



# CHARGE MY STREET



Share Offer

February 2020

# £130,000 SHARE OFFER

## FEBRUARY 2020

Opens February 24th February 2020 and closes 31st August 2020

Minimum investment £100

Maximum investment £15,000

Individuals and Organisations eligible

Projected interest of 2%, then 5% from Year 2025

Eligible for 50% Seed EIS Tax Relief for investors and reduced prices for EV charging

### 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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Twitter: @chargemystreet

Facebook: chargemystreet



### Important | Please Read

Before you make an investment based on this Offer Document, you should make sure that you fully understand the specific risks which are described in this document and subsequently that you determine whether the investment is suitable for you on the basis of this information. Specifically, in the event that the Society becomes insolvent you may lose some or all of your investment. If you are in any doubt about the contents of this Offer document or the action you should take, you are strongly recommended to consult a professional financial adviser.

This document should be read in conjunction with the Charge My Street Share Business Plan, available at [www.chargemystreet.co.uk/invest](http://www.chargemystreet.co.uk/invest)

## OPENING SUMMARY:

- Now is the time to invest in electric vehicle charging points. Industry forecasts (SMMT) predict hybrid and battery EV sales increasing with a market share of 5.5% in 2020 and 7.2% in 2021. Significant growth is forecast in the EV chargepoint market.
- One of the main barriers to adoption of electric vehicles (EVs) in the UK is a lack of chargepoints. This is a particular problem where people do not have their own driveways because they live in flats, terraced houses or rented accommodation.
- Transport is responsible for about a third of the UK's carbon emissions and, unlike other sectors, transport emissions have not been cut significantly since 1990. To tackle the climate emergency, we really need to cut back on petrol and diesel for transport. Pollution levels often breach legal limits and most councils in the North West have had to establish Air Quality Management Areas.
- Part of the solution is to switch to electric vehicles (EVs). These are more efficient than petrol and diesel vehicles and the electricity they use can be generated by renewables. They will also have a role in helping to balance the electricity grid: providing storage when solar, hydro and wind power exceeds national demand.
- Our business model is simple. We install and own chargepoints at a host site, paying the host for the cost of the electricity we use. When an electric vehicle uses our chargepoint, we charge a premium for the electricity they use. With this profit, we pay for the cost of installation and management of the chargepoint and we pay back our investors. Any surplus beyond this we will reinvest in deploying more chargepoints.



EVs at one of our Lancaster Chargepoints - numbers on the road are increasing

- **Charge My Street** is a community benefit society set up in 2018 to provide EV chargepoints, focusing on residential areas where most people do not have their own driveway. Our vision is for every home to be within 5 minutes' walk of an EV chargepoint. In 2018 we raised the £19,000 from a share offer needed to match grant funding to install four chargepoints, two in Lancaster and two in Cumbrian villages.
- In 2019 **Charge My Street** won £335,000 of grant funding from Innovate UK as part of the Scaling On-Street Charging Infrastructure (SOSCI) project. This allows **Charge My Street** to install and to operate a further 100 chargepoints in Lancashire and Cumbria. This grant is payable quarterly in arrears and to provide the upfront funding for the chargepoints **Charge My Street** is launching this share offer to raise up to £130,000. At the end of the SOSCI project these funds will then be used to install further chargepoints.
- The minimum investment is £100 and the maximum investment £15,000. The offer will be open on 24th February 2020 and has been extended to 31st August 2020. Details of the amount raised will be regularly updated on our website during the period of the share offer.
- Based on our detailed financial projections, we expect to be able to pay share interest of 2% and, if use of the charge points increases over time as we expect, 5% after five years. We also intend to repay investors' capital.
- This is a medium to long term investment, through which you can support the transition to zero carbon transport and help to ensure that some of the infrastructure required for this is owned by a democratic, community organisation, rather

### 2. Introduction Deloitte.

The rate of adoption of EVs<sup>1</sup> is expected to take off in the early to mid-2020s, thanks to cost parity with internal combustion engine (ICE) vehicles, and a wider range of models offering improved mileage per charge.

