



LONDON BOROUGH OF HOUNSLOW CASE STUDY

Converting street lighting columns to provide 220 in the door (IDC) EV chargers

OVERVIEW

The London Borough of Hounslow needed to respond to the challenge of providing electric vehicle (EV) charge points for their residents who either own or are considering buying an EV, but do not have off-street parking available.

The borough recognised that residents without off-street parking might be put-off purchasing an EV because they do not have access to nearby charge points. In order to overcome potential barriers to purchase, the council is fitting EV charging points into streetlights, allowing residents to directly charge their car from lamp columns located on the kerb side to the front of the footway. The charge points can be used by anyone who has the relevant charge cable.

The solution was provided by FM Conway's EV charging service SureCharge, an end-to-end solution including the supply, installation, maintenance, energy tariff, and a full suite of back-office software with automatic billing services.

SureCharge has installed approx. 220 in the door (IDC) EV chargers in existing street lighting columns since February 2021.

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 

For further information contact us on:
Email: surecharge@fmconway.co.uk
Web: www.surecharge.co.uk
Tel: 03332 400 520