

# Workplace EV Chargers: Benefits for Staff and HR Leaders



Electric vehicles are no longer a niche choice. In the UK, one in five new cars sold in 2024 was an EV. Your employees are part of this shift, and many more will follow in the next few years.

As an HR executive, you focus on recruitment, retention, and staff wellbeing. Installing EV chargers at your workplace directly supports these goals. It's not just a facilities decision—it's a people decision.

## **Attract and retain top talent**

Candidates now compare benefits that go beyond salary. Workplace EV charging is one of them.

- A survey by Deloitte found that 59% of job seekers consider sustainability practices when choosing an employer. EV chargers make that visible.
- Younger staff—your future leaders—are adopting EVs faster than other groups. Charging access at work helps retain them.
- Some HR managers report that EV drivers ask about workplace charging during interviews, showing how it can influence decisions.

## **Improve employee wellbeing**

EV drivers face “range anxiety,” the worry of not having enough charge for the day. Offering charging at work solves this.

- Staff can focus on their work instead of planning where to recharge.
- A reliable charging point reduces stress and increases satisfaction.
- Employees who feel supported in practical ways are more likely to stay engaged.

### **Support your sustainability goals**

Your organisation may already report on carbon reduction. Commuting is often one of the largest contributors.

- Each charge reduces emissions tied to employee travel.
- EV chargers are a visible commitment to sustainability, not just a line in a report.
- Many companies link this step with stronger participation in green initiatives, such as car-sharing or cycling schemes.

### **Strengthen your employer brand**

Employer branding is about how staff and candidates see you. Workplace charging adds a tangible proof point.

- Visitors and clients see the chargers when they arrive—an instant signal of forward-thinking values.
- Employees who charge at work often share photos or posts, boosting organic brand reach.
- Including EV charging in benefits packages helps you stand out in competitive sectors.

### **Future-proof your workplace**

EV adoption is accelerating. The UK Government projects that over half of new car sales will be electric by 2030. Demand for workplace charging will rise.

- Early investment avoids future bottlenecks when staff expect charging as standard.
- Scalable charging systems grow with your workforce.
- Planning now saves money compared to rushed installations later.

### **Cost and policy advantages**

Workplace EV charging is not only about benefits—it can also make financial sense.

- UK businesses can apply for the Workplace Charging Scheme, covering up to 75% of installation costs.
- Employers can choose to offer free charging as a staff perk or set a low fee to cover electricity costs.
- Smart charging software helps manage energy demand, keeping costs under control.

### **Questions for HR leaders to consider**

- How would candidates view your company if chargers were part of the benefits package?
- Could EV charging improve staff retention in the next two years?
- What value would your employer brand gain by showcasing visible support for clean transport?

EV charging at the workplace is about more than electricity. It's about people, culture, and the way your organisation is seen. As an HR leader, you have the opportunity to drive this change and bring measurable benefits to staff and business.

