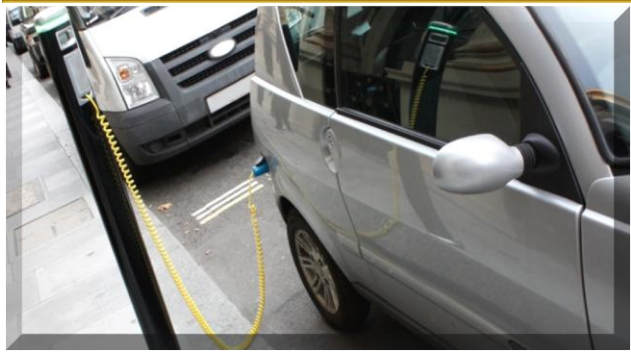




EValu8 E-Newsletter, EValu8 Project Update, Issue 2

EValu8 – the East of England’s 7,500 sq mile Electric Vehicle recharging network



EValu8 partners contribute to success

Thank you very much for your organisation’s letter of commitment in support of EValu8, the East of England’s successful ‘Plugged in Places’ project. The Office of Low Emission Vehicles (OLEV) fed back that they were particularly impressed with the number of influential partners supporting EValu8, so once again thank you.

What is EValu8?

EValu8 will provide 600 double-headed recharging posts (1,200 recharging points) across the East of England, stretching all the way from London to the north Norfolk coast, as well as from Milton Keynes to Felixstowe. Within 2 years all residents and businesses based in the East of England will be within 25 miles of a recharging post.

EValu8 will also offer an independent and integrated one stop shop for potential electric vehicle buyers in the East of England, bringing together information on the UK recharging network, electric vehicles and organisations involved in building the market, including vehicle manufacturers, electric vehicle dealerships and local transport authorities. This will provide individuals and businesses with the confidence to purchase electric vehicles for everyday journeys both within cities, between cities and for commuting.

EValu8 Managing Director appointed

Keith Bevis, Managing Director of EValu8 Transport Innovation Ltd – the company set-up by the University of Hertfordshire to lead the delivery of EValu8 – said:

“EValu8 has enjoyed enormous support and commitment from over 100 public and private sector organisations, including big industry names such as BAA London Stansted, BT, Ecotricity, Ford, Group Lotus, Ricardo, UK Power Networks, Vauxhall Motors, Millbrook Proving Ground and Visteon, together with all eleven of the East of England’s local transport authorities, the NHS, the Environment Agency and the Universities of Cambridge, Cranfield, East Anglia and Hertfordshire.

With our own strengths as a leading entrepreneurial University and our expertise in travel planning and electric vehicle technology, we are keen to capitalise on this support. It is a great opportunity to innovate with these organisations and a host of smaller companies in the East of England to encourage the adoption of electric vehicles in the region and reduce our long term oil dependency and carbon footprint.”





EValu8 Membership

There will be a small yearly membership fee of £100 for consumers to access the EValu8 recharging network to top up their electric vehicles, to cover the operating costs of the network through EValu8 Transport Innovations Limited.

In return EValu8 members will receive:

- 'Green' fuel: Ecotricity is sponsoring the EValu8 network, offering 100% renewable electricity for the recharging network for a period of 2 years
- A 'book ahead' service for the network of publicly accessible recharging points to recharge and 'top up' their electric vehicles
- Fully managed applications and welcome packs, together with a monthly EValu8 newsletter to be kept informed of extensions to the network as it evolves
- Interoperability with neighbouring EV networks, including the London Source project, Milton Keynes and the Midlands, so that members of the EValu8 network can also recharge their vehicles in these other 'Plugged in Places' areas
- Employers in the region who encourage staff to drive electric vehicles are eligible to apply for 50% EValu8 grant funding for work place recharging installations

When will recharging posts be installed?

Since being given the green light by Government in December 2010, we are focussed on project delivery. This work is being led by EValu8 Transport Innovations Ltd, a wholly owned company of the University of Hertfordshire, purposely set up to lead EValu8, the East of England's 'Plugged in Places' project.

