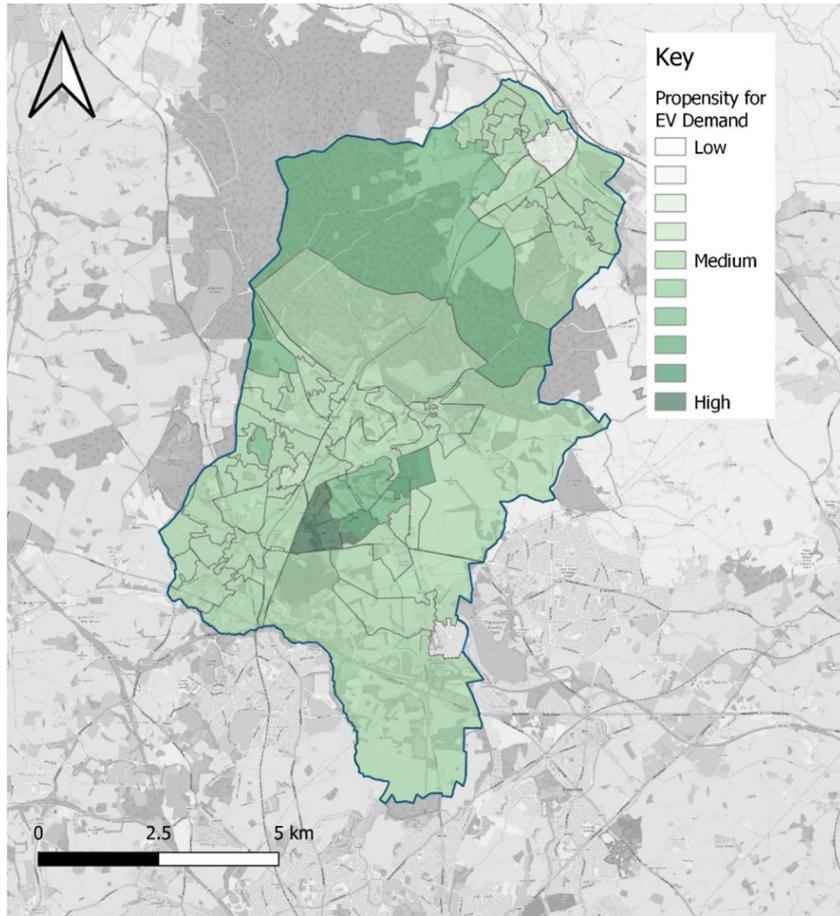


Figure 7: Cannock Chase Propensity

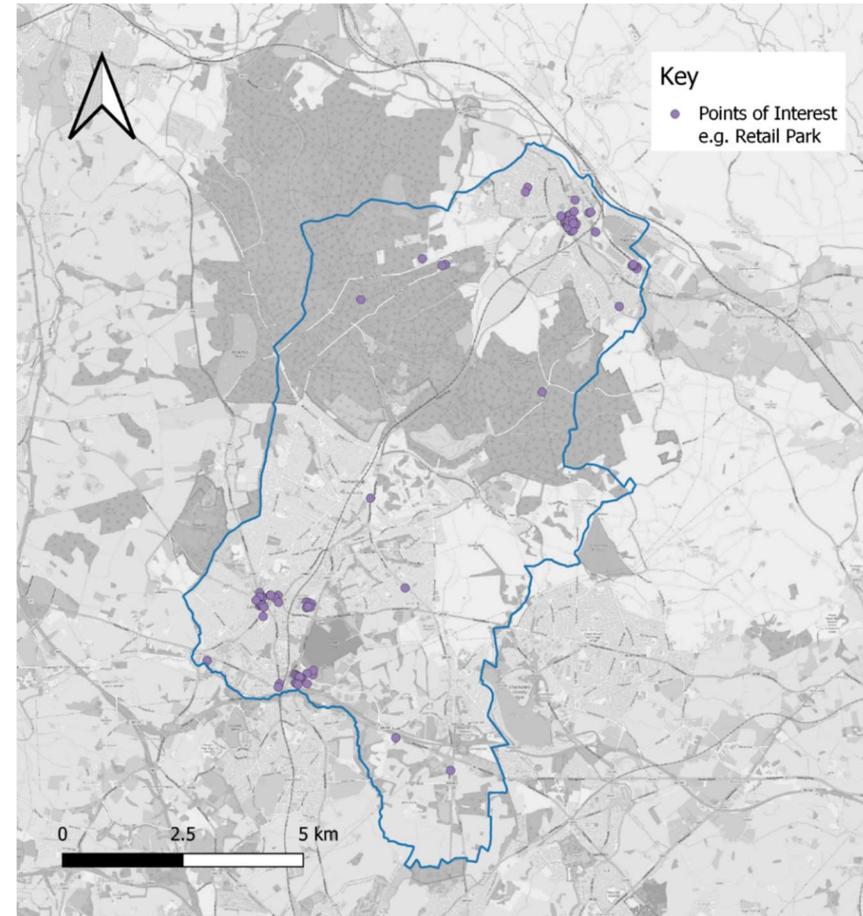
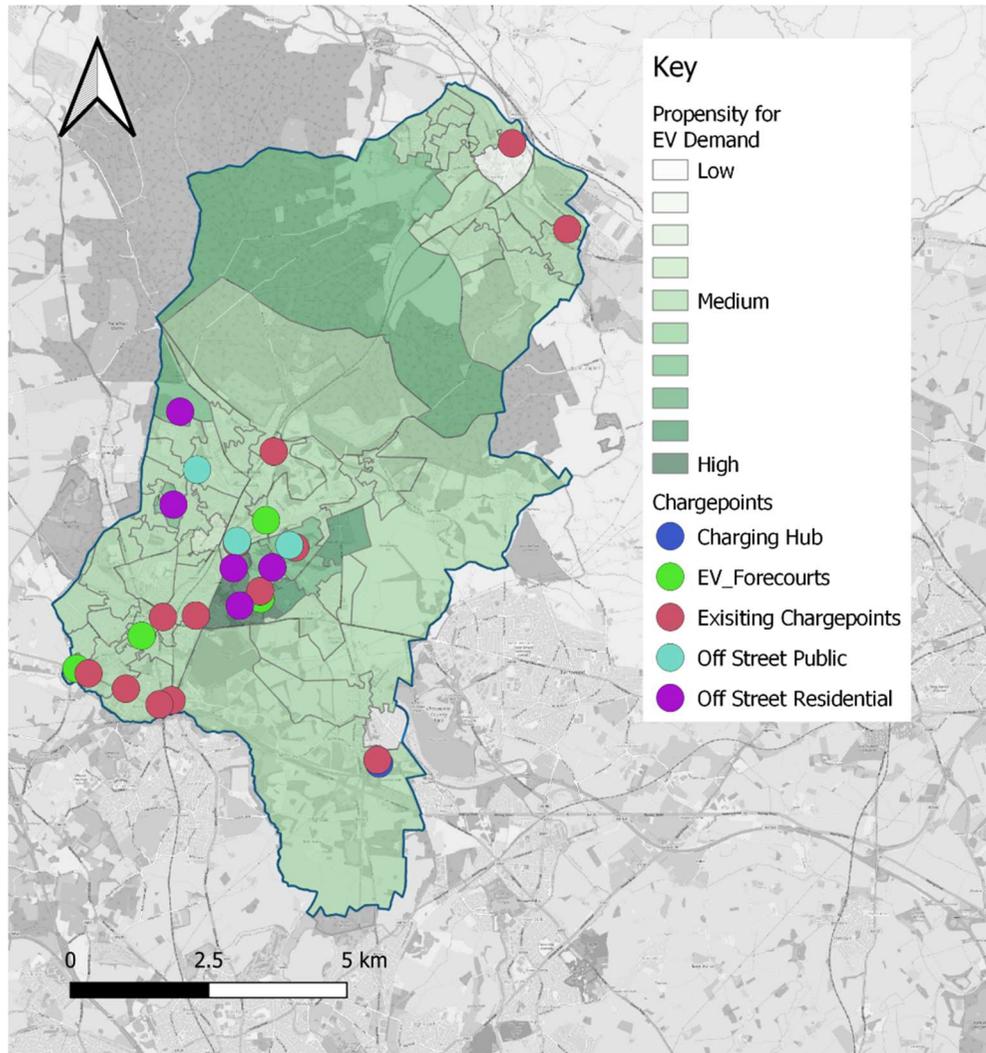


Figure 8: Cannock Chase Points of Interest

Cannock Chase – Proposed Locations



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Figure 9: Cannock Chase - Proposed locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
Action: Investigate private operators to build and run an EV charging location / hub	Action: Engage with fuel stations to confirm their plans; avoid coordinating EV charging in close proximity	Action: Engage with the district council to ensure ownership and facilitate EV charging installation	Action: The district council should engage residents and support where possible
For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

East Staffordshire Propensity and Points of Interest

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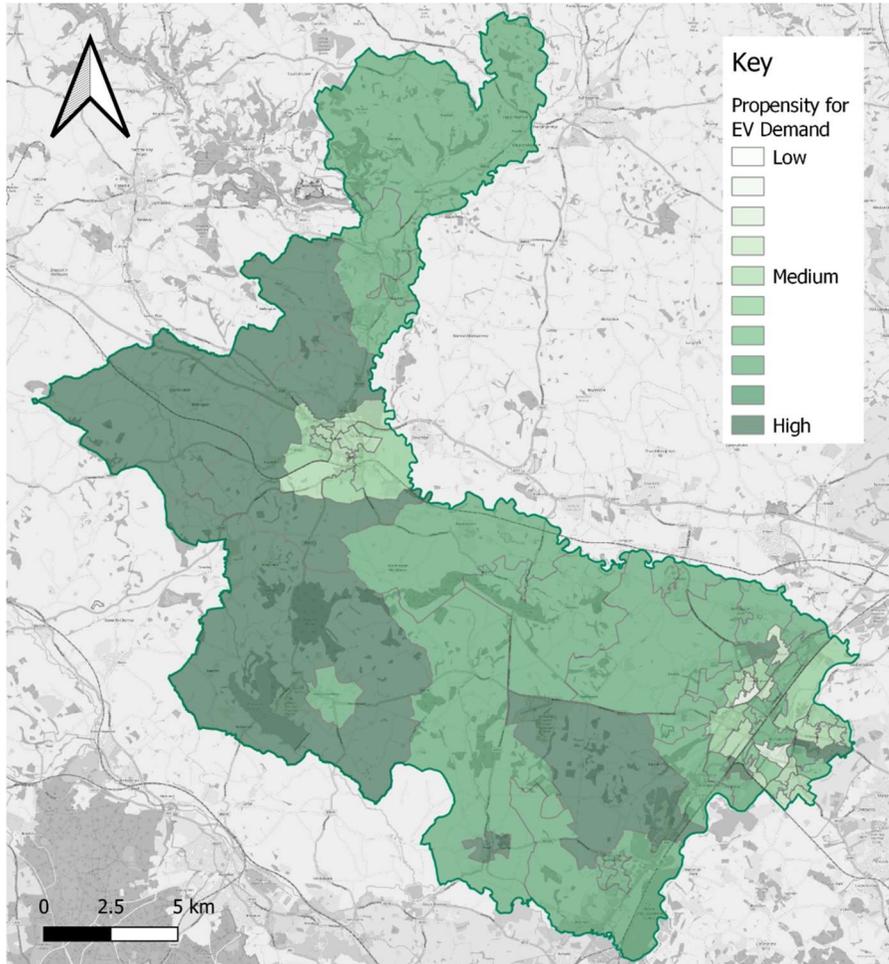


Figure 10: East Staffordshire propensity

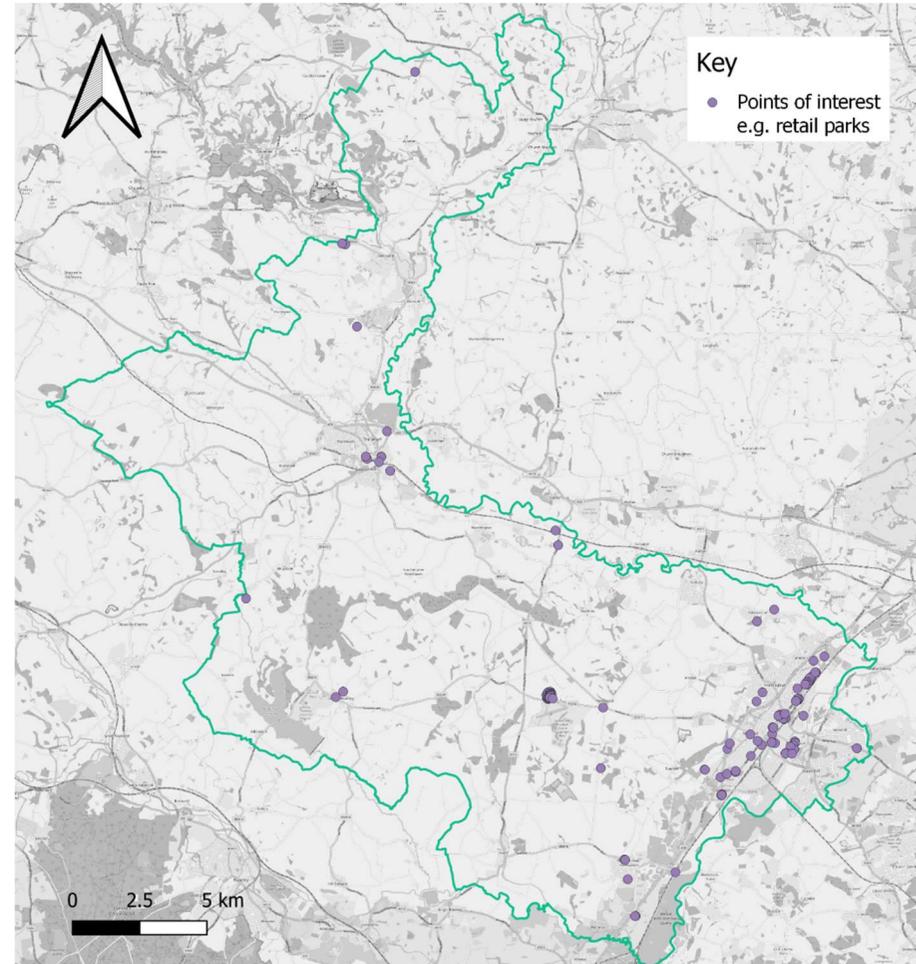


Figure 11: East Staffordshire Points of Interest

East Staffordshire – Proposed Locations

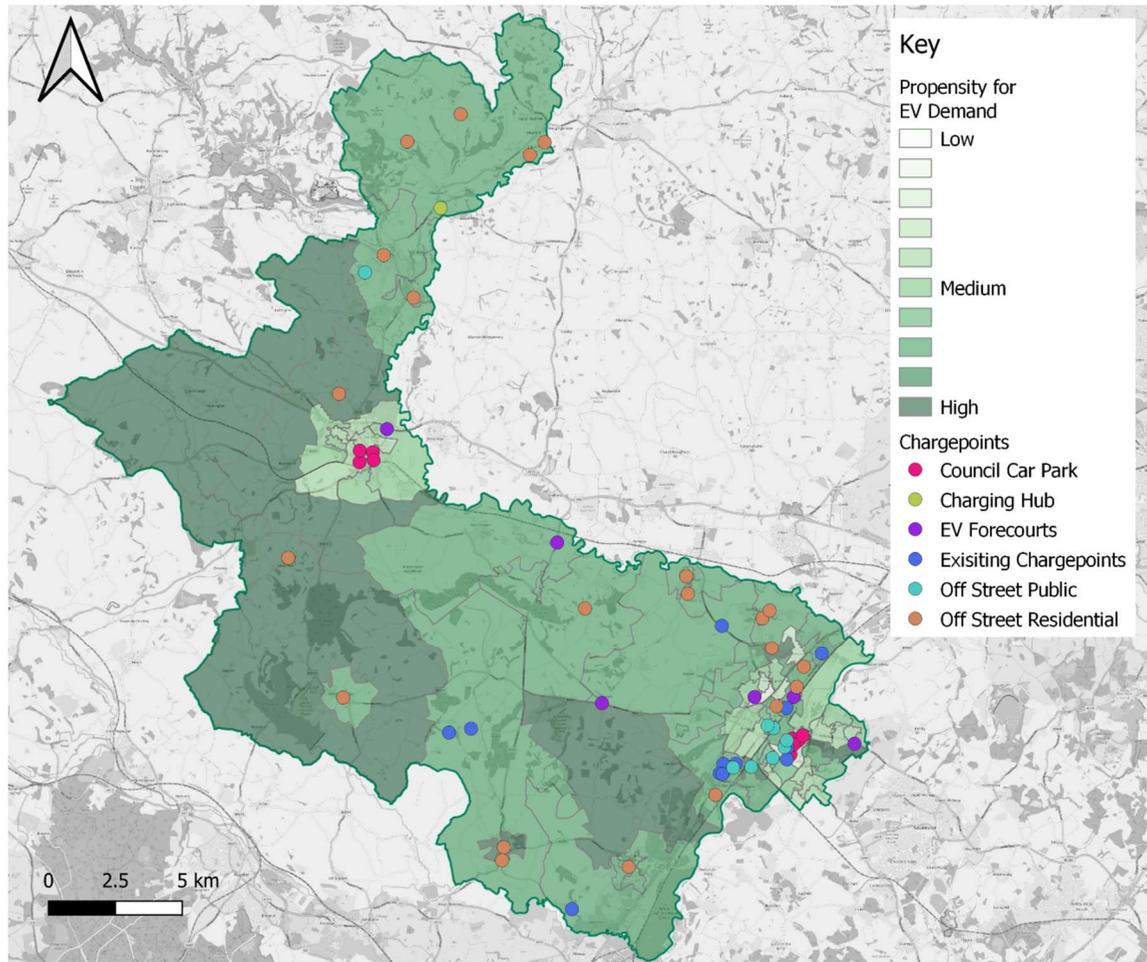


Figure 12: East Staffordshire Proposed locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
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Council Car Park - Action: Engage with the borough council to ensure ownership and provide support to facilitate EV charging installation.			
For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

Lichfield Propensity and Points of Interest

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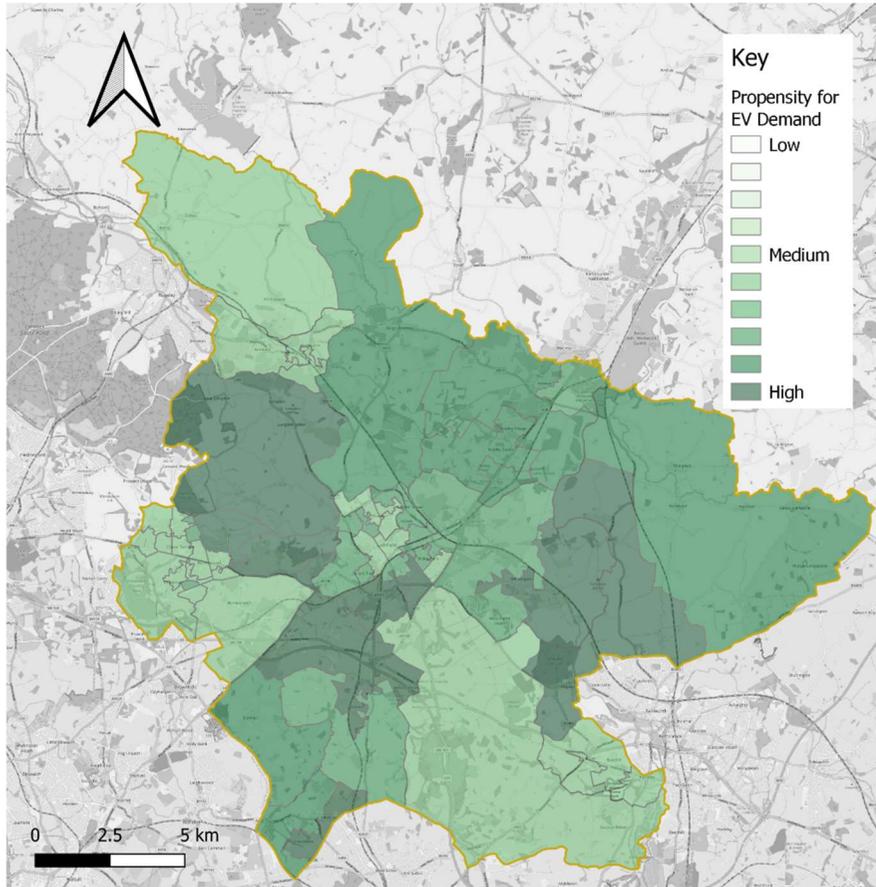


Figure 13: Lichfield Propensity

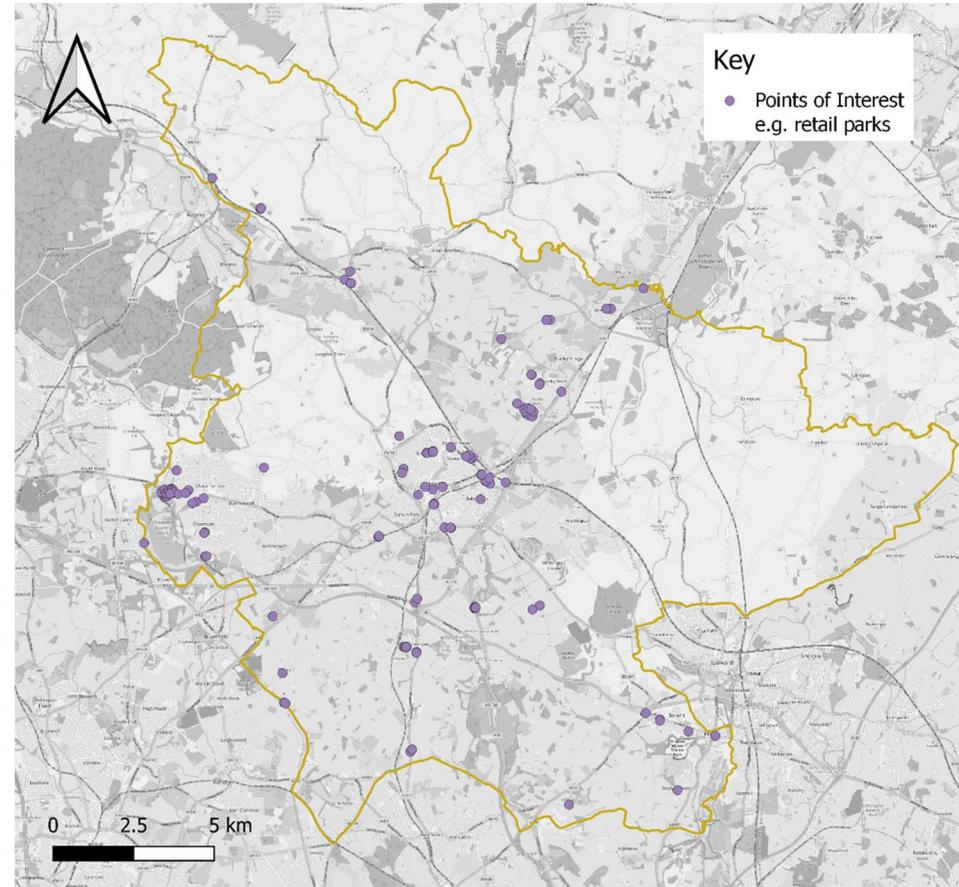


Figure 14: Lichfield Points of Interest

Lichfield – Proposed Locations

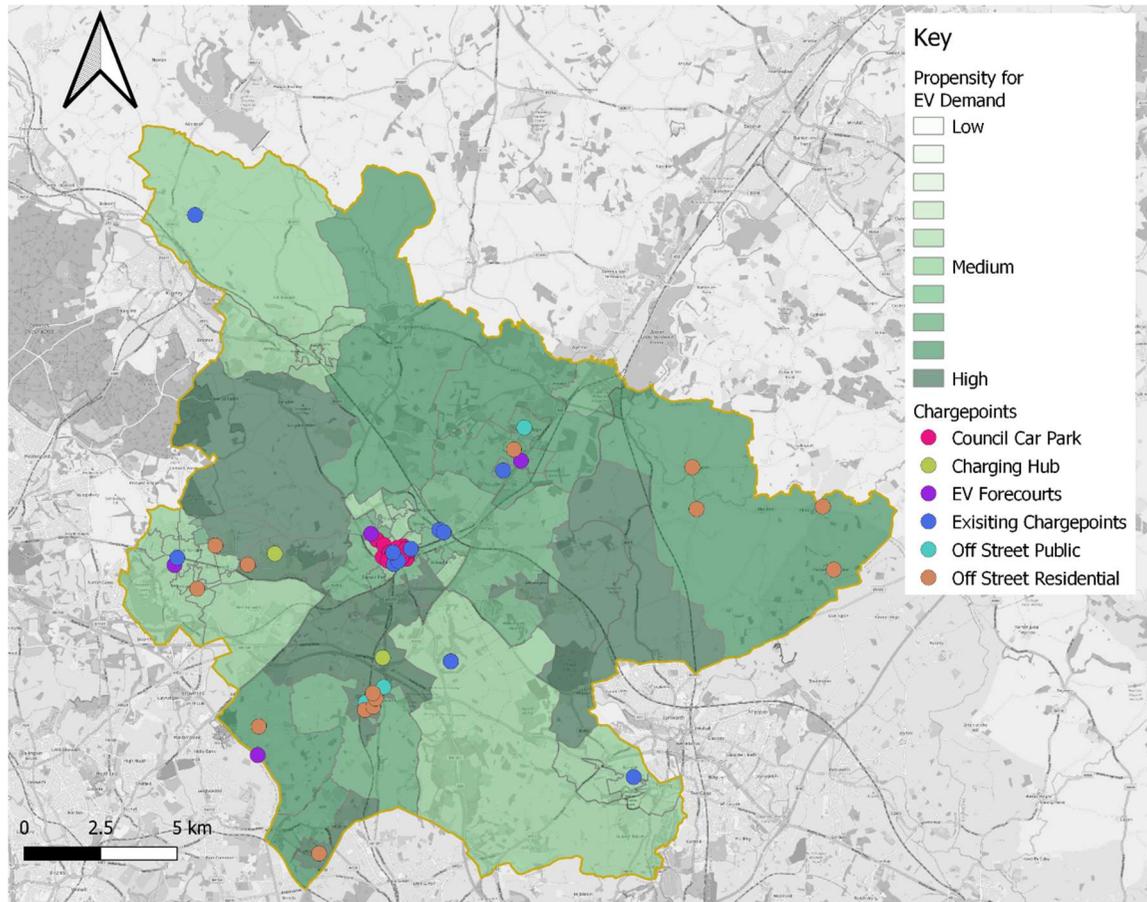


Figure 15: Lichfield - Proposed locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
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For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

