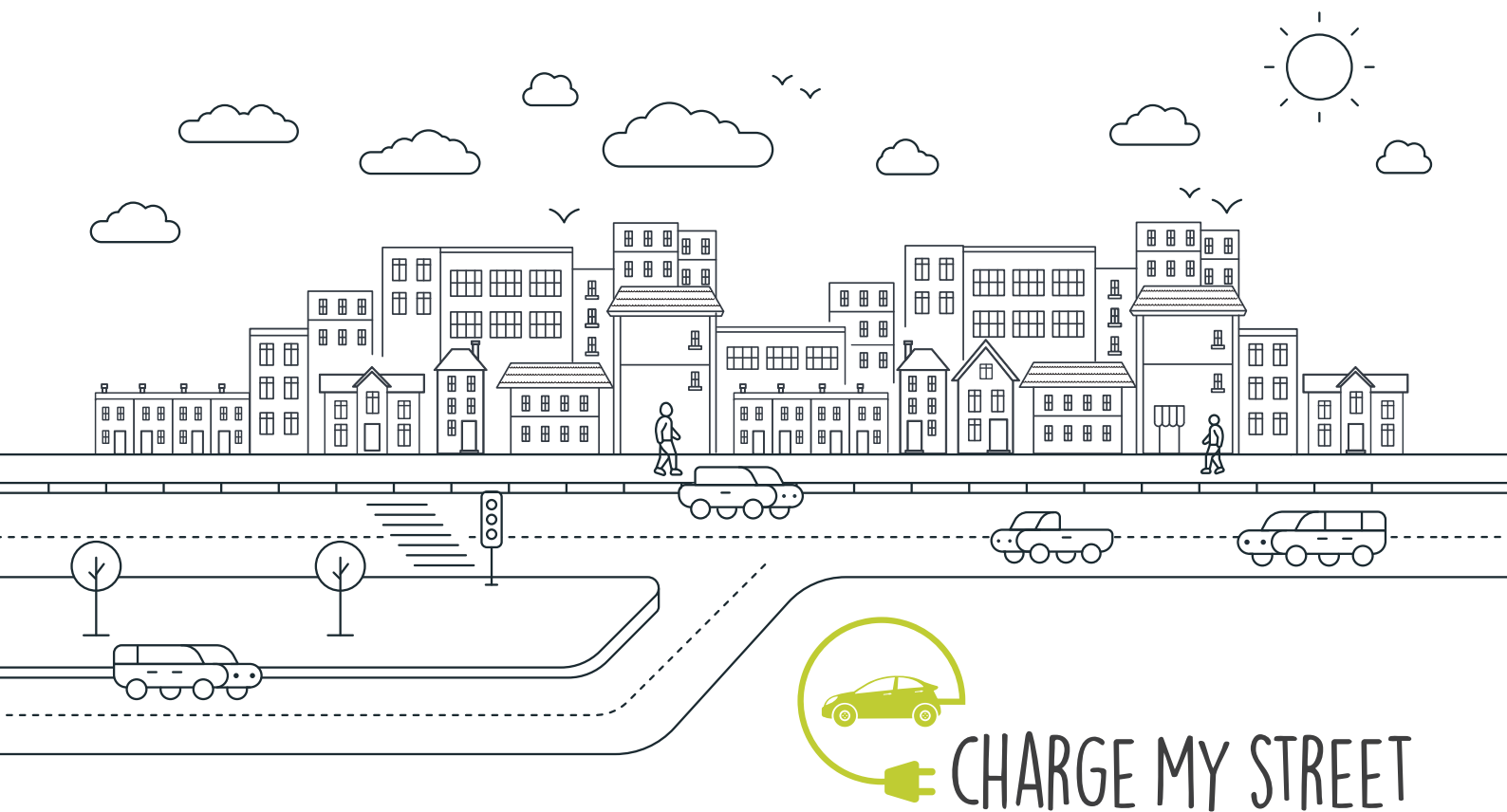


SHARE OFFER DOCUMENT FOR CHARGE MY STREET



Charge My Street Limited

A Community Benefit Society registered with the FCA number 7704

Office 5-2-14, White Cross Business Park, Lancaster, LA1 4XQ

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09/02/2018



**Community
Shares
STANDARD**

OPENING SUMMARY:

