



# SUSTAINABLE MOBILITY FOR EVERYONE

Annual Report 2022

## We want to create a world in which the way we move supports people and the planet.

In 2022 we built on our promise of sustainable mobility for everyone. We're working to improve access to electric vehicle (EV) charging for those without driveways, make charging more affordable and make it easier to just find, use and pay for a charging point.

At the end of last year, Connected Kerb was named the top fast charging (AC) network in the UK by Zap Map. This recognition meant a great deal to our team as it was a survey of the people that sit at the heart of what we do - the EV driving community.

We depend on feedback from drivers to improve our network and deliver a seamless charging experience so I can only say thank you to everyone who contributed to this.

We're not resting on our laurels though. More hard work remains if we are to get the UK EV-ready for 2030. We continue to recruit the brightest talent in the industry, expanding our capacity to deliver an unprecedented nationwide roll-out of high value, low impact charging points that are accessible to everyone.

In November of last year, we celebrated our fifth birthday, an important milestone in the company's growth that followed our announcement of a £110 million investment by Aviva Investors.

We are of course operating in a challenging environment for drivers, businesses and local authorities. The cost of living and energy crises mean we must find ways to reach net zero to not only battle climate change but also to make electric vehicles affordable. Connected Kerb plays a central role in this challenge but cannot act alone. That's why we're collaborating with councils, businesses and advocacy groups around the world to deliver the real change that is needed.

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



**CHRIS PATEMAN-JONES**  
CHIEF EXECUTIVE OFFICER

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# 2022 HIGHLIGHTS

## Number 1 fast charging network



Ranked joint 4th best electric vehicle charging network by Zap Map, making us the number #1 public fast AC charging network.

### 99.1% network uptime

We've focused on accessibility and reliability, delivering **99.1% charging network uptime** across the year.



Secured £110 million investment from Aviva Investors [to deliver 190,000 charging points before 2030](#), allowing us to continue our support of green jobs.

### 1.1M kWh of energy delivered

in 2022 (783% increase on 2021). Equivalent of driving 6.6m miles in an electric car, that's London to Glasgow and back more than 8000 times.

### 3200 charging sockets

by end of 2022. We now have more than 1700 public charging points at over 550 locations across the UK.



Started **the largest ever single roll-out of charging points by a local authority**. The partnership will see West Sussex County Council install 1000s over the next 10 years. [Read our case study](#).

### 100 employees

Our team has grown to **more than 100 employees from over 20 different countries**.



Completed 'Agile Streets' trial, a UK-first scheme that will allow drivers to benefit from smart energy tariffs at public chargers. Saving EV drivers £600 per year by 2030.

### 14,000 EV drivers

have now used our charging network, taking a positive step in reducing their carbon footprint.

# CONNECTED KERB NETWORK

-  INSTALLED
-  LIVE

Agile Streets: Glasgow and East Lothian in Scotland were two areas where the first trial of public smart charging was undertaken across streets and car parks.

Councils in Aberdeenshire, Dumfries & Galloway Stirling, East Renfrewshire, Renfrewshire and Inverclyde have all joined the electric revolution in Scotland and chose us to be their partner.

Making charging accessible to all means northern England must be a central part of the EV transition. We've made it happen in Sunderland, Bollington and Northumberland in 2022.

South-East: Thousands of charging points to be rolled out across Kent and West Sussex in the next decade supporting residents without off-street parking and improving access to charging in rural areas.

Residents in older areas of Milton Keynes, where EV ownership is traditionally high, now have more on-street charging thanks to our partnership with the local council.



## MAKING AN IMPACT OVERSEAS

[We launched a pilot project in New York City](#) and are exploring opportunities in the Benelux region of Europe.

Our distribution partner in Australia, EVX, recently announced their intention to deploy over 1,000 of our kerbside charging points in New South Wales by 2024.



