

CHARGE MY STREET LTD

Annual Report to members
for the year ending 30th September 2020



CHARGE MY STREET

Reg Number: 7704

Office 5-2-14, White Cross Business Park, Lancaster, LA1 4XQ

E: hello@chargemystreet.co.uk

W: www.chargemystreet.co.uk

F: [chargemystreet](https://www.facebook.com/chargemystreet)

T: [@chargemystreet](https://www.instagram.com/chargemystreet)

Contents

Chairman's Statement	2
Introduction	3
Our Vision	3
Activities	4
3.1. Scaling on Street Charging Infrastructure Project (SOSCI)	5
3.2. Operations	6
3.3. Criteria	6
3.4. Challenges	6
4. Future	7
4.1. Strategy	7
5. Suppliers	8
6. Financial Results	8
7. Membership	8
7.2. Investor Survey	12
8. Operation of Charge my Street Ltd	14
8.1. Operation	14
8.2. The Board of Directors	14
8.3. Financial Management	14
8.4. Social Return on Investment	15
9. Partners & Support	16
9.1. Funders	16

CHAIRMAN'S STATEMENT

The aim of Charge my Street Ltd is to deliver Electric Vehicle (EV) car charging points within 5 minutes walk of every home. The last year has seen some notable successes, with more charging points installed and more people using the charging points as EVs become increasingly popular. There have been challenges with COVID-19, as travel was curtailed during lockdown and it was hard to engage with potential hosts of charging points. The imperative to decarbonise transport to avert a climate emergency is as strong as ever and the team has continued to work with partners in Local Authorities and the SOSCI project throughout the year.

I would like to thank our new investors who have helped to demonstrate that community shares can play an important part in delivering this vital infrastructure for communities.

We now have a healthy pipeline of new sites which we currently installing and are still looking to support more people who are interested in making the switch to EVs, but do not have a local charging point. Please use the website to suggest potential sites for chargepoints and make “electric dreams” a reality!

Paul Fisher

Chair

1. INTRODUCTION

Across the world, cities, governments and carmakers are shifting to Electric Vehicles (EVs) in response to rises in air pollution and greenhouse gasses. One of the main barriers to adoption to EVs in the UK is a lack of chargepoints, particularly in areas where people do not have their own driveways.

Charge my Street is a community benefit society that installs electric vehicle charging points for homes without off street parking. In rural areas, we also support tourists who wish to charge during their visit.

This report sets out the Society’s activities in the last year and its future plans.



1 New charging point at Langdale in Lake District

2. OUR VISION

Charge my Street’s vision is for every home to be within 5 minutes’ walk of an EV Charging point. This will support the adoption of EVs and among residents of flats and terraced houses without their own driveways and provide charging points to areas that are not served by mainstream commercial providers. As a community benefit society, we are delivering this vision within the 7 co-operative principles:

Co-operative principles

- Voluntary and open membership
- Democratic control
- Member economic participation
- Autonomy and independence
- Education, training and information
- Co-operation among co-operatives
- Concern for community

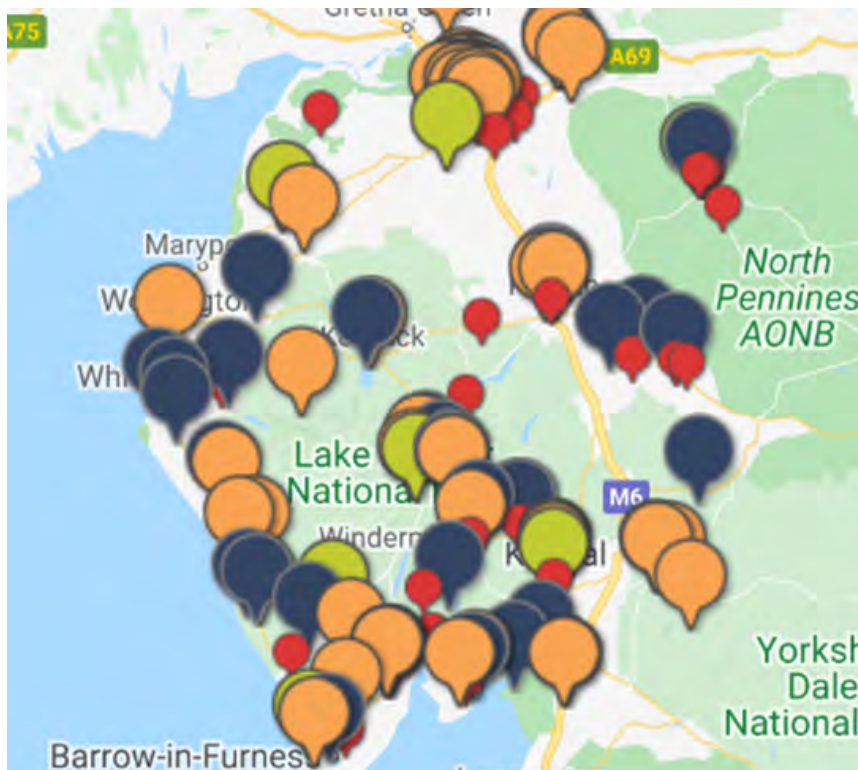
3. ACTIVITIES

Our activities over the last year have included:

- Installing & operate charging points around Lancashire and Cumbria and further afield with community energy groups, community organisations and car clubs.
- Giving people the tools to locally finance a community chargepoint.
- Encouraging the take up of electric vehicles, allowing people to save money on fuel costs.
- Reducing air pollution and CO2 emissions.