- Across the world, cities governments and carmakers are shifting to Electric Vehicles (EVs) in response to rises in air pollution and greenhouse gasses. One of the main barriers to adoption to EVs in the UK is a lack of chargepoints, particularly in areas where people do not have their own driveways.
- Charge my Street is a new Society which raises the money for local chargepoints, installs and operates them. Charge my Street's vision is for every home to be within 5 minutes' walk of an EV Charging point. This will support the adoption of EVs and among residents of flats and terraced houses without their own driveways. We will install 4 chargepoints with the share capital raised in this share offer.
- Charge my Street is offering £27,000 of share capital. The minimum investment is £100 and the maximum investment £5,000. The offer will be open between 24th February and 31st March 2018 unless we close early or extend it. This investment is not secured, please see section on Financial Risk on page 8.

THE PURPOSE OF THE INVESTMENT:

The purpose of the investment is to purchase and install 4 charge points at Lancaster Boys & Girls Club, Greaves Drive Bargain Booze, (both Lancaster), Broughton-in-Furness Village Hall, and a final site to be confirmed. . See **www.chargemystreet.co.uk** for more details about the sites.

WHO IS THE SHARE OFFER AIMED AT?

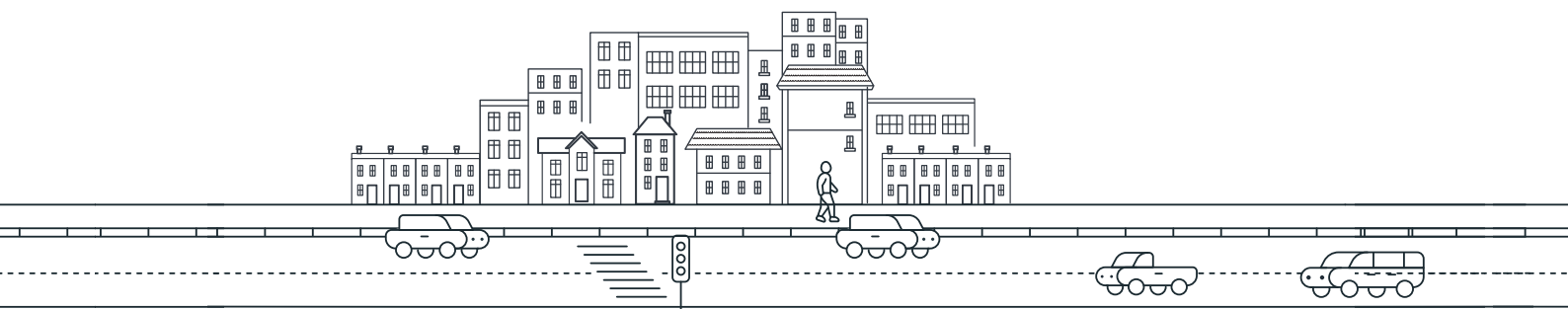
- Do you live in a house or flat without a driveway to park your car? (over 40% of homes in Lancaster)
- Can you see the wider environmental benefits of EVs in reducing greenhouse gases, making our roads quieter and reducing air pollution?
- Do you think EV charging points will bring more visitors into your town or village?
- Are you excited by the potential for EV's capacity to store energy as part of our transition to a low carbon future?

If you answered yes to any of these, then Charge my Street could be for you. Investors could be:

- Potential users of the service, like those people considering buying an EV – this helps to demonstrate demand.
- People who may see wider environmental benefits in charging points, such as reduced traffic noise and air pollution.
- Those who see wider economic benefits – such as availability of EV charging for visitors in Cumbria as a way of bringing more people into their village.
- People who see EV's energy storage capacity as part of a transition to a low carbon future.