We estimate that the UK will need around 28,000 public charge points and to invest a further £1.6 billion in the infrastructure by 2020. This includes AC chargers – which are dominant now, with about 83 per cent of the installed base<sup>2</sup> – and rapid and ultra-fast DC chargers, whose numbers have been growing at a faster rate. Installation of DC chargers will mean fewer charge points required per vehicle.



than fossil fuel corporations. You will not be able to withdraw the money you have invested for at least three years and you could lose some, or all, of the money you invest. However it is our intention to pay back your capital as well as pay annual interest payments from year 3 and our aim is that all of the capital will be repaid in 15 years.

## THE PURPOSE OF THE INVESTMENT:

The purpose of the investment is to facilitate the installation of 100 chargepoints in Lancashire and Cumbria. See [www.chargemystreet.co.uk/host](http://www.chargemystreet.co.uk/host) for details of the sites for the chargepoints and the criteria used to select chargepoints.

## WHO IS THE SHARE OFFER AIMED AT?

- Would you like to do something practical to address the climate emergency now?
- Would you like to see a network of community owned EV chargepoints delivering real environmental benefits?
- Do you live in a house or flat without a driveway to park your car and would like to save money charging your vehicle?
- Have you bought an EV and are worried about trailing a power cable across the pavement (pictured).



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



*Jim Mann has invested because of an interest in the charging technology and how it can help society move to a low carbon future and driverless cars.*

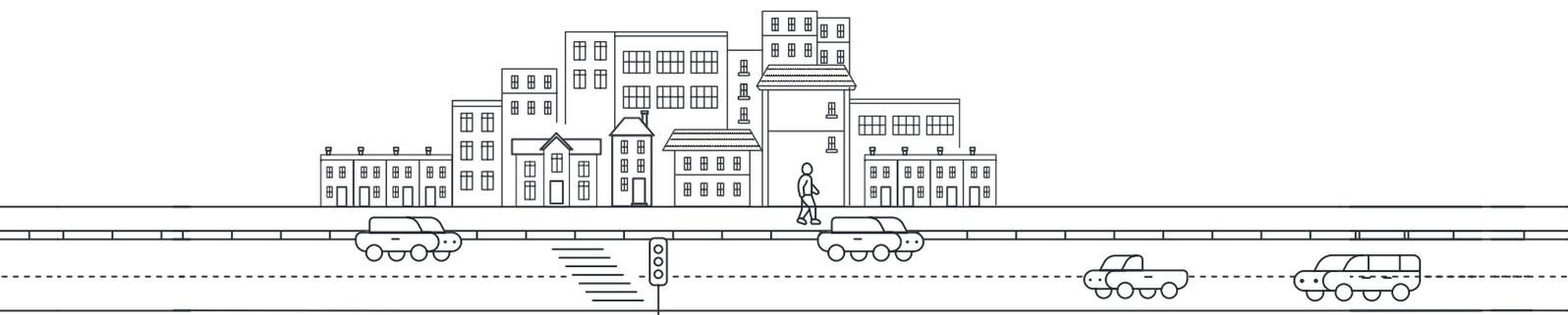
We are looking for investors who are:

- People who want their money to be invested in the transition to a fully renewable energy system, to tackle the climate emergency and reduce air pollution.
- Potential users of the service, who own or are considering buying an electric car and will take advantage of members' rates for charging their EV.
- Supporters of community ownership of infrastructure such as EV chargepoints.

By purchasing shares you become a member of **Charge My Street**. Members can participate in **Charge My Street** by:

- Charging their cars at one of our chargepoints at reduced rates (saving over a third on standard tariff).
- 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 an electric vehicle.
- Attending AGMs and standing for election as Director.

Regular users of the chargepoints can also become members if they sign up to a subscription and pay by direct debit. Such members are credited with one share.



## WHAT IS CHARGE MY STREET?

**Charge My Street** is a community benefit society, set up and registered with the Financial Conduct Authority in 2018 to install EV charging points for homes without off street parking. We make use of off-street parking spaces at community centres or other venues that are generally empty at night, when most EV charging happens.

### Charge My Street:

- Sells electricity through its chargepoint network for a profit.
- Gives people the tools to locally finance a community chargepoint.
- Builds and manages a network of charging points in Lancashire and Cumbria.
- Encourages the take up of EVs, thus supporting action on climate change and air pollution.

Our vision is for all homes without their own off-street parking to be within five minutes walk of an EV chargepoint. It is built on a sustainable business model.