Newcastle under Lyme Propensity and Points of Interest

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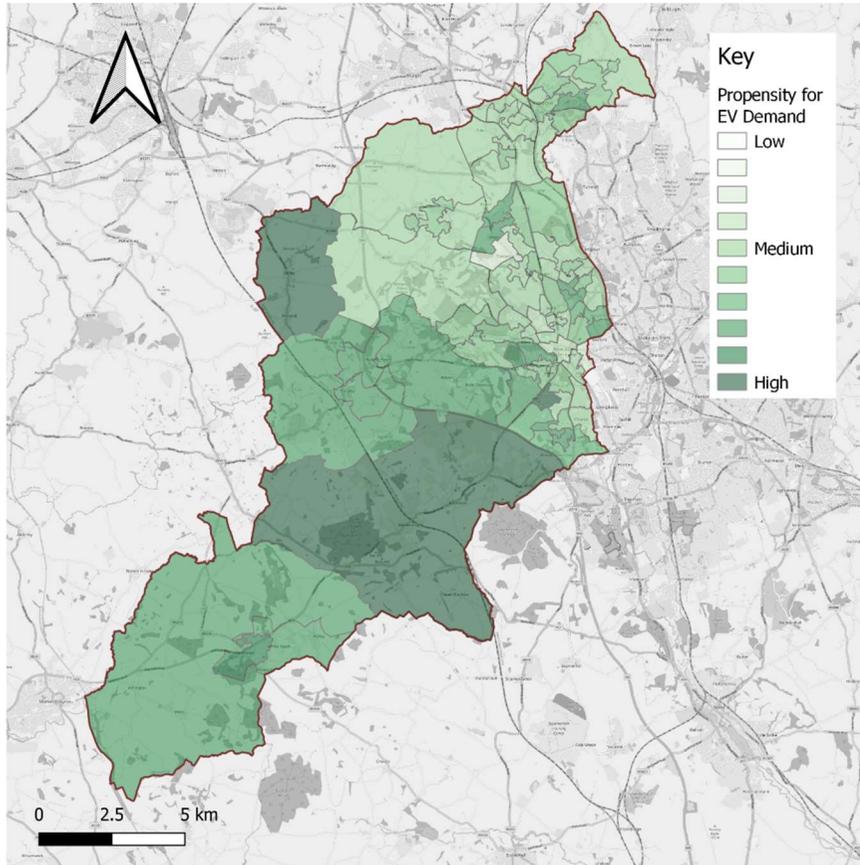


Figure 16: Newcastle under Lyme Propensity

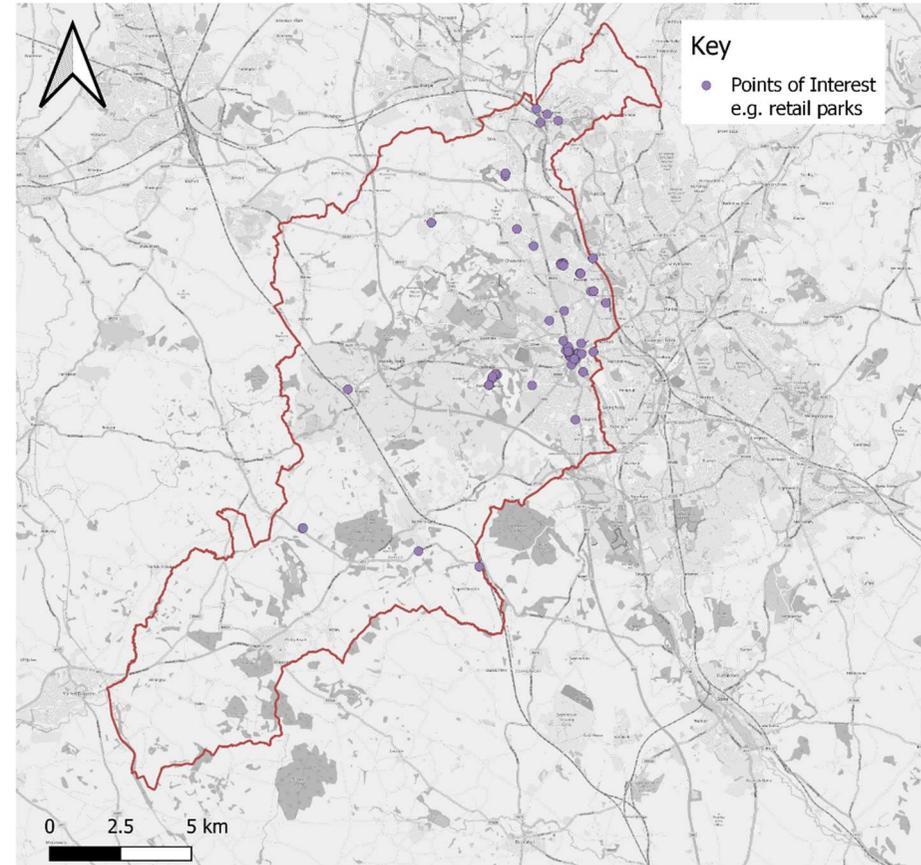
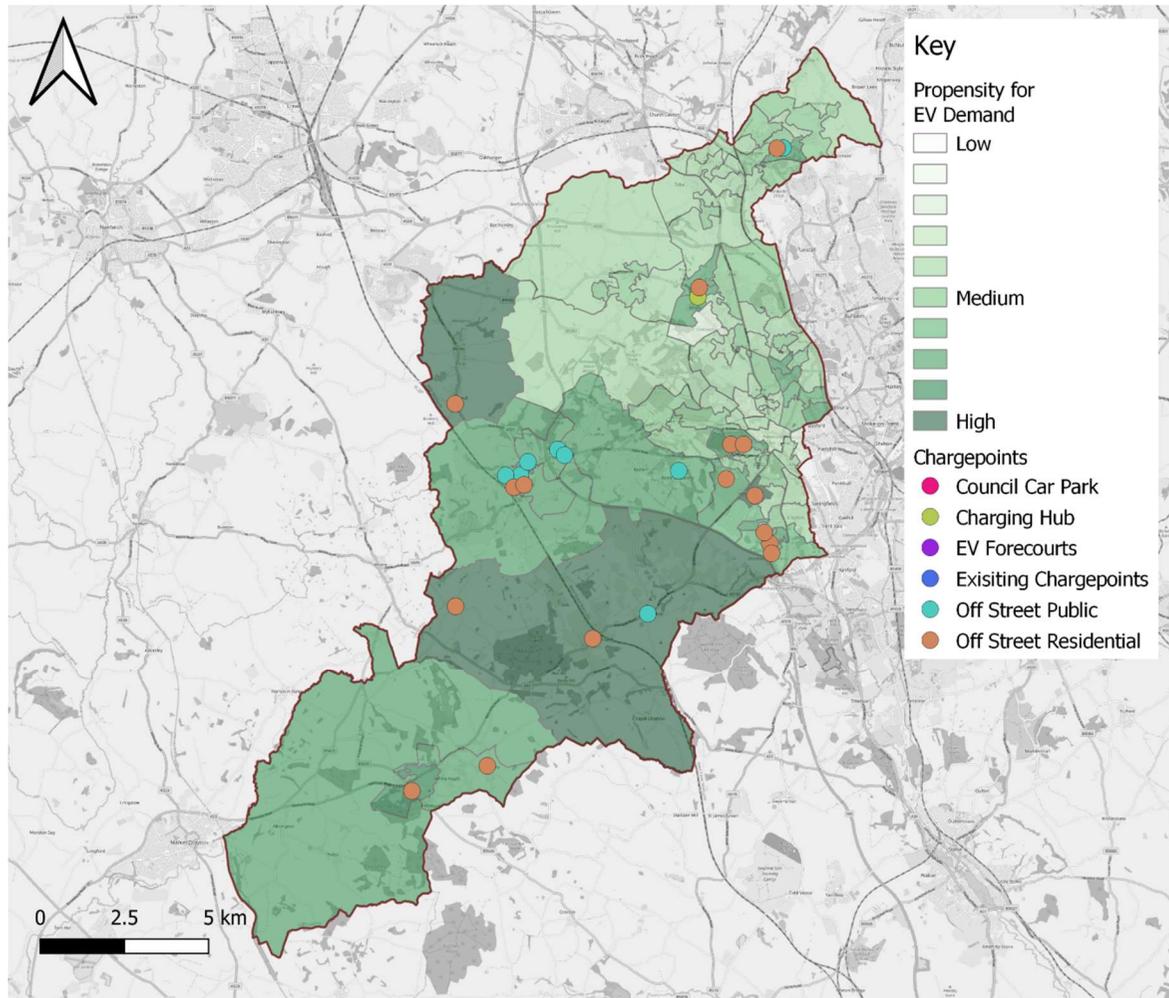


Figure 17: Newcastle under Lyme Points of Interest

Newcastle under Lyme – Proposed Locations



EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
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For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

Figure 18: Newcastle under Lyme Proposed locations

South Staffordshire Propensity and Points of Interest

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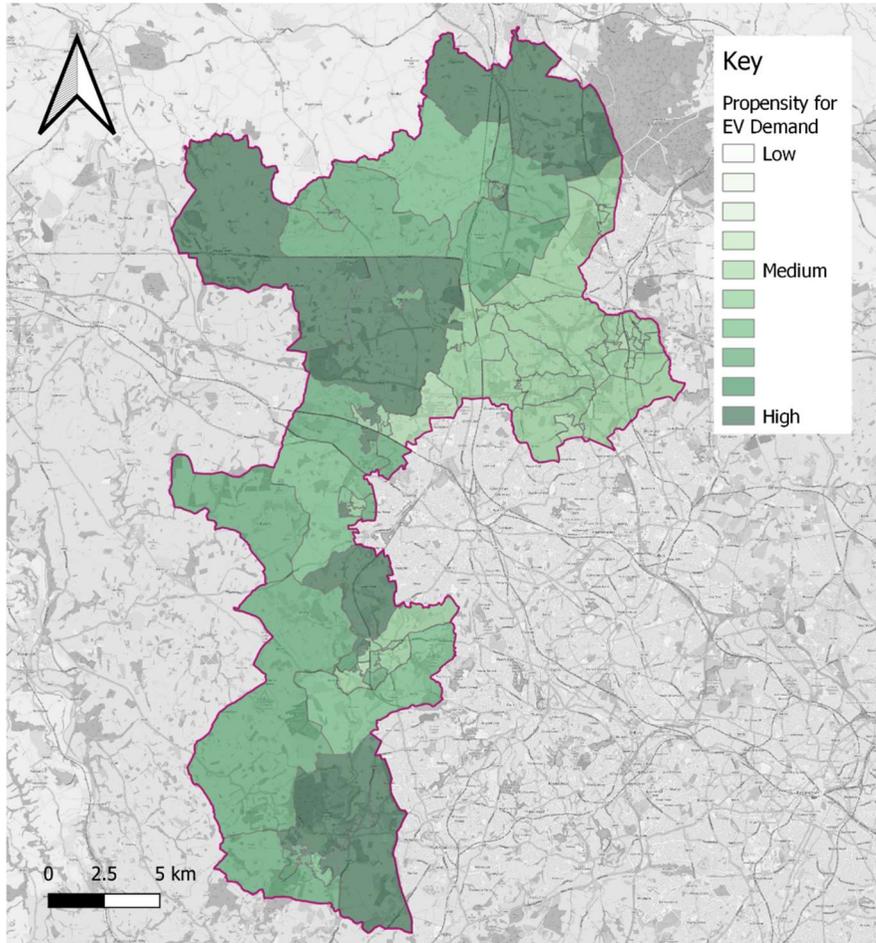


Figure 19: South Staffordshire Propensity

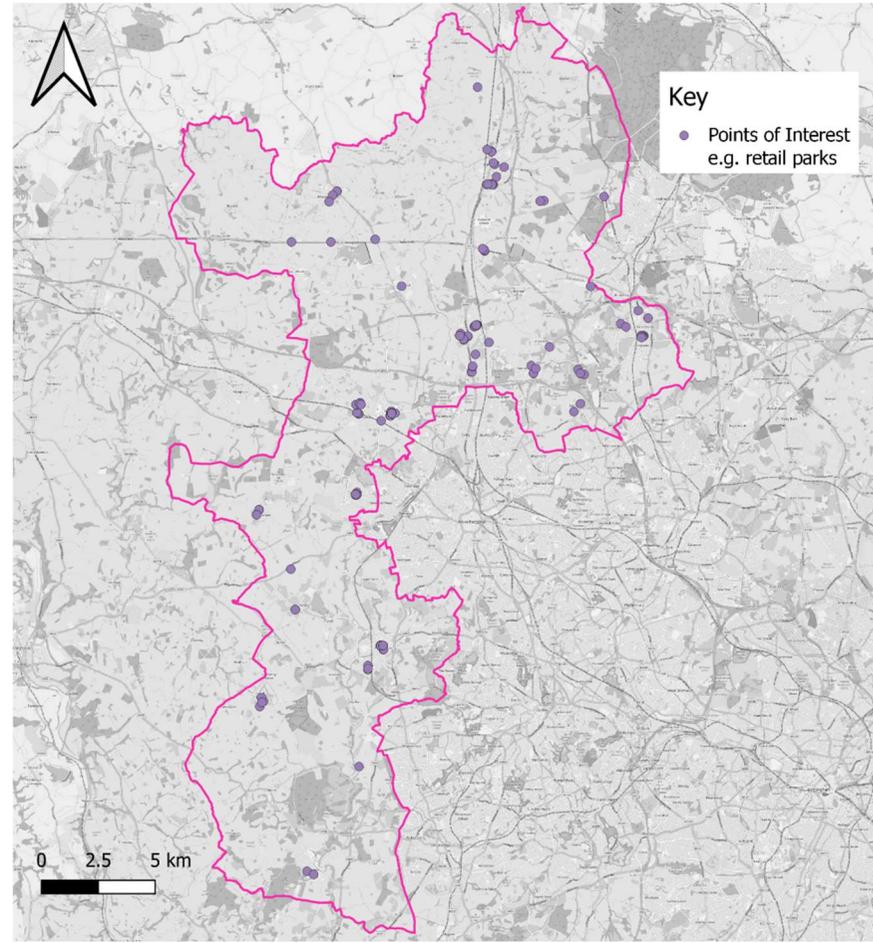


Figure 20: South Staffordshire Points of Interest

South Staffordshire – Proposed Locations

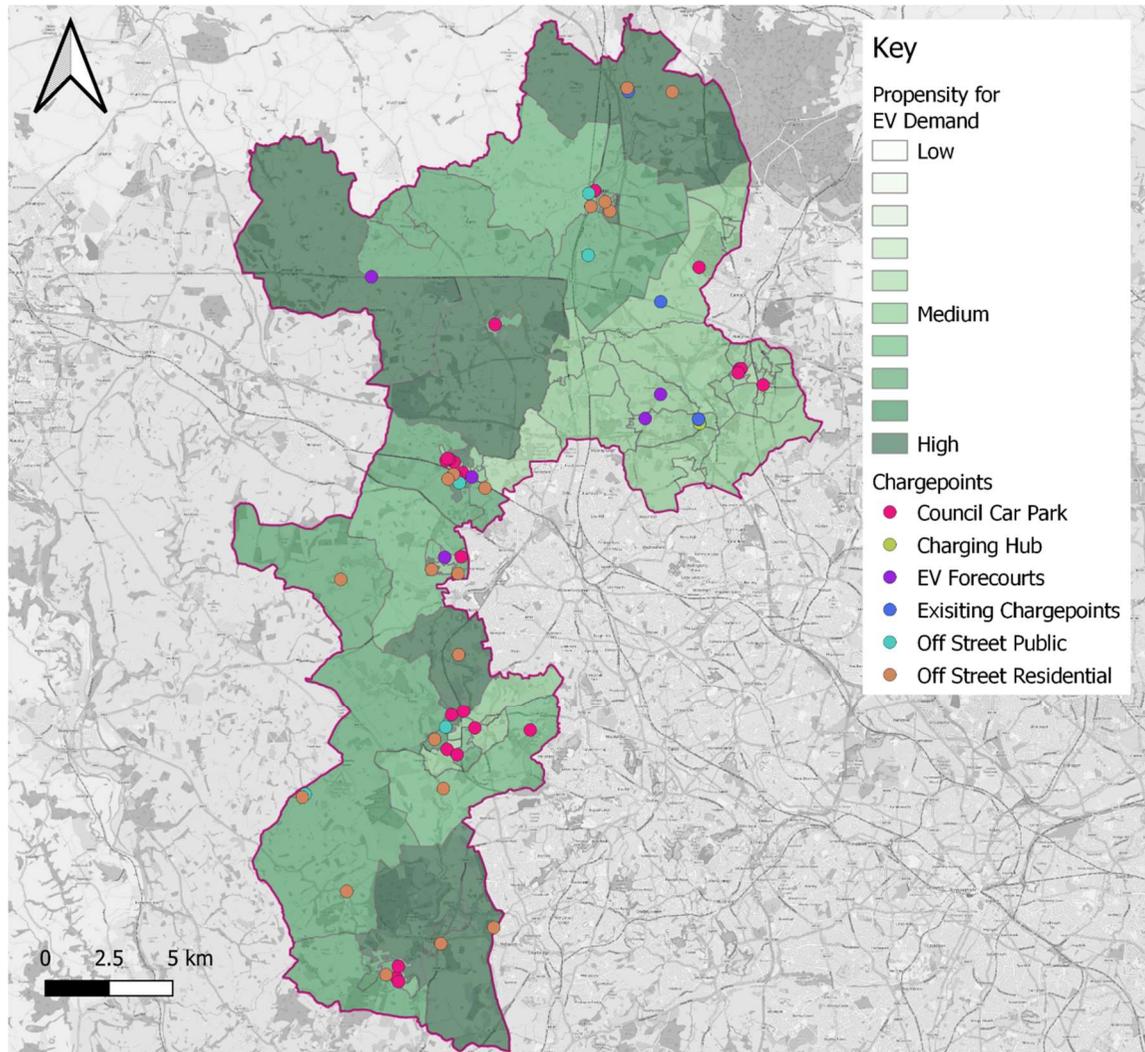


Figure 21: South Staffordshire Proposed locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
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For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

Stafford Propensity and Points of Interest

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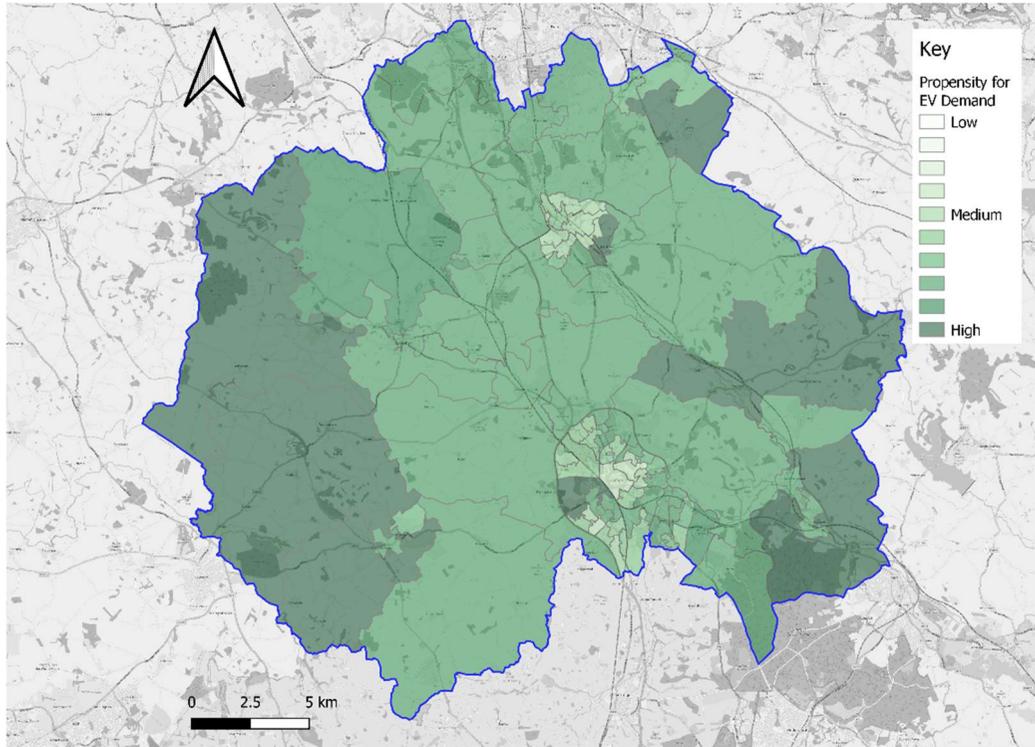


Figure 22: Stafford Propensity



Figure 23: Stafford Points of Interest

Stafford – Proposed Locations

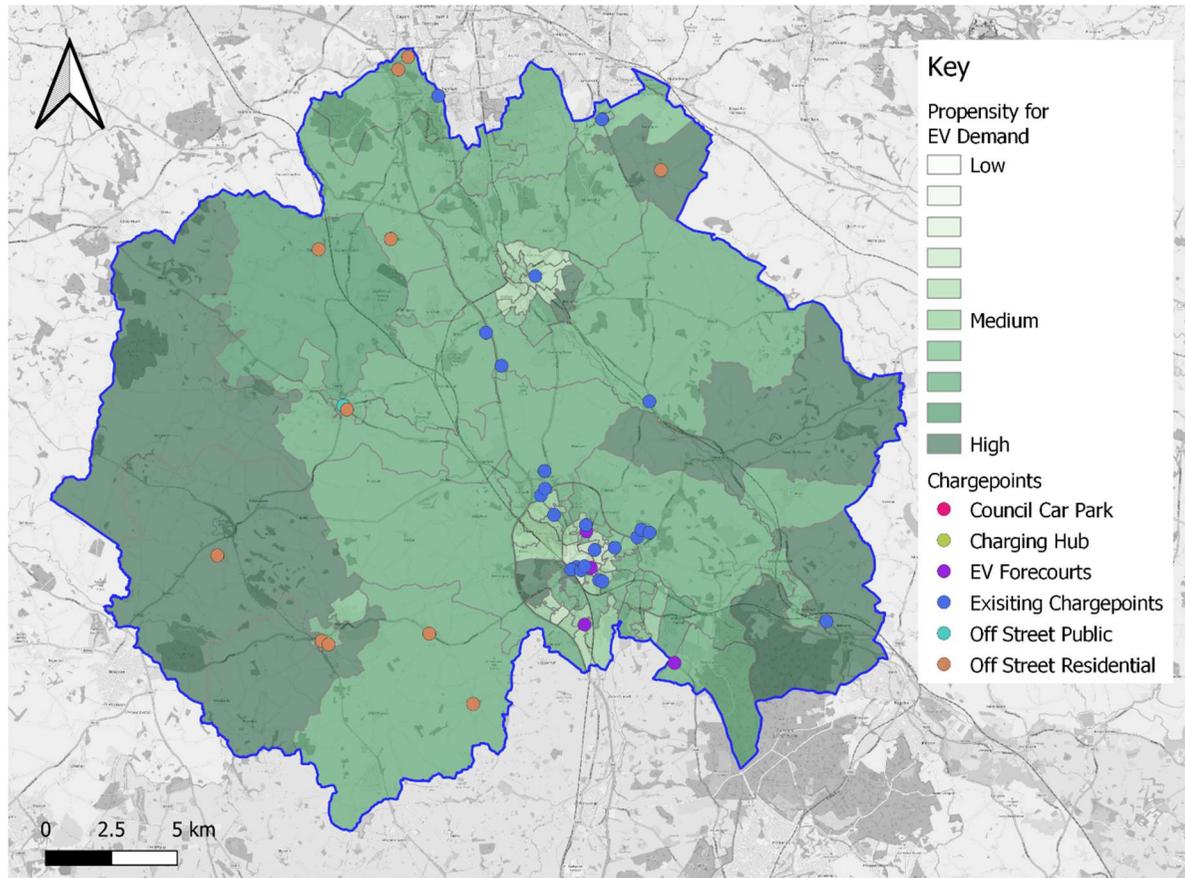


Figure 24: Stafford Proposed locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
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For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

