



LONDON BOROUGH OF HAMMERSMITH & FULHAM CASE STUDY

Converting street lighting columns to provide 1,000 in the door (IDC) EV chargers

OVERVIEW

Hammersmith & Fulham is working towards becoming London's leading borough for e-charging infrastructure, thanks to FM Conway's electric vehicle EV solution, SureCharge.

In 2019, Hammersmith & Fulham Council declared a climate and ecological emergency. To tackle this issue locally, they have been doing everything they can do to improve the local environment for future generations and become carbon net-zero by 2030. With road transport in Hammersmith & Fulham accounting for 16% of local emissions, they believe electric vehicles are a vital part of future travel alongside walking, cycling and public transport.

SureCharge is an end-to-end solution that provides the supply, installation, and maintenance for an EV charge point, as well as the energy tariff, and a full suite of back-office software with automatic billing services. We have installed approx. 1,000 in the door (IDC) EV chargers into existing street lighting columns in Hammersmith & Fulham since October 2021 and have orders to install a further 1,000 chargers by the end of March 2023. Bringing our total within the London borough up to 2,000 EV chargers.

We offered funding through the GULCS framework, with 25% match funding from FM Conway and a minimum 5-year contract, also a negotiable percentage share of the revenue with the borough.

FM Conway is an approved Charge Point Operator. Our EV chargers not only fit in existing street furniture but can be used to provide energy for other uses such as market trader pillars, ice cream vans, temporary welfare units. We offer a full suite of chargers ranging from Slow AC (5kWh) to Ultra Rapid DC (150kWh). Our EV chargers can be accessed and paid for through our SureCharge App which is available on iOS and Android.

OUR APPROACH

- **Site Survey:** We carry out on-site surveys to establish the suitability of each location to ensure the best outcomes for our clients
- **Propose Alternative Solutions:** We can consider alternative solutions to install a stand-alone charger on a specially designed pedestal fed from the street lighting column

CHALLENGES

- **ICED Parking Bays:** Where EV chargers are not in dedicated parking bays, it is common for these bays to be used by Internal Combustion Engine (ICE) vehicles such as petrol- and diesel-powered cars
- **Resident Parking Bays:** Where EV chargers are only available to local resident

BENEFITS



100% RENEWABLE



NO PERMITTING



NO DIGGING



NO INVESTMENT

CONCLUSION

We provide an additional revenue stream for clients, plus our network is insight driven as each of our EV chargers are connected to the backend. As each of our chargers are SMART chargers, we are able to:

- Constantly monitor performance in real time
- Check connectivity
- Check for faults
- Manage the load charge

Collaboration with local authorities: To increase the use of EV chargers we collaborate with local authorities to convert the bays into dedicated EV charging-only bays and try to position a bay at either end of a road.

Network versatility: We are also installing 11kWh and 22kWh chargers which allow a car to charge faster and therefore achieve more charging sessions and reduce the average waiting time per use.

BENEFITS

- Smart, patented technology
- Network is insight driven
- 100% renewable energy
- Uses existing infrastructure
- Simple to install



SureCharge POWERED BY FM CONWAY 

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