## HOW DID IT ALL BEGIN?

**Charge My Street** was set up by Daniel Heery after he realised that, living in a terraced house in Lancaster, he would not have anywhere to charge the electric car that he wanted to buy. Knowing that community facilities could host equipment and aware of community shares, he carried out extensive research with potential users and stakeholders. He obtained funding from Innovate UK to set up **Charge My Street**.

That year we raised £19,000 from a community share offer. Along with the grant funding, this enabled us to install four chargepoints: two in Lancaster (at Lancaster Boys and Girls Club and at the Boot and Shoe on Scotforth Road), one in Alston and one in Broughton in Furness (pictured).

We now have experience of operating these four charge points and held our first AGM in November 2019.



## WHAT ARE OUR PLANS?

To be viable in the long term **Charge My Street** needs to grow so that the overheads of running a chargepoint network are spread over a larger number of chargepoints. With this aim we have been successful in obtaining funding from Innovate UK, as part of a project called Scaling on Street Charging Infrastructure (SOSCI). This project will install 100 chargepoints across Lancashire and Cumbria which will be owned and managed by **Charge My Street**. It provides **Charge My Street** with a foundation on which to extend the network in the future. Other partners in the project are:

- **Cybermoor** – works on rural digital inclusion projects.
- **Miralis Data** - developers of the software required for EV charging.
- **EO Charging** – suppliers of chargepoint equipment and software.
- **Bay Camera & Communications** – chargepoint installers.
- **Cumbria Action for Sustainability** – a charity that has been at the forefront of identifying, sharing and showcasing pioneering low carbon technologies and systems.
- **Carlisle City Council** and **South Lakeland District Council**.

One of the aims of the project is to develop tools with which local communities can identify and finance their own chargepoint. The project also aims to test the extent to which community shares can provide the funding for chargepoints.

More information on the SOSCI project can be found in Appendix 8 of the Business plan, available at [www.chargemystreet.co.uk](http://www.chargemystreet.co.uk) and at [www.sosci.co.uk](http://www.sosci.co.uk).



The project is funded by Innovate UK, with **Charge My Street** being paid a grant of £335,000 for our part of the costs of the chargepoints. This grant will be paid quarterly, in arrears. This share offer is intended to raise capital to pay the costs of the chargepoints incurred by **Charge My Street** before the grant has been received. Once the Innovate UK grant has been received in full, the money raised through this share offer will be used to provide working capital to support our running costs and to install further chargepoints.



*Alasdair is the landlord of the Boot & Shoe pub in Lancaster which hosts a chargepoint. He is keen to support initiatives which are good for the environment and local residents.*

## HOW IT WORKS

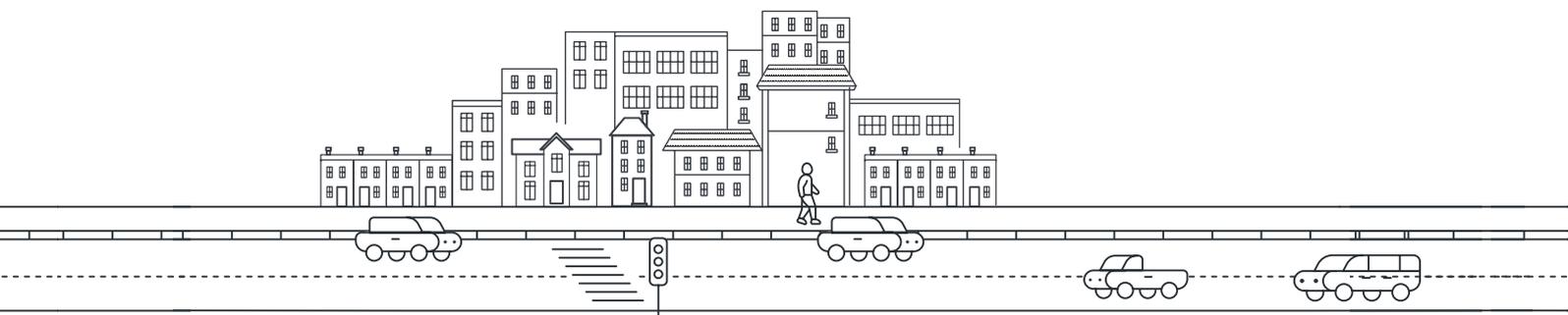
- Potential sites for chargepoints are identified by **Charge My Street** directors, staff, local chargepoint champions, or from suggestions made through our website ([www.chargemystreet.co.uk/host](http://www.chargemystreet.co.uk/host)). Sites need to be off-street, in locations where residents living nearby do not have their own off-street parking.
- Potential sites are assessed for their commercial viability by **Charge My Street** (this is a matter of likely demand and the availability of competing chargepoints). If viable, and owners of the sites are willing, a technical assessment is carried out by Bay Camera & Communications, a Lancaster-based installer of chargepoints, looking at the electricity supply and the internet connectivity.
- **Charge My Street** negotiates with owners of suitably-located off-street car parking sites resulting in an agreement to lease the site and install a chargepoint. This has a peppercorn rent