2 Switching on the charging point at Kendal College



3 - Sites in Cumbria

Green sites are operational

Orange are under detailed investigation

Blue are sites that have been suggested

Red have been rejected

3.1. Scaling on Street Charging Infrastructure Project (SOSCI)

Through the Scaling on Street Charging Infrastructure Project (SOSCI), Charge my Street is working with the following partnership:

Cybermoor (CYB) have developed community broadband solutions and worked with community finance of infrastructure. They bring 15 years of experience in locating, co-designing and installing infrastructure solutions with communities.

Miralis Data (MIR) specialise in the mathematical modelling of complex situations and the designing and writing of algorithms to support business change. They will develop charging apps and a website to support management of the chargepoints.

EO Charging (EO) supply chargepoint equipment and software and have been involved in previous trials with Charge My Street.

Bay Camera & Communications (BAY) have worked with Charge My Street carry out survey work and installations of their initial chargepoints. They are based in Lancashire and carry out work on smarthomes installing monitoring devices and online management systems for people with complex care needs. They carry out installations of the chargepoints in Cumbria, Lancashire and other renewable energy clusters.

Blackhall Mill Community Association (BMCA) have an EV car club which was established in 2012. It was established to provide a rural service, given rural transport provision and a desire to demonstrate a model for rural EV car clubs. The community centre where it is based has 40 solar panels to offset usage, they also have a ground source heat pump for heating. Their experience and knowledge of the SOSCI model could be furthered by creating community charging hubs allied to Car Clubs in Derwent Valley. They are also engaging other sites for car clubs using EVs.

Cumbria Action for Sustainability (CAFS) is the leading organisation in Cumbria dedicated to transitioning the County to 'Zero Carbon.' With over 20 years of programme delivery, they have been at the forefront of identifying, sharing and showcasing pioneering low carbon technologies and systems to tens of thousands of members of the public, to public authorities and to businesses. This has been achieved through a series of engagement programmes (such as an annual 'Green Build Festival'), through training programmes (such as Level 4 Retrofit) and through their widely respected communication team's monthly newsletters and events. They have recently led an 'Eco-Innovation' dissemination programme on electric vehicles, as well as designing and managing events on battery storage and community energy generation. They have also recently been responsible for raising nearly £1million of community shares.

Cumbrian Local Authorities - Carlisle City Council (CCC) and South Lakeland District Council (SLDC). SLDC and CCC have urban centres surrounded by large rural hinterlands. CCC stretches across the sparsely populated Borderlands as well as having densely populated areas of terraced housing in the centre of Carlisle. In Kendal, SLDC has the most polluted road in Cumbria, as well as scattered villages and high tourism numbers. Part of its area is within the Lake District National Park, a World Heritage Site.

Durham County Council (DCC) is the local authority of the non-metropolitan County Durham. Since 2009 it has been a unitary authority, having the powers of a non-metropolitan county and district council combined. At the time of the 2011 census it served a population of 513,200, which makes it one of the most-populous local authorities in England. The County has established 14 area action partnerships (AAPs) to provide an interface with county community groups. Phase 1 liaised with a small number of these. Phase 2 will work with all of them to deliver 100 chargepoints across the County.

Grønn Kontakt (GK) are an electric vehicle charging company owned by Statkraft, Europe's largest renewable energy generator and a global player in sustainable, clean energy. Statkraft is a Norwegian state-owned utility company, committed to play a leading role in the development of renewable energy. In the UK since 2006, Statkraft operates renewable production facilities such as hydro-power, onshore wind, solar, and provides grid and energy services as well as electric vehicle services.

3.2. Operations

Charge my Street is installing and operating the charging points in Cumbria and Lancashire, and Grønn Kontakt is installing and operating the charging points in County Durham.

The project activities are split across 6 work packages.

Work Package	Lead
1. Project Management	CYB
2. Stakeholder Engagement, Data Collection & Analysis	CAFS
3. Detailed Technical Specification, Design & Development	EO
4. Installation and Commissioning	GK
5. Finance	CMS
6. Exploitation, Dissemination Monitoring & Evaluation	CYB

3.3. Site Selection Criteria

123 sites were suggested in the period covered by this report and were assessed against a set of criteria taking into account commercial, technical and management issues.

3.4. Challenges

3.4.1. COVID-19

The key challenges over the last year have been managing the Society in the midst of disruption caused by COVID-19. The team has successfully worked remotely and collaborated online but meeting with potential site hosts and customers has been difficult. The key impacts have been:

- 1) Fewer sites installed – site owners have been focused on managing the disruption from COVID rather than thinking to the future and EV charging points.
- 2) Local Authority staff have been allocated to new tasks related to the COVID emergency, making it hard to reach agreement on procurement, contracts and suitable sites.
- 3) More working from home has reduced the distance existing EV drivers are travelling, reducing demand for charging and revenues for the Society. Petrol sales also dropped by 45% during lockdown.

3.4.2. Technical

Many sites were unable to be progressed due to the unsuitability of the existing building electricity supply to be used for a charging point. When the alternative of a new connection from Electricity North West was over our budget of £5K the site could not be progressed.