Members can participate in Charge my Street by:

- Charging their cars at one of our chargepoints.
- Identifying and signing up new sites for chargepoints.



- Helping to promote EVs at events and encouraging their friends, family and neighbours to make the switch to electric motoring.
- Attending AGMs and standing for election as Director.

WHAT IS CHARGE MY STREET?

Charge my Street is a new community benefit society that installs EV charging points for homes without off street parking. Most EV charging happens overnight so we will use empty parking spaces to charge up EVs.

The Society will:

- Give people the tools to locally finance a community chargepoint.
- Build & manage a network of charging points around Lancaster and Cumbria.
- Encourage the take up of EVs, allowing people to save money on fuel costs.
- Reduce air pollution, traffic noise and CO2 emissions.
- Explore storage of renewable energy in EV batteries, reducing the need for fossil fuels.

BUSINESS MODEL:

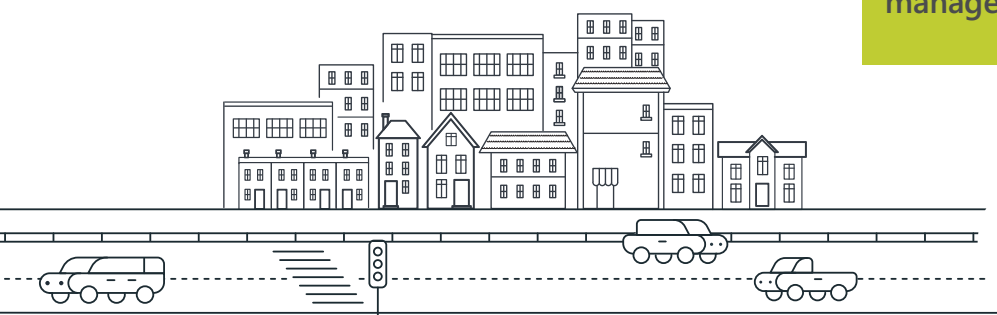
- The idea began during early 2017 as Daniel Heery recognised the need for on street charging points in Lancaster as he was interested in buying an electric vehicle. Knowing that community facilities could

host equipment and aware of community shares, he carried out extensive research with potential users and stakeholders. As he is a Director of Community Broadband Network (CBN) and Cybermoor, he persuaded them to apply for funding from Innovate UK (charge my street was unconstituted at this stage and could not apply for funds in its own right). The successful bid provided the start up funding for Charge my Street with funds held by CBN and Cybermoor.

- This is a new society, incorporated in 2018 and currently has no accounts or finances.
- The business model is to raise finance to purchase and install charge points. We will then charge for the use of these chargepoints. We will charge 38p per unit of electricity whilst we buy a unit at 13p. The difference is used to cover administration costs, the costs of your finance and create a surplus to both payback investors and build more charge points.

"HOW IT WORKS"

Maxine decides that her car needs to be charged up ahead of a trip to Preston the following day. She checks her local chargepoint is free that night on her phone and books a space. In the evening she parks at the chargepoint and plugs in her car. She uses her phone app to start charging. She collects her fully charged car the following morning. The money is taken from her account at the end of the month and she can view how much electricity she has used. Non-members can also use the chargepoint as long as it is available, although they will pay a higher price as this transaction will be managed by Eo.