of £1 per year (reviewed annually) and specifies times when members of the public can use the parking spaces adjacent to the charging point. It does not give **Charge My Street** complete control of the parking places. The details of the agreement vary from site to site depending on the needs of the host organisation.

- Bay Camera & Communications install the chargepoint, which is provided by EO Charging. Chargepoints may be able to use the host organisation's electricity supply, in which case the agreement with the host organisation includes the rate that **Charge My Street** will pay the host organisation for the electricity used by the charge points. If there is no available host supply a connection will need to be provided by Electricity North West and **Charge My Street** will buy electricity from a 100% renewable electricity supplier.
- Users of the chargepoints pay for the electricity they use (currently 35 p/kWh for non-members).
- EO Charging provide the web-based system for **Charge My Street** to monitor usage of the system and manage access to the chargepoints. They provide the billing systems and collect payments on behalf of **Charge My Street**. Members of **Charge My Street** can sign up to pay by direct debit, at a reduced rate.



*Tony Haslam persuaded his courier company to provide him with an electric van now that he has access to a Charge My Street chargepoint.*



## Balance Sheet Forecast

	2019	2020	2021	2022	2023	2024	2025
<b>Fixed Assets</b>	16,060	166,742	296,537	358,548	320,559	286,584	254,288
<b>Current Assets</b>	10,873	144,156	102,797	8,688	27,405	43,961	60,803
<b>Net Current Assets</b>	10,873	144,156	102,797	8,688	27,405	43,961	60,803
<b>Net Worth</b>	<b>26,933</b>	<b>310,899</b>	<b>399,335</b>	<b>367,236</b>	<b>347,963</b>	<b>330,545</b>	<b>315,091</b>
<b>Made up of</b>							
<b>Profit and Loss Account</b>	7,930	161,896	249,952	218,423	197,124	184,140	168,834
<b>Community shares</b>	19,003	149,003	149,383	148,813	150,839	146,406	146,257

## FINANCIAL INFORMATION:

Our first set of accounts were for the period January 2018 to 30 September 2019. They show:

- Turnover £10,160, cost of sales, £1,499, other expenses £23,345. Other income was £17 in interest and £22,597 in grants, leading to a surplus of £7,930.
- Net assets of £26,933 and share capital of £19,003.

The accounts can be downloaded from [www.chargemystreet.co.uk/about](http://www.chargemystreet.co.uk/about).

In projecting future income, we have assumed:

- 20 chargepoints are installed per quarter in 2020 and in the first quarter of 2021
- Use of the chargepoints is modelled on our existing chargepoints, with the expectation that 50% of them will be 'urban' (have similar use to the existing chargepoint at the Boys and Girls Club in Lancaster) and 50% 'rural' use. Revenues are projected to increase initially by 20% then 10% in line with industry expectations of the growth in numbers of electric vehicles.

Other assumptions are detailed in the business plan, which also contains the projected profit and loss, balance sheet and cash flow for the next five years. The business plan is available on the website at [www.chargemystreet.co.uk/invest](http://www.chargemystreet.co.uk/invest).

By the financial year ending September 2023 our projections suggest we will have revenues of £135,000, giving a surplus after the deduction of the cost of sales, overheads and share interest payments, of around £19,500.