Staffordshire Moorlands Propensity and Points of Interest

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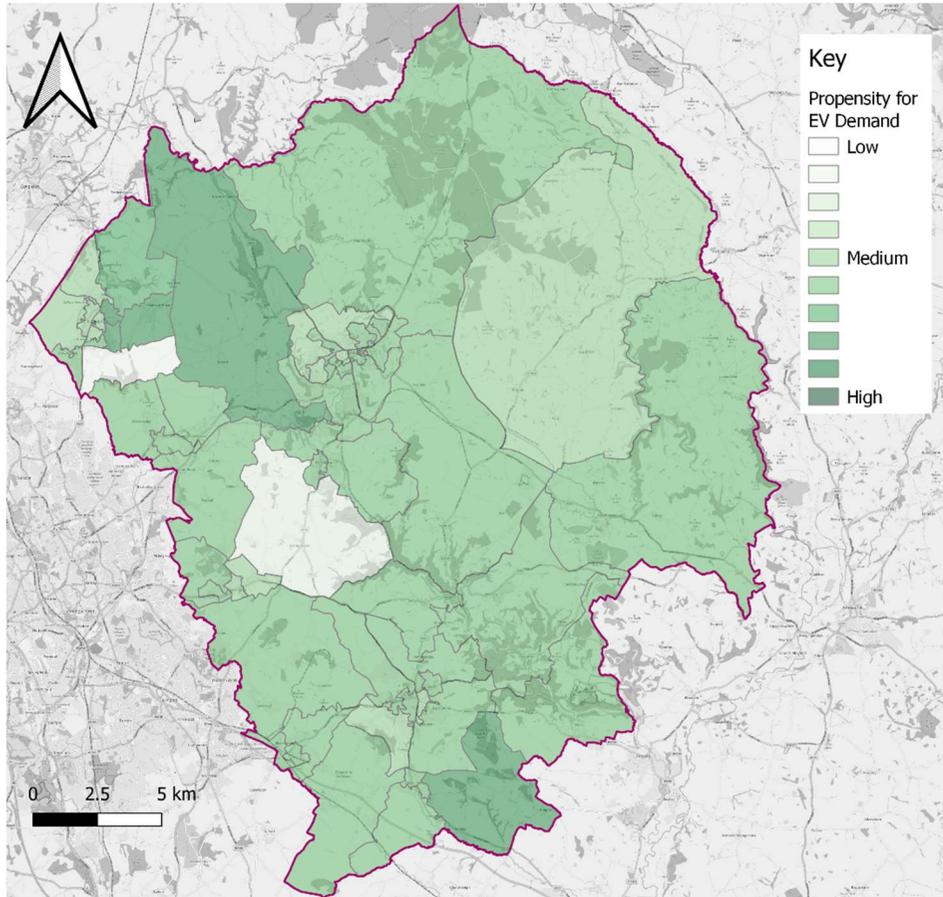


Figure 25: Staffordshire Moorlands Propensity

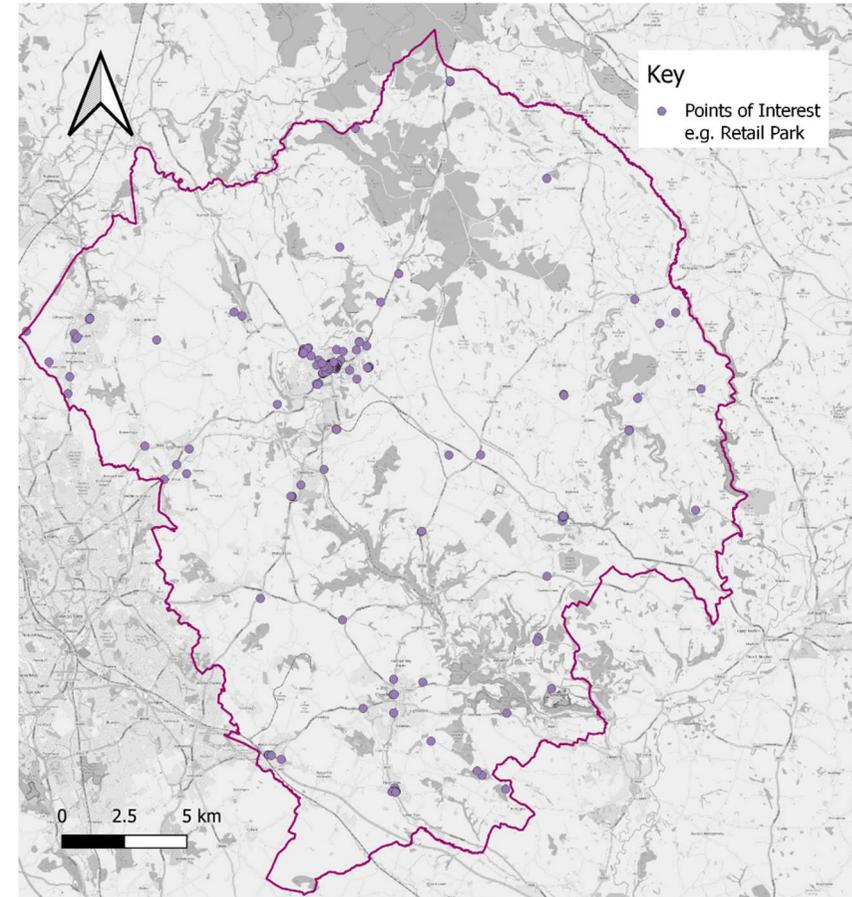
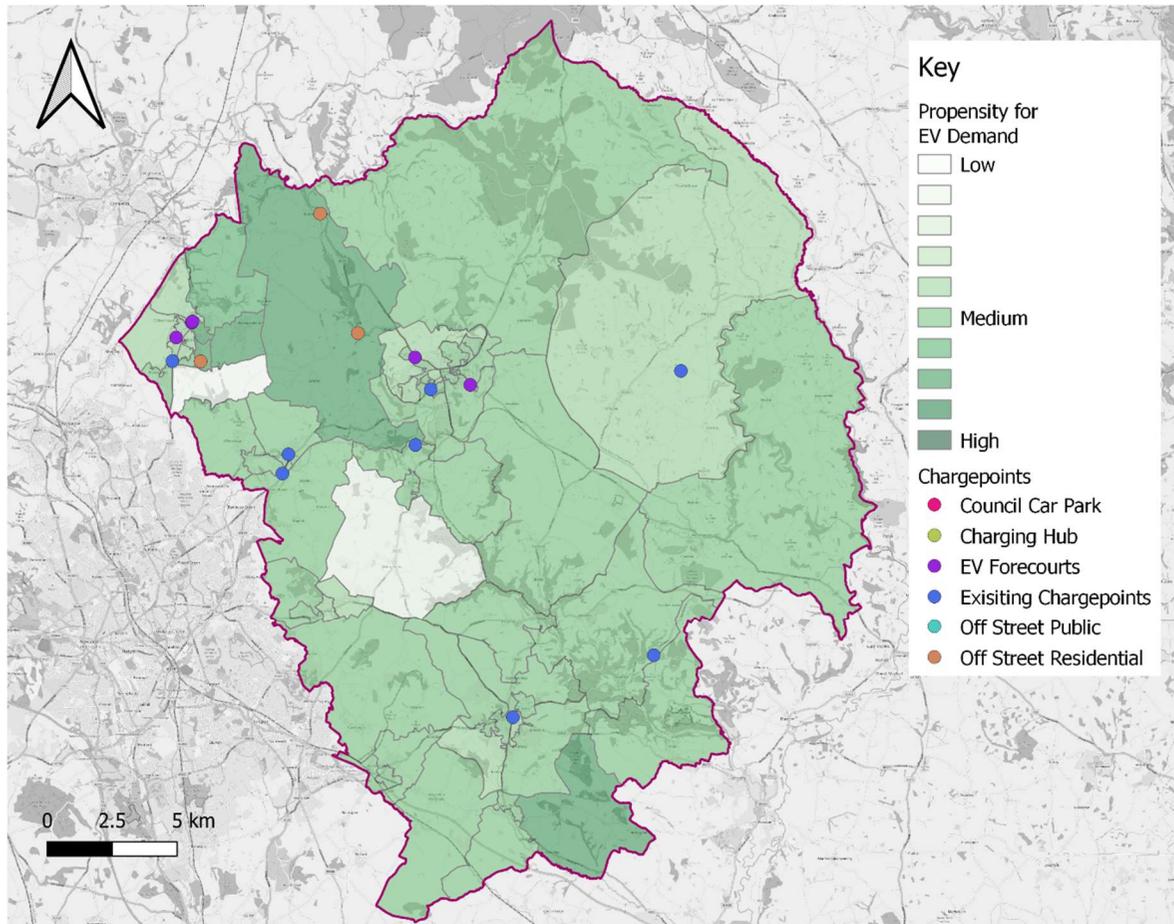


Figure 26: Staffordshire Moorlands Points of Interest

Staffordshire Moorlands – Proposed Locations



EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
Action: Investigate private operators to build and run an EV charging location / hub	Action: Engage with fuel stations to confirm their plans; avoid coordinating EV charging in close proximity	Action: Engage with the district council to ensure ownership and facilitate EV charging infrastructure	Action: The district council should engage residents and support where possible
Council Car Park - Action: Engage with the district council to ensure ownership and provide support to facilitate EV charging installation.			
For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

Figure 27: Staffordshire Moorlands – Proposed Locations

Tamworth Propensity and Points of Interest

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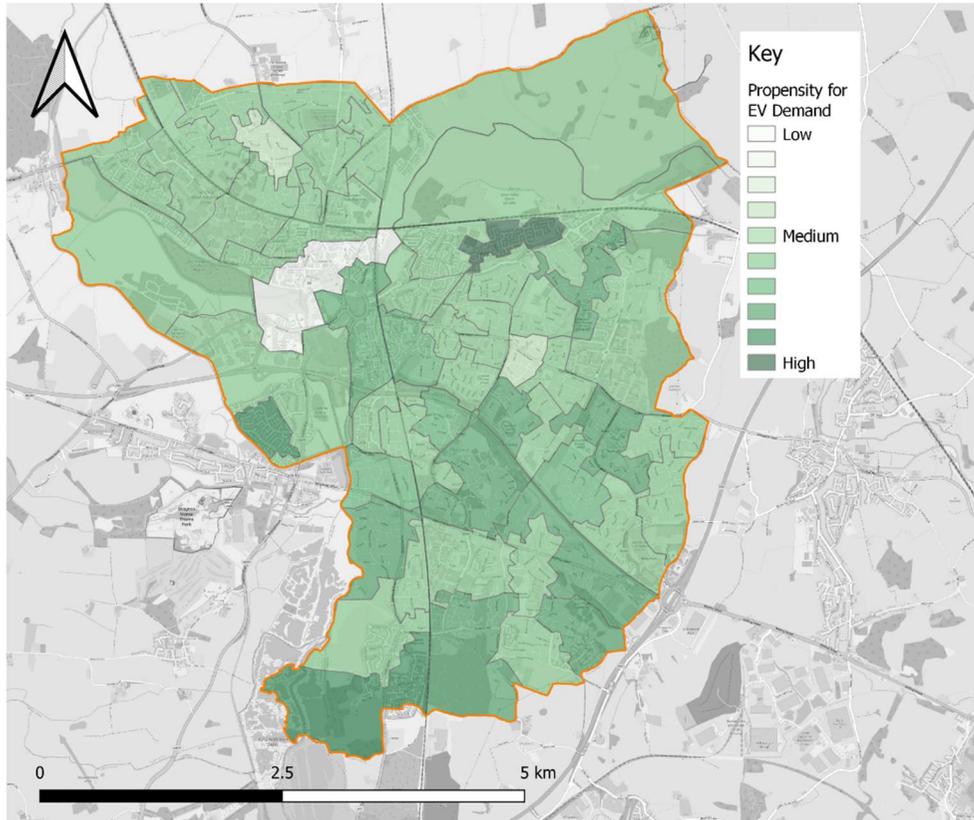


Figure 28: Tamworth Propensity

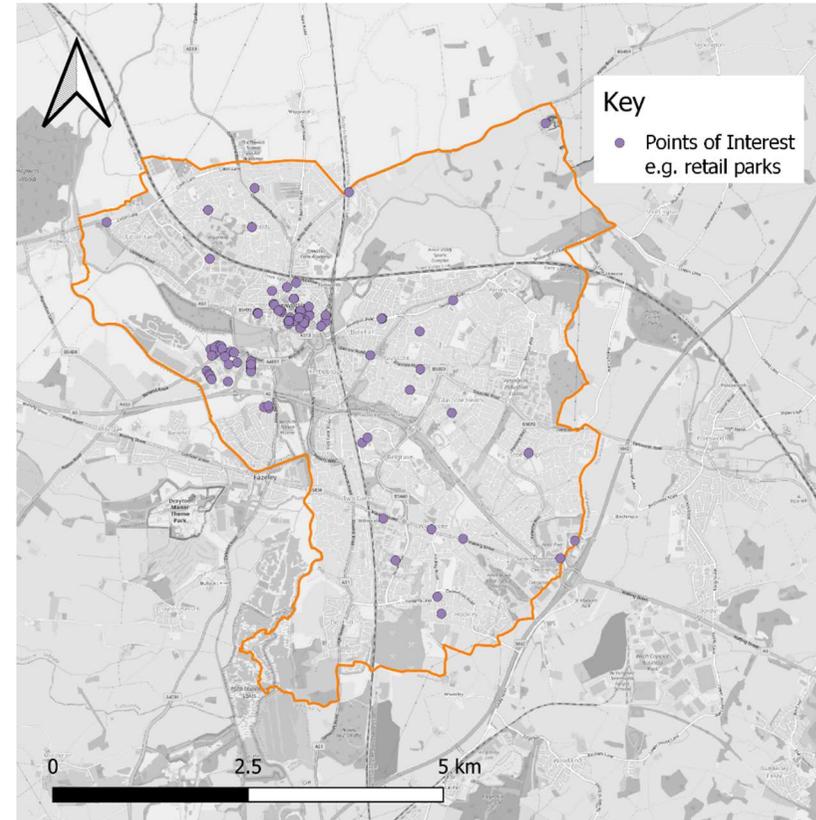


Figure 29: Tamworth Points of Interest

Tamworth – Proposed Locations

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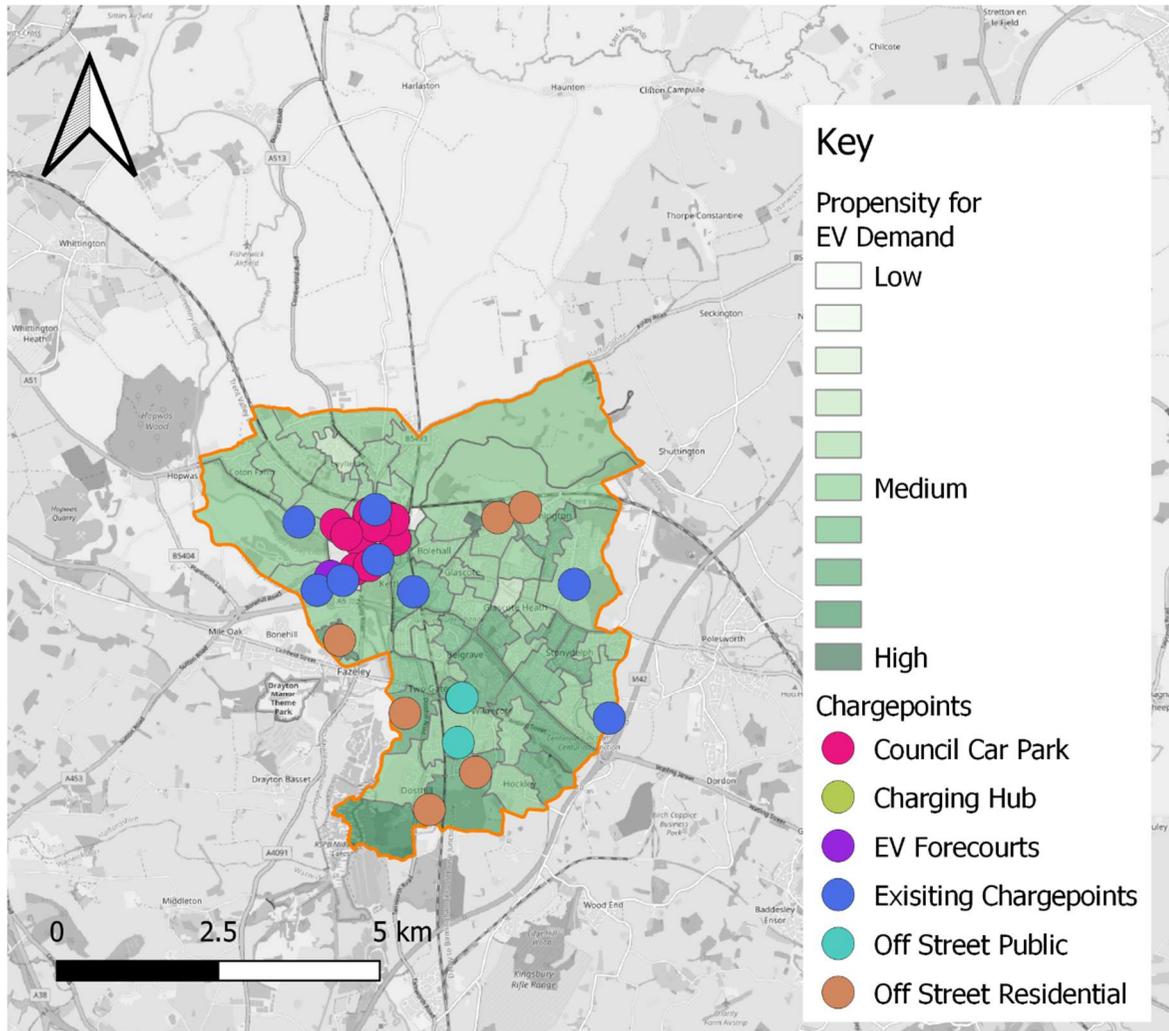


Figure 30: Tamworth - proposed locations

EV Charging Hub	EV Forecourt	Off-street public	Off-street residential
Suggested multiple fast, rapid, or ultra-rapid at specifically designed locations	Existing fuel stations (highly likely to be converted to EV over the coming years)	Suggested chargepoints at car parks	Main areas where private chargepoints should be encouraged at residences (e.g. on driveways)
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Council Car Park - Action: Engage with the borough council to ensure ownership and provide support to facilitate EV charging installation.			
For suggested chargepoints: EV charging hubs, off-street public and off-street residential the suggestions are locations within a 1km area.			

5.4. Demand Analysis – Mosaic

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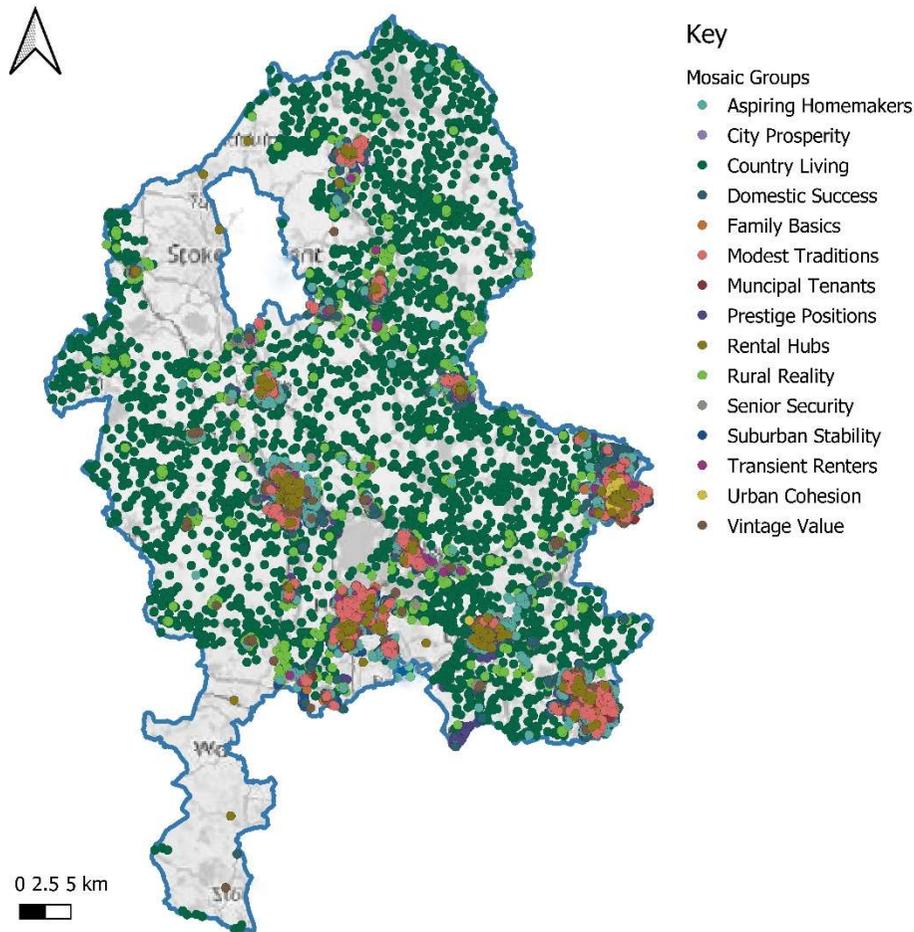


Figure 31: Staffordshire Mosaic data

Mosaic is a geodemographic profiling tool which classifies residential postcodes into one of 15 Groups and 66 Types. It is based on data from Experian, Census (2011), Electoral Roll, Council Tax valuations, house sale prices, self-reported lifestyle surveys, OFCOM data and other consumer information.

All these datasets are aggregated to provide composite personas of the types of adults living in an area and an accurate understanding of the lifestyles and behaviours of households, this enhances the demographic data by helping to understand the likely behaviours of residents.

This information is better viewed and understood through the use of interactive GIS systems along with a full understanding of the category meanings; these maps are included as they help to illustrate the methodologies that can be employed.

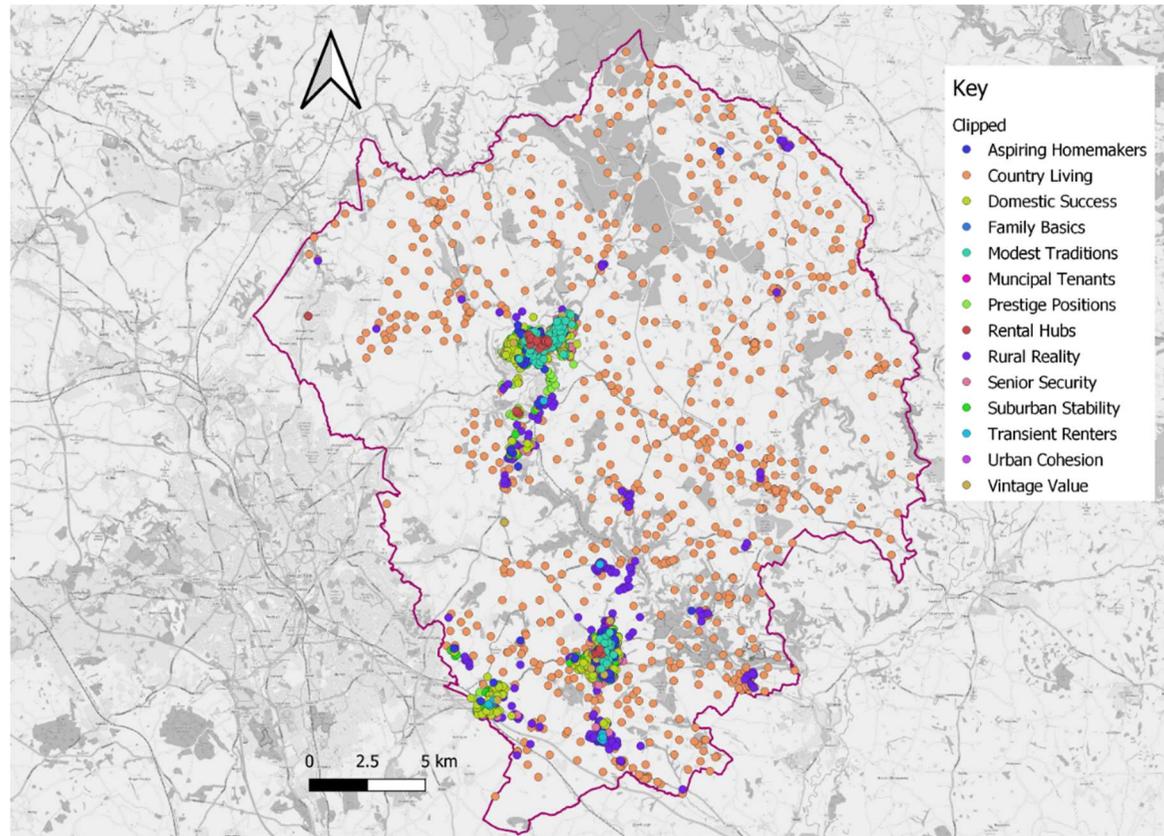


Figure 32: Example of Mosaic data applied to Staffordshire Moorland

Mosaic data and its' interpretation is an example of a deeper level of demand analysis that could be completed by the individual district and borough councils to identify more specific locations and to target campaigns.

