

Managing the Transition to Electric Vehicles - 3B Vehicle Hire Ltd



The Buckinghamshire Council EV project

Buckinghamshire Council, in partnership with Global Action Plan, Buckinghamshire Business First and Globe Business Park, is working on a campaign that will raise awareness of the importance of planning for the transition to electric vehicles (EVs) and an overall path to net zero.

During 2022, companies in Buckinghamshire have engaged in the Buckinghamshire Council EV project. This case study series showcases their efforts and highlights some of the challenges they faced.

Key facts

- Who:** 3B Vehicle Hire Ltd
- Industry:** Car rental service
- Location:** Haddenham
- Drivers for engagement:** As a rental operator 3B Hire realised they could make a tangible difference by introducing a sharing scheme for electric vehicles.

How have 3B Hire made the move to adopt EVs?

3B Hire have worked with community partners over the last two years to introduce a community electric vehicle hire scheme in Haddenham, which will launch in early December 2022.

This scheme is in collaboration with Haddenham Parish Council who have provided the charging facilities and dedicated parking space as well as Zero Carbon Haddenham who have been instrumental in the set up.

The scheme will mean that customers can pay to hire an electric vehicle for only the time when they need it, whether that be as little as an hour all the way up to seven days.



"If we can get a few people out of the second family car and sharing an EV, it's a win/win. We really hope the community embrace it and we can make a real difference. If they do, we would love to roll it out to a wider area. It's expensive though so it really is a case of 'use it or lose it!'"

Rebecca Batting, Director, 3B Hire



Challenges and the future:

- The scheme has been quite expensive for 3B Hire to set up.
- There is still a nervousness and hesitation amongst the wider public about electric cars and charging which is a challenge for rolling out this sort of scheme.
- Going forward, 3B Hire hope that the scheme will help many people make the transition to electric vehicles as it has the potential to replace 20 privately owned cars.
- They hope to expand the scheme further in the future!

"This exciting project has taken a lot of work from all the local partners involved. Zero Carbon Haddenham is delighted that villagers will now have the option of driving a modern, clean electric vehicle. EVs drastically reduce carbon emissions from driving and shared vehicles are even better, as they reduce the need for carbon-intensive manufacturing. Research also shows that car club members walk and cycle more, which is great for local air quality, and of course electric cars produce no tailpipe emissions."

Alan Thawley, Zero Carbon Haddenham