# Enfield’s EV charging rollout masks wider struggles with affordability and adoption



Enfield Council’s partnership with Zest to install 18 ultra-rapid EV charging points on Fairfield Road signals an attempt to mask the reality: the government’s aggressive push for electric vehicles is falling far short of expectations. While proponents trumpet these developments as progress, they conveniently overlook the fact that EV adoption remains sluggish, with sales only accounting for 21.5% of new car registrations in the first half of 2024—well below the 28% target and a far cry from the 80% goal by 2030. The supposed infrastructure boost is merely a token gesture in a broader strategy that, despite billions in government grants, still leaves most of the country behind.

The £63 million package from the Department for Transport, aimed at expanding home chargers and electrifying NHS fleets, sounds impressive—until you realize it’s merely a band-aid on a system badly in need of a complete overhaul. The reality is that electric vehicles remain prohibitively expensive for many households, with the average EV still out of reach for most ordinary families. The government’s continued reliance on grants and subsidies is just delaying the inevitable: pushing a green agenda that primarily benefits the wealthy and big business, rather than addressing the fundamental issues of affordability and infrastructure gaps.

Rick Jewell’s claim that “reliable access to fast EV charging” is “essential” is a stark reminder of how disconnected local officials are from the everyday struggles of ordinary people. The truth is, these slick charging projects are more about green posturing than practical solutions for most residents. Local communities deserve infrastructure that genuinely makes a difference for their daily lives—not shiny new charging points that few can afford or access.

As the government doubles down on its electrification ambitions with promises of more grants and infrastructure, the societal cost and practicality of this transition remain questionable. Private enterprise collaboration, while beneficial, is currently insufficient to solve the deep-rooted issues of cost, demand, and fairness. Without a serious rethink—perhaps even a pause—to address these fundamental problems, the push for electric vehicles risks becoming another well-meaning vanity project that leaves the skeptics and lower-income families behind.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.cittimagazine.co.uk/news/electric-vehicles-charging/enfield-partners-with-zest-to-install-18-ultra-rapid-ev-spaces.html> - Please view link - unable to able to access data
2. <https://www.cittimagazine.co.uk/news/electric-vehicles-charging/enfield-partners-with-zest-to-install-18-ultra-rapid-ev-spaces.html> - Enfield Council has partnered with electric vehicle (EV) chargepoint operator Zest to install 18 charging spaces in Edmonton, London. Situated on Fairfield Road, these spaces will operate at charging speeds of up to 300kW. Zest's EV charging network in London now includes sites with Hackney Council, Brent Council, and Transport for London (TfL). This development follows the UK Department for Transport's announcement of a new Electric Car Grant scheme worth £650 million and a £63 million programme to expand home charging options. Rick Jewell, Enfield Council's cabinet member for transport and waste, highlighted the importance of reliable access to ultra-rapid EV charging in supporting cleaner, more sustainable travel and facilitating the transition to a greener future.
3. <https://www.gov.uk/government/news/new-63-million-boost-for-britains-electric-vehicle-revolution> - The UK Department for Transport (DfT) has announced a £63 million investment package to expand access to electric vehicle (EV) charging options. The funding will be delivered across three sectors: £25 million for local authorities to expand home charging through the installation of kerbside chargers; £8 million to electrify NHS fleets across over 200 sites, estimated to save £120 million in operational costs; and £30 million for business depot charging to create a grant scheme for logistics fleets to install thousands of chargepoints at depots around the UK. This initiative aims to drive down charging costs and facilitate the EV transition, supporting a fairer, cleaner future where every family can benefit from cheaper, greener transport.
4. <https://www.ft.com/content/2196af90-08f8-4244-aa4f-0ac21250bf89> - The UK government is reintroducing consumer subsidies for electric vehicles (EVs) to stimulate lagging sales and align with national targets. The new £650 million scheme will offer up to £3,750 off EVs priced under £37,000, excluding luxury brands like Tesla and some high-emission Chinese models. The initiative, also allocating £63 million for charger installations, focuses on promoting British-made and environmentally efficient vehicles. EVs will be eligible based on manufacturing sustainability, including emissions from vehicle and battery production. The scheme, effective until 2029, aims to issue 'tens of thousands' of grants yearly. Despite initiatives, EV sales in the first half of 2024 reached only 21.5% of new car sales, below the 28% target. The average EV price remains high at £49,000, though more affordable options are emerging. Previously, EV grants peaked at £5,000 in 2011 and were phased out in 2022. Officials hope revamped support will close the affordability gap and boost adoption, with current forecasts estimating just 45% EV sales by 2030—well short of the 80% target. The scheme is part of a broader £1.4 billion EV support package announced by Chancellor Rachel Reeves.
5. <https://www.gov.uk/government/news/new-63-million-boost-for-britains-electric-vehicle-revolution> - The UK Department for Transport (DfT) has announced a £63 million investment package to expand access to electric vehicle (EV) charging options. The funding will be delivered across three sectors: £25 million for local authorities to expand home charging through the installation of kerbside chargers; £8 million to electrify NHS fleets across over 200 sites, estimated to save £120 million in operational costs; and £30 million for business depot charging to create a grant scheme for logistics fleets to install thousands of chargepoints at depots around the UK. This initiative aims to drive down charging costs and facilitate the EV transition, supporting a fairer, cleaner future where every family can benefit from cheaper, greener transport.
6. <https://www.gov.uk/government/news/new-63-million-boost-for-britains-electric-vehicle-revolution> - The UK Department for Transport (DfT) has announced a £63 million investment package to expand access to electric vehicle (EV) charging options. The funding will be delivered across three sectors: £25 million for local authorities to expand home charging through the installation of kerbside chargers; £8 million to electrify NHS fleets across over 200 sites, estimated to save £120 million in operational costs; and £30 million for business depot charging to create a grant scheme for logistics fleets to install thousands of chargepoints at depots around the UK. This initiative aims to drive down charging costs and facilitate the EV transition, supporting a fairer, cleaner future where every family can benefit from cheaper, greener transport.
7. <https://www.gov.uk/government/news/new-63-million-boost-for-britains-electric-vehicle-revolution> - The UK Department for Transport (DfT) has announced a £63 million investment package to expand access to electric vehicle (EV) charging options. The funding will be delivered across three sectors: £25 million for local authorities to expand home charging through the installation of kerbside chargers; £8 million to electrify NHS fleets across over 200 sites, estimated to save £120 million in operational costs; and £30 million for business depot charging to create a grant scheme for logistics fleets to install thousands of chargepoints at depots around the UK. This initiative aims to drive down charging costs and facilitate the EV transition, supporting a fairer, cleaner future where every family can benefit from cheaper, greener transport.