5.5. Staffordshire County – Further analysis

From combining all of the datasets – largely represented by the maps above, each of the 'chargepoint services' have specific requirements and meet specific needs within the charging network. The table below outlines each of the primary charging solutions.

Chargepoint service	Typical chargepoint type	Location type	Demand met
EV charging hub	Rapid charging	4 or more chargers in the same location often with the opportunity to add other modes of transport or at transport hubs such as train stations	Depending on scale can support a community uptake in EVs or target high volume traffic routes such as the Strategic Road Network, to support longer EV journeys to or through the area
EV forecourt	Rapid charging	Existing petrol stations	Support the switch to EV while there is still a need for petrol vehicles. Often there are partnerships between oil companies and chargepoint operators for example BP now also provides and operates chargepoints
Residential off-street charging	Slow charging	Private residents with off-street parking	Support private car owners to switch to EV
Off-street charging	Fast / rapid charging	Charging in car parks both private and Council owned	Support destination charging
On-street charging	Fast / rapid charging	Residential areas where there is no or limited access to private driveways	Support private car owners switch to EV

Table 1: Charging Solutions for district and borough councils in Staffordshire

The available charging solutions are then analysed as a combined network across the county to ensure charging demand can be met. While the focus of this strategy is EV charging infrastructure, the entire transport network of Staffordshire is considered as it is important that EV charging infrastructure is part of the overall solution.

Consideration should also be made of how chargepoint locations could also link to public transport solutions such as the installation of chargepoints at stations, and how EV charging could support other agendas such as active travel.

5.6. Findings

The key findings from the demand analysis outline that there are opportunities to grow the use of EV in Staffordshire and this should be supported by assisting district and borough councils to develop a consistent charging network for the county. The ambition to achieve net zero by 2050 alongside the decarbonisation objectives will be supported by growing the use of EVs. In addition to the decarbonisation objectives, wider transport objectives were considered such as ensuring accessibility options when installing chargepoints and active travel.

All the provided maps help illustrate the location of current charging solutions and the potential areas to assist and coordinate EV charging solutions for the public. Locations are identified by markers, but it is important to note that the markers do not denote specific locations but approximate areas.

Significant insight into the challenges and potential of the county was seen through the analysis. Over 50% of households within Staffordshire have one or two cars and with 'commute by car' being the most

common transport mode. There is a demonstrable need for endorsing the switch to EV or other modes of transport where possible.

The suggested networks include a large proportion of off-street charging infrastructure solutions, both residential and based in public car parks. Analysing the current likely areas for EV ownership, it has been suggested that a large proportion of these could be best served through off-street residential solutions. Where off-street residential charging wasn't a suitable solution but there was high propensity for EV transition, EV hubs or off-street charging has been suggested. The number and capacity of car parks available also offers potential for planned growth of the charging network, through coordinating the installation of a small number of chargepoints to encourage growth and continuing to increase this as demand grows. To ensure futureproofing, reduce costs, and meet changes in policies - ducting and cabling for further chargepoints can be installed with the installation of the initial chargepoints. By also including larger scale EV charging hubs on key routes for those travelling through or to the county, drivers of EVs would have confidence that there would be chargepoints available. Those who may be residents on the outskirts of the county could even consider switching as the network grows.

The current level of EV ownership and charging infrastructure, depicts low EV ownership and the early stages of a sustainable and effective charging network. Overall, this indicates that the suggested network and its current capacity will need to be developed over a relatively short period of time and will need to be continually expanded by the time net zero ambition across Staffordshire are met around 2050. The analysis completed suggests that the focal points of the charging network be off-street residential and off-street charging, for example car parks. From there, EV hubs can be used to enhance the network. The assumption is that the private sector will drive the installation of chargepoints in EV forecourts.

Through the analysis, a suggested EV charging hierarchy has been developed. The hierarchy considers the propensity analysis, solution analysis and the specific solutions suited to the Council. The objective of the hierarchy is to enable SCC and district and borough councils to coordinate solutions best suited for Staffordshire. A review of On Street Charging has been provided in Appendix C.

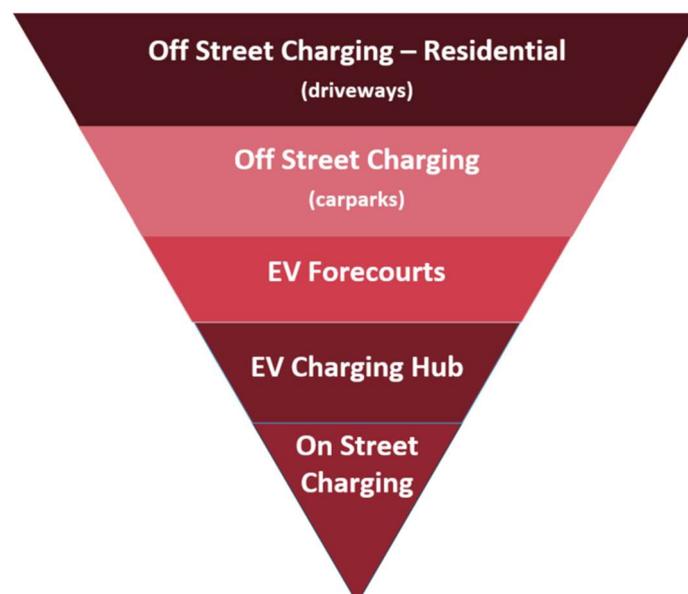


Figure 33: Hierarchy of Charging Options

SCC and district and borough councils should coordinate support and communications in the order displayed, though these priorities will change over the coming years as government initiatives are deployed, the market matures, and public demand patterns change over time. For local reasons the priorities may differ for each of the district and boroughs of Staffordshire.

6. Technology and Market Review

This section of the report forms a review of the existing and emerging EV charging technology, Appendix C contains a review of slow charging, on-street and lamppost charging and how these impact the choices and decisions made across the county.

6.1. Technology Overview

EV charging technology has primarily been driven by private companies focussed on developing and operating the charging infrastructure. With increased demand and market growth, there is increased benefit for these companies to explore faster and more innovative technology. There is a lack of standardised terminology from the speed of charging to the technological requirements to use a charger. For example, fast charging can refer to different kW across charging operators. This means a broad understanding of the underlying technology and requirements is essential for identifying suitable solutions. This has been achieved by establishing a baseline for charging infrastructure in modes, types and solutions.

In addition to the charging technology, consideration has also been given to developments in EV technology. Battery capacity continues to improve and become a key consideration in users purchasing choices. The battery capacity is a consideration in the development of charging infrastructure due how capacity impacts charge time. Furthermore, there are now around 100 EV models on the market. SCC understands that the number of models will continue to grow and will take this into account when facilitating the implementation of a charging network to ensure the widest compatibility.

Charging falls into two categories: Alternating Current (AC) and Direct Current (DC). AC provides alternating current to the vehicle and then technology within the vehicle converts it to DC for charging. Whereas a DC chargepoint converts an alternating current to a direct current within the chargepoint before providing it to the vehicle. While not always the case, DC chargepoints tend to be faster charging, use higher power, and therefore do not fit every solution, and are not compatible with all vehicles.

In addition to the categories of AC and DC charging, there is also tethered and untethered charging. Tethered charging is when the chargepoint has the cable hard-wired to it. Tethered charging is usually found at chargepoints installed at resident properties, and at DC chargepoints. Untethered charging refers to when the cable is not provided at the chargepoint and is usually stored within the vehicle.

While the charging technology itself is critical, it is also key to have an effective charging network integration with communications and management software so that links with back-office systems can be ensured. This will enable chargepoints to receive system updates, meaning compatibility with newer vehicles can be better ensured. Connectivity also allows data capture and monitoring which supports users, operators, and the Council to build insights for EV best practice. This connectivity also links to the access to the chargepoint whether it is free or paid for and gives users remote access.

For the purposes of this review, only options that are relevant within Staffordshire have been considered. Due to the evolving market, key innovations have also been highlighted to ensure the long-term futureproofing of a Staffordshire charging network.

6.2. EV Charging Modes

Alongside AC and DC types, the BS EN 61851-1 standard defines 4 'modes' for charging, effectively defining the chargepoints technology. Modes specify the type of circuit, the socket and therefore the power that can be utilised. It is important to understand that modes impact the speed of charging, and each mode is not necessarily compatible with all cars. As innovations enter the market these definitions and standards will continue to evolve.

Mode 1

Mode 1 covers the charging of an EV by plugging it into a 13amp / three-pin plug socket. This is the mode least recommended for public use as it offers little protection as there is no in-cable control box (ICCB) to provide communication between the outlet and the vehicle ensuring safe charging. Due to the low current this mode is more relevant to electric vehicles such as mopeds, and many newer EVs will not be compatible to charge through Mode 1.

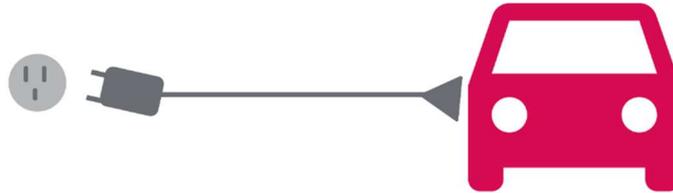


Figure 34: Mode 1 Graphic

Mode 2

Mode 2 covers the use of a 13amp / three-pin plug socket, but the cable importantly incorporates an in-cable control and protective device (ICCPD). The ICCPD will ensure that the charging is set to a specific charging power and provides protection against injury by detecting any imbalance in the currents across the circuits and if detected cuts the power.

Mode 2 is most suitable for EVs that have moderate charging needs, for example PHEVs. It is also an important back-up charging option if there are no dedicated EV chargepoints. It is important to note that Mode 2 is still not a recommended charging option and, like Mode 1, not all EVs are compatible with the mode. Vehicles that are Mode 2 compatible are often supplied with a Mode 2 cable with Mode 3 as an optional extra. Mode 2 usually sees the charge limited to 2.4kw.

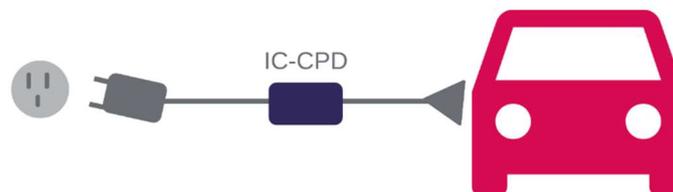


Figure 35: Mode 2 Graphic

Mode 3

Mode 3 uses a separate dedicated circuit and is suitable for residential, public and workplace charging. Mode 3 is provided through a dedicated chargepoint and has communication between the vehicle and the chargepoint. Mode 3 sees a broader range of charge that can be supplied to a vehicle and is the most suitable for charging BEVs. Due to the dedicated chargepoint, a tethered or untethered cable can be used. If tethered, this will usually be suited to the vehicle expected to be charged.

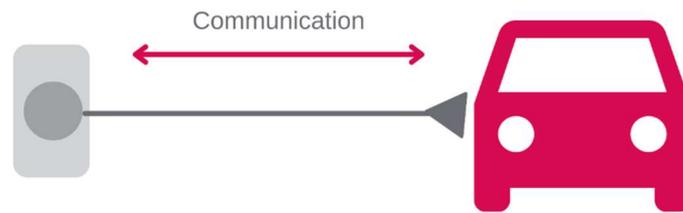


Figure 36: Mode 3 Graphic

Mode 4

Mode 4 is provided through dedicated EV equipment. Rather than providing AC, Mode 4 uses a charger built into the chargepoint to provide DC directly to the vehicle via a tethered cable. Mode 4 chargepoints are commonly in the 20-50kW range and charging in excess of 350kW level may be available in the medium term. This can see an EV charged to 80% in approximately 15 minutes. This approach requires enhanced infrastructure and currently Mode 4 is not available as residential charging.

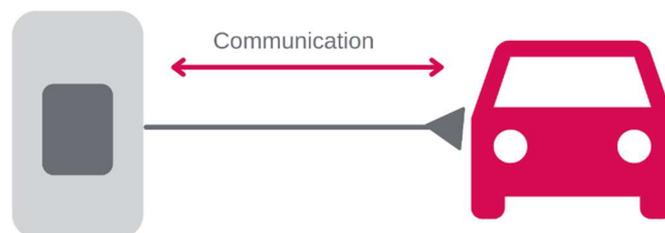


Figure 37: Mode 4 Graphic

6.3. EV Connector Type

As it currently stands, the EV charging market has not agreed to one connector type. There are 4 common types of connectors in the UK although Type 1 is now least common. The connectors impact the mode of charging and the maximum capacity.

The time to charge a vehicle is a key consideration for most users. There are situations when a slower charging period would be acceptable, for example at a residential off-street chargepoint overnight. However, a fast charge would be preferable at a shopping centre car park. It is therefore key to understand the compatibilities across the modes and type, and their optimum use cases.

Table J: Connector types and charge durations

Charging Speed	Power Output	Typical charging location	Charge Time*	Compatible connection types
Slow	3 to 7kW	Home, workplace, on-street (lamp column)	16 hours	Type 1 
				Type 2 
Fast	7 to 22kW	On-street, public car park, workplace	2 to 7 hours	Type 1 (max 7kW) 
				Type 2 
Rapid	Up to 50kW	On-street, public car park, forecourt, service station, EV Charging Hub	Up to 1 hour	Type 2 
				Combined Charging System (CCS) 
				CHAdeMO 
Ultra-rapid	120 - 350kW	Forecourt, service station, EV charging hub	Up to 40 minutes	Type 2 (Tesla adapted only) 
				Combined Charging System (CCS) 
				CHAdeMO 

* 0% to 80% of a standard 60kW EV battery

The table presents the connector types and the charging durations. The speed at which a vehicle can be charged is commonly termed; slow, fast, rapid or ultra-rapid. Across these speeds there are requirements based on mode and type, as well as vehicle compatibility.

6.4. EV Charging Solutions

Within this strategy five EV charging solutions have been identified, providing Staffordshire with the optimum network. The solutions are listed below, these solutions are explained through this document:

- EV hub
- EV forecourt
- Off-street residential charging
- Off-street charging
- On-street charging

These solutions are suitable based on several factors and the locations for these have been identified through the completed demand analysis. However, across each of these locations, multiple types of chargepoint could be implemented to meet requirements. A key factor as to the type of chargepoint recommended in each solution is the speed at which EVs could be charged and the compatibility across vehicle types. In this strategy we have identified three charging speeds: slow, fast and rapid/ultra-rapid. Across each of these speeds we have indicated the solution it best suits and the relevant types of chargepoint have been identified.

There are currently large investments in emerging EV technologies within in the UK. To ensure that Staffordshire charging infrastructure is futureproofed, key innovations have also been highlighted.

Slow Charging

The definition of a slow charging solution is a charge of 3kW – 7kW and either Mode 2 or Mode 3. Slow charging is often suited to off-street residential solutions, as in these cases vehicles can be charged overnight, and this aligns with the Department for Transport recommendations of charging overnight.

The decision to use the slower types of charging mechanisms is closely linked to the problem you are trying to resolve. The situation as it exists across Staffordshire has been considered in detail and is described in Appendix C.

Fast Charging

The definition of a fast charging is a charge of 7kW-22kW and modes 2, 3, CHAdeMO or Combined Charging System. Often when installing fast chargepoints, power supply upgrades can be required to ensure the required electrical infrastructure. Fast charging can be delivered through a variety of chargepoints, kerbside units, dedicated parking bays or residential charging units.

Fast charging can suit a variety of situation and use cases. Fast charging can support the top-up of EVs while visiting points of interest such as supermarkets, retail parks or tourist locations. In addition, fast charging can be used in off-street residential solutions and can be helpful in multiple EV households.

The benefit of the speed of fast charging is key and as EVs continue to develop more vehicles will be able to charge at the highest rate.

Rapid/Ultra rapid

The definition of rapid/ultra-rapid charging is a charge of 50kW or more and Modes 3, 4, CHAdeMO or Combined Charging System. Like fast charging installations, the electricity supply and capacity need to be examined before installation. This is critical if many rapid/ultra-rapid chargepoints are installed in one location. Across the UK rapid/ultra-rapid chargepoints are the smallest proportion of chargers. Currently off-street and on-street residential solutions cannot facilitate rapid/ultra-rapid charging and it is more commonly found at forecourts, charging hubs or at commercial locations.

Ultra-rapid charging is still relatively new technology and therefore is not compatible with all EVs. Rapid/ultra-rapid charging is provided through locations with dedicated parking bays. This charging offers a similar benefit as fast charging but providing a larger battery charge in a shorter period of time; especially at locations such as service stations, supermarkets or retail parks. Rapid/ultra-rapid charging can also be beneficial for EV users on longer distance journeys.

Electric Charging Hub

Electric charging hubs offer an opportunity to provide large scale publicly accessible charging. This is beneficial in the move to EVs in supporting the removal of charge anxiety on longer journeys and ensuring short charges provide enhanced benefit to EV users.

In addition to the scale of charging available at a hub the space can also provide other benefits such as community spaces, retail or food.

An example of a charging hub within the UK is Braintree near Essex with space for 36 vehicles to charge and the utilisation of solar and renewable energies.



Figure 38: GRIDVOLT charging hub

Innovation

Technology within the EV charging market is continually developing and endeavouring to meet user demands for convenience and speed while providing viable solutions.

Wireless charging, which is now commonplace for smart phone charging, and other at-home technology is now being explored for EV charging. The technology used is a similar form of inductive charging with the electrical charge passing through an air gap from one magnetic coil to the other. This could provide charging through charging bays with a stationary vehicle, while some companies are also exploring the possibility of charging while driving. This technology is not at implementation stage although there are several trials across the UK for example in Nottingham and Milton Keynes. This charging would be beneficial to not only private EVs but buses, taxis or commercial vehicles.

Another area of innovation is vehicle to vehicle (V2V) and vehicle to grid (V2G) charging and integration. This is possible when a charger includes the technology to allow current to flow bidirectionally. The benefit of vehicle to grid integration is that depending on the demands on the grid, power can flow either to or from the vehicle. This would allow EVs to support the grid during peak times. The benefits of vehicle-to-vehicle charging are similar in that EVs could support other EVs when charging is required. With this we are seeing that the development of EV charging infrastructure could be used to support wider infrastructure challenges.

There is substantial work developing around the use of solar energy and battery storage that will allow the harvesting of renewables such as daylight and wind power to supplement the grid and allow energy to be fed back into the grid, companies such as myenergi [4] have commercial solutions for home energy management.



Figure 39: Wireless in road charging

7. Commercial Models

When considering the installation of a charging network, several commercial models will often provide the best fit for both the charging solution across the county and for the individual districts and boroughs. If a range of charging infrastructure solutions are installed, this may lead to several commercial models being utilised.

Off-street residential charging can be considered separately, as this would not require council support, but instead would require investment from the intended user with two key costs. Firstly, an installation cost, which can be offset by applying for funding support such as OZEV's Electric Vehicle Homecharge Scheme. Secondly, there would then be the on-going electricity cost, and many electricity providers are now offering tariffs to cater for EV charging.

For off-street, on-street, EV charging hubs, and EV forecourts there are a variety of models that could be seen across Staffordshire to allow users to access the chargepoint. Authorities may choose to own and operate the chargepoints themselves and set the cost for charging a vehicle. There are examples where authorities choose to make chargepoints and/or parking free to EV users. Other models bring operators in to manage and install the chargepoints.

When considering the models utilised across Staffordshire, each authority will need to consider:

- Cost to the user
- Cost to the authority
- Customer service implications
- Marketing capability and requirements
- Capability and responsibility of installation
- Capability and responsibility to maintain chargepoints
- Ongoing support and management of EV charging systems and suppliers
- Ongoing support and management of infrastructure

7.1. Model Assessment

There are five key commercial models to be considered for public EV charging solutions across Staffordshire, excluding off-street residential. The table below outlines the key points of the different models and what should be considered in each case.

Model	Description	Key Considerations
Own and Operate	<ul style="list-style-type: none"> Local Authority (LA) tenders for a Chargepoint Operator to install chargepoints LA own the Chargepoints (gov. funding) LA takes revenue LA pays CPO to maintain Chargepoints. 	<ul style="list-style-type: none"> This model would involve LAs appointing suppliers to deliver and manage the chargepoint infrastructure for a set period with all revenue being retained.
Match Funding	<ul style="list-style-type: none"> The OZEV grant offers up to 60% of the funding for eligible costs. The remaining 40% will need to be provided by the LA or a third party i.e. CPO. This could also be achieved if government funding is not available, but the LA and the operator agree to match funding. 	<ul style="list-style-type: none"> Likely to reduce the revenue received and limiting the overall control the LA can exert on the facility.
Concession Framework	<ul style="list-style-type: none"> The operational costs and risks are shared in part or completely with the operator. This model is often a revenue share. 	<ul style="list-style-type: none"> The LAs safeguard their resources and revenue but then must accept diminished input in determining facility locations. This approach is best suited where demand is proven, or operators are confident of a return on investment.
Land Rental	<ul style="list-style-type: none"> Private sector investment, installing, maintaining the chargepoints while paying rent to the LA (or other) for land 	<ul style="list-style-type: none"> Revenue for the LAs would solely be from the land rental which would reduce some risks. However, operators would look to ensure demand.
Leasing/Hosting	<ul style="list-style-type: none"> Chargepoints leased to the LA for a monthly fee 	<ul style="list-style-type: none"> Provides control of location to the LAs and maintenance to the operator. LAs would not receive any revenue and would need to decide if monthly fees would be covered by cost to users.

Table K: Commercial Model Overview

It is likely that across Staffordshire, several of these commercial models could be utilised, depending on the type of infrastructure installed. The advantages and disadvantages of each model are outlined below.

Model	Advantages	Disadvantages
Own and Operate	<ul style="list-style-type: none"> All revenue is retained by the LA Locations selected by the LA Streamline procurement UK Government has established procurement frameworks to expedite process and encourage supplier confidence 	<ul style="list-style-type: none"> Funding would need to be identified On-going maintenance costs Updates to technology are the LA's responsibility Any key performance indicators and or contractual service level agreements may be difficult to enforce
Match Funding	<ul style="list-style-type: none"> Partner ownership incentivises better provision, improved quality of service for users Reduced risk and responsibility for maintenance costs The chargepoints can be futureproofed depending on the partnership agreement 	<ul style="list-style-type: none"> Reduced revenue share Contractual and financial arrangements may not suit all suppliers and so pool of available partners is reduced. Partners require confidence that revenue will be achieved in any locations
Concession Framework	<ul style="list-style-type: none"> Reduced risk and responsibility for maintenance costs The chargepoints can be futureproofed depending on the partnership agreement Depending on the agreement the council may retain ownership of the chargepoints or electrical connections 	<ul style="list-style-type: none"> Operators require confidence that revenue will be achieved and therefore locations would need to be agreed Delivery can be slowed due to negotiations and the time to make a contractual award Reduced revenue share
Land Rental	<ul style="list-style-type: none"> Reduced risk and responsibility for maintenance costs Agreed revenue through rent 	<ul style="list-style-type: none"> Operators require confidence that revenue will be achieved and therefore locations would need to be agreed Delivery can be slowed due to negotiations
Leasing/Hosting	<ul style="list-style-type: none"> Reduced risk and responsibility for maintenance costs The chargepoints can be futureproofed depending on the leasing agreement Locations selected by the councils 	<ul style="list-style-type: none"> No revenue share Delivery can be slowed due to negotiations and the time to make a contractual award Expected that the monthly cost would need to be covered by charges to users

Table L: Model assessment

7.2. Promoting charging infrastructure

There are a variety of methods to promote the creation of an EV charging network that does not require each council to lead on installation or location identification. This could include:

- Workplace charging points
- Trial implementations
- Development & planning considerations
- Vehicle trials

Workplace charging points

This could involve coordinating the deployment of charging facilities at workspaces for employees to utilise. This can be achieved by creating a framework through which standardised new charging infrastructure can be deployed for use at workplaces. Agreements in terms of the adoption, long-term maintenance etc. and the initial cost can be built into contracts between the operator and landowner in this instance the workplace. This can help provide the best rate to chargepoint users if there is a cost to charge.