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- Members would use the chargepoints bolstering the economic performance of the society as they will become a loyal customer base.
- We estimate that we will earn £6,500 in year 1 rising to £16,000 in year 3. This means that we will make a loss of £3,138 in year 1, which we make back by year 4.
- The Society is testing the concept of community owned chargepoints in Lancaster and Cumbria. Our website shows a map of the chargepoints which are currently open for investment. Each of these chargepoints has an agreement with the site owner and a quote for the installation of the chargepoint which is the target investment for that site. You can invest in your local site or another nearby and this will indicate where there is potential demand.
- The Directors feel that Charge my Street approach could be attractive to other communities across the UK. This business model is designed so that it can be scaled up in the future, and we intend to launch an open offer to get more communities engaged. Expanding the network of chargepoints will have an impact on members' ability to withdraw share capital as the Management Committee (referred to as the Committee) may decide to invest profits in expanding the network of charge points beyond the four which are planned. Our financial modelling for the four charge points we intend to install with the capital raised from this share offer

suggests that after year 3 we will be able to pay share interest at 2% and from year 4 repay £2,700 of share capital per year.

Capital requirements:

- It is envisaged that the maximum capital cost of each chargepoint would be £10,000 with a minimum of £8,000. The total capital cost will therefore be approximately £36,000 with some working capital also required. The installations will be phased to reduce risk – initial installations will take place in Lancaster, where the risks and problems can be more easily identified. One chargepoint will then be installed in Cumbria, with the fourth site to be confirmed. Full details of the potential chargepoint sites can be found on the website.
- On that basis, the maximum share capital sought is £27,000 as £11,200 grant funding has been allocated towards the costs of the 4 charging points by Innovate UK.
- Working capital is being provided by CBN (www.broadband.coop) and (Cybermoor www.cybermoor.org) 2 digital social enterprises, through Innovate UK funding up to the end of August 2018. They are funding development and set up costs for the Society (including this share offer) partly through Innovate UK grant funding they are receiving. There are no further start up costs after this period.



BUSINESS PLAN:

The projected income for the Society in year 1 is £6,500, based on 5 users per chargepoint per year. This rises to £26,000 by 2022. The cost of sales relates mainly to electricity and is approximately 40% of revenues. Overheads are around £5,000 per annum. A full business

plan is available either on request or through the website. There is a £3,138 loss forecast in the first year which will be recouped from revenue over the next 3 years. This is in line with our target for starting to return members share capital from year 4.

Balance Sheet Forecast

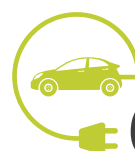
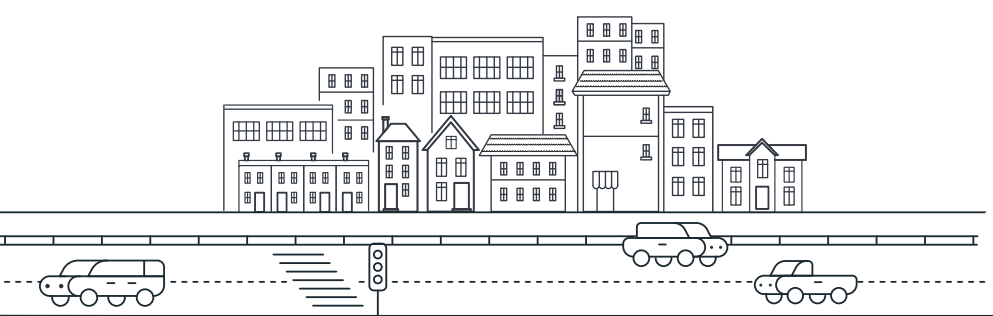
	2018	2019	2020	2021	2022
Fixed Assets					
	32,400	28,800	25,200	21,600	18,000
Current Assets					
	1,542	4,870	9,929	11,080	18,588
Current Liabilities					
CT owed	0	0	0	0	0
(deferred grant released next year)	1,120	1,120	1,120	1,120	0
Net Current Assets	422	3,750	8,809	9,960	18,588
Long Term Liabilities					
(deferred grant)	8,960	7,840	6,720	5,600	5,600
Net Worth	23,862	24,710	27,289	25,960	30,988
Made up of					
Profit and Loss Account	(3,138)	(2,290)	(251)	570	7,789
Community shares	27,000	27,000	27,540	25,391	23,199

Minimum and maximum investments:

The minimum that can be invested by an individual applicant is £100 and the maximum is £5,000. The average cost of installing a home charging point after subsidies is £500 (after internal electrical work has been completed). We hope that our average investment is at this level

SHARE WITHDRAWAL

Shares are invested for a minimum of 3 years, after 4 years we have forecast to set aside each year £2,700 for share withdrawals. Should the Society decide to expand the number of chargepoints then this forecast may be revised.



