

Building Local Brands: Delivering Net Zero Transport and the UK's first Electric Forecourt®

Toddington Harper, CEO GRIDSERVE®

Public Service
Communications
Academy 2020

Raising our standards:
democracy and communities
24-26 November 2020

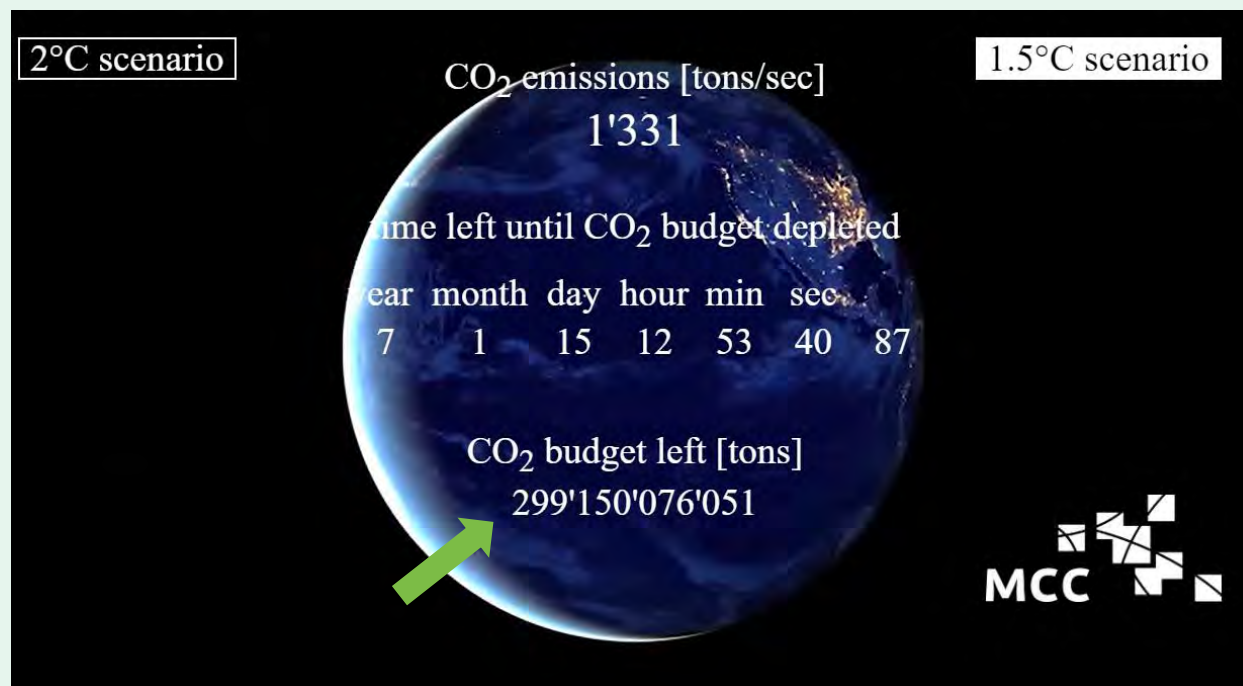
About GRIDSERVE

GRIDSERVE is a 4-year old British business whose purpose is:

To #deliver sustainable energy, and move the needle on climate change

(This presents a tremendous communications challenge and opportunity!)

IPCC Carbon Data: Mercator Climate Clock



Watch David Attenborough – A Life On Our Planet (Netflix)



On the 18th November 2020 Prime Minister Boris Johnson announced that purchasing new petrol or diesel vehicles will be banned by 2030!

(That's only 9-years from now, and to help deliver this we have a considerable communications challenge!)

Where do people charge Electric Vehicles?

Home Charging

i.e. Overnight charging for several hours, however not viable for c.40% of UK households

Destination Charging

i.e. workplace / car parks / supermarkets.



Public Charging

i.e. 'Electric Forecourts®' providing c. 30 mins charging times, for multiple vehicles simultaneously. Particularly useful for 30%-40% of people who can't charge at home

Braintree Electric Forecourt® - Arriving



Braintree Electric Forecourt® - Overview



BRAINTREE ELECTRIC FORECOURT® OVERVIEW:

High Power Charging

Our 30 x high power chargers mean we can provide the fastest charging possible for every type of electric vehicle. Some vehicles today can add 200 miles of charge in less than 20 minutes, and within a few years we expect this to be the norm

Convenience Retail, Coffee, Food

Our fully loaded retail offer includes a convenience supermarket, awesome coffee, fresh and frozen food, and all sorts of useful things for everybody!

A Full range of Facilities

Every Electric Forecourt® is designed to cater for a diverse range of needs including a waiting lounge, superfast Wi-Fi, high end washrooms, a dedicated kid's area, wellbeing area, several meeting room pods.

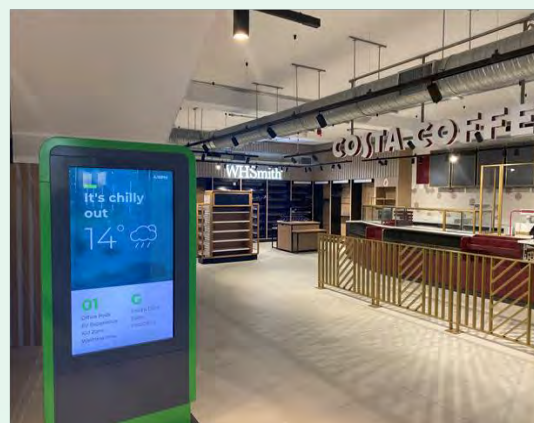
Electric Vehicle Showcase

There's a lot to learn about electric vehicles, with more than 200 models to consider and many more coming soon. Our Electric Forecourt® is also designed to help people understand which electric vehicles are most suitable for individual needs, arrange test drives, acquire vehicles, and join the electric vehicle revolution!