For workplaces there are national schemes, such as the Workplace Charging Scheme which could be engaged with. Workplace chargepoints support local authorities to roll-out charging infrastructure across the county. In addition, many workplaces now have sustainability targets internally and by encouraging the uptake of EVs with their staff and visitors, these targets can be met.

Trial implementations

This would see the local authorities engage with chargepoint operators to trial the technology for a set amount of time. This is usually implemented in the case of innovations within the charging market, for example through a trial of pop-up chargers. The benefits are threefold as the local authority can test the demand for charging infrastructure, operators are able to trial new technology or back-office innovations and users are given access to new chargepoints. Depending on the trial agreement, installed equipment could be kept after the trial.

Development & Planning considerations

Planning policies and developments across the county offer an opportunity to grow the charging network. Section 106 agreements (between councils and a developer) should include provision for EV charging infrastructure and, assuming this is to be included within the wider adoption, a standard can be mandated. With the introduction of National Model Design Code guidance will be provided on how policies and design can be best utilised in the decarbonisation of transport. In addition, there are building regulations that should be implemented including requirements for EV charging infrastructure.

Vehicle trials

Through engagement with various suppliers, it is possible to facilitate the trial of an electric vehicle (private hire vehicles, vans and eCargo cycles) as a way to actively engage organisations to consider adoption of EV technology.

8. Recommendations & Next Steps

8.1. Engagement

Through developing this strategy document, SCC acknowledges the importance of engaging with district, borough and parish councils to facilitate a consistent and effective EV charging solution for the people of Staffordshire and its visitors.

It is important to bring both district and borough councils and the residents along with Staffordshire County Council on this journey to coordinate a solution for the benefit of all; the development and delivery of an engagement programme will be key. To support the work of the district and borough councils, an EV Toolkit [See Appendix B] has been developed. The EV Toolkit has been developed and delivered for SCC, and further explains the charging options and answers key questions for district and borough councils to use, to help inform and support.

Alongside this, each district and borough council have been provided with an EV Charging Action Plan that identifies most steps required to deploy and manage EV charging solutions [see Appendix A].

Through developing an improved understanding of current and future vehicles along with the associated infrastructure, district, borough, and parish councils will aim to provide residents with the confidence to switch and thereby increase the speed at which net zero is reached.

Parish councils have a strong connection with their local communities and can be instrumental in raising the local perception of EV charging. They should be encouraged to support initiatives such as car share schemes and installing charge points at local community buildings for the benefit of their local residents.

It is also expected that chargepoint operators operating across the county will engage with local users, taking onboard feedback and ensuring that the solutions meet demand and expectations. Each district and borough council should ensure that all engagement considers feedback received from users. It is expected that all operators engaged by the district and borough councils will have a Service Level Agreement that ensures the fit for purpose nature of their offering.

Each district and borough council will also be engaging external stakeholders such as developers, businesses, and landowners to support installation on their land and promote the new charge-point network where relevant.

Recommendation 8.1: Local authorities should review this EV Charging Strategy and ensure feedback they receive from chargepoint users and stakeholders at key delivery points is included in further plans and actions.

8.2. Procurement

There are several potential procurement routes available to each of the councils. To utilise the most effective procurement route, each council will need to engage with relevant stakeholders such as their procurement teams and Councillors, to agree the preferred approach. In addition, a review of any existing models utilised by the councils will need to be undertaken along with an in-depth review of the potential operational and commercial models to ensure that the procurement process will support the agreed objectives.

Recommendation 8.2: Local authorities should engage with their procurement teams to assess the appropriate avenues for procurement, taking into account the operating and commercial models that are optimal for each local authority. Continued assessment of appropriate and relevant funding for the councils to install chargepoints will support their residents in making the transition to EVs.

8.3. Locations and Feasibility

The demand analysis has identified suitable locations based on relative levels of demand and a high-level infrastructure analysis. Before any chargepoint solution is installed, a detailed feasibility of the proposed areas for EV charging sites is required. This would confirm location and solution suitability by completing:

- Site visits
- Electrical feasibility study
- Civils' feasibility study
- Detailed analysis of the users in the area
- Detailed assessment of installation cost
- Adhering to standardised installation processes (The IET Code of Practice for Electric Vehicle Charging Equipment Installation and Accessible Charging BSI PAS 1899:2022)

Accessibility will also be a consideration in all locations and chargepoint solutions. This should focus on ensuring that all users can, and also feel enabled, to utilise the facilities. For example, those who may have disabilities may have specific concerns or needs with regards to the type of charge-point installed, the amount and availability of pavement space or the implications of trailing cables. The accessibility review should also evaluate the local area with regards to lighting, general safety, CCTV and crime and disorder prevention alongside other general requirements being met.

Recommendation 8.3.1: Local authorities should ensure a feasibility study is undertaken that follows good practice with well-developed processes and procedures for installing any chargepoints that will be publicly accessible.

Recommendation 8.3.2: Staffordshire County Council will continue to engage with all district and borough councils to provide a consistent approach to EV rollout across Staffordshire.

8.4. Funding

As part of the strategy, a high-level funding review has been completed. In implementing the strategy, SCC will co-ordinate with district and borough councils to develop joint bids and gain access to relevant funding from UK Government, the Department for Transport and Office for Zero Emission Vehicles. This will allow each district and borough council to deploy funding to support the widest distribution of charge-point solutions. In addition to this form of funding, district and borough councils should also explore the commercial partnership opportunities which may be applicable with a particular focus on EV charging hubs.

District and borough councils should also help ensure that the residents of Staffordshire are kept up to date on funding that is available to them as private car owners for EV purchasing and chargepoint installation.

Recommendation 8.4: SCC should co-ordinate joint bids to maximise opportunities and each district and borough council should aim to support residents in staying up to date with relevant funding information.

8.5. Operators

Each district and borough council should ensure that operators in their area meet expectations in both the technology provided and through using Key Performance Indicators (KPI's). As with any type of service provision users' rights should be protected - Ofgem continues to ensure these rights and protections meet with new chargepoint services. Access to charging can be confusing with different operators using many different methods. The supplied EV Charging Toolkit should provide users with a clear source of information.

Recommendation 8.5: District and borough councils should engage as a group with private chargepoint operators to ensure they follow best practice and encourage charging solutions at locations tailored to the requirements of each area, for the benefit of as many citizens as possible.

8.6. Monitoring

Monitoring the chargepoint network should be a key responsibility of each district and borough council and their appointed operators. Monitoring will allow each council to understand usage and track demand which will then feed into enhancements to chargepoints or expanding the network. As the use of EVs and chargepoints grows, each council should aim to monitor the impact on air quality and emissions.

Recommendation 8.6: Each district and borough council should ensure a monitoring system is in place to review the impact of their EV charging strategy and feed this back to the public where relevant. When new data is available, the analysis should be updated. The developed EV Charging Action Plan should be adopted by each council and implemented against a common timeframe.

9. Conclusion

This Public EV Charging Strategy outlines a methodology to help district and borough councils meet the anticipated growth in demand. This is based on current data, predictions, and the impact of upcoming policies. Through coordinating development of the charging infrastructure networks across the county; SCC can support the local authorities in the creation of a sustainable charging network for the benefit of residents and visitors to the county; all of which will produce positive steps towards reaching net zero.

SCC has been clear in their objectives for decarbonisation and their commitment to supporting local authorities and residents in producing modal shift. The Public EV Charging Infrastructure Strategy considers not just existing EV users but potential users. It examines the transport network across Staffordshire and aims to facilitate modal shift to a more sustainable travel network for the future.

As EV use grows, this data led approach can be further updated and adapted to recognise where further charging demand and infrastructure is required. As policies continue to be implemented both UK wide and across Staffordshire, the implementation of this charging infrastructure strategy will ensure each of the district and borough councils are prepared to meet policy changes and the challenges ahead.

SCC's position should continue to be supporting the district and borough councils with information, consistent approaches, developing bids and broad support; whilst promoting options and funding choices for the public. Implementing all these steps will enable the successful growth of EV chargepoint installations across the county.

10. References

- [1] [UK Electric Vehicle Infrastructure Strategy \(GOV.UK\)](#) Accessed 13/06/2022
- [2] [EV Chargepoint Grant guidance for customers - GOV.UK \(www.gov.uk\)](#) Accessed 08/08/2022
- [3] [Midlands Connect | Supercharging the Midlands](#) Accessed 10/05/2022
- [4] [Renewable energy products made in Great Britain | myenergi](#) Accessed 13/06/2022
- [5] [How many charge points are there in the UK 2022 - Zap-Map](#) Accessed 13/06/2022
- [6] [Government announces tenfold expansion in charge points by 2030 - zap-map](#) Accessed 13/06/2022
- [7] [MC - STP Doc Digital \(midlandsconnect.uk\)](#) Accessed 13/06/2022
- [8] [The future of rural mobility report final \(midlandsconnect.uk\) \[pdf\]](#) Accessed 08/08/2022

Appendix A: EV Charging Action Plan

To support district and borough councils in their EV charging infrastructure journey, an action plan has been produced. This document sets out all the steps required and allows the capability to track and manage each EV charging project.

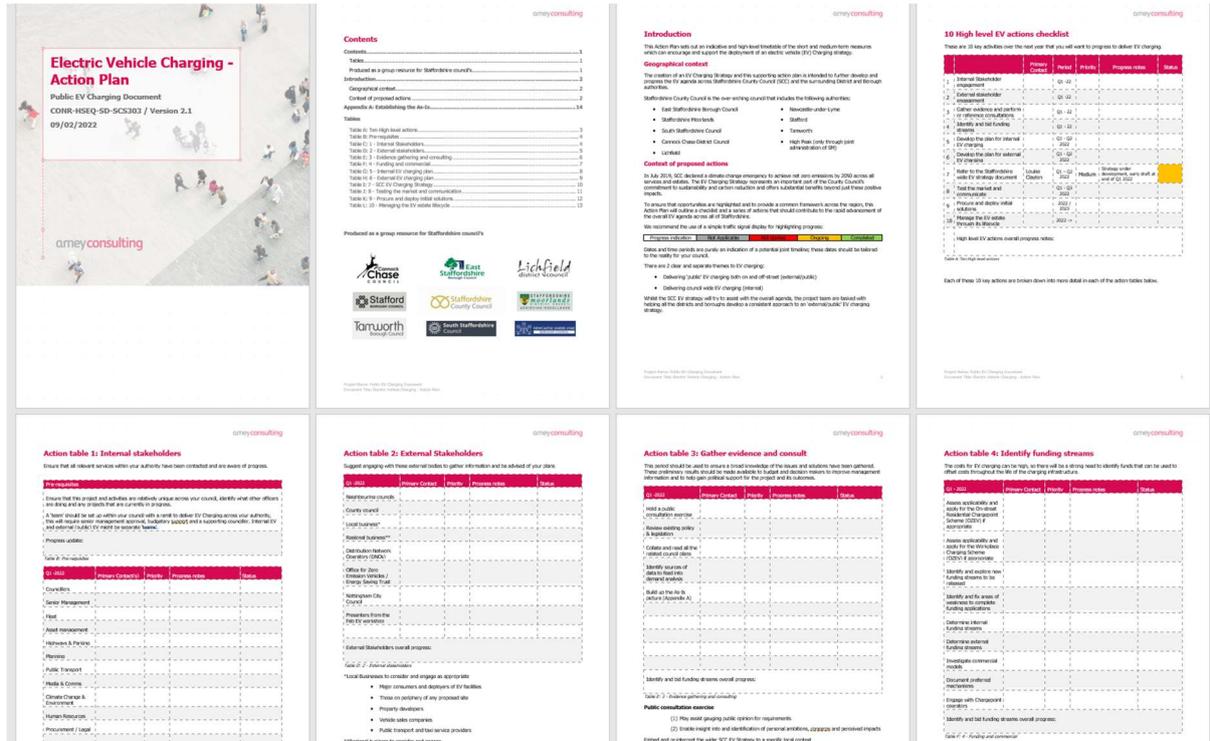


Figure 40: Electric Vehicle charging plans

Appendix B: EV Charging Public toolkit

A toolkit has been provided for SCC that sets out key information that the public will want to know when it comes to owning and running an EV. This will be published on the county council's website as a resource for all to use.

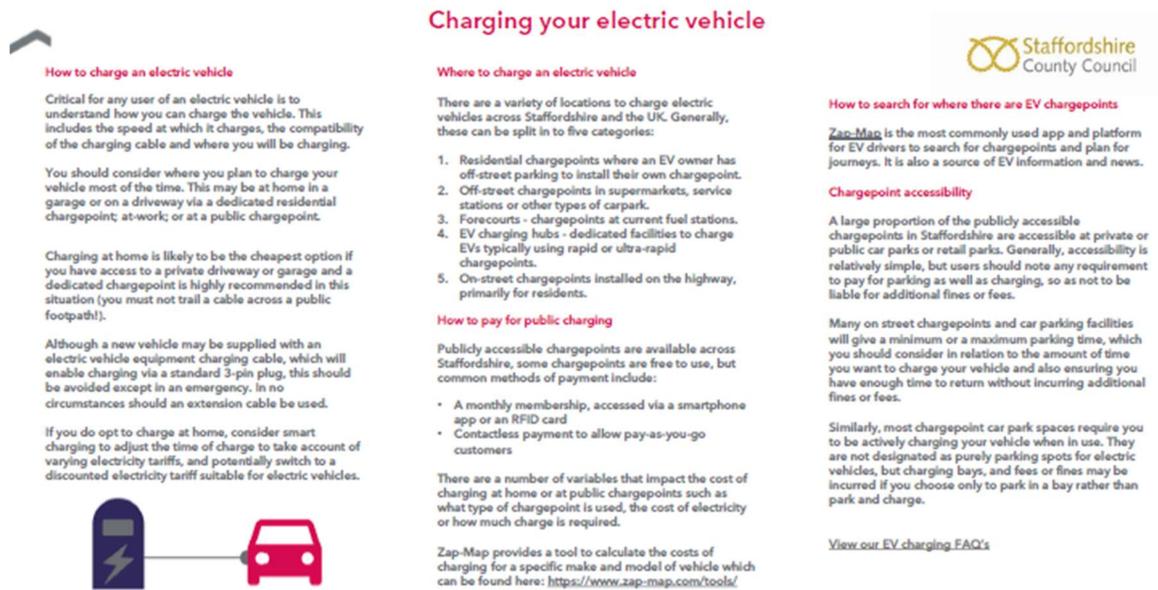


Figure 41: EV Charging - public toolkit

Appendix C: Slow Charging Review

The definition of a slow charging solution is a charge of 3kW –7kW and either Mode 2 or Mode 3. The benefit of a slow charging solution is that it is unlikely to require enhancements to the electrical infrastructure to which it is connected.

Slow charging is best suited to off-street residential solutions, as in these cases vehicles can be charged overnight, and this aligns with the Department for Transport (DfT) recommendations of charging overnight. This type of solution would also be suitable of PHEVs which do not require a continuously available chargepoint.

Though Elexon regulatory approval is required, lamp column chargepoints use the adaptation of traditional lighting columns to provide charging. However, the cabling for streetlights can generally only support charging of between 3 – 5 kW. Lamp post charging relies on the lighting column being next to the road so that charging cables don't stretch across footways causing an obstruction. In common with many local authorities, and in line with best practice, Staffordshire County Council has undertaken a programme to move lighting columns to the back of the footway. This reduces street clutter and therefore improves visibility for drivers whilst making more space on footways for pedestrians, wheelchairs, buggies and those living with sight loss. The authority is very mindful that we need to ensure that our pavements are safe for all pedestrians (particularly those with visibility impairments) and other highway users, and that we don't expose the County Council or individuals to excessive liability or risk and therefore does not permit trailing cables across a footway.

Despite the relatively low level of power delivered by each unit, the cumulative impact means that generally only a small number of lamp posts can support charging on any one street which means that this solution isn't scalable.

Pop-up chargepoints fit within the category of charging infrastructure known as kerbside units. The key difference in this innovation is that the charging unit retracts into the kerb. This supports the removal of street clutter and street space can then be utilised by other users and support those who have accessibility concerns.

However, in an on-street location, it is recommended that each chargepoint installed needs to have a dedicated EV charging bay with it. This effectively provides a protected private parking space for the resident who has requested the chargepoint (if there are initially no other plug-in owners on the street). To bring in parking restrictions requires a residents' parking permit scheme which requires the support of a proportion of residents on the street.

Additionally, it would be unreasonable to require a resident to continue using a plug-in vehicle. With leasing now the dominant form of new car 'ownership' it is increasingly common for car users to swap vehicles after 12, 24 or 36 months. This means that whilst a resident may have a plug-in vehicle when they request a chargepoint, they are not required to keep doing so. This issue also applies to ownership/tenancy at the address, which again could not reasonably be conditioned. Whilst in theory any established bays could be used by a new owner/tenant of the property or new EV owners on the street, in practice additional EV owners are more likely to request a facility outside of their property and given current plug-in vehicle rates it is highly unlikely that any new owner/tenant will have a

qualifying vehicle. This would then mean that they wouldn't be able to park in front of their property even if the bay was unused.

In both the above cases scalability is an issue. This means that whilst the first few requests on a road may be met, subsequent requests could not. This is not equitable and doesn't deliver our goal of supporting EV take up at scale. A 7-kW charger is a meaningful additional electrical load. It is equivalent to half the total import capacity of a house with a 60-amp fuse and about one third of the import capacity for a house with a 100-amp fuse. From a technical point of view, if additional capacity is needed in a street, it can be provided. However, the cost of this varies significantly from street to street depending upon the existing electrical supply. In some cases, no upgrades will be required. In streets where upgrades are needed, the costs can vary from tens of thousands of pounds to hundreds of thousands of pounds, sometimes in adjoining streets. This creates a postcode lottery which would lead to some residents having requests rejected whilst neighbours may have requests accepted. Through the recommendation that on street facilities require a dedicated parking bay, this effectively creates a protected private parking space for one resident.

These solutions either require high user tariffs (and therefore are not equivalent to home charging options) or will require ongoing revenue support from the Council to cover the cost of operation and maintenance. As a core principle of the public network is that user tariffs should support day to day costs, we would have to implement a high tariff. This would make the on-street solution less attractive for users and mean that they are more likely to seek out cheaper charging alternatives which would lead to underuse of chargepoints and a shortfall in revenue. It would be unreasonable to require residents to commit to using an on-street charger they have requested on an ongoing basis. This leads to a high likelihood of stranded assets, ongoing financial liabilities with no income, and unused spaces which is likely to cause ongoing issues for residents. Providing dedicated private car parking spaces does not support the governments' long-term goal of reducing the need for private car ownership dependency and encouraging active modes of travel. This is particularly important in areas where there are existing issues with lack of space for car parking, limited footway space and congestion.

Public chargepoints can support multiple vehicles, this is particularly true for Rapid and Ultra-Rapid chargers but also applies to Fast chargers. On street residential chargers will generally support one vehicle. A ratio of one charger to one vehicle is resource inefficient and as such does not support Climate Change and Sustainability objectives, it will also hold back the uptake of EVs as one for one charger deployment will take far longer and cost far more than public facilities.

A socially equitable public charging network is needed to provide affordable alternatives to home charging to ensure that those without access to off-street parking are not disadvantaged. Failure to provide alternatives could delay the transition to EVs for many Staffordshire residents. For residents without the ability to charge EVs off-street a number of alternative options to home charging will be important in enabling a transition to EV use.

Workplace charging during the day will also be an important option. In locations with poor public transport accessibility and where employees are dependent on car travel; we will engage with both public and private sector employers to encourage them to make use of the Government Workplace Charging Grant to establish and expand a workplace EV charging offer as part of a wider review of workplace car parking requirements for employees. We will engage with large public sector employers such as hospitals, schools and colleges and medical centres with workplace car parking to determine

EV charging infrastructure requirements. Retail and leisure destination car parks with dwell times of an hour or more also offer an opportunity to provide alternative EV charging options. Working with district and borough councils, together we will investigate opportunities to expand the charging network in local authority owned car parks in town and district centres and at other local authority assets such as car parking at leisure centres, gyms, libraries, community and health centres and recreation / sports facilities.

We will engage and work with private EV charging infrastructure providers and operators to coordinate them to install chargepoints off-street in retail and leisure destinations and community charging hubs in residential areas could also provide an alternative option in some locations. Where there are residential areas with significant on-street car parking we will investigate opportunities to facilitate off-street community charging hubs on a case-by-case basis where appropriate locations can be found and look at options that will enable residents to use these facilities for overnight charging where possible. These community charging hubs could potentially include charging bays for EV Car Club vehicles as well as other mobility services such as cycle hire or e-bike hire facilities, offering residents alternatives to private car ownership.

Appendix D: National Policies

Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
National Policies							
Reducing emissions from road transport: Road to Zero Strategy - GOV.UK (www.gov.uk)	The Government's long-term strategy to transition to zero emission road transport	2018	<ul style="list-style-type: none"> • New street lighting columns to include charging points. • Highway Infrastructure Code of Practice and the Network Management of Traffic Equipment Code of Practice – that highway authorities refer to as part of the management and maintenance of their assets – to include a section on the benefits of introducing EV lamppost chargepoints. 	<ul style="list-style-type: none"> • A cohesive, integrated, and affordable net zero public transport network, designed for the needs of the passenger, will empower consumers to make sustainable end-to-end journeys and enable inclusive mobility. • Clean Air Zone cities should continue to be used as a tool to achieve net zero. 	<ul style="list-style-type: none"> • Off-street • On-street • EV Forecourts • EV Charging Hubs 	<ul style="list-style-type: none"> • On-street Residential Chargepoint Scheme (ORCS) for local authorities • EV Charging Infrastructure Investment Fund • Tax and grant support increasing EV uptake • EVHS grant 	Medium - 2 - 5 years
Automated and Electric Vehicles Act 2018	Regulation of consumer experience of charging infrastructure, including requirements and prohibitions	2018	<ul style="list-style-type: none"> • Regulations may impose requirements on operators of public charging or refuelling points in connection with— (a) the method of payment or other way by which access to the use of public charging or refuelling points may be obtained; (b) performance, maintenance and availability of public charging or refuelling points; (c) the components of public charging or refuelling points that provide the means by which vehicles connect to chargepoints. 	<ul style="list-style-type: none"> • The information considered likely to be useful to consumers and users or potential users of the chargepoint, for example information about— (a) the location of the chargepoint and its operating hours, (b) available charging or refuelling options, (c) the cost of obtaining access to the use of the chargepoint, (d) the method of payment or other way by which access to the use of the point may be obtained, (e) means of connection to the point, (f) whether the point is in working order, and (g) whether the point is in use. 	<ul style="list-style-type: none"> • Off-street • On-street • EV Forecourts • EV Charging Hubs 		Short - under two years

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Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
				<ul style="list-style-type: none"> Building regulations may require operators to— <ul style="list-style-type: none"> (a) provide a prescribed method of payment or verification for obtaining access to the use of public charging or refuelling points; (b) co-operate with each other for the purposes of a requirement imposed by the regulations (for example, by sharing facilities or information); (c) take prescribed steps for the purposes of such a requirement (for example, to provide information to a prescribed person). 			
EV Charging in Residential and Non-Residential Buildings	The Government proposal on charging requirements for residential and non-residential buildings	2019	<ul style="list-style-type: none"> Every residential building undergoing major renovation with more than 10 car parking spaces to have cable routes for electric vehicle chargepoints in every car parking space. Every new non-residential building and every non-residential building undergoing a major renovation with more than 10 car parking spaces to have one chargepoint and cable routes for an electric vehicle chargepoint for one in five spaces. A requirement of at least one chargepoint in existing non-residential buildings with more than 20 spaces, applicable from 2025. 	<ul style="list-style-type: none"> Within Building Regulations, the government will apply a requirement for cable routes to be installed in all residential buildings with more than 10 parking spaces undergoing major renovation, with some exemptions. The Government will lay down requirements for the installation of a minimum number of chargepoints in all existing non-residential buildings with more than 20 parking spaces. This requirement must be set by March 2020 and will come into force by 1st Jan 2025. 	<ul style="list-style-type: none"> Off-street On-street 	<ul style="list-style-type: none"> OZEV 	Short - under two years

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Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
Future of mobility: urban strategy - GOV.UK (www.gov.uk)	Outlining the benefits, the Government wants to see from mobility innovation.	2019	<ul style="list-style-type: none"> • New modes of transport and new mobility services must be safe and secure by design. • Mass transit must remain fundamental to an efficient transport system. 	<ul style="list-style-type: none"> • The marketplace for mobility must be open to stimulate innovation and give the best deal to consumers. • The commercial benefits of innovation in mobility must be available to all parts of the UK and all of society. • New mobility services must be designed to operate as part of an integrated transport system combining public, private and multiple modes for transport users. • Data from new mobility services must be shared where appropriate to improve choice and the operation of the transport system. • Preparing the urban environment, through publishing Building Regulations guidance to support local decisions about the design and allocation of urban space. 	<ul style="list-style-type: none"> • Off-street • On-street • EV Forecourts • EV Charging Hubs 	<ul style="list-style-type: none"> • £90 million of funding in Future Mobility Zones. • Unspecified support of the automotive industry to adapt, by continuing to fund the research and development of low carbon technologies. 	Medium - 2 - 5 years
Workplace Charging Scheme (WCS)	The scheme is a voucher-based scheme providing support towards the cost of the purchase and installation of chargepoints up to 75% of the costs and capped at £350 for each socket.	2020	<ul style="list-style-type: none"> • The minimum technical specification for the Workplace Charging Scheme has been updated. Chargepoint models under 'fast DC' with a charging output greater than 3.5kW and not greater than 22kW are now eligible. 			<ul style="list-style-type: none"> • 75% of chargepoint costs up to £350 per chargepoint and maximum 40 chargepoints. 	

Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
Transport Decarbonisation Plan	The plan that follows on from Decarbonising transport published in March 2020 which set out the scale of reductions from transport needed to deliver the carbon budgets and net zero. The plan now sets out the commitments and actions made to decarbonise the UK transport system.	2021	<ul style="list-style-type: none"> • A driver should never be more than 25 miles away from a rapid (50kW) chargepoint anywhere along England’s motorways and major A roads. • The Energy White Paper sets out framework to ensure that there is investment to power transition to EVs. 	<ul style="list-style-type: none"> • Ofgem is currently reviewing the ways EV charging infrastructure is allocated and has recently published a consultation proposing that all network reinforcement costs should be socialised across electricity bill payers, rather than falling on the individual connecting consumer. • The National Model Design Code sets out a process for developing local design codes and guides, with supporting design guidance on movement and public spaces including streets. It outlines an expectation that development should consist of a well-connected network of streets with good public transport and an emphasis on active travel modes including walking and cycling. • Manual for Streets aligns with these principles and is routinely used for plan making and decision taking to secure better outcomes for our streets and public realm. 	<ul style="list-style-type: none"> • Off-street • On-street • EV Forecourts • EV Charging Hubs 	<ul style="list-style-type: none"> • £120 million in zero emission buses through the Zero Emission Bus Regional Areas scheme • £50 million provided through the All-Electric Bus Town or City scheme • £1.3 billion to accelerate the roll out of charging infrastructure • £1.3 billion over the next four years for charging • A new £90 million Local EV Infrastructure Fund, opening in 2022, • £880 million Air Quality Grant • £4.8 billion Levelling-Up Fund • £1.5 billion between April 2015 to March 2021 to support the early market and remove barriers to EV ownership and £2.8 billion package of measures to support the switch to clean vehicles • £1 billion to build an internationally competitive electric vehicle supply chain at pace and scale in the 	Medium - 2 - 5 years

Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
						UK. • £582 million for new vehicle grants until 2022-23. • £1.5 billion - Transport decarbonisation R&D investment by mode • £1.5 billion - Transport decarbonisation R&D investment by strategic priority	
EV Smart Charging	The Government published its final response to the electric vehicle smart charging consultation that was closed in May 2020.	2021	<ul style="list-style-type: none"> Smart charging technology will be required of all new chargepoints, phase one focuses on domestic and some workplace charge-points. 	<ul style="list-style-type: none"> Interoperability allowing consumers to switch chargepoint operators will be required in Phase Two. Data share across operators is being explored for commercial opportunities by Government. 	<ul style="list-style-type: none"> Off-street On-street 		Short - under two years
Ofgem EV Strategy	Ofgem is the energy regulator and has launched a strategy aimed at supporting EV infrastructure and technology while ensuring consumers are protected.	2021	<ul style="list-style-type: none"> Support will be given to ensure the network capacity is in place to support the required charging infrastructure. Costs to large electric consumers such as EV charging infrastructure to be brought down when reinforcement is required. 	<ul style="list-style-type: none"> Support the development of vehicle to grid technologies where EV owners can earn money exporting electricity back to the grid. Support the adoption of EVs by working with the sector to ensure the widest range of products, tariffs and services are available. 	<ul style="list-style-type: none"> Off-street On-street EV Forecourts EV Charging Hubs 		Long - 5 years +

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Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
Net Zero Strategy: Build Back Greener	The strategy outlines the steps to be taken to cut emissions, take advantage of economic opportunities and support private investment.	2021	<ul style="list-style-type: none"> By early 2030s 25% of cars will be electric which will require a charging network to support. Later in 2021 an EV infrastructure strategy will be published. Support developments in smart charging. 	<ul style="list-style-type: none"> Support the move to EV for goods deliveries. In decarbonising the transport sector new employment opportunities will be created. Local Transport Plans will set out place-based strategies for improving transport networks with focus on carbon reduction and a move to net zero. Ensure consumers have access to the required technologies. 	<ul style="list-style-type: none"> Off-street On-street EV Forecourts EV Charging Hubs 	<ul style="list-style-type: none"> £620 million for zero emission vehicle grants and EV Infrastructure, including further funding for local EV Infrastructure, with a focus on local on street residential charging Allocating a further £350 million from the up to £1 billion Automotive Transformation Fund (ATF) to support the electrification of UK vehicles and their supply chains £70 million to roll out home, on-street and workplace chargepoints 	Long - 5 years +
Rapid Charging Fund	The Rapid Charging Fund (RCF) will support motorway and major A road service operators prepare for net zero.	2021	<ul style="list-style-type: none"> By 2023, to have at least 6 high-powered, open-access chargepoints (150-350 kW capable) at motorway service areas in England. By 2030, we expect around 2,500 high-powered, open-access chargepoints across England's motorways and major A roads. By 2035, we expect around 6,000 high-powered, open-access chargepoints across England's motorways and major A roads. 		<ul style="list-style-type: none"> EV Charging Hubs 	<ul style="list-style-type: none"> Fund £950 million 	Long - 5 years +
The Ten Point Plan for a Green Industrial Revolution	The Ten Point Plan outlines key areas of focus and targets for the	2021	<ul style="list-style-type: none"> Targeted support on rapid charging points on motorways and major roads. 	<ul style="list-style-type: none"> In 2021 a Green Paper was to be published which outlines the post-EU emissions regulations. 	<ul style="list-style-type: none"> Off-street On-street EV Forecourts 		Long - 5 years +

Policy Title	Summary	Date of publication	Charge-point impact	Key Considerations	Chargepoint solution	Funding Opportunities	Timeframe
	continued development to net zero.			<ul style="list-style-type: none"> • A focus on building the EV manufacturing industry in the UK 	<ul style="list-style-type: none"> • EV Charging Hubs 		
Future of transport: regulatory review: zero emission vehicles	The reviews aim to address outdated transport policies. The review is seeking views on the introduction of requirements to chargepoints.	2021	<ul style="list-style-type: none"> • Statutory obligation to provide charging infrastructure. • Requirements to install chargepoints in non-residential car parks. • New powers supporting the delivery of the rapid charging fund. • Requirements to improve the experience for electric vehicle consumers. 	<ul style="list-style-type: none"> • The review will consult on whose duty it will be to enact the legislation. This may be local authorities, chargepoint operators or energy companies. • Provision of the chargepoints will likely fall on the landowners. • Accessibility and safety will be key consideration within the user experience. 	<ul style="list-style-type: none"> • Off-street 		Short – under two years
Plug-in Grant Scheme	From December 2021 the grant scheme for zero-emission vehicles was updated to target less expensive models.	2021	<ul style="list-style-type: none"> • There will be £1,500 for vehicles under £32,000 with vehicles that are wheelchair accessible being prioritised with a higher grant. • There are also changes to the Plug-in Van Grant making the scheme more sustainable. 	<ul style="list-style-type: none"> • The aim of the changes to the grant is to increase the speed of EV uptake. This will have an impact on the charging infrastructure requirements. 	<ul style="list-style-type: none"> • Off-street • On-street • EV Forecourts • EV Charging Hubs 	<ul style="list-style-type: none"> • Fund £620 million 	Short – under two years
Taking Charge: The Electric Vehicle Infrastructure Strategy	The strategy combines the aims, objectives and funding provided by the UK Government.	2022	Outlining the continues support and objectives for charging infrastructure across the UK.	<ul style="list-style-type: none"> • Outline the strategic aims and objectives of the UK Government for charging infrastructure. 	<ul style="list-style-type: none"> • Off-street • On-street • EV Forecourts • EV Charging Hubs 	<ul style="list-style-type: none"> • £450 million Local EV Infrastructure Fund (LEVI) • A further £50 million in LEVI funding local delivery support • £950 million rapid charging fund 	Long - 5 years +

Table M: National EV policies



Electric Vehicle Charging Infrastructure Strategy

OVERVIEW



01

FOREWORD

Climate Change is a huge issue that affects us all. Staffordshire County Council (SCC) declared a climate change emergency in 2019 and made a firm commitment to achieve net zero carbon emissions by 2050.

Since 2019 we have reduced our own carbon emissions by 43%, but SCC and the entire public sector only account for 2% of all emissions in Staffordshire. Transport accounts for around 40% of the county's total annual carbon emissions, and as well as contributing to climate change, has a major impact on public health.

We have a role to play in inspiring and facilitating more people to switch to greener and active travel, such as walking and cycling, or the use of electric vehicles (EVs).

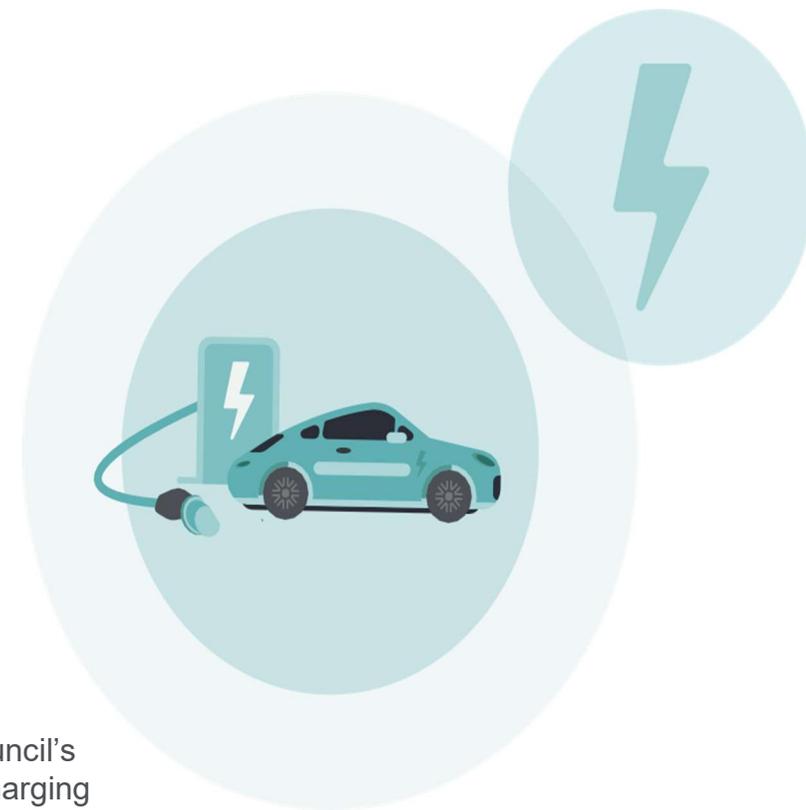
Indeed, the Government has banned the sale of all new petrol and diesel cars beyond 2030.

However, it is essential that Staffordshire has a convenient and accessible network of EV charging points. While it is not the county council's role or responsibility to install the charging points, we know our communities, and we want to work with and partner local authorities and the private sector.

This strategy sets the scene for why we need to act, explains where we are and outlines the role that Staffordshire County Council will play.

Cllr David Williams

Cabinet Member for Highways and Transport



02

INTRODUCTION



In 2019, Staffordshire County Council (SCC) declared a climate emergency and committed to becoming net carbon neutral by 2050. To achieve this, the Council reviewed its operations and activities as well as putting in place a monitoring and evaluation programme to track progress.

Transport is a major contributor to the climate, health and ecological challenges being faced. In June 2019, the UK Government acknowledged this and announced ambitions for the transport network to be net zero by 2050. This was followed in November 2020 by an announcement of the ban on new petrol and diesel car sales by 2030. These are amongst the early steps in transitioning to sustainable modes of transport and the increased use of Electric Vehicles (EVs) will support the push to net zero.

Further steps will be needed to encourage the removal of all petrol and diesel cars, including the growth of a viable second-hand EV market to reduce vehicle costs.

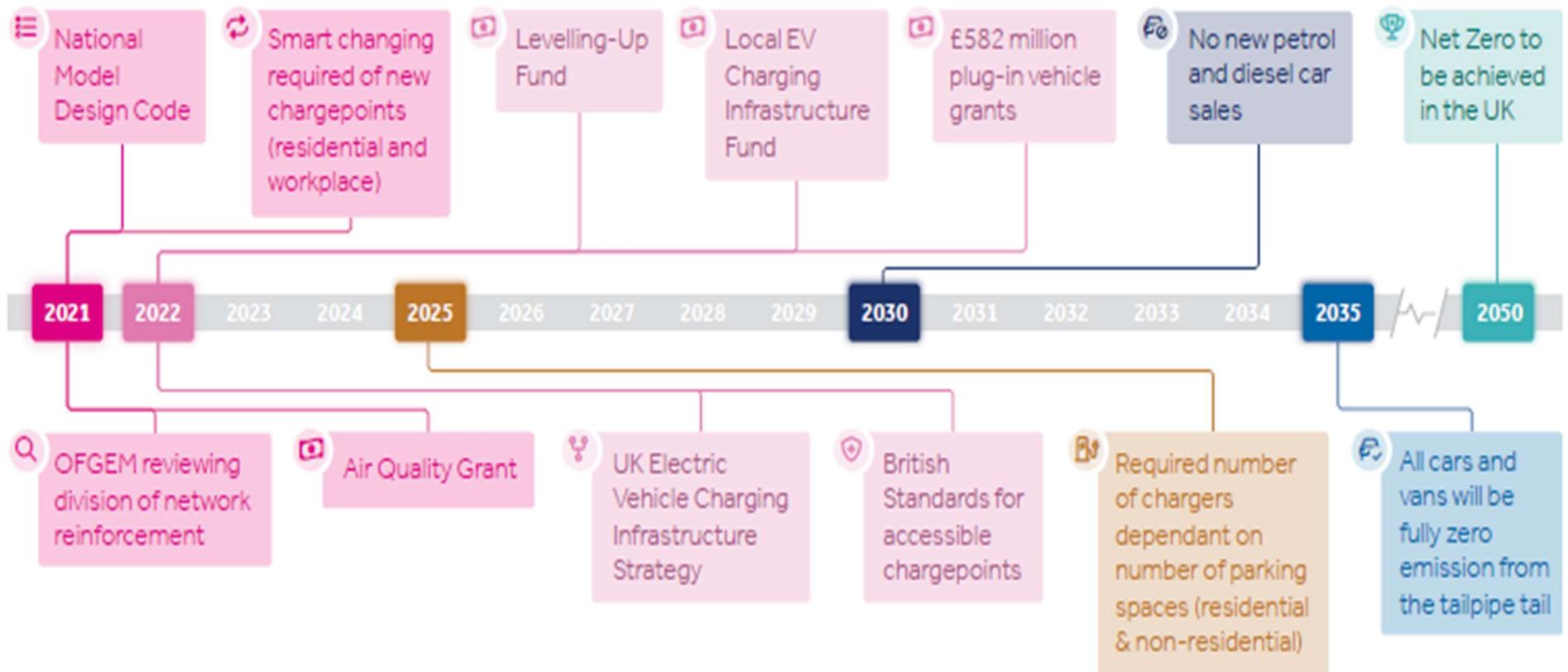
In March 2022 a national EV Infrastructure Strategy was published which committed an additional £620 million to support the transition to EVs. The strategy sets out the role that local authorities have, to coordinate and facilitate the rollout of chargepoints and enabling the transition through the integration with other transport modes in order to meet community needs.

To support the move to EVs and other electric modes of transport, an EV charging network is essential. While it is not SCC's role to install and maintain the charging network, as the highways authority, a major land and asset owner, and our commitment to achieving net zero, we do have an important coordinating and facilitating role. SCC therefore commenced a concerted effort in 2019-20 to kick-start EV charging for the public but then COVID-19 struck, and this early work was stalled. SCC re-invigorated this work in late 2021 through commissioning Amey Consulting to work alongside them.

This support facilitated the gathering of knowledge, developing a strategy and action plans whilst supporting all the Staffordshire district, town, and borough councils by bringing everyone together to increase understanding, provide a framework, and assist in the decision-making process.

EV car ownership sits at about 1% of the total UK car fleet in late 2021 and this is expected to increase to around 10% over the next three years. As battery technology improves, traveller range anxiety has lessened and price parity between combustion engine cars and EV cars is on the horizon (expected around 2026). Access to a usable and convenient charging network will therefore encourage further uptake of EVs and help to reduce inequalities in accessing this essential technology.

New government guidance now mandates EV charging in some car parks and most new homes. The newly published ‘UK EV Charging Strategy’¹ along with this ‘SCC Public Charging Strategy’ will be crucial components in outlining how a charging network should be developed, where chargepoint installation should be considered, and how the Council will support the installation of chargepoints.



¹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1065576/taking-charge-the-electric-vehicle-infrastructure-strategy.pdf
<https://www.gov.uk/government/publications/uk-electric-vehicle-infrastructure-strategy>

03

CURRENT STATE
OF THE COUNTY

SCC recognise that climate change is the biggest environmental challenge facing the world today and has reflected this by identifying climate change as one of the four key principles in the Council's Strategic Plan. SCC recognises that actions are needed to minimise the Council's carbon emissions. These actions are to either stop carbon emissions, develop ways to remove carbon that is already in the atmosphere (sequestration) or help communities and business prepare for the impact of changing climate (adaptation).

EV adoption forms a critical part facing climate change, and the decarbonisation of transport in Staffordshire, which is a key objective of Staffordshire's 2021-2025 Climate Change Action Plan.

Description	Action	Proposed timeline
Increase the number of Electric Vehicle (EV) charging points.	Work with district and borough councils to agree a consistent approach to EV infrastructure across Staffordshire.	Mar 2023
	Investigate the potential to upgrade electricity supply in SCC building stock to facilitate EV charging in retained property portfolio.	Mar 2022
	Develop an EV Infrastructure Strategy and Low Emissions Vehicle Infrastructure Action Plan	Mar 2024
	Maximise opportunities to bid for Department for Transport funding, including workplace charging fund (at SCC buildings) and on street residential charging fund.	From Nov 2021
	Work with Amey to roll out EV charging across all highway's depots.	From Nov 2021

Table A: Carbon Reduction – CCAP – Chargepoints. CN-08-21
Source: Climate Change Action Plan 2021-2025

The 2011-2026 Local Transport Plan highlights the need to reduce the reliance on private vehicles and support active travel and other modes, it acknowledges that cars will still play a role in the transport choices for many.

The availability of charging infrastructure across Staffordshire County can provide an important focus on encouraging the growth in use of EVs, whilst supporting the rural community. Midlands connect, who research and develop transport projects, also acknowledge the significance of EVs and EV infrastructure in the movement to decarbonisation.

At the end of May 2022, there were 32,312 charging points across the UK, at 19,945 charging locations. This represents a 32% increase in the number of charging devices since May 2021.²

This is driven by an increased demand for EVs, with more than 300,000 BEVs and 600,000 PHEVs on UK roads in 2021. As the number of EVs grow, retailers, supermarkets and other public facing organisations with car parks look to partner with chargepoint suppliers and provide their customers and visitors with the required charging. Demand for EV charging could well be at around 300,000 chargepoints by 2030.³

Staffordshire Local Transport Plan (2011-2026)

Reducing road transport emissions and their effects on the highway:

- We will promote alternatives to private motor vehicles
- We will promote the use of low-emitting vehicles and vehicle efficiency
- We will lead by example and reduce our own road transport emissions
- We will improve the resilience of the transport network to changing climatic conditions

	UK	West Midlands	Staffordshire
Total public charging devices	28,375	1,969	239
Total public rapid charging devices (25kW+)	5,156	495	105
Public rapid chargers as a % of total public charging devices	17%	25%	46%
Charging devices per 100,000 population	42.3	31	26

Table B: EV charging stats Jan 22 DfT EVCD_01a/b

² How many charge points are there in the UK 2022 – Zap-Map

³ Government announces tenfold expansion in charge points by 2030 (zap-map.com)

Research conducted by Ordnance Survey, Zap-Map and Field Dynamics has identified that across Staffordshire, on average 75% of households have access to off-street parking and of those households that do not have off-street parking, on average of 3% of households are within a 5-minute walk from a public chargepoint.

The 97% of households that do not have access to off-street parking and are not within a 5-minute walk of a public chargepoint equates to approximately 92,000 households. A public chargepoint infrastructure network should prioritise solutions that enable an equitable and accessible network for these 92,000 households.

Council	Percentage of households with access to off-street parking	Percentage of households within a 5-minute walk of a public charger
Cannock Chase	79%	1.8%
East Staffordshire	67%	5.2%
Lichfield	76%	11%
Newcastle Under Lyme	76%	0.5%
South Staffordshire	77%	2.5%
Stafford	75%	5.6%
Staffordshire Moorlands	80%	0.9%
Tamworth	71%	0.1%

Table C: Source: National Ranking of EV Charge Point Coverage, Ordnance Survey, ZapMap & Field Dynamics

04

COUNTY DEMAND ANALYSIS OVERVIEW

EV charging analysis maps

Data-led research has been undertaken to analyse where the highest propensity of demand for EV charging exists within the county which has been visualised by maps. The map shown illustrates the relative levels of demand as well as the recommended charging infrastructure type that is appropriate for that environment. The map is divided up by boroughs or districts along the Lower Layer Super Output Areas (LSOA), each LSOA area has an average of 1,500 people or 650 households.