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FINANCIAL RETURNS:

The society's policies regarding interest on share capital:

- After year 3, it is planned that interest rates of 2% per year will be paid on the capital.

The Society has applied for advanced assurance that your investment is eligible for Seed Enterprise Investment Scheme (SEIS). If we are successful, investors would receive 50% tax relief against their investment, providing it remains in the society for 3 years.

The actual amount of tax relief you can claim will depend on your personal tax circumstances.

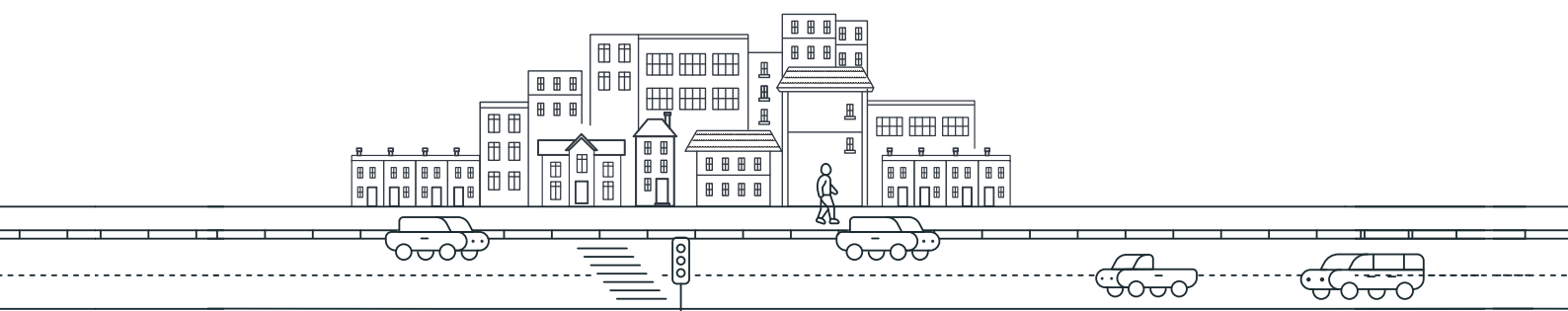
For example, Peter decides to invest £500 in the tax year 2017-18 in Charge my Street shares. The SEIS relief available is £250 (50% of £500). His calculated tax liability based on his earnings for the year is £7,500 which he can reduce to £7,250 (£7,500 less £250) as a result of this investment.

Applications for tax relief are made to HMRC by you, the investor, using a form that we will provide to you. We cannot give any guarantees that you will receive it. HMRC's information site, <https://www.gov.uk/guidance/venture-capital-schemes-tax-relief-for-investors> explains the application procedures but, if you are unsure, please seek professional advice. A copy of the advance assurance letter will be available on the Charge my Street website.

TRACK RECORD:

The team behind Charge my Street is made up of volunteers with a background in environmental issues, deploying new technology and community action. Daniel Heery has 15 years' experience of developing community owned broadband infrastructure, often working with small landowners, village halls, community centres and businesses to host equipment. This experience and methodology from community broadband infrastructure is being transferred to EV charging points. Paul Fisher 20 years' experience in Senior Project Management and is a presenter on community radio station Beyond Radio. Tony Haslam is a web designer and a key part of Transition Lancaster, which aims to make Lancaster a more sustainable city. Jim Mann works for a local software company and has experience of managing ICT Infrastructure projects in Lancashire and Cumbria. Dr Will Maden runs a data company in Lancaster and has developed software to plan routes for commercial EVs. Steve Jenkins actively volunteers at the Claver Hill food project in Lancaster.

