



Category: Best use of Technology to Benefit the Environment - SHORTLISTED

MHA+ member name

Amey Consulting

other partners involved in the development of this product/project/nomination

The strategy was developed by Amey Consulting in close collaboration with Trafford Council. The project aligns with both Trafford 2038 net zero target and the wider Transport for Greater Manchester electric vehicle strategy. Stakeholder engagement included local communities and potential private sector partners to ensure a holistic, future-proof solution.

Summary

Amey Consulting's Trafford EV Infrastructure Strategy is a forward-thinking, technology-driven approach to accelerating the transition to electric vehicles in Trafford. Developed through extensive stakeholder engagement and technical analysis, it leverages advanced demand modelling and geospatial tools to deliver a scalable, inclusive, and environmentally impactful charging network.

By integrating multiple data on demographic, land use, and transport behaviour analytics, the strategy forecasts EV demand and energy requirements, optimising charge-point deployment to ensure equitable access across urban and rural areas.

This technology-led approach prioritises locations that reduce reliance on petrol and diesel vehicles,, cutting CO₂ emissions and improving local air quality.

The strategy also anticipates future challenges, recommending smart charging and grid-readiness measures to support long-term sustainability.

By embedding environmental, social, and economic considerations, it sets a benchmark for how local authorities can use advanced data modelling and visualisations to drive cleaner transport and achieve ambitious net-zero targets.