# PARTNERSHIPS

## LOCAL AUTHORITIES

Over 16,800 charging sockets contracted in 2022



EAST CAMBRIDGESHIRE DISTRICT COUNCIL





## Commercial & Businesses



Aiming to make 50% of its parking spaces EV charging bays.



Leader in commercial real estate with a rising number of tenants with EV demands.



In July 2022, we installed dual Geckos for our first hotel client at the Hilton Garden Inn, Abingdon, as part of our focus on long-dwell charging locations.



A growing number of their 50,000 members are turning to EVs.



We have deployed and operated 27 sockets at Brindleyplace for employees, tenants and the local night-time economy.



The oldest of the four ancient universities of Scotland with a growing requirement for EV charging.

## Residential & Commercial Developers



+ 500  
charging points

Swindon's new 3000-home development is now future-proofed for mass uptake of electric vehicles.



+ 800  
charging points

Leading not-for-profit provider of Retirement Living and Extra Care for older people of modest means.



Independent retirement living options at 16 locations across the UK plus a range of care services at some villages.



Leading global provider of real estate and investment management services.



Building homes and neighbourhoods across London, Birmingham and the South of England.



Regents Park Terrace installed four dual Geckos outside a grade-2 listed residential building.

# INNOVATION

## CHARGING POINTS

### Launch of the Chameleon

One of the smallest dual charger solutions for public on-street charging in the market. Positioned at a convenient height, the Chameleon is easily accessible for wheelchair users.

The Chameleon is also smart as it supports integration of third-party technologies such as parking sensors, 5G, and the air quality sensors. In November 2022, we completed our biggest deployment of the Chameleon to date with over 160 charge points installed in Coventry.

*"We were really impressed with the Chameleon's dual socket which here in Coventry gave us something other chargers didn't. The innovation of the product really stands out and this will really help boost EV uptake among residents with no off-street parking. On top of that are the green credentials of the infrastructure which is important. The fact that it blends into the environment and is made of recycled steel was a real plus."*



**SHAMALA EVANS-GADGIL**  
SENIOR PROGRAMMES MANAGER,  
COVENTRY CITY COUNCIL

# CHAMELEON

### Key Features

# 1

**Master of disguise** - one of the smallest dual chargers in the market that discreetly blends into the surroundings.

# 2

**Future-proof** - modular design that allows easy maintenance and upgrades to future technologies.

# 3

**Here to stay** - durable and robust, it will outlast most on-street charging points.



# SCARAB

Our wall-mounted charging point designed for residential and commercial developments. It's perfect for long-dwell destinations that have car parks with perimeter walls.

Scarab chargers can be controlled remotely and are designed to withstand all weather conditions and accidental impact.

Easy to setup and maintain with a modular front cover that allows access for servicing without exposing internal components to the elements. Ideal for real estate developers deploying charging points at scale.

## Key Features

# 1

**Sustainable superhero** - made of recycled, high-impact materials that can withstand extreme temperatures from scorching heat to icy cold.

# 2

**Safe and secure** - users' safety is always our top priority. Scarab has multiple built-in safety features to give EV drivers that extra peace of mind.

# 3

**Advanced efficiency** - smart load management that ensures efficient charging between multiple units without putting a strain on the grid.



# DIGITAL INNOVATION

## CHARGING POINTS

### Roaming agreements

We've integrated our network with the UK's favourite EV billing cards and aggregator platforms, making charging a seamless and convenient experience. One app, one payment and access to thousands of charge points. Thanks to these integrations, EV drivers can avoid the hassle of using multiple apps across different networks.



### Driver Payments

Launched 'guest payments' for non-Connected Kerb-registered electric vehicle owners, making our network more accessible and removing the friction for drivers that might be in a hurry and want to simply charge their EV without signing up.

### Site Selection

Our team participated in the GeoSpatial Commission discovery project for a centralised charge point site selection strategy. As the UK Government has set an ambition to decarbonise the road transport system and reach net zero by 2050, the roll out of strategically located and reliable EV charging infrastructure is critical.

