

Sheffield City Council



Investing In Low Emission Transport

Mark Daly



Air Quality



- All South Yorkshire districts have legally declared air quality management areas due to traffic emissions
- European, National & Regional issue – Sheffield named as a city that needs to take urgent action by EU
- Health impact of bad air similar scale to obesity and passive smoking.



SCIENTIFIC EVIDENCE

Are scientists convinced?

97% of climate scientists think global warming is significantly due to human activity

3% of climate scientists do not think global warming is significantly due to human activity

Researchers have found that over 97% of actively publishing climate scientists are convinced humans are significantly changing global temperatures (Doran 2009). Not only is there a vast difference in the number of convinced versus unconvinced scientists, there is also a considerable gap in expertise between the two groups (Lewin 2010).



There's a consensus of scientists because there's a consensus of evidence

MEDIA COVERAGE

Does reporting reflect the consensus?

28% of news coverage depicts human contribution to warming as significant

72% of news coverage includes a skeptic viewpoint or denies man-made warming

Despite the institutionalized journalistic norm of balanced reporting, United States television news coverage has perpetuated a national bias by significantly diverging from the consensus of climate science that humans contribute to global warming (Lewin 2008).



Media coverage misrepresents scientific understanding of man-made global warming

PUBLIC PERCEPTION

Is the public convinced?

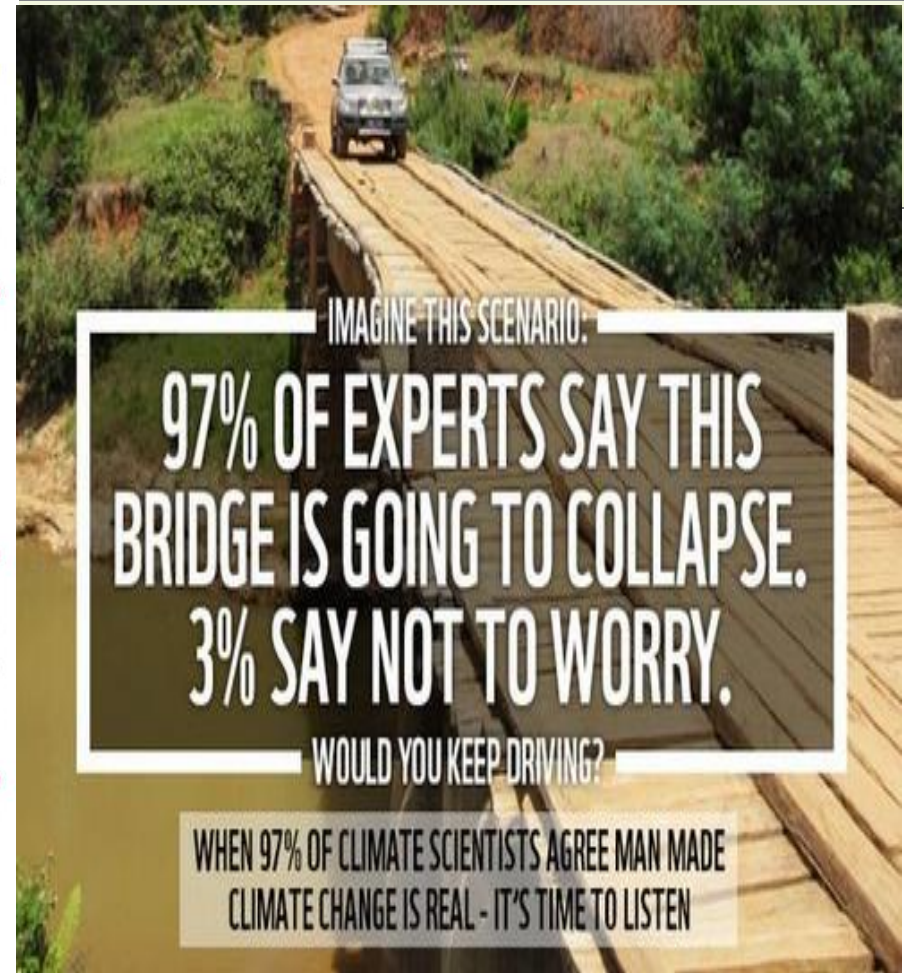
66% of people believe global warming is happening and humans are causing it

34% of people are not convinced or deny humans are causing global warming

A recent poll by the BBC / Populus suggests that since the 'gate' coverage in the media there has been an increase in the number of people sceptical about man-made global warming. However, the scientific consensus has not changed over this period (BBC News).



