

Connected___Kerb

Changing the world for good

One charge at a time

Annual Report 2023

The future is electric. We're here to make it easy.

connectedkerb.com

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Turning challenge into opportunity.

2023 was a challenging year for the whole electric vehicle charging industry, Connected Kerb included.

Delays to the release of government funding to support local authority EV charging roll-outs have delayed tenders while the Government's decision to push back the date for EV-only vehicle sales from 2030 to 2035 has not helped the public perception of the switch to electric. Despite these challenges, we can feel very proud of what the business has achieved this year.

We expanded our network to over 5,500 sockets installed across the UK – adding more than 2,100 sockets to last year's total. Our 2023 started with signing the Surrey contract for several thousand chargers. In the summer we closed an agreement to roll out up to 2200 chargers in South Tyneside over the next 20 years – two of the biggest public EV charging contracts ever tendered in the UK. We've also started rolling out hundreds of wider, wheelchair-friendly bays across the Cardiff Capital region as we ramp up our efforts to make 1 in 5 bays accessible. Appropriate accessibility standards have been a tough nut for the industry to crack but we are continuing our conversations with disability organisations and our clients so nobody gets left behind.

“

We expanded our network to 5,500 sockets installed across the UK – adding over 2,100 sockets to last year's total.

We also relaunched our brand in a way that better represents the business and connects us to our clients and the driving community. Feedback has been exceptional from all quarters and I feel confident that it positions us well to communicate with drivers in the future.

I'm also particularly proud of the hard work that went into developing our new charging app. This is being fully rolled out in Q1 of 2024 and will provide everyone who uses our network with a seamless, 3-click charging experience and smart charging capability.

In November for the second year running we were awarded 'EV Driver Recommended Network' status by Zap Map based on reliability, customer service, ease of use, customer support, value for money, and payment options. This meant the world to us as it was based on feedback from people that matter the most – the EV driving community. I want to thank everyone who contributed to this but also to assure you that we're not complacent. We're continuing to work tirelessly to roll out chargers in what is a challenging environment where drivers, businesses and local authorities all face the rising cost of living and high energy prices. Despite these challenges, our ambition remains undimmed and I'm tremendously excited about the twelve months ahead.

Thank you for your continued support of our network and we look forward to you charging up with us again soon.



Chris Pateman-Jones
CEO

A busy year full of proud achievements.

A Growing Network

We installed 2200 charging sockets in 2023 bringing our total network to 5516 sockets at the end of the year at over 800 locations. We also won contracts for 5627 sockets on top of the more than 20,000 secured prior to 2023.

Surrey County Council



We signed a contract for one of the largest ever charger roll-outs by a local authority.

Launched our new brand



Connecting people to places, councils to communities and businesses to a brighter future.

Coventry, Kent & West Sussex



Our network in Coventry stands at 800+ chargers while we continue major roll outs in the south-east.

Leading The Charge



We delivered 3.8 million kwh of energy throughout 2023, powering 23 million miles, the equivalent of driving from London to Cape Town over 2800 times!



**EV DRIVER
RECOMMENDED
NETWORK
2024**

Connected___Kerb

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Company of The Year 2023



Prestigious European award from Frost & Sullivan recognising our growth and innovation.

Cambridge University



31 colleges affiliated with the University will see our chargers on campus – a first-class roll-out! This is alongside deployments with Cambridge Science Park and Cambridge City Council