To make the transition to electric successful, the UK must have a vehicle charging network that works for everybody, everywhere. Our site selection tool produces in-depth location and demographic data to ensure Connected Kerb charging infrastructure is installed in the right places. We want to give confidence to drivers of today and tomorrow that electric vehicles are not just a privilege for those with off-street parking.



# AGILE STREETS

## MAKING ON-STREET CHARGING CHEAPER

In 2022, we completed our trial of 'Agile Streets', a UK-first scheme that will provide the blueprint for drivers to benefit from smart energy tariffs at public chargers. Tariffs that have historically only been available to those with off-street parking and a home EV charger.

We found that electric vehicle drivers could collectively save over £4.1bn a year on the cost of public charging by 2030 – equivalent to an average of £604.65 per driver – by using smart public charging.

Results from the trial also showed that peak energy demand could be cut by 240MWh by 2030 – equivalent to boiling over 1.4m kettles.

*"The deployment of smart charging into public charging – to both reduce consumer costs and minimise the impact of charging on the grid – is ground-breaking. The Agile Streets trial gives us the opportunity to ensure we get smart charging right, enabling us to take all the learnings from the trial and get ready to roll out this revolutionary infrastructure."*



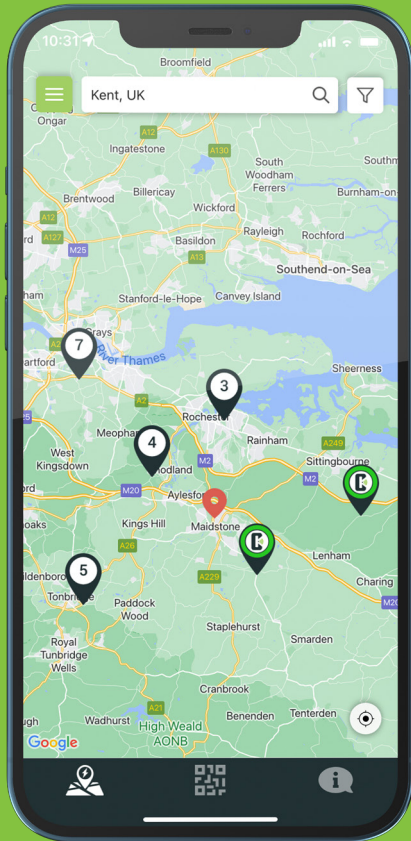
**CHRIS PATEMAN-JONES**  
CHIEF EXECUTIVE OFFICER

*Public smart charging could save EV drivers over £600 a year by 2030, according to government-backed trial.*



# ACCESSIBILITY & INCLUSIVITY

## ELECTRIC VEHICLE CHARGING



We want to make sustainable mobility available to everyone. We're only at the start of delivering this promise but here's some of the work we delivered in 2022:

- 1** Installing **charging points in rural areas**, supporting drivers unable to install a dedicated charging point at home. In the **Southeast**, we've installed **hundreds in collaboration with Kent County Council and West Sussex County Council**.
- 2** Deploying charging points in **lower-income areas** to not only make charging affordable but also to improve air quality. **Our Agile Streets project** is a demonstration of how we're working to make **charging cheaper for all**.
- 3** Making charging points accessible for drivers **with physical or cognitive impairments**. We've installed the Chameleon across Coventry, which offers a positive experience for drivers in wheelchairs.

## We have the opportunity to design a better and more inclusive future

Whether it is knowledge about environmental issues in general or how to get involved in the electric vehicle industry, we're equipping future generations with the tools to help address the climate crisis.

We supported [Bikefest in Barking and Dagenham](#) where we are installing charging points with the major aim to improve air quality in the borough.

Lynne Toogood, Chief Operating Officer spoke to youngsters at the London Climate Kickstart event while our Operations Team also attended an interactive workshop at Crawley College where they gave a demonstration of our infrastructure to engineering students.