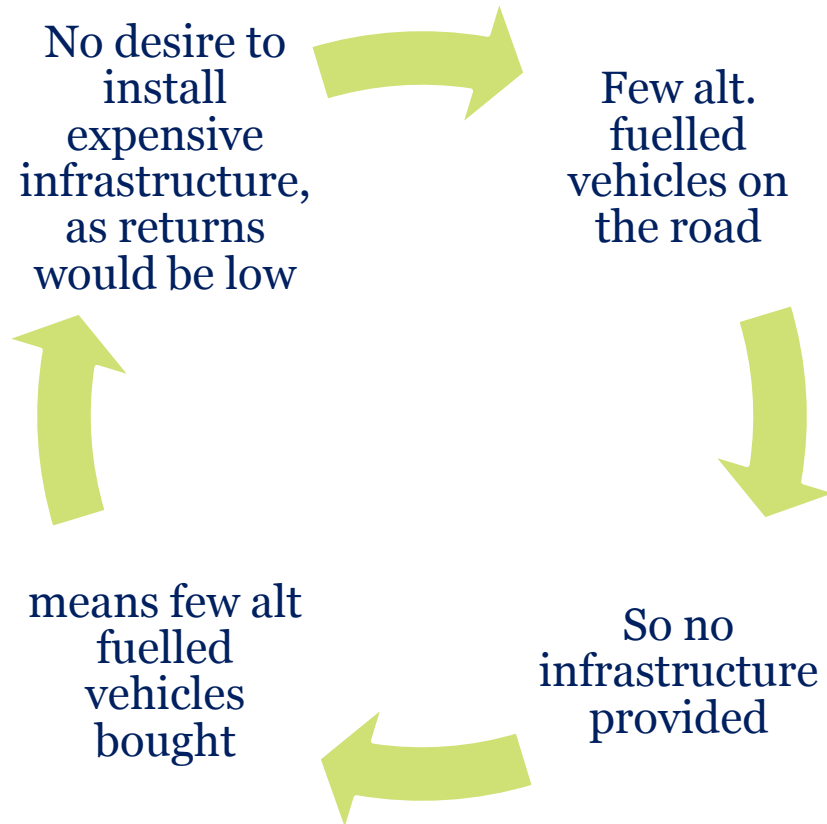
Media coverage of global warming is not 'balanced' and is affecting public opinion throughout the world



IMAGINE THIS SCENARIO:
97% OF EXPERTS SAY THIS BRIDGE IS GOING TO COLLAPSE.
3% SAY NOT TO WORRY.
WOULD YOU KEEP DRIVING?