The EValu8 team has set itself a stretching target to install a number of local transport authority and private sector match funded recharging posts in Spring 2011. This process has already begun, with 3 rapid rechargers and 3 double headed posts in Cambridgeshire, Essex and Suffolk. This early implementation forms a key part of our strategy to raise the profile of the EValu8 network at an early stage, to help drive the market for electric vehicles. We aim to continue this infrastructure roll out, with an average of 25 recharging post installations per month up to March 2013.

How much will it cost 'post hosts'?

'Post hosts' is the term given to the 120 private and public sector organisations who have committed to match fund and own 1 or more recharging posts in the EValu8 network. By working with the EValu8 project, Hosts qualify for 50% match funding towards the purchase and installation of the post. This is worth up to £3,500 for each recharging post, which is estimated to cost up to £7,000 in total for purchase and installation.

In addition to match funding recharging posts, Hosts should be aware that there is an annual charge of £120 per year to cover onsite support, all data charges for the Recharging Equipment (enables provision of remote energy meter readings, electric vehicle usage data and information as required as part of the Plugged in Places funding criteria), safety checks and IT support with a manufacturer's warranty of 2 years. The Host may also opt for a 5 year manufacturer's warranty at a cost of an additional £60 per year for the duration of the term. Hosts will also need to provide appropriate signs and parking space markings, and ensure that the Recharging Equipment is covered by its own public indemnity and liability insurance. To help recover the costs, Hosts have the opportunity to generate revenue from both parking charges and/or sponsorship. Parking charges set at a rate lower a conventional parking space, will of course help incentivise the shift to electric vehicles. Please note that Hosts are legally prevented from generating revenue from the sale of electricity.



How are the recharging posts being purchased?

The early implementation of recharging posts in the EValu8 network means that the EValu8 team is drawing down from an existing supply framework for both the purchase and installation of the posts. As the project develops, the EValu8 project will develop its own supply framework to make best use of new technologies and suppliers.

Please note that direct contractual discussions with recharging post manufacturers should be avoided. To ensure compliance with the Plugged in Places grant criteria, all such requests should be channelled through EValu8 Transport Innovations Limited.



What are the next steps?

Over the next month the EValu8 team will individually contact all 120 partner organisations to:

- Reconfirm existing commitments to match fund 1 or more double headed recharging posts, including strategic discussions on post code locations
- Identify and confirm commitments to match fund any additional posts. Please note that 400 posts have already been allocated based on letters of commitment, with 200 posts remaining. These 200 posts will be allocated on a first come first served basis.
- Sign Host Grant Agreements
- Arrange site surveys to determine the exact location of the recharging posts to be installed
- Establish a phased schedule which meets both your organisation's financial commitments and EValu8's ambition to install an average of 25 double headed recharging posts per month.
- Install the recharging posts

EValu8

Plugging the 'electric vehicle economy' into the East of England



New website launched

A new website has been launched by EValu8 Transport Innovations Limited, including a regularly updated 'Frequently Asked Questions' section: www.evaluable-ti.org.uk. If you have any questions that are not covered, please do not hesitate to contact the EValu8 team at info@evaluable-ti.org.uk

Other News:

Electric vehicle dealerships arrive in the East of England

On the back of the East of England's successful 'Plugged in Places' bid, two vehicle manufacturers have already opened electric vehicle dealerships in the East of England. The Nissan Leaf is on sale at 5 Nissan dealerships in the East of England at Desira Motor Group in Norwich, Smiths Motor Group in Peterborough and Glyn Hopkin in Colchester, Waltham Abbey and Romford. The Peugeot iOn is also available through two Peugeot dealerships in the East Of England at Marshalls Motor Group in Cambridge and Busseys of Norwich. More announcements are expected to follow as the other vehicle manufacturers launch their electric vehicles for the mass market.