3.4.3. Managerial

Some sites are very attractive – but there is a lack of interest from key stakeholders that control the building and parking spaces. There are concerns that EV charging spaces will deprive petrol and diesel

cars of a place to park at busy times. There can be enthusiasm to host a charging point from one member of a Parish Council, but other councillors may feel that another chargepoint operator may be able to offer a more attractive deal in the future. Decisions are deferred, but the hope is that these will be revisited as demand for EVs grows.

A large part of Charge my Street’s work is stakeholder management – ensuring that plans are agreed between multiple stakeholders, issues are identified early and successfully resolved.

4. FUTURE

The Society is testing the approach of community owned chargepoints in Lancashire, Cumbria and further afield through the SOSCI project.

There have been positive developments in the last year which augur well for the future:

- 1) There has been a clear policy intervention from Government to ban the sale of new petrol and diesel cars from 2030. Tax incentives have made EVs more financially attractive than petrol and diesel for company cars.
- 2) COVID-19 has prompted many people to think differently about their lives and their environmental impacts – making them consider EVs for the first time. Closer ties with neighbours may make it easier to stimulate local demand for communal charging points.
- 3) Car manufacturers have increased production and marketing of EVs, raising awareness with the public.



4 Aspatria Masonic Hall – using the local building supply

The Directors feel that Charge my Street approach will become increasingly attractive to other communities across the UK. A future share offer is being designed so people who want to make the switch to an EV can invest in their local chargepoint. This may have an impact on members’ ability to withdraw share capital, as the Board will invest profits in expanding the network of chargepoints.

4.1. Strategy

The future strategy is to:

- 1) Support individuals who wish to switch to an EV and would like support to get a local charging point installed
- 2) Support Local Authorities in Northern towns that control assets that could be used for EV charging, but lack the capacity to apply for funding and install charging points.
- 3) Work with community organisations that are interested in hosting EV charging points.
- 4) Promote the use of installed charging points to generate more revenues for the Society.

5. SUPPLIERS

Our main suppliers are:

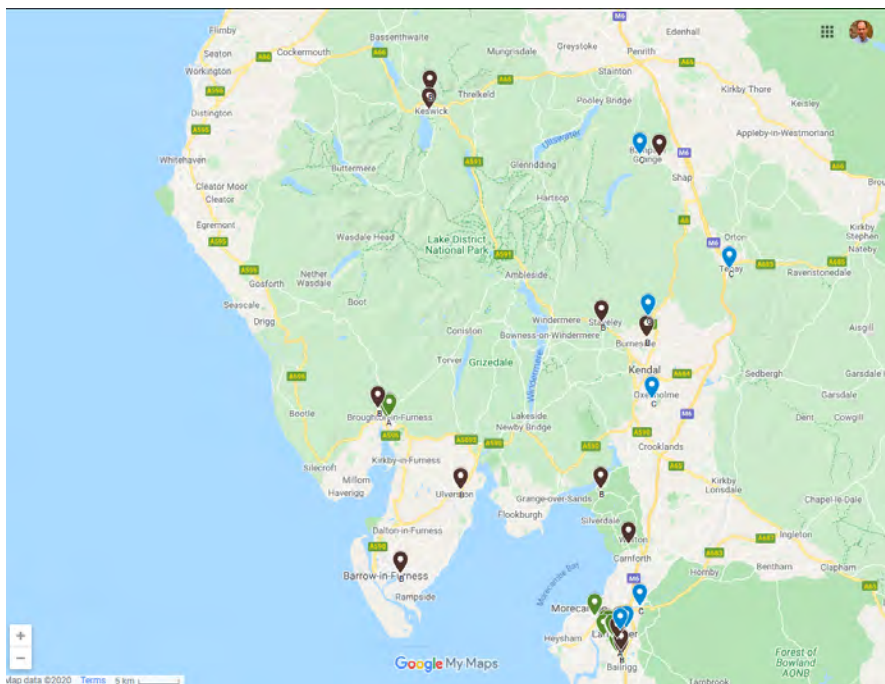
- Chargepoint Equipment: EO Charging
- Chargepoint Installation: Bay Camera and Communications
- Energy – Good Energy and Octopus Energy

6. FINANCIAL RESULTS

The financial results can be downloaded from the website on the <https://chargemystreet.co.uk/about>

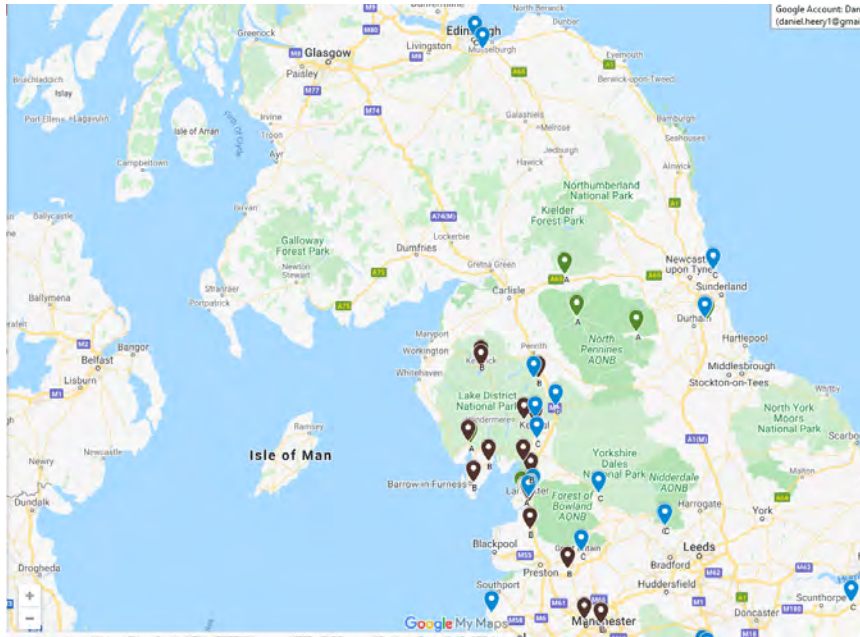
7. MEMBERSHIP

The society has members (120 investors and an ordinary member). They invested £149,000 in the first two share offers, in February 2018 and February 2019. The maps below show the distribution of investors and how the reach has spread over time.