WHEN 97% OF CLIMATE SCIENTISTS AGREE MAN MADE CLIMATE CHANGE IS REAL - IT'S TIME TO LISTEN

Vicious Circle



Main low emission vehicle types



	Main alternative vehicle types
1	Electric
2	CNG/Biogas
3	Hydrogen

No Magic Bullet – No 100% right or 100% wrong technology



No Magic Bullet – No 100% right or 100% wrong technology



Electric Vehicles and Infrastructure



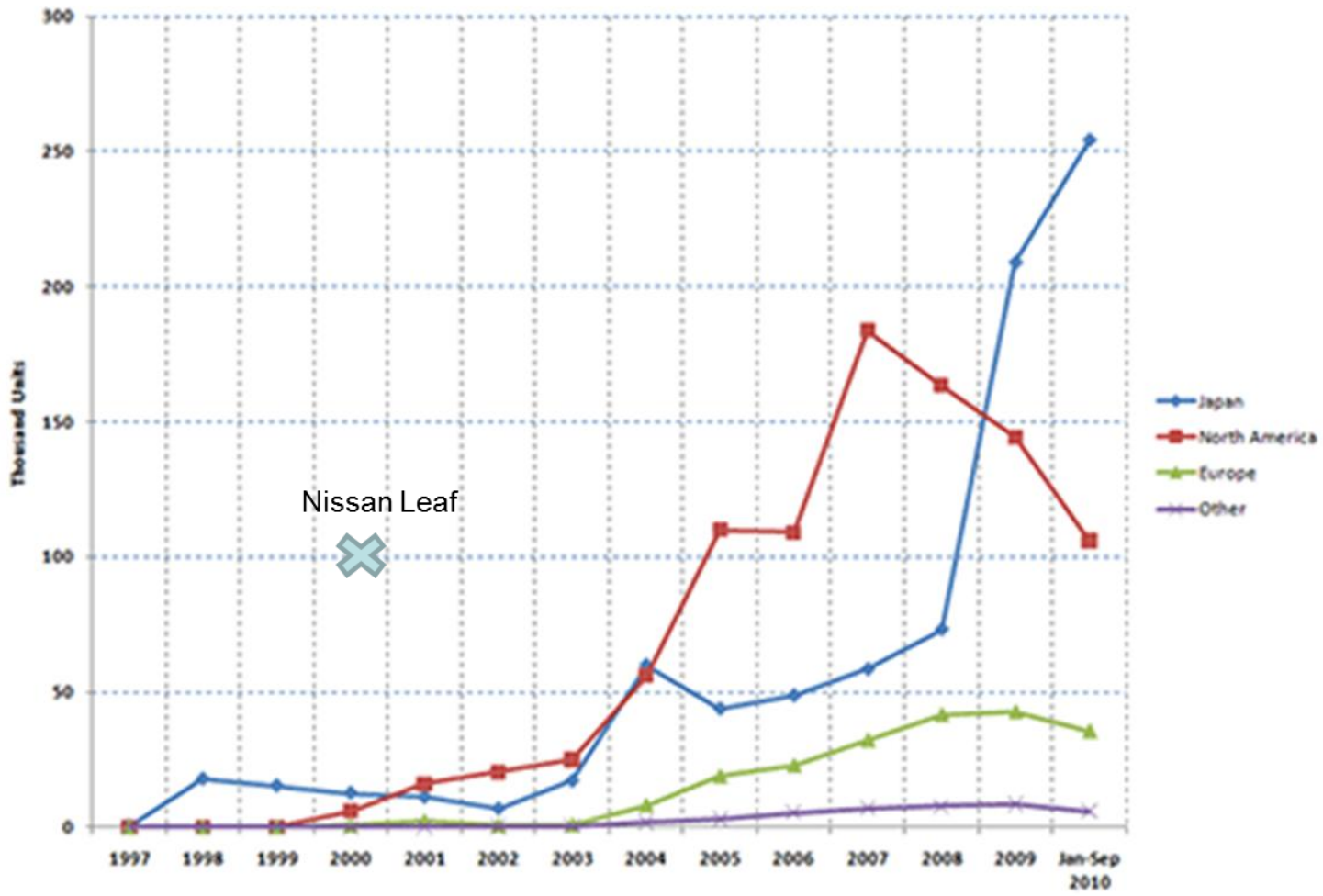
No longer niche



Electric Vehicles and Infrastructure



Worldwide Annual Sales of Prius by Region



Sheffield playing catch up?

UK Govt. programme “Plugged In Places” provided funding for charging infrastructure in some areas of UK but not for others.

Automotive industry supported areas where production of e-cars are manufactured (Midlands and the North-East)