## SHARE WITHDRAWAL

Shares cannot be sold but after three years you can get your money back by withdrawing your shares from the Society. You do this by writing to the Directors enclosing your share certificate. There is a three month notice period on share withdrawals. Directors will respond to requests to withdraw shares in the order in which they have been received, except in the case of the death or bankruptcy of a member. However, if the Society does not have funds available the Directors can suspend the ability of members to withdraw their shares. Our financial projections



make provision for 5% of shares that have been held for three years to be withdrawn every year, rising to 10% after 2025. Decisions to expand the number of chargepoints may, however, reduce the funds available to repay shares.

## FINANCIAL RETURNS:

As a community benefit society, the term 'surplus' refers to money available to the company, once it has paid for its capital, running costs, paid interest to investors and covered any costs necessary to maintain the financial security of the company; this might also include building up contingency. As for all community benefit companies regulated by the Financial Conduct Authority, **Charge My Street** cannot distribute its surplus to members but must re-invest any surplus in its business or use it for the benefit of the community. However, it can pay such interest on shares that is necessary to attract and retain share capital.

We expect to be able to pay share interest of 2%, increasing to 5% after 5 years, if revenues increase in line with our projections. Payment of share interest is subject to the financial performance of the Society and will be agreed at each AGM. You have the option for share interest to be credited to your share account as new shares, or paid in cash.

The value of the shares you buy will not go up and may go down if the Society gets into financial difficulties.

Shares issued under our first share offer were eligible for the Seed Enterprise Investment Scheme (SEIS). Under this scheme, eligible investors received 50% tax relief against their investment, providing it remained in the society for 3 years. Shares issued as part of this share offer will also be eligible for 50 % tax relief.

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 SEIS. HMRC's information site, <https://www.gov.uk/guidance/venture-capital-schemes-apply-to-use-the-seed-enterprise-investment-scheme> explains the application procedures but, if you are unsure, please seek professional advice.

## RISK:

- You could lose some, or all, of the money you invest in this share offer, and have no recourse to the Financial Services Compensation Scheme or the Financial Ombudsman Service
- The directors have assessed the risks to **Charge My Street**. These include:
  - competition from other chargepoint networks and/or little up take of electric cars resulting in low use of **Charge My Street** chargepoints so income is less than predicted. This is mitigated by promoting the chargepoints widely through local groups and direct marketing;
  - difficulty in finding and reaching agreement with host site means fewer chargepoints are installed, reducing income. This is mitigated by developing options on several sites so there are fallback positions if one drops out.
  - managing and maintaining a complex network of chargepoints across Cumbria is mitigated by the automatic monitoring of sites and training local people in basic maintenance.

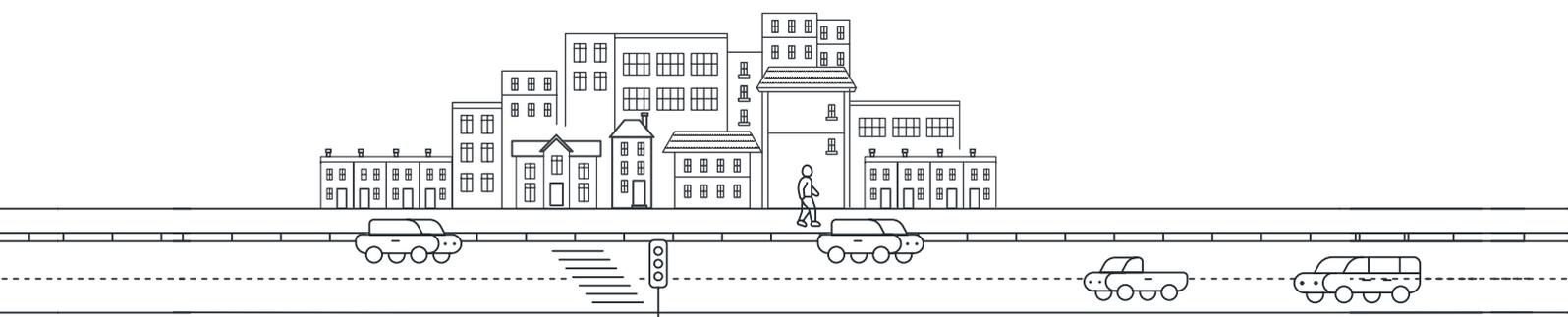
Cat Gillies chose to invest in **Charge My Street** for a few reasons:

*"I strongly believe in the benefits of electric vehicle use, but as an EV owner I sometimes find it difficult to find a chargepoint - I was keen to support initiatives that would develop the charging network;*

*I was keen to support a local initiative that would support the local community, and support the eco principles that I believe in;*

*it was a good way to make an investment, due to the tax incentive."*

The uncertainties inherent in **Charge My Street's** business mean that actual performance may differ from the figures given in this document. A full register of the risks identified and the actions the directors can take to mitigate them is in Appendix 10 of the business plan.