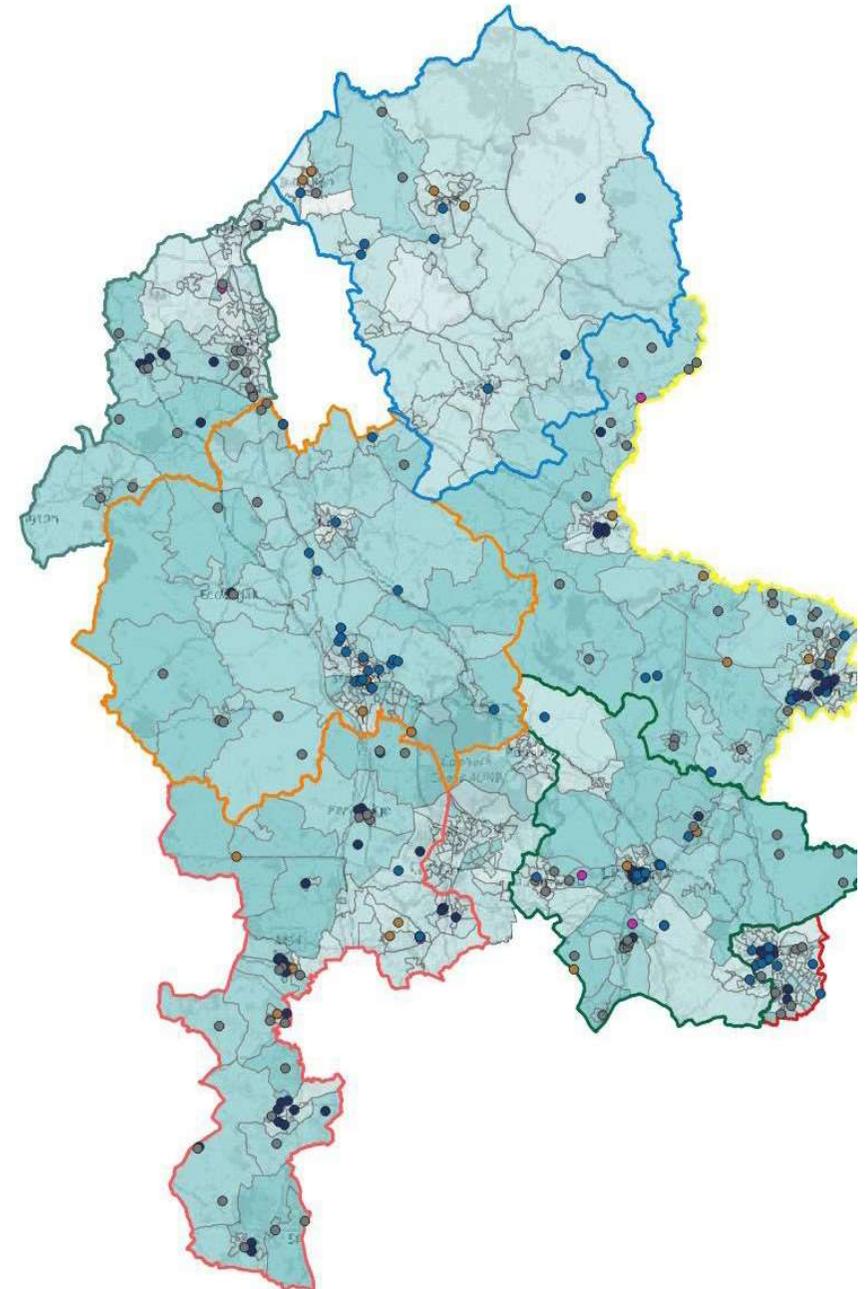
KEY

Propensity for EV Demand



Chargepoints

- Charging Hub
- EV Forecourts
- Existing Chargepoints
- Off Street Public
- Off Street Residential

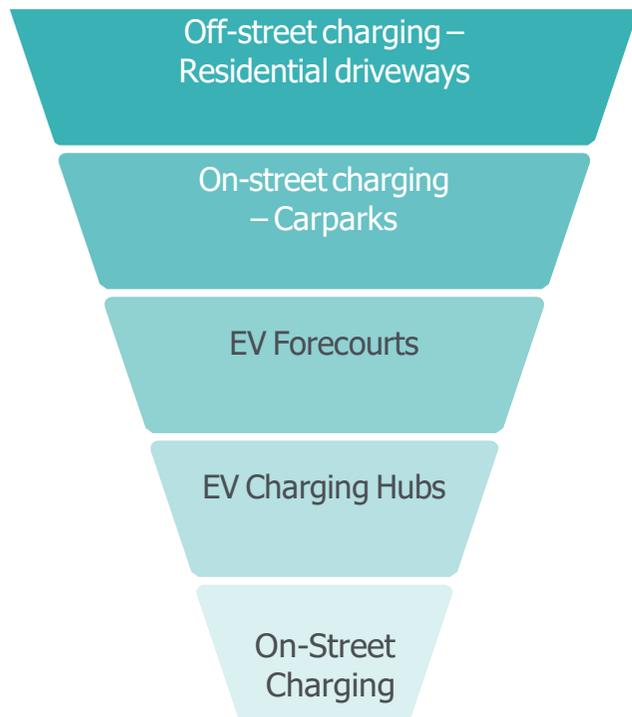


Through the analysis, a suggested EV charging hierarchy has been developed. The hierarchy considers the propensity analysis, solution analysis and the specific solutions suited to the Council. The objective of the hierarchy is to enable SCC and district and borough councils to coordinate solutions best suited for Staffordshire. A review of On

Street Charging has been provided in Appendix C of the SCC Public Electric Vehicle Charging Infrastructure Strategy.

SCC and district and borough councils should coordinate support and communications in the order displayed, though these priorities

will change over the coming years as government initiatives are deployed, the market matures, and public demand patterns change over time. For local reasons the priorities may differ for each of the district and boroughs of Staffordshire.



Chargepoint service	Typical chargepoint type	Location type	Demand met
Off-street charging – Residential driveways	Slow charging	Private residents with off-street parking	Support private car owners to switch to EV
Off-street charging – Carparks	Fast / rapid charging	Charging in car parks both private and council owned	Support destination charging
EV Forecourts	Rapid charging	Existing petrol stations	Support the switch to EV while there is still a need for petrol vehicles. Commonly there are partnerships between oil & gas companies and chargepoint operators for example BP Pulse
EV Charging Hub	Rapid or ultra-rapid charging	4 or more chargers in the same location often with the opportunity to add other modes of transport or at transport hubs such as train stations	Depending on scale can support a community uptake in EVs or target high volume traffic routes such as the Strategic Road Network, to support longer EV journeys to or through the area
On-Street Charging	Fast / rapid charging	Residential areas where there is no or limited access to private driveways	Support private car owners switch to EV

Table D: Chargepoint Services

05

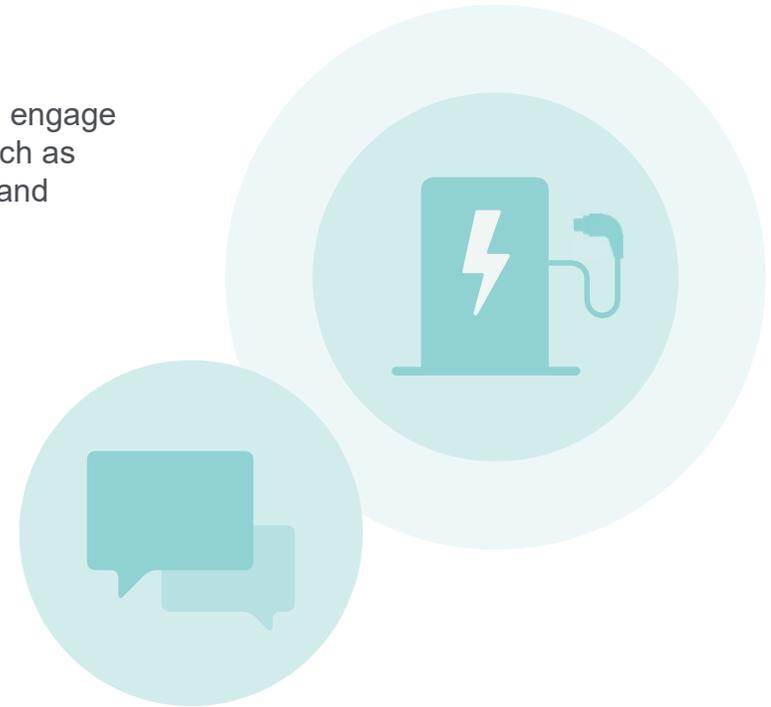
NEXT STEPS

Through developing this strategy document, SCC acknowledges the importance of engaging with district, borough, and parish councils to facilitate a consistent and effective EV charging solution for the people of Staffordshire and its visitors.

It is important to bring both district and borough councils and the residents along with Staffordshire County Council on this journey to coordinate a solution for the benefit of all; the development and delivery of an engagement programme will be key next steps.

It is also expected that in collaboration with district and borough councils we will need to engage with chargepoint operators operating across the county and with local users, taking onboard feedback and ensuring that the solutions meet demand and expectations.

The councils will need to engage external stakeholders such as developers, businesses and landowners to support installation on their land and promote the new chargepoint network where relevant.



06

RECOMMENDATIONS AND CONCLUSION



Recommendations:

- 1 Local authorities should review this Strategy and ensure feedback they receive from chargepoint users and stakeholders at key delivery points is included in further plans and actions.
- 2 Local authorities should engage with their procurement teams to assess the appropriate avenues for procurement, taking into account the operating and commercial models that are optimal for each local authority. Continued assessment of appropriate and relevant funding for the councils to install chargepoints will support their residents in making the transition to EVs.
- 3 Local authorities should ensure a feasibility study is undertaken that follows good practice with well-developed processes and procedures for installing any chargepoints that will be publicly accessible.
- 4 Staffordshire County Council will continue to engage with all district and borough councils to provide a consistent approach to EV rollout across Staffordshire.
- 5 SCC should co-ordinate joint bids to maximise opportunities and each district and borough council should aim to support residents in staying up to date with relevant funding information.
- 6 District and borough councils should engage as a group with private chargepoint operators to ensure they follow best practice and encourage charging solutions at locations tailored to the requirements of each area, for the benefit of as many citizens as possible.
- 7 Each district and borough council should ensure a monitoring system is in place to review the impact of their EV charging strategy and feed this back to the public where relevant. When new data is available, the analysis should be updated. The developed EV Charging Action Plan should be adopted by each council and implemented against a common timeframe.

The Public EV Charging Strategy that supports this Executive Summary outlines a methodology to help the local councils meet the anticipated growth in demand, this is based on current data, predictions, and the impact of upcoming policies. Through assisting development of the charging infrastructure networks across the county Staffordshire County Council can support the local authorities in the creation of a sustainable charging network for the benefit of residents and visitors to the borough; all of which will produce positive steps towards reaching net zero.

Staffordshire County Council has been clear in their objectives for decarbonisation and their commitment to supporting local authorities and residents in producing modal shift. The Public EV Charging infrastructure Strategy considers not just existing EV users but potential users. It examines the transport network across Staffordshire and aims to support modal shift to a more sustainable travel network for the future.

As EV use grows this data led approach can be further updated and adapted to recognise where further charging demand and infrastructure is required. As policies continue to be implemented both UK wide and across Staffordshire the implementation of this charging infrastructure strategy will ensure each of the councils are prepared to meet policy changes and the challenges ahead.

Staffordshire County Council's position should continue to be supporting the local councils with information, consistent approaches, coordinating bids and broad support; whilst promoting options and funding choices for the public. Implementing all these steps will support the successful growth of EV charge point installations across the county.

This document has been made in partnership with:



ameyconsulting

Community Impact Assessment

Staffordshire County Council Public Electric Vehicle Charging
Infrastructure Strategy

Author: Richard Rea

Date: 18 November 2022

➤ Equality Assessment

The Public Sector Equality Duty is part of the Equality Act 2010 and this Duty requires us as a public body to have 'due regard' to eliminating discrimination, harassment and victimisation and any other conduct that is prohibited by or under the Act. It requires us to advance equality of opportunity and foster good relations between people who share a 'relevant protected characteristic' and people who don't.

Protected Characteristics	Benefits	Risks	Mitigations / Recommendations
Page 154 Age - older and younger people	People of all ages will benefit from an enhanced quality of life and well-being through a cleaner, greener and more resilient local environment by the County Council encouraging the adoption and roll out of EVs.	No specific risks relating to age have been identified at this stage.	When engaging with communities to encourage and drive forward the adoption and roll out of EVs, endeavour to do this in an accessible way to residents who are elderly, particularly those who are digitally excluded. Mitigations/recommendations will be developed as impacts are identified.
Disability - people who are living with different conditions and disabilities, such as: mental illnesses, long term conditions, Autism and other neurodiverse conditions, learning disabilities, sensory impairment and physical disabilities.	People with disabilities will benefit from an enhanced quality of life and well-being through a cleaner, greener and	No specific risks relating to people with disabilities.	When engaging with communities to encourage and drive forward the adoption and roll out of EVs, endeavour to make it accessible to all, including those with disabilities such as visual impairment or learning disabilities. Consideration

Protected Characteristics	Benefits	Risks	Mitigations / Recommendations
	<p>more resilient local environment by the County Council encouraging the adoption and roll out of EVs.</p>		<p>will need to be given to the location of charging points for example designated disabled charging bays and bays for parents/carers with small children may be required. Mitigations/recommendations will be developed as impacts are identified.</p>
<p>Gender reassignment - those people in the process of transitioning from one sex to another</p>	<p>People who have undergone gender reassignment or are transitioning will benefit from an enhanced quality of life and well-being through a cleaner, greener and more resilient local environment by the County Council encouraging the adoption and roll out of EVs.</p>	<p>No specific risks relating to gender reassignment have been identified at this stage.</p>	<p>Mitigations/recommendations will be developed as impacts are identified.</p>

Protected Characteristics	Benefits	Risks	Mitigations / Recommendations
<p>Marriage & Civil Partnership - people who are married or in a civil partnership should not be treated differently at work</p>	<p>N/A</p>	<p>No specific risks relating to people who are married or in a civil partnership have been identified at this stage.</p>	<p>Mitigations/recommendations will be developed as impacts are identified.</p>
<p>Pregnancy & Maternity - women who are pregnant or who have recently had a baby, including breast feeding mothers</p>	<p>Women who are pregnant or who have recently had a baby, including breast feeding mothers will benefit from through an enhanced quality of life and well-being through a cleaner, greener and more resilient local environment by the County Council encouraging the adoption and roll out of EVs.</p>	<p>No specific risks relating to women who are pregnant or who have recently had a baby, including breast feeding mothers have been identified at this stage.</p>	<p>Mitigations/recommendations will be developed as impacts are identified. Consideration will need to be given to the location of charging points to make them more accessible.</p>

Protected Characteristics	Benefits	Risks	Mitigations / Recommendations
<p>Race - people defined by their race, colour, and nationality (including citizenship) ethnic or national origins</p>	<p>People of all ethnicities will benefit from an enhanced quality of life and well-being through a cleaner, greener and more resilient local environment by the County Council encouraging the adoption and roll out of EVs.</p>	<p>No specific risks relating to race have been identified at this stage.</p>	<p>When engaging with communities to encourage and drive forward the adoption and roll out of EVs, endeavour to do this in an accessible way to residents who do not have English as their first language.</p> <p>Mitigations/recommendations will be developed as impacts are identified.</p>
<p>Religion or Belief - people with any religious or philosophical belief, including a lack of belief. A belief should affect a person's life choices or the way they live for it to be considered</p>	<p>People of all religions and beliefs will benefit from an enhanced quality of life and well-being through a cleaner, greener and more resilient local environment by the County Council encouraging the adoption and roll out of EVs.</p>	<p>No specific risks relating to religion or belief has been identified at this stage.</p>	<p>Mitigations/recommendations will be developed as impacts are identified.</p>

Protected Characteristics	Benefits	Risks	Mitigations / Recommendations
<p>Sex - men or women</p>	<p>People of all genders will benefit from an enhanced quality of life and well-being through a cleaner, greener and more resilient local environment by the County Council encouraging the adoption and roll out of EVs.</p>	<p>No specific risks relating to different genders have been identified at this stage.</p>	<p>Consideration will need to be given to the location of charging points to ensure safety for example public locations with lighting and CCTV.</p> <p>Mitigations/recommendations will be developed as impacts are identified.</p>
<p>Sexual orientation - whether a person's sexual attraction is towards their own sex, the opposite sex or to both sexes</p>	<p>People of all sexual orientations will benefit from an enhanced quality of life and well-being through a cleaner, greener and more resilient local environment by the County Council encouraging the adoption and roll out of EVs.</p>	<p>No specific risks relating to gender reassignment have been identified at this stage.</p>	<p>Mitigations/recommendations will be developed as impacts are identified.</p>

➤ **Workforce Assessment**

Who will be affected - consider the following protected characteristics: age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex and sexual orientation	Benefits	Risks	Mitigations / Recommendations
<p>Page 159</p> <p>All staff</p>	<p>Staff who live/work in Staffordshire will benefit from an enhanced quality of life and well-being through a cleaner, greener and more resilient local environment by the County Council encouraging the adoption and roll out of EVs.</p>	<p>No specific risks to SCC staff</p>	<p>It is recommended that all staff take part in the climate change training module available on the Learning Hub.</p> <p>Consideration will need to be given to the location of charging points to make them accessible for all for example designated disabled charging bays for staff who have a disability.</p> <p>Mitigations/recommendations will be developed as impacts are identified.</p>

➤ **Communities Assessment**

Key consideration	Benefits	Risks	Mitigations / Recommendations
<p>There is a risk that the current rollout of public EV charging will be too slow to meet demand, which risks creating 'charging deserts,' reducing people's willingness to switch to EVs for those residents who are unable to charge their vehicle at home.</p>	<p>The creation of charging hubs at retail parks, visitor attractions and at local authority owned and managed car parks can attract visitors to the area.</p>	<p>Failure to provide alternative charging infrastructure could delay the transition to EVs for many Staffordshire residents.</p>	<p>A public charging network is needed to provide practical alternatives to home charging to ensure that those without access to off-street parking are not disadvantaged.</p> <p>The Strategy outlines how local authorities should support the installation of charge points at workplaces or retail parks, improving EV facilities at off-street parking locations and especially installing charge points in local authority owned and managed car parks.</p>

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➤ **Economic Assessment**

Key consideration	Benefits	Risks	Mitigations / Recommendations
Higher skilled workforce	With the increased uptake of EV technologies, this will lead to the growth and development of higher skilled jobs.	These jobs are created outside of Staffordshire or the West Midlands.	It is recommended that as EV technologies are adopted on a larger scale, that the necessary resource is identified and implemented to capture the potential for growth and enhanced jobs within the reach of Staffordshire residents.

Climate Change Assessment

Key considerations	Benefits	Risks	Mitigations / Recommendations
The proposal has climate change implications as transport contributes c40% of the c5.8 million tonnes of Carbon emissions. EV adoption forms a critical part in tackling climate change, and the decarbonisation of transport in Staffordshire is recognised within the revised Staffordshire's 2021-2025 Climate Change Action Plan.	The proposal will make a positive contribution to net zero and adaptation	If the EV strategy is not adopted or is delayed, there is a risk that the climate change action plan targets will not be met and the benefits to residents and businesses will be delayed.	It is recommended that the draft Strategy is adopted.

Cabinet Meeting on Wednesday 18 January 2023

Staffordshire Sustainability Board Communications Plan 2023



Councillor Simon Tagg, Cabinet Member for Environment, Infrastructure and Climate Change said,

“We are on a mission to make Staffordshire sustainable. Engaging with our people about climate change is key to reducing the county’s carbon emissions and reaching our net zero target.

As a local authority we are only responsible for a small proportion of carbon emissions in the county, but our position allows us to set an example, raise awareness and inspire people to make more sustainable choices.

This joint communications plan will help us to share clear, consistent messages with our residents, businesses and communities about the climate change challenge and how they can make an impact.

We achieve much more by working together. Working closely with our local authority colleagues and collaboratively with our residents, communities, and businesses, we can really make a big difference.”

Report Summary:

Mitigating and adapting to climate change and becoming a net zero organisation by 2050 is a key priority for Staffordshire County Council and is a “green thread” throughout our Strategic Plan. It states that we will tackle climate change, enhance our environment, and make Staffordshire more sustainable

The Staffordshire Sustainability Board was established in January 2022. The aim of the Board is to encourage and support greater partnership working between the county’s local authorities to tackle climate change and reduce Staffordshire’s carbon emissions towards net zero targets.

This report details the Board’s communications plan for January to December 2023.

The plan proposes a joint and, aligned calendar of communications and behaviour change activity throughout the year, to be delivered in partnership with the eight district and borough councils in Staffordshire.

Recommendations

I recommend that Cabinet:

- a. Note the progress of the Staffordshire Sustainability Board in developing a unified 2023 programme of activity across the county and eight district and borough councils, to tackle climate change and work towards our net zero targets.
- b. Approve the Staffordshire Sustainability Board joint communications plan (attached as Appendix 1), which sets out our 12-month programme of climate change awareness-raising and behaviour change activity.

Cabinet - Wednesday 18 January 2023

Staffordshire Sustainability Board Communications Plan 2023

Recommendations of the Cabinet Member for Environment, Infrastructure and Climate Change

I recommend that Cabinet:

- a. Note the progress of the Staffordshire Sustainability Board in developing a unified 2023 programme of activity across the county and eight district and borough councils, to tackle climate change and work towards our net zero targets.
- b. Approve the Staffordshire Sustainability Board joint communications plan (attached as Appendix 1), which sets out our 12-month programme of climate change awareness raising, and behaviour change activity.

Local Member Interest: N/A

Report of the Director for Economy, Infrastructure and Skills

Reasons for Recommendations:

Background

1. The Staffordshire Sustainability Board was established in January 2022. The Board aims to encourage and support partnership working to address climate change in Staffordshire, promote more sustainable lifestyles and business practices, and reduce Staffordshire's carbon emissions footprint.
2. The Board is comprised of cabinet members with a sustainability/climate change portfolio from the county and eight district and borough councils in Staffordshire. It is chaired by, the County Council's Cabinet member for Environment, Infrastructure and Climate Change.
3. Each of the nine councils is delivering its own action plan to reduce carbon emissions and reach net zero targets. The board looks beyond the immediate responsibilities of the councils to see how we can collectively influence and reduce Staffordshire's wider carbon emissions.
4. In March 2022 the Board shared its vision alongside 10 commitments for action during 2022/23, which was signed off formally by all members, including Staffordshire County Council at Cabinet (See Appendix 2).

5. Commitment Five focuses on communications, stating that: All Councils will contribute to a countywide communications group, and plan and deliver a countywide Communications Plan, working together to drive our collective net zero visions forward.

Joint Climate Change 2023 Communication Plan

6. On the 10 October 2022 the Staffordshire Sustainability Board (SSB) considered and agreed a joint climate change communication plan for 2023.
7. Whilst each member of Staffordshire's Sustainability Board and their respective local authority are responsible for communicating their climate change responsibilities and actions it was recognised that by working together could have greater reach and impact.
8. The joint communication plan attached as Appendix 1, sets out a calendar of unified and consistent communications activity to be delivered throughout the year to raise awareness, deepen understanding and inspire action on climate change.
9. It details a programme of activity and joint messages on key dates including Valentine's Day, various religious festivals and on high profile climate change focused events such as Earth Day and World Environment Day. It was noted at the Staffordshire Sustainability Board that some more diverse holiday messages should be included in the plan. This will be incorporated into the plan following further research.
10. Public events will also take place throughout the year to raise awareness of the impact and threat of climate change, and the steps we can all take to reduce carbon emissions and our impact on the environment. Following a successful pilot in Stafford Town Centre in April 2022 a 'Carbon Bubble' roadshow is planned for Summer 2023.
11. The roadshow will feature a one-day event in each of our eight district and boroughs, to engage with residents and increase carbon literacy. A 10 m x 10m sphere will be inflated in central locations, representing the equivalent size of 'one tonne of carbon dioxide'. The events themselves will be low carbon, using hydrogenated vegetable oil to inflate the balloon. At the events, staff will talk to Staffordshire residents, businesses and visitors about climate change and encouraging them to pledge to do their bit to be greener. Pledges will be captured on a board that will then be hosted in libraries as part of a climate change display.
12. A formal consultation is planned for Summer 2023 to understand residents' perceptions about climate change, what the barriers are for them to be greener and what would inspire them to change their

behaviour. This information will enable us to gain insight into public views on climate change and provide an evidence bank and base line for campaign planning going forward.

13. The joint communication plan lays a strong foundation for more joined up working between councils. Working together in this way makes the best use of resources and makes sure we promote consistent messages countywide.

Legal Implications

14. The Climate Change Act commits the UK government by law to reducing greenhouse gas emissions by at least 100% of 1990 levels (net zero) by 2050. This includes reducing emissions from the devolved administrations (Scotland, Wales and Northern Ireland), which currently account for about 20% of the UK's emissions.
15. The Council has made a commitment to become net carbon zero by 2050 although it should be noted that the communication plan set out in this report is primarily targeted at climate change implications outside the Council's direct accountabilities.

Resource and Value for Money Implications

16. It is intended that the joint communication activity will be co-funded, with a £25,000 contribution from the county council budget for climate change, and a £3,000 contribution from each of the district and borough councils.
17. The funding will be used to deliver an impactful and effective communications and engagement programme, including the carbon bubble roadshows, consultation sessions and social media activity.

Climate Change Implications

18. While the county council is already making significant strides to reduce its carbon emissions to net zero, we make up a small proportion (less than 1%) of the county's total emissions. It is therefore imperative we work with partner councils and Staffordshire's residents and businesses to make them aware of their carbon emissions and to the reduction of our collective carbon footprint.
19. The communications and engagement activity has been designed within our ethos of making Staffordshire sustainable. Every effort will be made to during the course of the year ahead to make activity associated with delivering the plan as green or low carbon as possible.

List of Background Documents/Appendices:

Appendix 1 - Staffordshire Sustainability Board – Communications Plan 2023

Appendix 2 - Staffordshire Sustainability Board – Vision and Commitments 2022-23

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Staffordshire's Sustainability Board

Draft County-wide Communications Plan

1. Introduction

Effective communications will help Staffordshire successfully reduce its carbon emission output to reach net zero.

In the Staffordshire Sustainability Board's 'Vision and Council Commitments 2022-2023' statement, we agreed that all councils will work together to contribute towards a countywide communications group, to deliver and manage a countywide communications plan, working together to drive our collective carbon reduction goals forward.

Communicating well is the responsibility of every member of Staffordshire's Sustainability Board and their respective organisations. It will be important for communication to be integrated at all levels.

This plan will rely on collective responsibility and a distributed model of communication.

In the spirit of co-production all members of the board and their communications team counterparts will work together to keep themselves updated on activities and to amplify the agreed communications.

This communications plan follows the OASIS framework (Objective, Audience, Strategy, Implementation, Scoring), which is a structured way of tackling a communications issue to achieve objectives.

2. The case for a county wide communications strategy to tackle climate change:

- 2.1. Staffordshire as a whole county emits approximately 5.8million tonnes of carbon a year. Staffordshire's collective local authorities contribute less than 2% of these carbon emissions.
- 2.2. Each local authority has a strategy to tackle their individual emissions. However, it is documented that collectively, councils could use their influence to impact a significant proportion of the total emissions. We want to use this influence to enable and facilitate change, where possible, throughout the whole of Staffordshire.
- 2.3. The main carbon emissions in Staffordshire come from Transport (40%), Industry (24%), Residential Homes (23%), Commercial (6%), Agriculture (4%), Public sector (2%), Other (1%).