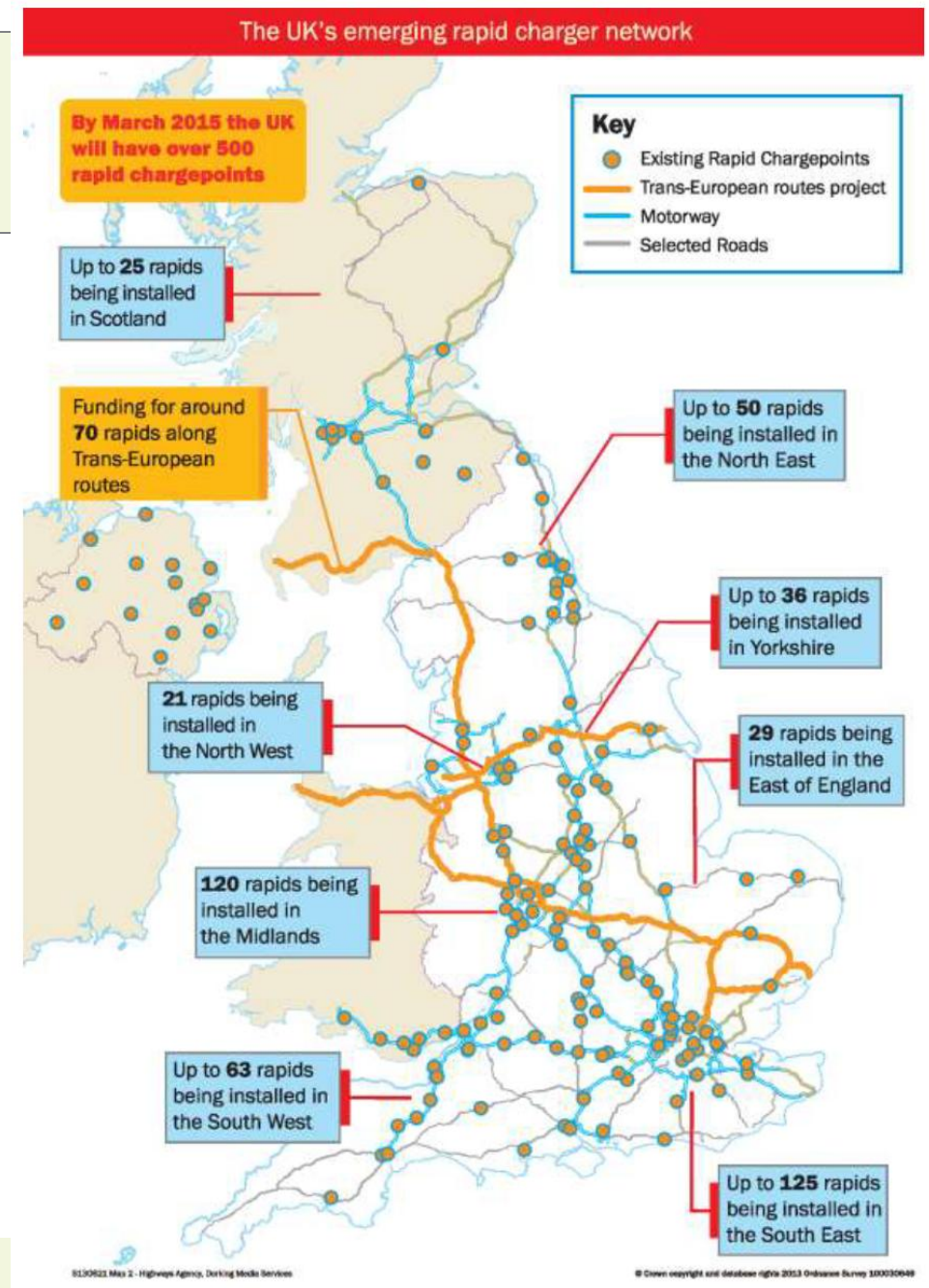
London congestion charge driving uptake in the South – East of UK

Manchester has 300 charge points

We have about 10/12 BUT

Sometimes its good to be second movers in the new technology arena

We have plans to increase the numbers



But aren't electric cars.....?



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Top Gear's Jeremy Clarkson under fire over Tesla electric car test drive

John Plunkett
guardian.co.uk, Wednesday 24 December 2008 07.11 GMT
Jump to comments (182)



The Telegraph

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Men love cars 'because they're part of them'

By Ben Quinn
12:01AM BST 13 Jul 2007
A study has concluded what a lot of women have suspected all along: male drivers consider their motors to be a part of themselves. The finding goes some way towards explaining why men are more likely to cruise along with one hand on the wheel - they are more relaxed on the interior of their vehicles. In contrast, female drivers...

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Top Gear star to kids' science sho

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Welcome to your preview of The Times

Clarkson didn't give our electric car a sporting chance, says Nissan



Ben Webster Media Editor
Last updated at 12:01AM, August 2 2011

When Jeremy Clarkson claimed on *Top Gear* that owners of electric cars were "more likely to get a girlfriend", regular viewers of the BBC

1 of 3

James May pushes Jeremy Clarkson in a Nissan Leaf during

electric vehicles
inmotion!