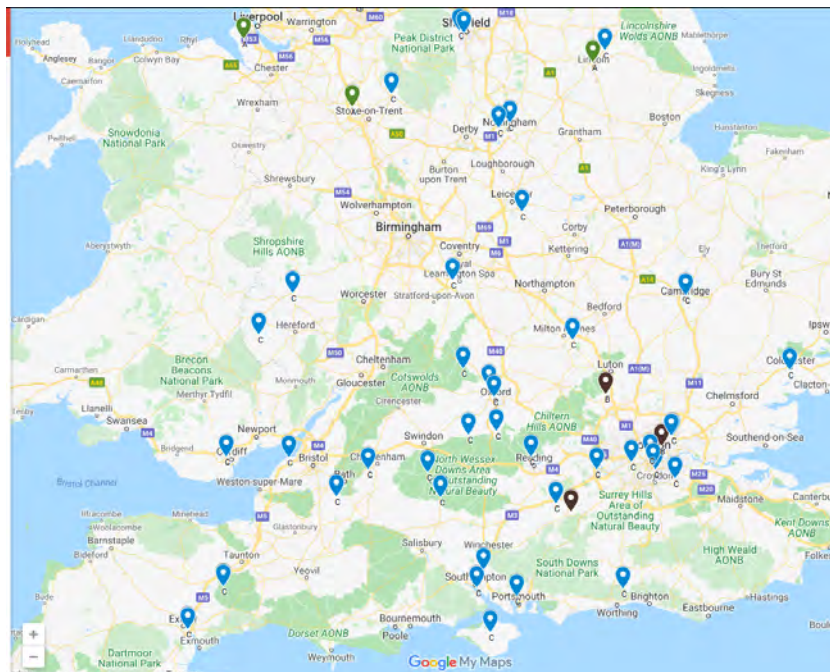


Brown - Share offer Feb / March 2020. Blue - Share offer April / May 2020

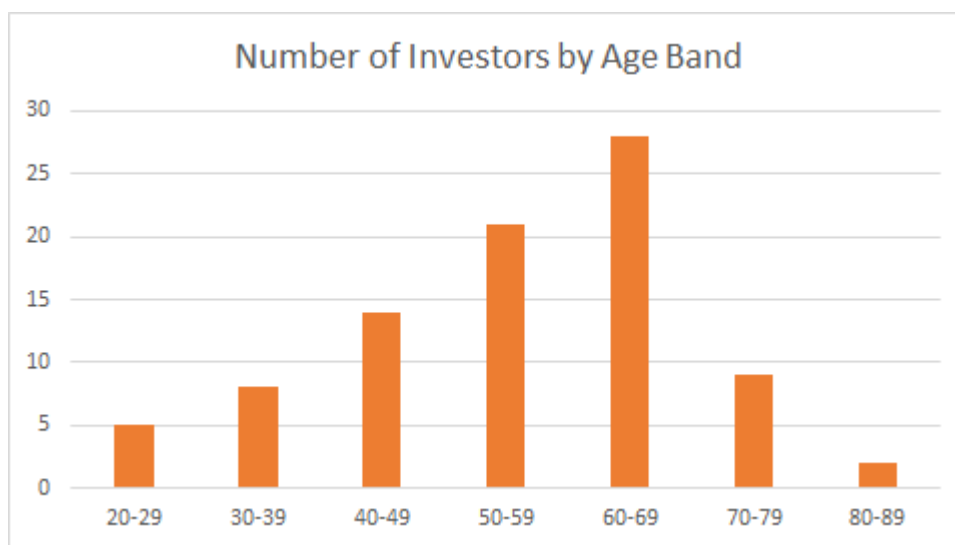
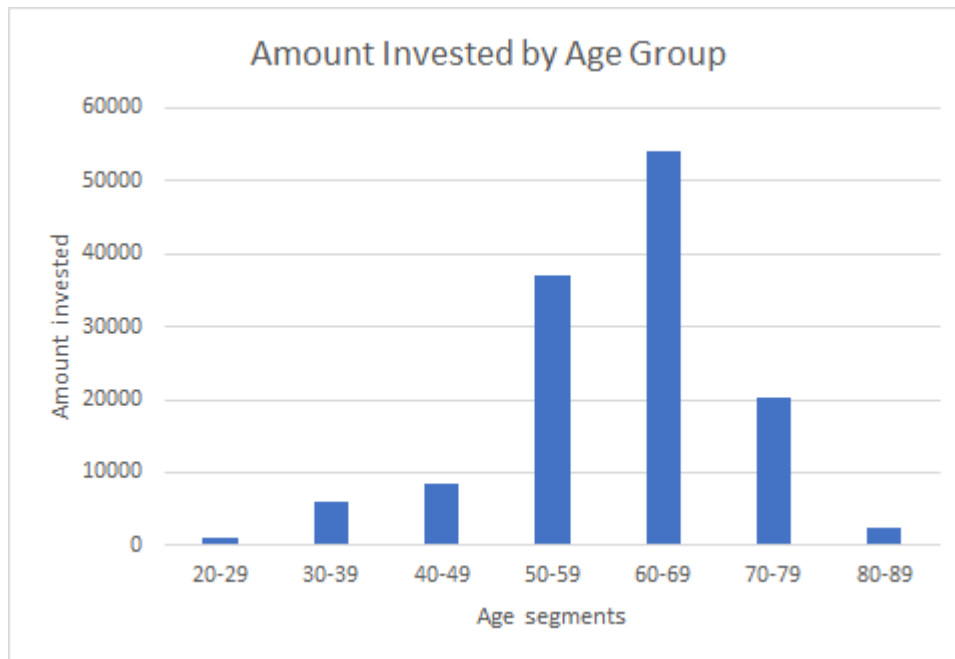
In 2018, most of the investment came from Lancaster area as most of the marketing and engagement targeted the area. The SOSCI promotion broadened this out to Cumbria in 2020 and this can be seen in the distribution of brown markers as coverage spread wider across the North West.