## THE BOARD OF DIRECTORS:

The Board of Directors are volunteers with a rich mix of skills and experience.

**Paul Fisher (Chair)** has over 20 years of experience in Senior Project Management and Controls roles in the Defence industry in the North West of England. Paul is also a board member and presenter on community radio station, Beyond Radio in Lancaster and Morecambe. He has always been interested in green technology and particularly electric cars but living in a terraced house with no off-street parking in the centre of Lancaster originally limited his aspiration. Since the original share offer, Paul has now purchased a hybrid plug-in electric vehicle (Hyundai Ioniq) and is a regular user of the **Charge my Street** facility at the Lancaster Boys and Girls Club on Dallas Road. Paul's ambition is to own a fully electric vehicle in the next couple of years given the increasing range available in the market place.



**Alex Hulley (Secretary)** is a committed EV enthusiast with an encyclopaedic knowledge of the Nissan Leaf! He is interested in the development of the EV sector and formerly worked as a project manager for EDF. He is based in Morecambe and now works for an energy consultancy at Lancaster University.



**Nicola Mortimer** is a consultant who has worked extensively across the renewable energy sector. Her experience covers wind energy, particularly around mapping and identifying sites then supporting the design of technical solutions. In her other role as part of Milliamp at White Cross, she has managed Innovate UK projects which have successfully looked at battery storage and EV chargepoints.



**Peter Mather (H&S Lead)** has a passion for VWs and EVs so it was no surprise he was an early adopter of the Electric Golf. Pete lives in Dolphinholme and is a project manager with a multinational engineering company. He is also a Parish Councillor.



**Will Maden (Chief Technology Officer)** has over 15 years' experience operating as a consultant specialising in logistics & transport. He is currently Director of Analytics for Miralis Data, a specialist algorithm and machine learning data agency. Will developed the first commercial algorithms in the UK to schedule and route electric commercial vehicles. More recently, he has been working with a multinational company developing a "smart charge" algorithm which allows electric vehicles to schedule more efficiently and to have the least impact on the national grid. His professional interest in electric vehicles has carried over to his personal life where and he now drives an electric car.



**Daniel Heery** has 20 years' experience of funding and delivering projects focused on communities. He set up the award winning Cybermoor social enterprise in Cumbria and has worked on community owned infrastructure projects, focused on broadband. His experience of trying to get a charging point installed on his street in Lancaster gave him the idea to use community shares to bring local people together for a co-operative solution. He is passionate about using community assets to find solutions to environmental problems.



CHARGE MY STREET

## KEY PEOPLE:

Key people involved in the SOSCI project, from Charge My Street and our partner organisations are:

**Adrian Powell** is managing the SOSCI project for **Charge My Street**. His role involves finding sites, managing the delivery partners and setting up site owner contracts. He has a background in delivering projects on autonomous vehicles and has been a volunteer on village hall committees and a local foodbank.

**Axel Fensom** is developing the website platform to manage the site identification, demand stimulation & aggregation and community shares. He recently graduated from university with a First Class Honours in Physics.