Focus on small/medium businesses as likely to have least appetite for risk but very keen to accrue financial savings

- Provide a grant (up to 50%) to hire a EV car/van for 1 year
 - “try before you buy” concept
- Also link the vehicle grant with a 50% grant for standard charger at businesses location
- Complement this with rapid charge infrastructure

www.evinmotion.co.uk

Personal experience

Owning an EV

Costs

- **Fuel 2p per mile compared to 13p**
- **Driven to London and back 4 times – cost £8**
- **Time penalty - half hour**
- **Purchase price now roughly the same as ICE**
- **Insurance same or less**
- **Zero tax, 5% BIK company car tax**
- **Maintenance – nothing so far but only 1 moving part, no oil filter, air filter, gearbox, clutch or radiator to go wrong**

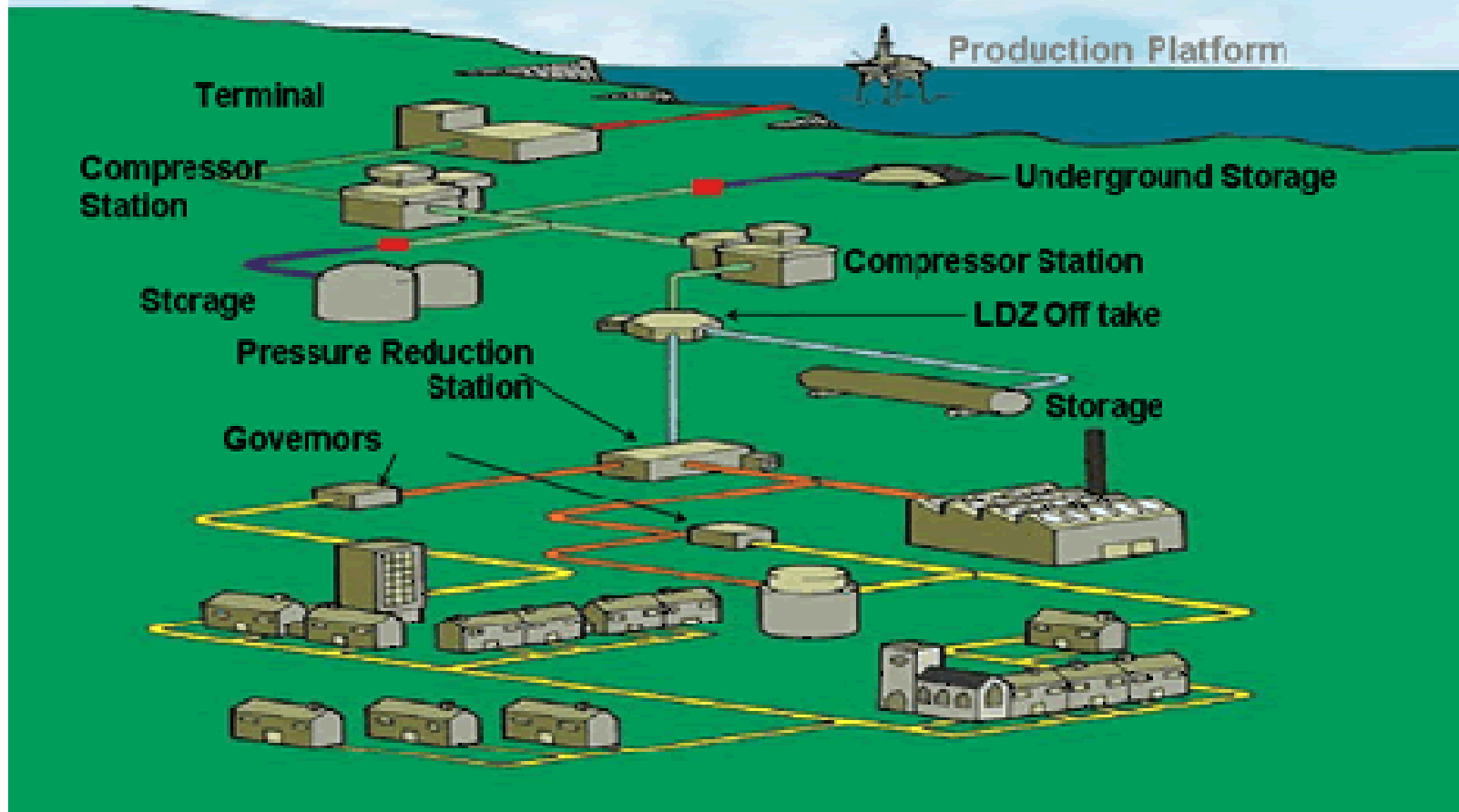


Compressed Natural Gas/Biogas



Compressed Natural Gas/Biogas

Natural gas pressure reduction



Compressed Natural Gas/Biogas



Nox :83% lower

PM: 95% lower