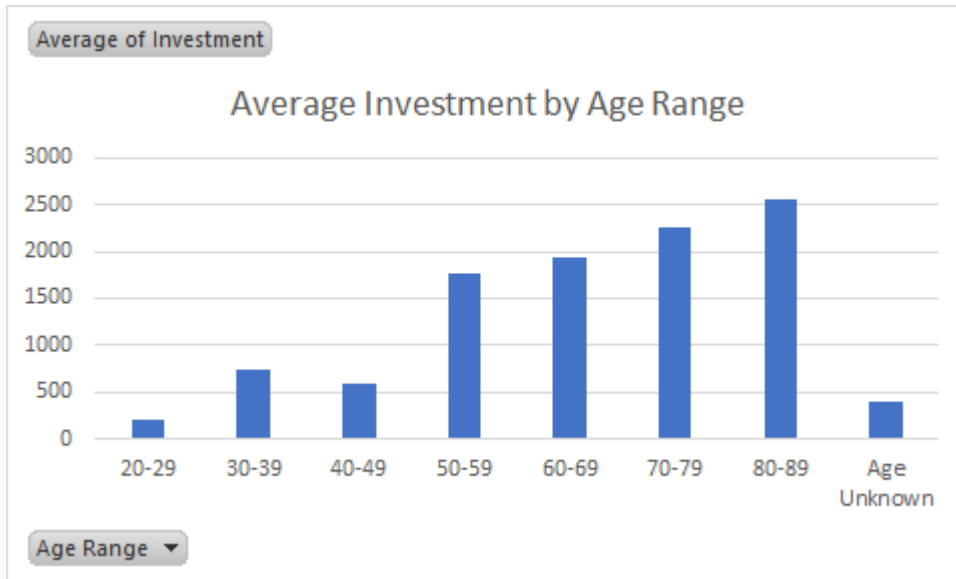


The April / May promotion by Ethex brought in more investors from the South and Midlands. It also converted some investors in Cumbria and Lancashire. It is possible that the Ethex “seal of approval” gave these investors additional confidence to make their investment.