South Tyneside



Largest ever roll-out in the North of England for 2000+ chargers

Reliability



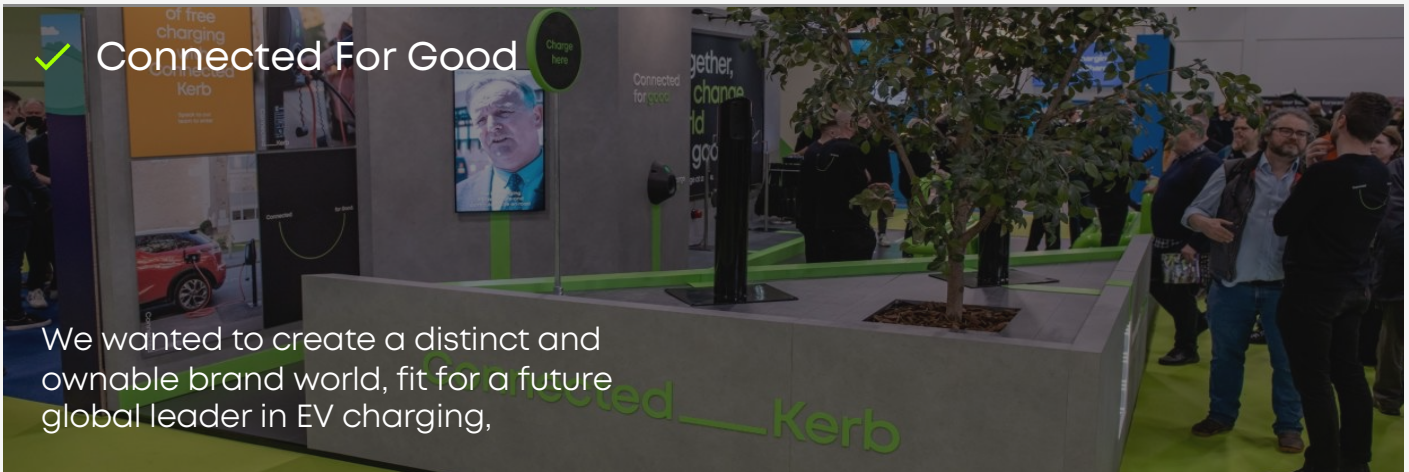
99.1% charging network uptime across the year.

Awarded EV Driver Recommended Status



Zap Map put us in the top two on-street charging operators

Our new brand world



✓ Connected For Good

We wanted to create a distinct and ownable brand world, fit for a future global leader in EV charging,

✓ Changing the world for good, one charge at a time.



Why did we relaunch our brand? Our aim was to establish an identity that can talk confidently to everyone whilst winning the hearts and minds of business consumers and everyone in-between. We wanted to create a distinct and ownable brand world, fit for a future global leader in EV charging.

At the heart of the strategy sits our north star: “We can change the world for good, one charge at a time”. A simple and truly powerful thought that guides everything we do and say - with a healthy mix of pragmatism and ambition.

✓ Connecting people to places, councils to communities and businesses to a brighter future.



We underpin this message with our new brand narrative, a simple phrase that informs everything we do: “Connected For Good”. Three words with little meaning when separate, but when together it sends a powerful message to the industry. “Connected” – Well, it’s in our name. We want to establish emotion that connects with the EV drivers of today and tomorrow and spark imagination. We want to better connect drivers to chargers, councils to their communities and businesses to a brighter future.

“For Good” – We’re here for the long-term and plan to stick around. The EV revolution isn’t going to happen overnight and we’re committed in the hope of creating a better, more sustainable world.

You’ll see our new visual identity across most of our driver touchpoints such as our charging app. We also launched a new website bringing a range of new features in addition to the latest news and advice on EV charging so we can be your perfect charging companion!

Where you can find our chargers.