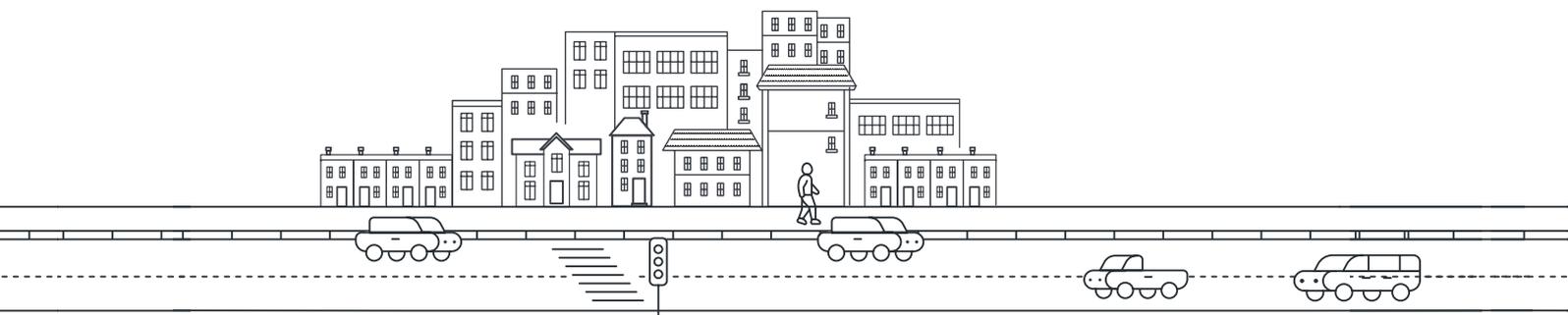
**Daniel Heery** is supervising the **Charge My Street** team. He is a Director of both Cybermoor and **Charge My Street**.

**Kevin Wood (Cybermoor)** – is managing the Innovate UK funding on the SOSCI project and has 40 years' experience of managing complex projects.

**Phil Davies (Cumbria Action for Sustainability)** is leading on engagement with community renewables organisations and community organisations in Cumbria.



These and other photos © Nick Dagger Photography



## SHARE CAPITAL:

1. There is a single class of shares with a nominal value of £1. The minimum investment is £100 and there is a maximum investment of £15,000 by any one investor.
2. The value of your shares will not increase, but may decrease if the liabilities plus share capital of the society exceeds its assets and the directors therefore decide to write down the value of the shares.
3. Shares are non-transferable – you cannot sell them to someone else. Shares may be withdrawn from the Society after a minimum of three years, subject to terms listed below (see item 7).
4. The society can pay interest on shares. The rate of interest that can be paid is restricted by the requirement that it should not exceed that which is considered necessary to attract and retain share capital and the good practice requirement that such interest should only be paid from current operating surplus. We expect to be able to pay 2% share interest and 5% from 2025, if use of the chargepoints increases as projected. Payments of share interest are subject to the approval of the members at the AGM.
5. Your personal liability in all circumstances is restricted to the value of your shares.
6. 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.
7. After a minimum of 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 be the case, for example, if there were a sudden rush of people wanting to withdraw shares, or if directors had invested the available funds in new chargepoints.
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 for election as a director of the society. All members have one vote irrespective of the number of shares they own.
9. In the event of the death of a member, their personal representative can apply for withdrawal of their shares. Such applications will be given priority by the Board. Members can nominate someone to receive their shares in the event of their death, up to a value specified in the Co-operative and Community Benefit Societies Act 2014, or any amending legislation.
10. You must be at least 16 years old and must pay for your 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 is available at:  
[www.chargemystreet.co.uk/about](http://www.chargemystreet.co.uk/about).

## APPLYING FOR SHARES

You can apply for shares via our website at  
[www.chargemystreet.co.uk/share](http://www.chargemystreet.co.uk/share).

The offer will be open between 24th February 2020 and 31st August 2020.

If the offer is oversubscribed, share capital will be allocated on a first come first served basis. The Board will consider launching an open offer in the future to raise funds to further expand our chargepoint network.



# 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 therein. Organisations can apply for shares using the form below.

## THERE ARE 3 WAYS TO INVEST:

- 1. **Online** at [www.chargemystreet.co.uk/invest](http://www.chargemystreet.co.uk/invest)
- 2. **By cheque**, made payable to **Charge my Street** Ltd. including a completed copy of the form below with your full name, address and date of birth
- 3. **By bank transfer** to our dedicated Cumberland Building Society account.

Account number 54243281 Sort Code: 16-52-21. Please include your surname in the reference and send us a completed copy of the form below with your full name, address and date of birth by e-mail.

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 **01524 881227** or e-mail: [hello@chargemystreet.co.uk](mailto:hello@chargemystreet.co.uk)

Website [www.chargemystreet.co.uk](http://www.chargemystreet.co.uk) facebook / twitter: [chargemystreet](#)