- No Committee members will receive a financial gain from this offer and the current Committee will be investing £2,000. CBN is paying for the Society's secretary's time to develop the share offer.
- Four of the Committee members are interested in purchasing EVs and that is a key motivation. Any potential conflicts of interest are addressed at Committee meetings.

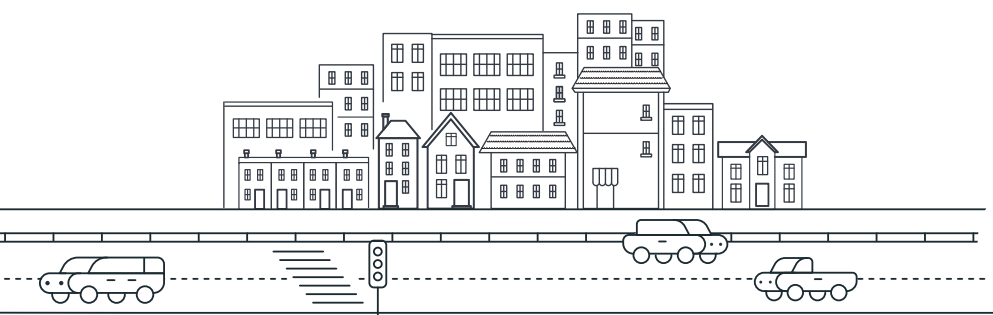


FINANCIAL RISK:

- Anyone buying these shares could lose some or all of the money they invest, without the protection of the government's Financial Services Compensation Scheme, and without recourse to the Financial Ombudsman Service.
- This document contains certain forward-looking statements that are subject to certain risks and uncertainties, in particular, statements regarding the Society's plans, goals and prospects. The Society's actual results and operations could differ materially from those anticipated in such forward looking statements as a result of many factors including the risks faced by the Society which are described in this section and in the business plan's risk register. These statements and the assumptions that underlie them are based on the current expectations of the Committee and are subject to a number of factors, many of which are beyond their control. As a result, there can be no assurance that actual results will not differ materially from those described in this document.
- All assets of the Society are subject to an asset lock. This means that they can only be transferred to non-profit making organisations and cannot, for example, be distributed to members. More details can be found in the Society's rule 101.

SHARE CAPITAL:

1. Shares are priced nominally at £1. The minimum investment is £100 and there is a maximum investment of £5,000 by any one investor.
2. The Society operates in accordance with FCA's policies that restrict the share interest that can be paid to that which is sufficient to attract and retain capital and the good practice requirement that such interest should only be paid from current operating surplus.
3. Shares are non-transferable. Shares may be withdrawn from the Society after a minimum of three years, subject to terms listed below (see item 7).
4. Nominal share value cannot increase. However the value may fall if liabilities exceed assets. Your investment is fully at risk, before investing you should read the risk factors section of this document above.
5. Your personal liability in all circumstances is restricted to the value of your shares.
6. We are allowed to pay interest on shares, provided the society's financial position allows it. Our aim is to pay 2% interest. Any payment of interest on shares is dependent on the Society making a surplus and is also subject to the approval of the members at the AGM.
7. After the minimum three years, you may withdraw your share capital from the Society provided notice of three months is given in writing. However, the board may suspend share withdrawals if the society does not have the resources to repay shares, as may



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be the case, for example, if there was a sudden rush of people wanting to withdraw shares. The Committee does not expect to have to use this power.

8. Once you are issued with your shares you will become a member of the Society. As a member you will be entitled to full voting rights at general meetings and to stand as a director of the society. You need to retain a minimum number of shares to remain a member. All shareholder members have one vote irrespective of shareholding. This is contrast to private companies where those with larger numbers of shares get a bigger vote.
9. In the event of the death of a member, please view our FAQ at www.chargemystreet.co.uk for guidance on inheritance tax and share capital.
10. Eligibility for membership. Members must be at least 16, and must pay for their shares in full at the time of application. The offer set out in this document is only open to UK residents and UK registered businesses and organisations.