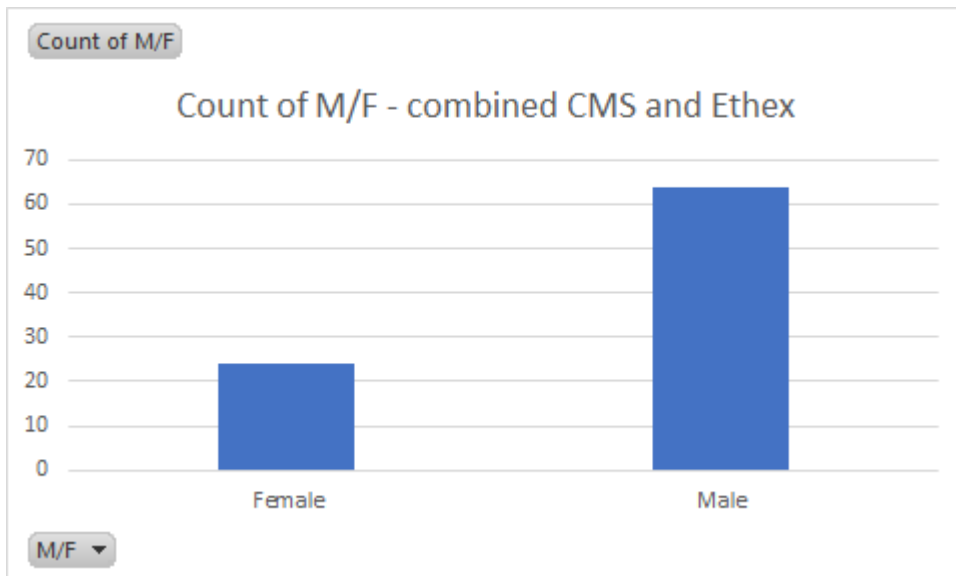


7.1.1. Demographic split of different investors





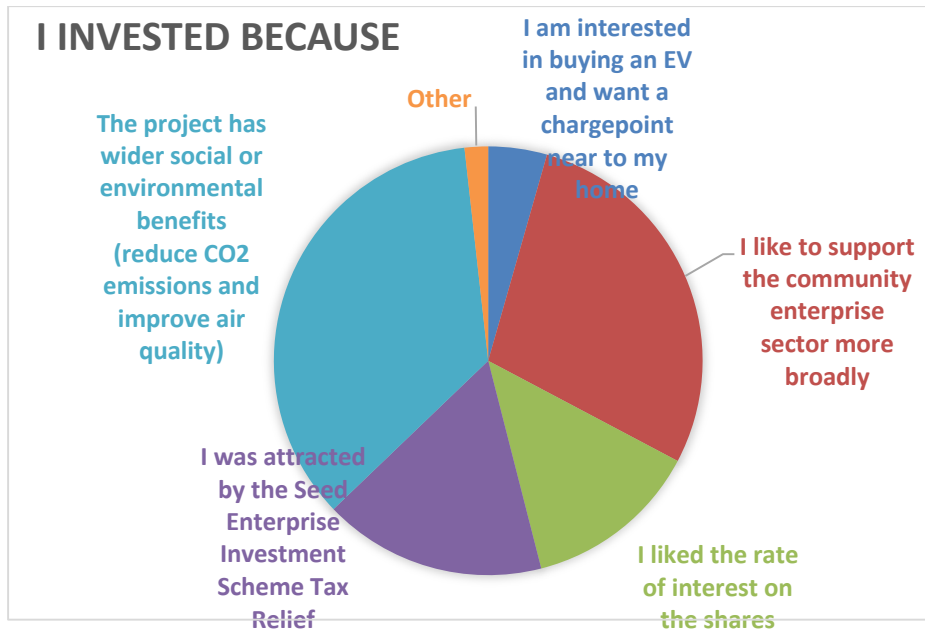
There is a correlation between amount invested and the number of investors, so there are no real outliers although there are more investors in the 40-49 group than amount invested.



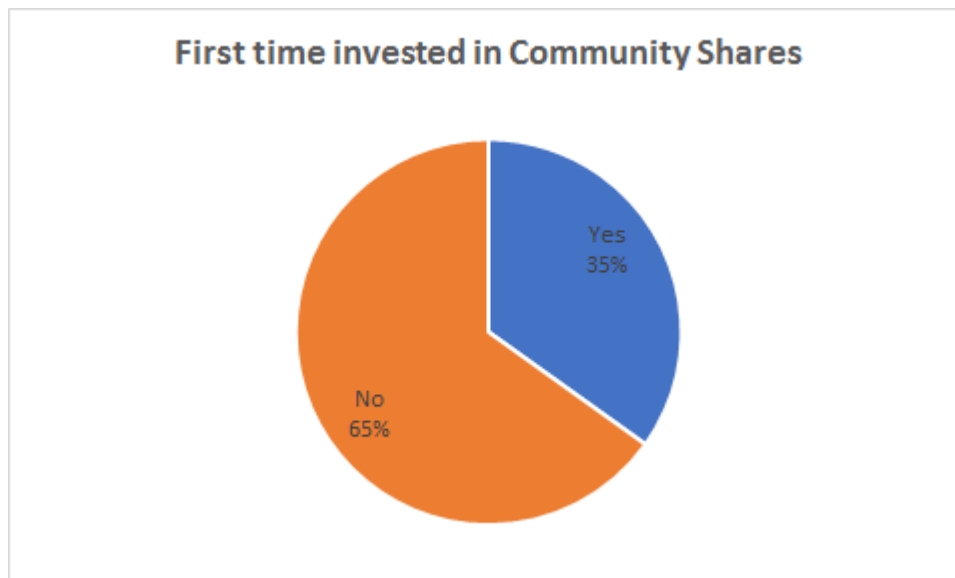
The share offer was much more popular among males than females – the recent Co-ops UK report showed that there were 37% of investors were women.

7.2. Investor Survey

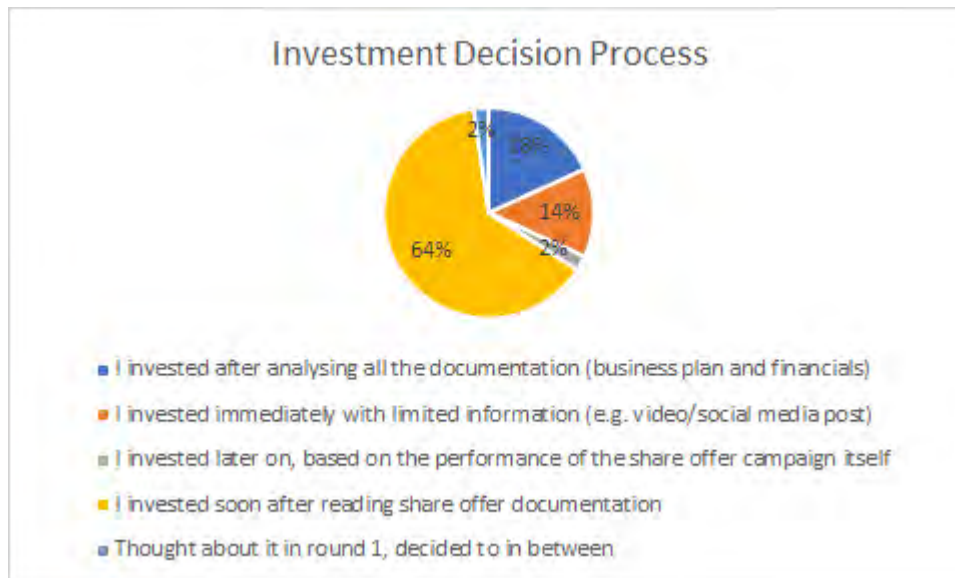
The investor survey received 45 responses from people who had invested as part of the project. This aimed to understand motivations for investing to inform how future share offers can be promoted.