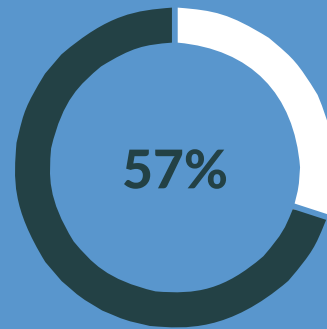
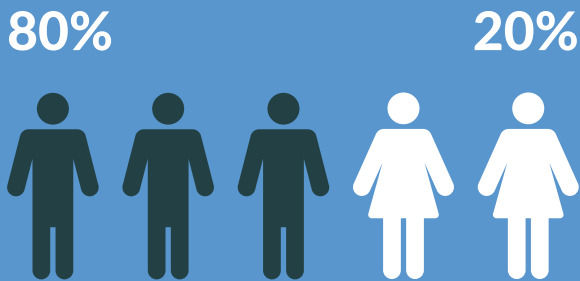


# INSIGHTS

## LISTENING TO OUR COMMUNITY

We want to become the number one charging network in the UK. Not just in terms of total charge points available but also how drivers rate us as a public network. That's why we jump at any opportunity to speak to our users and understand them better. Here's what they told us.

### Profile of Connected Kerb users



We continue to iterate our products, services, and messaging to make the Connected Kerb network accessible to everyone, and in 2023 it is our ambition to encourage more female drivers to make the switch to EVs.

**Highest % of our users are in the age group of 45-64 (57%).** Our community is younger than the wider market where highest % of EV drivers are in the age group 55-74 (58% according to Zap-Map survey)\*

### Electric Vehicle Usage (Connected Kerb research)

**78%** of our community use their EV's for regular daily commuting

**52%** are aware of current regulations around EV industry as well as incentives to purchase an EV

**43%** responded that they drive their EV's to work

**80%** of people said reliable, affordable charging where their car is parked at home was essential or very important

**45%** have been driving their EV's 1-2 years while 30% recently made the switch to electric

\*Source: Zap-Map survey conducted in September 2022



7kW and 50kW are the most used chargers in the UK



Most popular way of searching for charging points is Zap-Map (76%)



64% find charging options limited and would like more flexibility

Almost 75% of our community regularly use 2-3 charge points - 56% stated a home charger as their primary connection, whilst also using charge points at supermarket car parks (36%) and public on-street chargers (30%).

## How to meet the UK's charging needs by 2030

In 2022, we **launched our flagship research report** featuring interviews with industry experts and a survey of over 2,000 residents asking what they wanted from EV charging. Read the full report [here](#).\*



# OUR TEAM

**100**  
employees

Our team has grown to more than 100 employees from over 20 different countries.



**52 new starters**

In 2022, more than 52 new starters joined Connected Kerb. You'll find our team working remotely up and down the UK or commuting into our office in Soho, London.



We're proud to have built a diverse team in 2022, maintaining a balance at all seniority levels of a 53%-47% male to female employee ratio.

**21 out of 100**

People highlight: Ranked 21 out of 100 on Tempo Super Start Up List of 'Best Places to Work For' based on culture and impact.

## Awards

**1**



Voted the UK's favourite AC public charging network by Zap Map (Ranked 4th best network overall out of 21, including fast and rapid).

**2**



[We also picked up the European New Product Innovation Award](#)

**3**



We won a [World Finance Award](#) in the EV category

**4**



We were also nominated for a CiTTi Magazine Award in the EV Charging category

**5**



At the EVIE Awards, we won **Best Consumer Proposition** for [Agile Streets, the UK's first ever public smart charging trial](#). We were also nominated for **Charge Point Network of The Year** and **Belinda Cotter, Delivery and Operations Manager**, was also nominated for a Special Recognition award.

## OUR 2023 GOAL

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We want to become the number one charging network in the UK. Our aim is to be the most accessible, affordable and reliable player in our markets.

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