- 2.4. Over the last four years, the population in Staffordshire has increased by 6%. The number of new homes has increased by 6% and there is a 13% increase in car use nationally.
- 2.5. The Staffordshire Leaders and Chief Executives Group has committed to work collaboratively to successfully achieve net carbon zero to reach net zero, we need to encourage residents to do their bit and help them to understand how they can reduce their carbon footprint.

3. Objective of communications activity

- 3.1. The objectives of our communication
 - 3.1.1. Engage with residents to increase understanding of climate change issues.
 - 3.1.2. Motivate residents to take practical steps to reduce their carbon emissions.

4. Audience

4.1. The Staffordshire Landscape

- 4.1.1. Staffordshire has a resident population of 867,100 and covers a large geographical area of over 1,010 square miles.
- 4.1.2. Like many other County areas, a major characteristic of Staffordshire is its growing, ageing population.
- 4.1.3. Tamworth and East Staffordshire are the only districts in Staffordshire that have a significantly younger population than the national average.
- 4.1.4. Around a quarter of residents live in rural areas. South Staffordshire (40%), Stafford (33%), Staffordshire Moorlands (31%) and Lichfield (31%) are particularly rural whilst Tamworth's population is classified as entirely urban.
- 4.1.5. Staffordshire is a relatively affluent area but has notable pockets of high deprivation in some urban areas.
- 4.1.6. Staffordshire has two well-renowned universities educating around 20,000 higher education students. Keele University is currently Global Sustainability Institution of the Year (International Green Gown Awards, 2021)
- 4.1.7. We have a number of active climate change groups across the county including Climate Matters, The Globe Foundation, Staffordshire Moorlands Climate Action Group, Zero Carbon Rugeley, Sustainability Matters and No Planet B.

4.2. Social Attitudes to Climate Change – Audience Insight

- 4.2.1. Research from the National Centre for Social Research 'British Social Attitudes' report has found that overall, Britain is relatively relaxed about climate change, and not strongly divided over it. There are more worried than there are sceptical individuals, but the majority in Britain appears to have middling attitudes towards climate change. They know about it, and acknowledge a human component, but are overall relatively indifferent and apathetic about climate change.
- 4.2.2. Differences by age and education are reasonably strong and consistent when it comes to beliefs and concerns about climate change and what the government should do about it. Other socio-demographic variables, such as sex, ethnicity, and income, are typically weak and sporadic.
- 4.2.3. On average, people in Britain are only “somewhat worried” about climate change, and do not feel a strong sense of personal responsibility to try to reduce it. Those who think climate change is mainly or entirely caused by humans feel more personally responsible for trying to mitigate it. However, most people do not think that climate change is mainly caused by humans or that the consequences will be very bad.
- 4.2.4. As well as differing in how worried they are about climate change, people may also feel different levels of personal responsibility to try to reduce climate change. Residents were asked on a scale of personal responsibility for helping with climate change, where 0 means no responsibility and 10 means feeling a great deal of responsibility. Responses were quite spread out across the scale, with scores from 5 to 8 being the most popular, showing that the majority feel a moderate personal responsibility to help reduce climate change. The 35 - 64 year-old age group felt the highest level of personal responsibility.

4.3. Audience conclusion

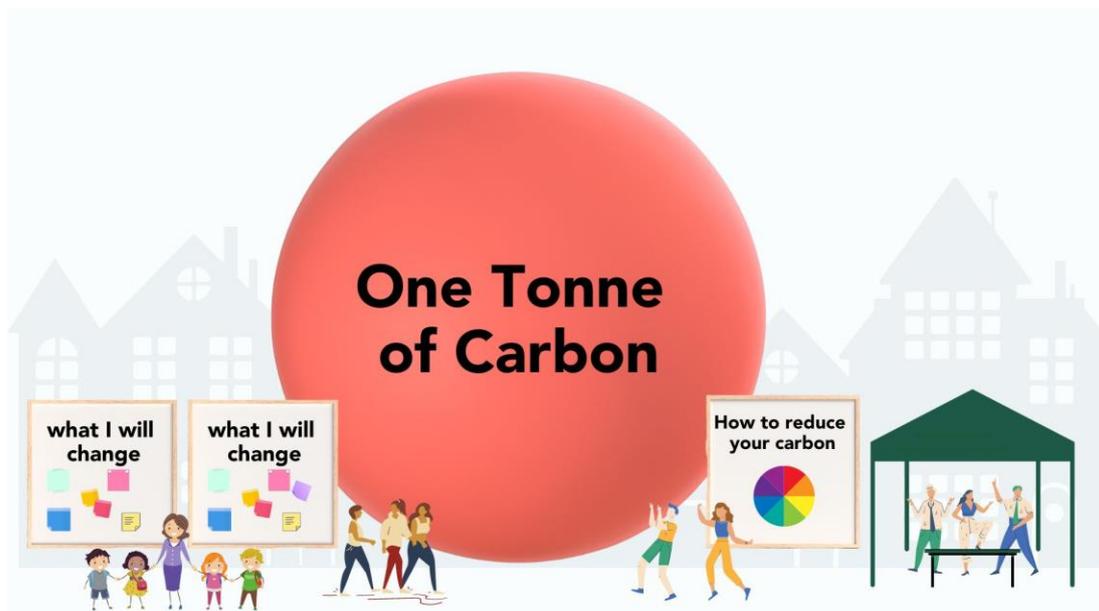
- 4.3.1. Given the objectives we want to achieve with our communication, and the above audience insight, keeping our audience group as wide as possible will help us to get the most reach and engagement.
- 4.3.2. A future communications plan would benefit greatly from more Staffordshire specific audience research about climate change and sustainability.
- 4.3.3. We will utilise our local advocates and influencers through our universities and climate action groups to share our messages.

5. Strategy

This section looks at what will do throughout the year to reach our objectives.

5.1. Carbon Bubble Roadshow

- 5.1.1. To increase resident engagement, throughout Spring/ Summer 2023 we will run a Carbon Bubble Roadshow. The 10m x10m orange inflatable bubble with the words 'One Tonne of Carbon' has been used nationwide by PWC as a successful climate change engagement tool and was trailed by Staffordshire County Council in 2022. The trial that took place on 'Earth Day' saw engagement both face to face in the town centre and on social media, as well as making regional news. Lessons learnt from the trial and feedback have allowed us to develop a clear plan for how we would run a road show of the bubble across the county to engage with as many residents as possible.
- 5.1.2. Most of the events will be held mid-week on a Wednesday during the working day. At the event we will have staff members from the district and borough councils educating people about their carbon footprint and what they can do to be greener.
- 5.1.3. We will collectively promote the events and invite along local schools and education settings.
- 5.1.4. We will ask residents to make a pledge on a community pledge board to say what they will do to reduce their carbon footprint. This information will then be saved and displayed in the local library.
- 5.1.5. On the stand we will help people to understand their carbon footprint by working them through a simple 'calculator' and give them a score between 'small footprint', 'medium footprint', 'large footprint. We will then give them tips on how they can reduce their personal footprint.



5.1.6. The below timetable sets out when and where the bubble roadshow will take place:

Local Authority Area	Location	Date
East Staffordshire	Burton Town Centre	Wednesday 3 rd May 2023
Newcastle	Market Square	Wednesday 17 th May 2023
Cannock	Cannock Chase Marquis Drive or Hednesford Park	Wednesday 7 th June
Stafford	Stafford in The World Festival - Victoria Park	Wednesday 2 nd June
Moorlands	Leek Market Square	Wednesday 5 th July
Lichfield	Market Square	Wednesday 19 th July
Tamworth	Castle Grounds	Wednesday 9 th August
South Staffordshire	Camp Bestival – Weston Park	Thursday 17 th – 20 th August

5.2. Joined up communications calendar

5.2.1. To maximise our reach and awareness raising, we have developed a joint communications calendar for 2023, where we will share a climate change and sustainability messages around key celebrations throughout the year such as Valentine's Day, Easter, Halloween, Black Friday, Christmas, and Boxing Day.

5.2.2. Once a quarter we will also promote one climate change awareness day/week to support the agenda. The proposed climate change awareness days have been selected based on their ability to best share messages about climate change and carbon reduction as well as their location in the calendar.

Date	National Day	Key Messages
14 th February 2023	Valentine's Day	Share information about how to 'love your planet this Valentine's Day' and how to have a sustainable valentines day. Recycling chocolate packets, chocolate wrappers, only buying what you need and other relevant climate change messages.
9 -10 th April 2023	Easter	Share information about how to have a sustainable Easter. Linking into how climate change is jeopardising chocolate production. So to make sure we have chocolate, we need to do our bit to be greener. With some suggestions of how people can have a sustainable easter by recycling boxes, and buying eggs with less packaging.
22 nd April 2023	Earth Day	Sharing the national earth day messages
5 th June 2023	World Environment Day	Sharing the national World Environment Day Messages
1 st – 7 th July 2023	Net Zero Week	Sharing the national Net Zero Week messages
24 th – 2 nd October 2023	Big Green Week	Sharing the national Big Green Week messages
31 st October 2023	Halloween	Develop a Halloween campaign to tell people how to have a sustainable Halloween, based on swapping costumes, reducing pumpkin

		waste. To reduce textile and food waste.
26 th November	Black Friday	Develop a Black Friday campaign encouraging people to think twice before buying in the sales and if they do buy something, what they can do with their old items, for example donating them to charity or HWRC'S.
1 st – 12 th December	12 Days of Christmas	Developing a 12 days of Christmas campaign to share how people can have a sustainable Christmas

5.2.3. A secondary list of relevant awareness days has been collated below for information. We will support these days on an ad hoc basis by sharing and amplifying the national messages. However, we will not run specific campaigns around these days.

Secondary Awareness Days 2023	Earth Day -22 nd April World Environment Day – 5 th June Net Zero Week – 1 st – 7 th July Big Green Week – 24 th September – 2 nd October Recycle Week – 19 th – 25 th September National Clean Air Day – 8 th October International Compost Awareness Week 1 st – 7 th May No Mow May – 1 st – 31 st May Walk to School Week – 20 th May – 25 th May National Refill Day – 19 th June Plastic Free July – 1 st – 31 st July Cycle to Work month – August Zero Waste Week – 1 st – 7 th September World Electric Vehicles Day – 9 th September Zero Emissions Day – 21 st September International Walk To School Month – October National Tree Week – Last week of November
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5.3. Consultation

5.3.1. At the present time, we have limited knowledge of our residents' thoughts and feelings about climate change. A public consultation around climate change would be beneficial when planning activity in the future.

5.3.2. The consultation will ask the members of the public key questions around their understanding of climate change, how much they care, what kind of personal responsibility they feel and any barriers they face to being greener.

5.3.3. The consultation results will give us a good baseline to be able to monitor and measure and changes in attitudes and behaviour.

5.3.4. The consultation will capture both quantitative and qualitative responses so we can get a deep understanding of our residents. To do this, we will launch an online digital questionnaire, run a handful of in-person engagement sessions in each area, as well as using the carbon bubble road show events to really listen

to residents and capture their feedback.

5.3.5. We propose that the consultation launches in March 2023 and then continues until the end of the Summer. By the Autumn of 2023 we will then have a good picture of what our residents think about climate change and their personal responsibility to be greener. This will help us to plan for the 2024 communications activity.

5.4. Summary of activity

The below yearly calendar plots out when all of our joint communications throughout 2023 as part of the climate change and sustainability agenda.



6. Budget

- 6.1. Each district and borough council is requested to contribute £3,000 alongside a £25,000 contribution from the county council. The funding will be used to deliver the carbon bubble roadshows, consultation activity and events, and social media activity.

7. Scoring and evaluation

- 7.1. The Communications representatives will meet monthly to discuss the ongoing work, and upcoming plans.
- 7.2. Each quarter Communications will report back to the Sustainability Board on the below:

Activity that has taken place during the quarter
Website clicks (using Bitly)
Media coverage
Social media engagement (reach, likes, comments)
Summer: How many people engaged with at the Carbon Bubble event
Summer: How many pledges were made at the Carbon Bubble event
Summer: Photographs from the Carbon Bubble Events
How many people worked out their carbon footprint using the calculator
How many people signed up to the Make Staffordshire Sustainable email
What activity is coming up

Staffordshire Sustainability Board

Vision and council commitments 2022-2023

Vision

The Staffordshire Sustainability Board (SSB) is to facilitate the collaborative forum, to work together, as the democratically elected bodies in Staffordshire, to influence change and to encourage organisations and individuals to ensure that Staffordshire is net carbon zero by at least 2050 or before.

The board will also work as a collective to address climate change adaptation measures that are within individual organisations leverage, to influence and facilitate change with adaptation to climatic changes that are already locked in. Sustainability and habitat biodiversity will be reviewed throughout 2022 and shall be considered in a revised vision in January 2023.

Context

The Staffordshire Leaders and Chief Executives Group has committed to work collaboratively to successfully achieve net carbon zero in line with our independent authority's climate change declarations.

It is recognised that the council's collective carbon footprint is less than 2% of Staffordshire's 5.8MtCO₂e annual carbon footprint however it is documented that, collectively, the councils could have an influence on a significant proportion of these emissions. This collaboration is to enable and facilitate change, where possible, throughout the geographic area of Staffordshire as a whole.

Work in the longer term will also bring into the discussion and actions, climate change adaptation and sustainable environment concerns.

Throughout all the activities and discussion that resonate from the SSB, we shall actively engage with external organisations that can bring specialist knowledge, understanding and facilitation to the board.

The SSB will comprise senior members of each authority and supported by a team of advisors drawn from across the authorities.

Council commitments

It is proposed that as an initial commitment, the combined councils will within their own carbon emissions boundary initiate the following but acknowledge that the larger scope of climate change mitigation and adaptation is within the wider community of Staffordshire.

1. Baseline and Reporting – All Councils will prepare and publish an annual baseline analysis of their organisation's carbon footprint. All Councils will assess and publish progress in reducing their carbon footprint in October each year.

2. Carbon Literacy Training & Awareness – All Councillors and Senior Management Teams will undertake carbon literacy training to build corporate awareness of the issue and the Council’s role in securing carbon reduction. All Councils will conduct a community impact assessment for key projects and proposals and include an assessment of Climate Change Implications in all key decision reports.

3. Ambassadors - All Councils will encourage members to act as climate change ambassadors, to encourage reduction in organisational carbon footprints and champion this in their own division/ward areas.

4. Green Travel Planning – All Councils will support and facilitate green travel by members, employees, and their communities through promotion of green travel planning. Policy implementation on green transport and ways of working

5. Communications – All Councils will contribute to a countywide communications group who will plan to deliver and manage a countywide Communications Plan, working together to drive our collective net zero visions forward, throughout the County.

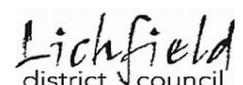
6. Green Energy – All the Councils will commit to procure 100% green energy supplies for their electricity as soon as existing contract commitments allow.

7. Energy Reduction – By January 2023, all Councils will have established plans to reduce energy consumption across their estates.

8. Low carbon fuelled fleet vehicles – Moving towards an aspirational zero emission operational vehicle fleet, the Councils will by 2025, establish a plan to move to low carbon fuels within their internal fleets by 2030.

9. Waste & Recycling – By 2025 there will be a countywide waste strategy that all authorities will adhere to. This strategy will cover all aspects of the countywide waste operation, to reduce residual waste creation, increase recycling rates, promote composting of food waste at home and establish food waste collections throughout the County.

10. Innovation and Technology – Working collaboratively with research institutions, businesses and partners the Councils will encourage both innovation and technology development, that will assist the delivery of our combined net zero visions.



Cabinet - Wednesday 18 January 2023

Decisions taken by Cabinet Members under Delegated Powers

Recommendation of the Leader of the Council

1. That the decisions taken by Cabinet Members under delegated powers, as detailed in paragraph 3 below, be noted.

Report of the Deputy Chief Executive and Director for Corporate Services

Reasons for Recommendations

2. To inform Cabinet of recent decisions taken by Cabinet Members under delegated powers.

Background

3. Cabinet are requested to note the following decisions taken by Cabinet Members under delegated powers:

Cabinet Member	Decision
Cabinet Member for Communities and Culture	In approving the transfer of an item (Petrol Locomotive 0-6-0, No.800) from the Staffordshire County Museum collection.
Cabinet Member for Health and Care	In approving the expenditure of the County Council's allocation of the Adult Social Care Discharge Grant.

List of Background Papers:

Cabinet Member Delegated Decisions No. 551 - 552

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Forward Plan of Key Decisions
Period: 15 February 2023 - 21 June 2023

The Forward Plan of Key Decisions is prepared on a monthly basis and published at least 28 days before the start of the period covered. Key Decisions are defined as those Executive decisions which are likely:

- a. to result in the County Council incurring expenditure which is, or the making of savings which are, significant having regard to the relevant budget for the service or function to which the decision relates; or
- b. to be significant in terms of its effects on communities living or working in an area comprising two or more electoral divisions in the County's area.

The Forward Plan will contain **all** matters which the Leader of the Council has reason to believe will be the subject of a Key Decision to be taken by the Cabinet. It may also include decisions that are not key decisions but are intended to be determined by the Cabinet. Part of the Cabinet meetings listed in this Forward Plan may be held in private where a report for the meeting contains exempt information under Part 1 of Schedule 12A to the Local Government (Access to Information) Act 1985 (as amended) and that the public interest in withholding the information outweighs the public interest in disclosing it. If you would like to make representations about any particular decision to be conducted in private then please email: michael.bradbury@staffordshire.gov.uk. Such representations must be received in advance 6 clear working days before the date on which the decision is scheduled to be taken.

The Membership of the Cabinet consists of:

Leader of the County Council – Alan White
 Deputy Leader and Cabinet Member for Economy and Skills – Philip White
 Cabinet Member for Health and Care – Julia Jessel
 Cabinet Member for Environment, Infrastructure and Climate Change – Simon Tagg
 Cabinet Member for Commercial Matters – Mark Deaville
 Cabinet Member for Highways and Transport – David Williams
 Cabinet Member for Finance and Resources – Ian Parry
 Cabinet Member for Communities and Culture – Victoria Wilson
 Cabinet Member for Children and Young People – Mark Sutton
 Cabinet Member for Education (and SEND) – Jonathan Price

A copy of the Forward Plan of Key Decisions may be inspected, free of charge, at the Member and Democratic Services office, County Buildings, Martin Street, Stafford, during normal office hours Monday to Friday. A copy of the notice will also be available on Staffordshire County Council's Website at www.staffordshire.gov.uk.

Documents submitted for decision will be a formal report which will be available on the County Council's website at least 5 clear working days before the date the decision is to be made, unless that report is subject to any prohibition or restriction on its disclosure. Other relevant background documents used in compiling the report will also be made available in the same way unless they are subject to any prohibition or restriction on their disclosure. Minutes of Cabinet meetings will be published within three working days and will be subject to call-in. The call-in period lasts for three working days. If the decision is not called-in it will be implemented on the fourth working day. Special urgency items are exempt from call-in.

John Tradewell
Deputy Chief Executive and Director for Corporate Services

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NOTE:

- (1) The Forward Plan of Key Decisions sets out all Key Decisions intended to be made by Cabinet during the above period.
- (2) The Cabinet date can be provisional and items may move/roll forward to another meeting date but this will be monitored.
- (3) Items should remain on the Notice until a decision is made by Cabinet or is formally removed.
- (4) Where there is an intention to make a decision in private the exemption paragraph relied upon will be included within this notice

Predicted Date of Decision	Public or Private Decision	Title and Description	Consultation	Contact Officer
15 February 2023	Public	<p>Diversity and Inclusion - Progress Update (Leader of the Council (Alan White))</p> <p>This report will provide an overview of the Council's approach to Diversity and Inclusion, work undertaken to strengthen delivery over the last 12 months and proposed priority areas to progress in 2023.</p>	None	<p>Kerry Dove (Tel: 07855 679112)</p> <p>Service Area: Strategy and People Services</p>
15 February 2023	Public	<p>Empowering our Communities (Cabinet Member for Communities and Culture (Victoria Wilson))</p> <p>Our communities and residents are at the very heart of what makes Staffordshire a strong and thriving county. This item will discuss with Cabinet the work Staffordshire County Council is doing with residents and partners to empower our communities, including a Communities Position Statement that explores what we have achieved over the past 18 months, our Communities Delivery Plan for 2023, and our strategic objectives moving forward.</p>	N/A at this stage	<p>Catherine Mann (Tel: 01785 278320)</p> <p>Service Area: Cross-Cutting</p>

15 February 2023	Public	<p>Integrated Performance Report - Quarter 3, 2022/23 (Cabinet Member for Finance and Resources (Ian Parry), Leader of the Council (Alan White))</p> <p>The quarterly Integrated Performance Report provides an overview of Staffordshire County Council's progress, performance, and financial position in delivering against our Strategic Plan and Delivery Plan.</p>	n/a	<p>Kerry Dove (Tel: 07855 679112)</p> <p>Service Area: Corporate Services</p>
15 March 2023	Public	<p>Our People Strategy 2023 and Beyond (Leader of the Council (Alan White))</p> <p>To present Our People Strategy to Cabinet for approval.</p>	Employees, Trade Unions	<p>Sarah Getley (Tel: 01785 854265)</p> <p>Service Area: People Services</p>
15 March 2023	Public	<p>Capital Programme for Schools 2023/ 2024 (Cabinet Member for Education (and SEND) (Jonathan Price))</p> <p>The Capital Programme for Schools 2023/ 2024 consists of SCC's Statement of Priorities for its schools and associated appendices for major projects and maintenance projects. Programme to be approved by Cabinet for commencement/ completion in 2023/ 2024.</p>	None at this stage	<p>Ian Turner (Tel: 01785 277228)</p> <p>Service Area: Strategic Property</p>
15 March 2023	Public	<p>House Project (Cabinet Member for Children and Young People (Mark Sutton))</p> <p>To present proposals for the introduction of House Project in Staffordshire. The House Project is a nationally recognised scheme that is evidentially proven to improve outcomes for children in care and our care leavers. By entering into this scheme, Staffordshire is expanding on its local offer for Care Leavers, stepping young people down earlier into their own accommodation which will be more cost -effective long term for the Council.</p>	Mark Sutton, Children Voice Project, Nisha Gupta	<p>Nisha Gupta ()</p> <p>Service Area: Children in Care and Care Leavers</p>

15 March 2023	Public	<p>Highways and Transport Capital Programme 2023/24 (Cabinet Member for Highways and Transport (David Williams))</p> <p>Staffordshire County Council 2023/24 highways and transport capital delivery programme is made up of asset management (including bridges) and integrated transport improvements. Funding for 2023/24 to deliver the capital programme is likely to come from a number of different sources including Government Capital Grant Block funding allocation for both maintenance and integrated transport, Section 106 contributions from developers and contributions from other grants and bids. The Cabinet Report will outline the approach to highway asset management in Staffordshire, an estimate of the level of investment required to maintain the condition of the local road network at an appropriate level, the funding available in 2023/24 for this purpose and the proposed Highways and Transport capital investment programme. Cabinet will be asked to consider the report and approve the Highways and Transport capital investment proposal that will be set out in the Report.</p>	None at this stage	James Bailey (Tel: 01785 276591) Service Area: Highways and the Built County
15 March 2023	Public	<p>Staffordshire County Council Local Flood Risk Management Strategy (Cabinet Member for Environment, Infrastructure and Climate Change (Simon Tagg))</p> <p>An updated Staffordshire County Council Local Flood Risk Management Strategy</p>	We are in process of consulting external partners - namely Water Companies and Environment Agency for comment	James Bailey (Tel: 01785 276591) Service Area: Flood Risk Management

15 March 2023	Public	<p>Mental Health and Mental Wellbeing Strategy 2023-2028 (Cabinet Member for Health and Care (Julia Jessel))</p> <p>Staffordshire County Council and the Integrated Care Board (ICB) have jointly developed a final draft of a new Mental Health and Mental Well-being Strategy 2023-2028 titled 'Good Mental Health in Staffordshire'. This replaces the previous Mental Health Strategy 'Mental Health is Everybody's Business'.</p>	A wide range of engagement and consultation with members, SCC and ICB officers has taken place in the development of the strategy.	Andrew Jepps (Tel: 01785 278557) Service Area: Health & Care
21 June 2023	Public	<p>Joint Coroners Service - Legal Framework and Financial Protocol (Cabinet Member for Communities and Culture (Victoria Wilson))</p> <p>It is proposed that Staffordshire County Council and Stoke on Trent City Council's Coronal areas are merged to form a single jurisdiction. The Legal Framework and Financial protocol for the merged area will be tabled for approval.</p>	There will have been a consultation organised by the Ministry of Justice.	Catherine Mann (Tel: 01785 278320) Service Area: Regulatory Services and Community Safety

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