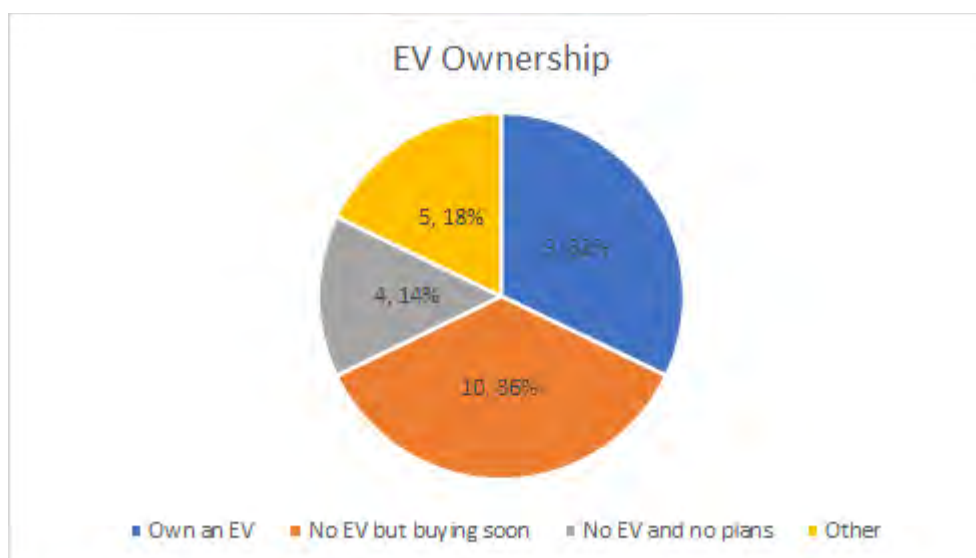
This shows that just over a quarter cited financial reasons for the investment (interest rate / SEIS). Approximately three quarters were interested in the environmental and community benefits. Five respondents were interested in having a chargepoint near their home. This is relatively low - we would like to see the number of user investors grow in the future. The caveat on this question is that respondents could tick more than one box and they were not ranked. If we had asked people to narrow it down to a single reason, we may have got different results.



Approximately a third of investors are first timers and new to community shares.



64% invested soon after reading the documentation. There was little impulsive investing based purely on social media and videos.



Approximately a third are considering buying an EV in the next 2 years and a third already own an EV. The remainder are not aiming to buy an EV for various reasons or are considering one in the longer term.

7.2.1. Average investor

The average investor's attributes appear to be:

- Male – aged around 60
- Investing £1000
- Investing for social / environmental reasons
- Invested based on the share offer document
- Has already invested in community shares in the past
- Either has an EV or is buying one soon
- Is “maybe” interested in working with Charge my Street to get a local chargepoint installed

7.2.2. Research questions

The research questions looked at how we could support people who wanted to switch to EVs:

- 1) Investors are engaged with the aims of the society and see CmS as a vehicle to support their own wishes to get an EV.

They are engaged with the aims of the society around environmental objectives. Only 5 respondents saw the society could help with their own plans for a local chargepoint and thereby switch to an EV. Having said that, two thirds are maybe or definitely interested in working with Charge my Street to get a chargepoint installed near them.

- 2) CmS can offer an opportunity to people who have previously invested in community share schemes.

Two thirds of investors had previously invested in community shares. People already familiar with community shares are easier to target for investment than people who are new to the concept.

8. OPERATION OF CHARGE MY STREET LTD

8.1. Operation

Charge my Street Ltd is a Community Benefit Society, and is owned by members. A Board of volunteer Directors oversee the management of the Society.

8.2. The Board of Directors

The Board of Directors of Charge my Street Ltd is:

- Paul Fisher (Chair)
- Alex Hulley (Secretary)
- W Maden (Technical Director)
- Nicola Mortimer
- Daniel Heery
- Peter Mather (Health & Safety)

8.3. Financial Management

Budgeting decisions are the responsibility of the Board of Directors of Charge my Street Ltd and they are 'jointly and severally' liable for the good and proper financial management of the company under company law.

8.3.1. Audit Procedures

Charge my Street Ltd has appointed an independent accountant and operates its own financial management. An audit of the SOSCI project was carried out by Allen Sykes Accountants in February 2020 on behalf of Innovate UK. This will be repeated at the end of the SOSCI project.

8.4. Social Return on Investment

As part of our commitment to record our social impacts, Charge my Street Ltd has begun to develop a methodology for measuring social return on investment. We are measuring power used and understanding how charging habits can maximise the use of renewable energy and community assets.

In this period 4070.57 kWh of electricity were served to 51 drivers across all of the sites.

Charge My Street measures the following indicators:

- Number of EVs purchased due to our chargepoints becoming available in a community. This has not been possible to garner during this period due to limitations of the software but a student at Lancaster University is now carrying out research in this area.
- Number of premises 5 minutes' walk from a chargepoint.

