



Plugging in to an electric future

Beverley Wise, Regional Director UK & Ireland for Webfleet, considers the future of electrification for essential fleets and explains how telematics data is supporting Oxford City Council's decarbonisation efforts.

Shrewd decision-making is a prerequisite for fleets setting their stall out to decarbonise and cost-effectively transition to electric vehicles (EVs), which, in turn, calls for meaningful, actionable insights.

Thanks to advances in dedicated EV software solutions, this has now been made possible.

Telematics data can help answer a range of critical questions to support the electrification process – from which journeys and operational activities are best suited to EVs and what charging infrastructure is needed to how organisations can make the most of their electric miles, minimise costs and vehicle downtime while optimising service delivery.

The environmental case for EVs is unequivocal, and the financial case is becoming equally compelling.



costs may be continuing to rise, but pump prices have also soared, and with electricity constituting a smaller element of a vehicle's total cost of ownership (TCO) than petrol and diesel, the cost advantages of EVs are ever more pronounced.

We should remember, however, that the electrification of transport is still in its infancy.

Local authorities, for example, may have grown their electric fleets almost fivefold in the last five years, but a freedom of information request at the turn of the year found that more than half of UK councils had yet to start their EV journey.

Innovation setting standards

Blazing a trail for decarbonisation has been Oxford City Council, which introduced Britain's first Zero Emission Zone pilot earlier this year in a bid to reduce transport emissions and air pollution.

Supporting the move, Oxford Direct Services (ODS), which manages more than 300 vehicles to maintain the council's housing stock, parks, highways, streets and waste disposal, has begun leveraging telematics data.

Vehicle insights from Webfleet are now being fed into Oxford's Fleet Reporting Database, with outputs used to support learning and evaluation at Energy Superhub Oxford, an ambitious initiative to decarbonise Oxford by 2040.