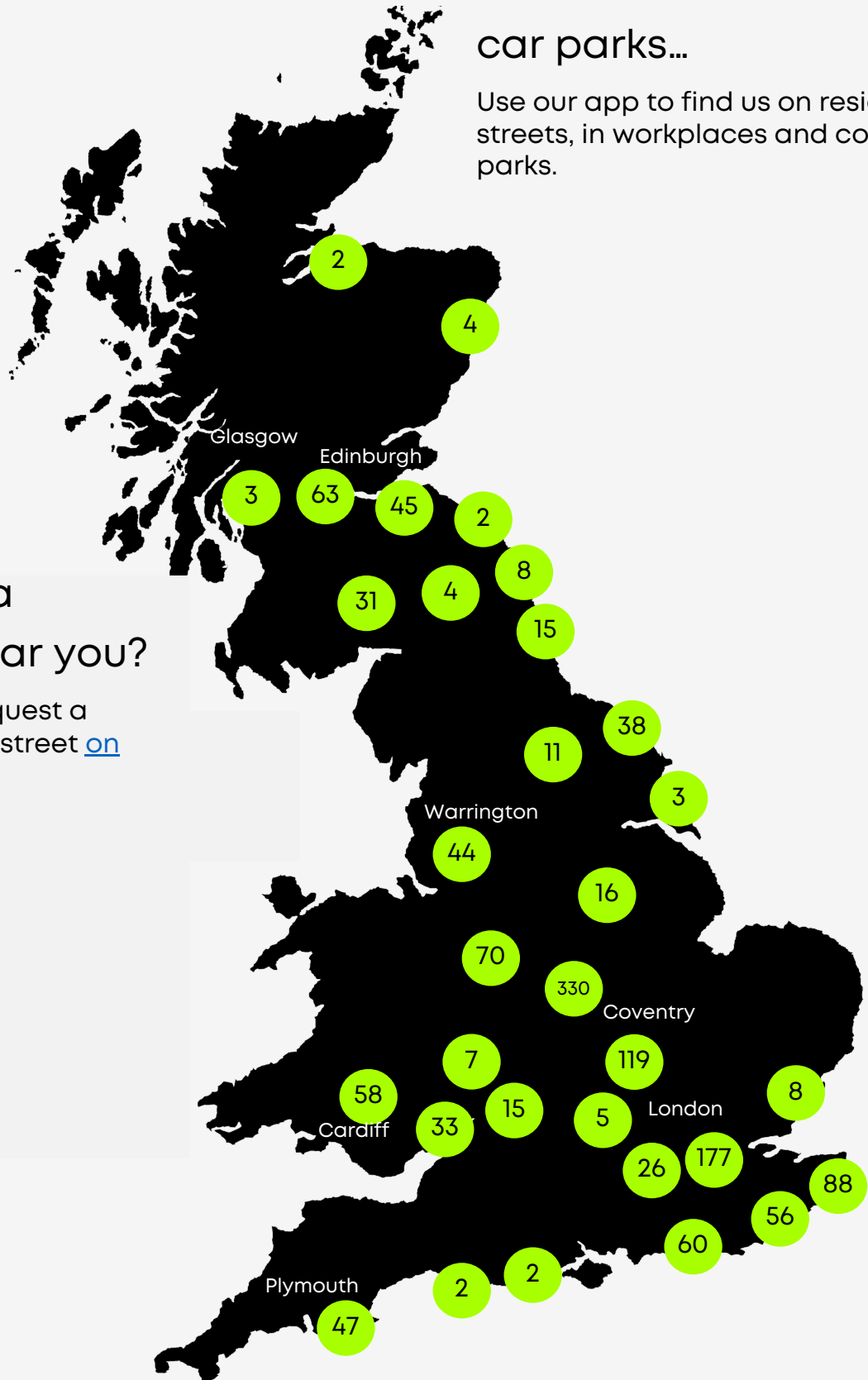
Numbers represent the number of sites, not chargers

On streets and car parks...

Use our app to find us on residential streets, in workplaces and council car parks.

Can't find a charger near you?

You can now request a charger on your street [on our website](#).



Making sure nobody gets left behind.

Our lofty ambition is that no resident – regardless of income or postcode – should live further than a five-minute walk from a charger. Here's some of the work we delivered in 2023 to help achieve that:

01

A commitment to levelling up EV charging.

We launched chargers in [Warrington](#), Harrogate and Sunderland in 2023 with a big contract signed in South Tyneside for 2000+ chargers. We're also remedying charging blackspots in rural Kent. Making sure we deploy in every corner of the UK is key to enabling a full switch to EV.

02

Deploying in areas of poorer air quality.

Our chargers support future technologies such as air quality sensors. Areas of lower air quality are also often lower income communities. We've installed 800+ chargers across Coventry, whilst in Barking and Dagenham we're installing air quality sensors alongside our chargers.

03

Improving access to charging for disabled drivers.

We've installed hundreds of charging points across the Cardiff Capital Region with wide wheelchair-friendly bays. Our aim is to make 1 in 5 of our charging bays fully accessible. We know we've still got a way to go on accessibility but we've made a start and aim to lead the industry.



New partnerships

Connecting councils to communities and businesses to a brighter future.