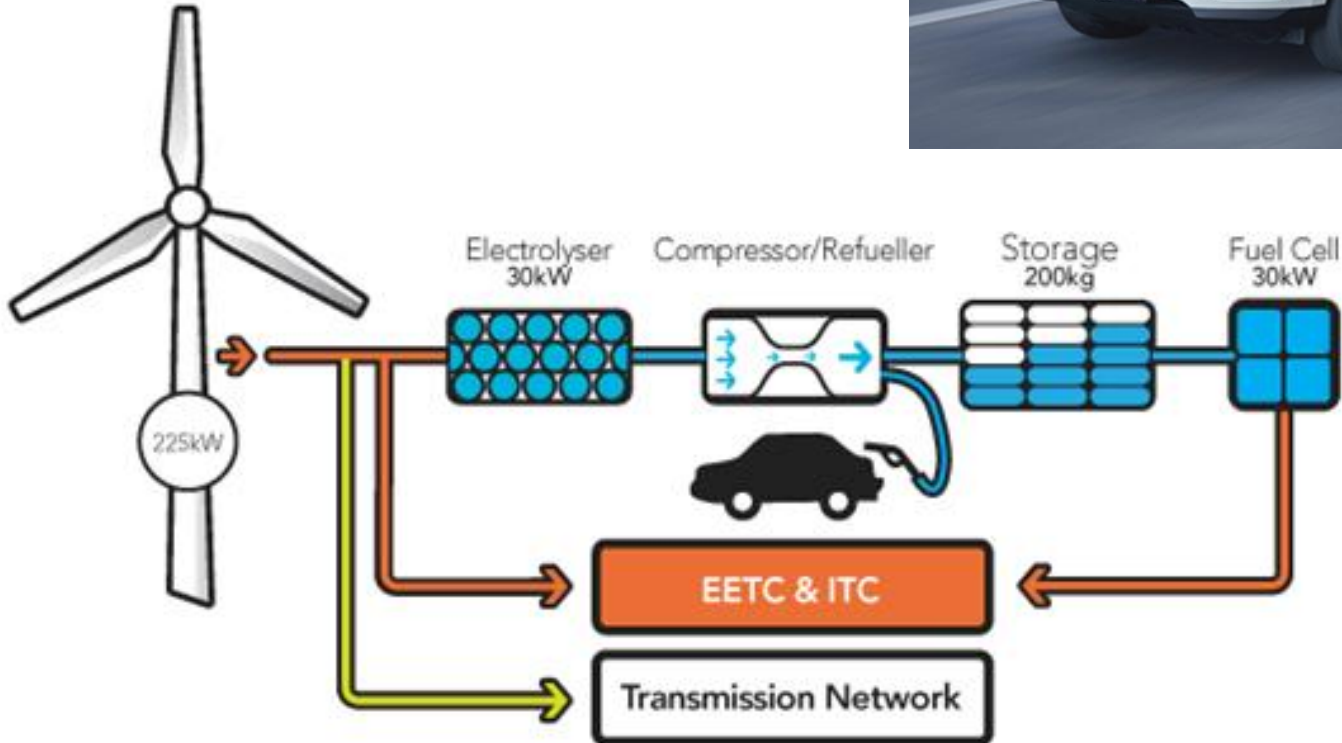
**CO₂: 20% Lower on
well to wheel**

Hydrogen Fuel Cell Electric Vehicles



Hydrogen

ITM POWER
Energy Storage | Clean Fuel



What next?

Govt Funding available

Investing in Ultra Low Emission Vehicles 2015 -2020 released in April £500m to create “step change uptake of ULEVs in the UK”

Covers infrastructure, vehicles and administration

Full details of bid to be issued by the office for low emission vehicles late November /early December



Office for
Low Emission
Vehicles

Investing in ultra low emission vehicles
in the UK, 2015 to 2020



Action for you



Download the document, contact your local transport people and speak to them about your requirements to go into the bid

<https://www.gov.uk/government/publications/ultra-low-emission-vehicles-in-the-uk-measures-to-support-use-and-development-2015-to-2020>

Or google: ultra low emission vehicles 2015-2020

Any Questions?

Thanks

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