Premises within 5 minutes' walk of a chargepoint

When Charge My Street was established, there were some chargepoints at Lancaster University and a handful around Lancaster District.

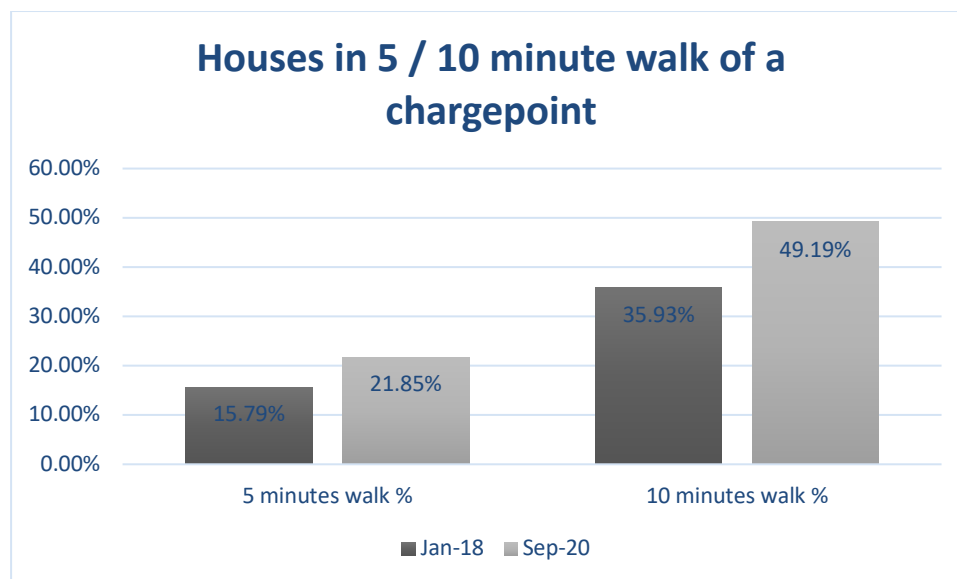


Figure 5- Flats and terraced homes in 5 / 10 minute walk of a chargepoint before and after Charge my Street's launch

Charge My Street has supported the Lancaster City Council OLEV bid which has resulted in several more chargepoints so that 21.9% of homes without off street parking are now within 5 minutes' walk of a chargepoint, up from 15.8% in 2018.

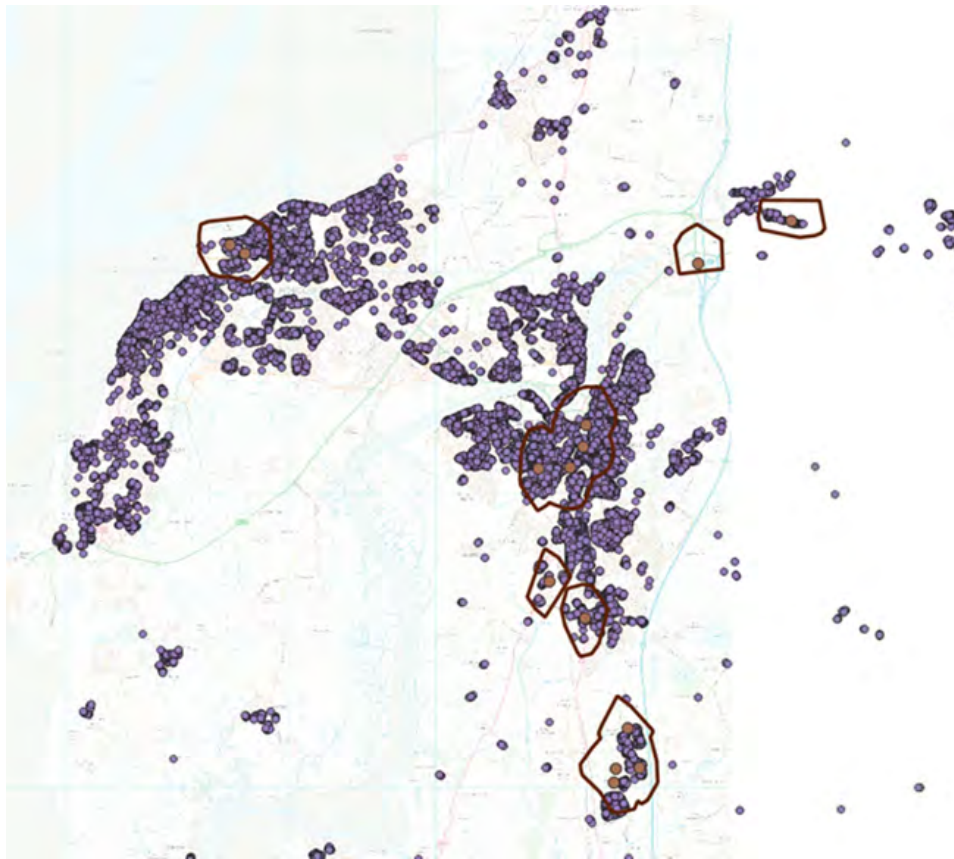


Figure 6 Homes without off street parking in Galgate, Lancaster, Morecambe, Heysham and Hest Bank. Black lines denote areas that are within 5 minutes' walk of a chargepoint.

9. PARTNERS & SUPPORT

9.1. Funders

Charge my Street would like to thank the following organisations for funding elements of our work over the last year.

Innovate UK



Office for
Zero Emission
Vehicles