Braintree Electric Forecourt® - External



Braintree Electric Forecourt® - Downstairs



Braintree Electric Forecourt® - Upstairs



Sustainable Energy – ‘Zero’ and ‘Net Zero’

- All the energy used to charge electric vehicles at Braintree Electric Forecourt® will be zero/net zero carbon, provided by both onsite solar energy and our c. 10MWp Clay Hill solar farm. We have 6MWh batteries at both sites which also helps us to balance energy between the projects, provide grid services, and balance renewable energy more widely across the grid.
- We are also on a mission to help turn this and all of our solar farms into thriving nature sanctuaries. We believe initiatives like this can help to transform the status quo and protect species - around 60% of the world's wildlife has been wiped out since the 1970's, and it's up to us collectively to save the 40% remaining, and where possible, help to regenerate what's been lost...



Biggest (Current) Communications Hurdle – EV's are LESS expensive than Petrol or Diesel Cars!

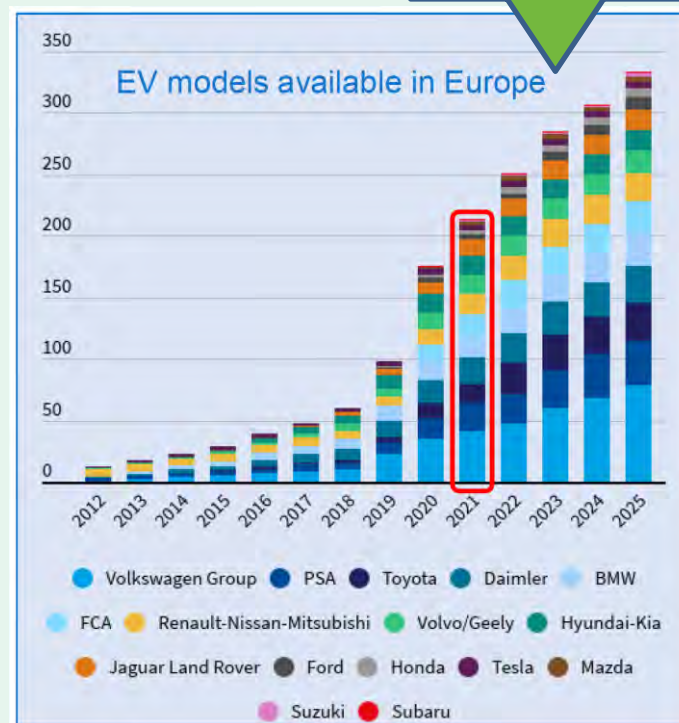
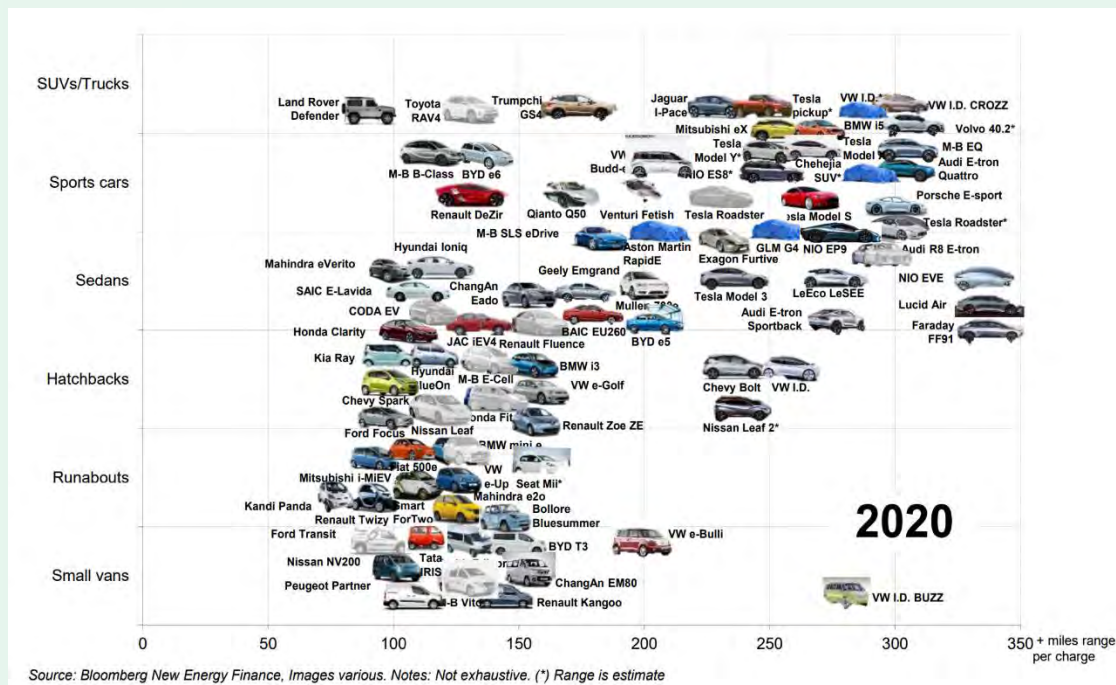
Whilst (many) electric vehicles cost more money upfront than petrol or diesel vehicles, they have much lower operating costs.



Leasing vehicles which combines a higher upfront cost with a much lower monthly cost, results in **substantially less cost per month than equivalent petrol or diesel cars!**

And How Best to Communicate This?

>200 EV
models
available!



#deliver

Contact Details:

Toddington Harper, CEO GRIDSERVE®

toddington.harper@gridserve.com, www.gridserve.com, +44 7909 524 363, +44 333 1234 333

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