GOVERNING DOCUMENT:

A copy of the society's rules are available on www.ChargemyStreet.co.uk

APPLYING FOR SHARES

You can apply for shares via our website at www.chargemystreet.co.uk/share

You will have the option to pledge your investment towards a particular chargepoint which will allow us to see where there is greatest interest. This only provides an indication of demand and investment will go into the general fund which will cover the installation of all the chargepoint sites.

The offer will be open between Saturday 24th February and 31st March 2018, though may be closed early if oversubscribed. The offer period could be extended by 1 month by permission from the Committee until the total is raised.

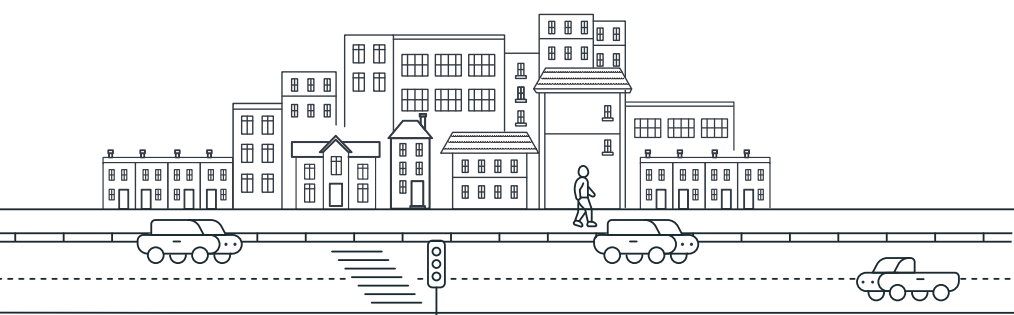
If the offer is oversubscribed, share capital will be allocated on a first come first served basis. The Committee will consider an open offer in the future to raise funds for additional chargepoints.

For further information call **01434 382 808** or e-mail: hello@chargemystreet.co.uk
Website www.chargemystreet.co.uk facebook / twitter: **chargemystreet**



Community Shares Standard Mark

The Community Shares Standard Mark is awarded by the Community Shares Unit to offers that meet national standards of good practice. For more information about community shares, the Community Shares Standard Mark and the Community Shares Unit go to: communityshares.org.uk



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APPLICATION FORM FOR CHARGE MY STREET COMMUNITY SHARES

While we prefer people to apply online, if you do not have access to a computer, you can send us this form with a cheque. By signing this form you confirm that you have read the offer document and accept the terms set out there.

There are 3 ways to invest – online at www.chargemystreet.co.uk/share or by cheque:

1. Cheques should be made payable to **Charge my Street Ltd.**
2. Online banking to our dedicated Cumberland Building Society account.
Account number 54243513 Sort Code: 16-52-21. Please include your surname in the reference.
3. Complete this form with your full name, address and date of birth.

By signing this form you agree to us using this information to carry out an electronic identity check and to provide any other information we require to carry out our obligations.

Full Name: _____

Organisation (if applicable): _____

Address: _____

Date of Birth: _____

Telephone _____

Email _____

Amount investing: _____

If you wish to nominate someone to receive your shares in the event of your death, please give their name here: _____

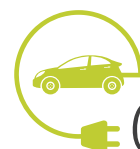
We aim to provide as cost efficient a service as possible for members and we aim to protect the environment. For these reasons our preferred method of communication is via email. Tick this box to receive information by email. ☐

When you have completed and signed the form please send it to:

Charge My Street, Office 5-2-14, White Cross Business Park, Lancaster, LA1 4XQ

For further information call **01434 382 808** or e-mail: **hello@chargemystreet.co.uk**

Website **www.chargemystreet.co.uk** facebook / twitter: **chargemystreet**



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