Local Authorities

Barking & Dagenham

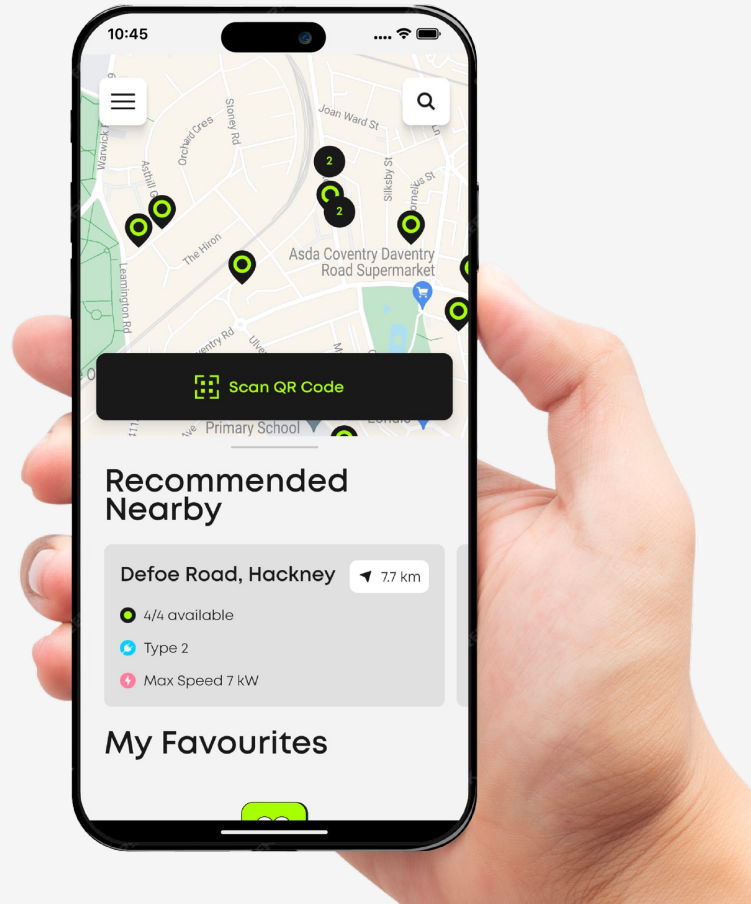


Commercial & Residential



Pushing the boundaries of innovation.

- ✓ Our new app, developed in 2023 and launched in January 2024 offers a seamless charging experience and provides intuitive information about your charging activities.
- ✓ Our site selection tool, powered by artificial intelligence, takes 70% of the manual effort and suggests optimal sites based on 60 different factors such as EV ownership levels, socio-economic factors and existing street furniture.
- ✓ Agile Streets smart charging technology is progressing well and is due for roll-out in Q1 of 2024. Stay tuned for further announcements!
- ✓ We have a suite of AI-powered tools that monitor our network's performance.



Roaming Partnerships

Our mission to make our chargers accessible to as many people as possible means our roaming partnerships are invaluable. In 2023, we entered a number of new agreements. The full list of partners can be seen below.



Our major deployments

Charging ahead, changing communities

Our partnership with Coventry City Council was one of our major successes in 2023 with 847 sockets now installed across 72 residential on-street locations in the city known as the spiritual home of transport.

The project funding is split between Connected Kerb and a grant from the Office for Zero Emissions Vehicles (OZEV). Coventry represents Connected Kerb's first major deployment of the Chameleon, our newest bollard-style charge point.

There have also been 191 parking sensors installed by AppyWay that will be part of the charging network across the city, keeping Coventry connected for good!



Charging up workplaces



At the Royal Society of Chemistry (RSC), we installed ten Gecko charging points to be used by the many RSC employees who work on-site or any of the 50,000 members that the organisation serves.

We worked with RSC to provide educational collateral for members with Brand Ambassador Martin Offiah attending a launch event to talk to employees.



Making EV work in Wales



Over 500 of our chargers will grace more than 200 sites on streets and car parks across the Cardiff Capital Region – from Bridgend to Monmouthshire.

Of these, over 300 will have widened bays so that drivers who use wheelchairs can enjoy a hassle-free charging experience. The future is electric. Connected Kerb is here to make it easy.



A collaborative effort

Working with everyone, for everyone.

- ✓ We gave evidence to a House of Lords Committee on Environment & Climate Change. [Watch it here.](#)
- ✓ Hosted a comprehensive webinar series to support councils on their EV journey.
- ✓ Undertook residential consultations with local communities in areas we deployed.
- ✓ Hosted Roundtable for residential and commercial developers and councils:
- ✓ Introduced new online function to request a charger & report blocked EV bays.
- ✓ Exhibited at Fully Charged and industry events across UK.

ChargeUK founding member

Lobbying Prime Minister to reduce VAT on public charging to 5% - the same level as home charging

Our Head of Policy & Public Affairs Vicky Read is also Charge UK Vice-Chair

Putting our planet first

Circular product design uses recycled materials wherever possible.

Our comprehensive environmental policy outlines standards we expect from ourselves and supply chain activities

Support local communities

Four employees raised thousands for charity on the Ride to MIPIIM bike ride

Staff volunteered for school career talks

We use local contractors wherever possible

Top Women In EV

Juliet Davenport appointed new Chair of Board

Co-sponsored Women's Mentoring Network

Vicky Read nominated a 'Top Woman in EV' for 2023.

Connected Kerb beach clean in Worthing





@connectedkerb

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