

Prepare your business for the increasing demand for workplace EV charging solutions



# Electric Vehicle Charging

### **Increase employee satisfaction**

Attract & retain top talent by providing EV charging for your team.

### **Easily manage fleet & employee usage**

From a single employee to a fleet with hundreds of vehicles.

### **Improve your sustainability rating**

Use it to help comply with ESOS and leverage to gain ISO accreditations.

### **Reduce the running cost of your fleet**

Our solution is the foundation for a lower cost electric fleet.

## The Rise of Electric Vehicles

The last four years have seen a remarkable surge in demand for electric vehicles in the UK – new registrations of plug-in cars increased from 3,500 in 2013 to more than 178,000 by the end of September 2018. There has also been a huge increase in the number of pure-electric and plug-in hybrid models available in the UK with many of the top manufacturers in the UK now offering a number of EVs as part of their model range.

Figures published by the Society of Motor Manufacturers and Traders (SMMT) each month show that electric car sales in the UK have risen dramatically over the past few years. EV cars now account for over 3% of all new car sales and are growing rapidly. By 2020, EVs will make up nearly 7% of all registered cars in the UK and more than 20% of fleet sales. This means that by 2020 approximately 1 in 10 employees driving to work will require the necessary charging infrastructure at their workplace.

**72% of drivers  
would be more  
likely to purchase  
an electric vehicle  
if their company  
provided  
charging points.**

## About EV Charging

### Top Up Model

Charging an electric car is nothing like filling up your petrol or diesel car. Electric car charging operates on a top up model, which means topping up your battery everywhere you stop for an hour or more. EV drivers often top up multiple times throughout the day. The top up model requires a shift in mindset from all stakeholders involved, including consumers, businesses, car manufacturers and government. Our cars spend 95% of their time parked. That's 22 hours of the day on average spent idle. With electric cars, drivers can utilise parking time to charge their battery, knowing it's full every time they return to their car.

### Types of Chargers

There are three main EV charger types: 'slow' charging units (up to 3kW) which are best suited for 6-8 hours overnight; 'fast' chargers (7-22kW) which can fully recharge some models in 3-4 hours; and 'rapid' charging units (43-50kW) which are able to provide an 80% charge in around 30 minutes. Rapid chargers also come in two charge point types – AC and DC – depending on whether they use alternating current or direct current.

### EV Charging Ecosystem

Backed by years of usage data, the ecosystem below shows how EV drivers apply the top up model in their charging behaviour. As expected, about 60% of charging is done at home, while 30% of the opportunity involves topping-up at work. EV drivers rely on and expect the opportunity to charge their EV while at work.

### Minimising Your Carbon Footprint

Driving an electric car is about driving greener with a lower carbon footprint. Switching from petrol or diesel to a fossil fuel derived energy will still provide some environmental benefits, however by adding solar power generation will give you completely green and sustainable power, as well as cost free charging.

### Grant Funding

The OLEV Workplace Charging Scheme (WCS) grant enables any business to receive a £500 grant per socket to install EV charging infrastructure at workplaces for staff and fleet vehicle use. The grant is awarded to the business, however claimed by us, through your appointed OLEV approved installation company. The grant can be claimed against a maximum of 20 sockets.

## The Benefits of Workplace EV Charging

### Employee Savings

Providing EV charging in the workplace is a cost-effective way to retain and actively support employees. Employees can make significant savings by switching to an electric vehicle, with typical fuel costs being £2,000 less a plus benefit in kind savings of an average of £4,500 per year (Based on an average vehicle cost of £30K).

### Tax Benefits

Purchasing EVs in your fleet makes your business eligible for 'Enhanced Capital Allowances', which significantly increase the amount of allowance you can write down against taxable profits each year. Standard allowances for conventional petrol/diesel cars allow your business to write down between 8-18% depending on the fleet's emission levels. With plug-in hybrids and electric cars, a business qualifies for a 100% capital allowance write down in the year of acquisition.

### Environmental Impact

Implementing EV charging also helps businesses reach their environmental targets by dramatically reducing their CO2 emissions and the amount of carbon tax paid on those emissions. Electricity used to charge EVs, and the associated CO2 generated, can be discounted from the total energy consumption when reporting carbon emissions. With the average UK electricity mix (coal, gas & renewables), an EV saves almost 90% of CO2 emissions compared to petrol/diesel alternatives.

### Positive Brand Image

Providing workplace EV charging also improves your business image with employees and customers. A recent report on brand perception by Wavelengths Consulting asked drivers whether they thought certain businesses cared about more than just making money. Companies who actively supported and invested in EV charging for their staff and customers were 26% more likely to receive a positive response.

## Key Considerations

### Strategy & Planning

Implementing EV charging at the workplace requires careful planning. With a strategic rollout in mind, a business needs to think about the ratio of charge points to EV drivers in each site, as well as their varying needs. Are drivers parked on site all day? Do they top up for short or long periods? Failing to provide charging infrastructure for EV drivers has a negative effect on employee or customer satisfaction and can create unnecessary friction with conflict over availability.

### Scalability

Another aspect to consider is whether a workplace charging solution can scale with the growth of EVs in your business. Considering the exponential increase projected in EV sales, a business is expected to find up to 10% of its workforce owning a plug-in vehicle by 2020. This means a workplace solution may need to scale from 1 charge point up to 500 charge points in the next 5 years.

### Accessibility

Businesses also require a simple and widely available method for drivers to access your charge points on a daily basis. For example, a smartphone can be used to communicate with your charge points and authenticate whether an EV driver has access to the charge point. This ensures the day-to-day charging experience at work is as smooth as can be and refrains from taking up extra resource and time from the business.

### Revenue and Expenditure

Companies can adopt one of five models in relation to charging for the energy used.

- You can either offer it free as a perk to staff or customers
- Energy cost recovery where you directly pass on the charge of the electricity consumed
- Energy and system cost recovery where the cost of the investment into the charging infrastructure is recouped as well as the electricity cost
- Revenue generation where you charge an increased amount with the aim of creating a profit.
- A hybrid model whereby pricing varies in relation to demand, or to incentivise behaviour such as working late.

### Employee Benefit-in-Kind

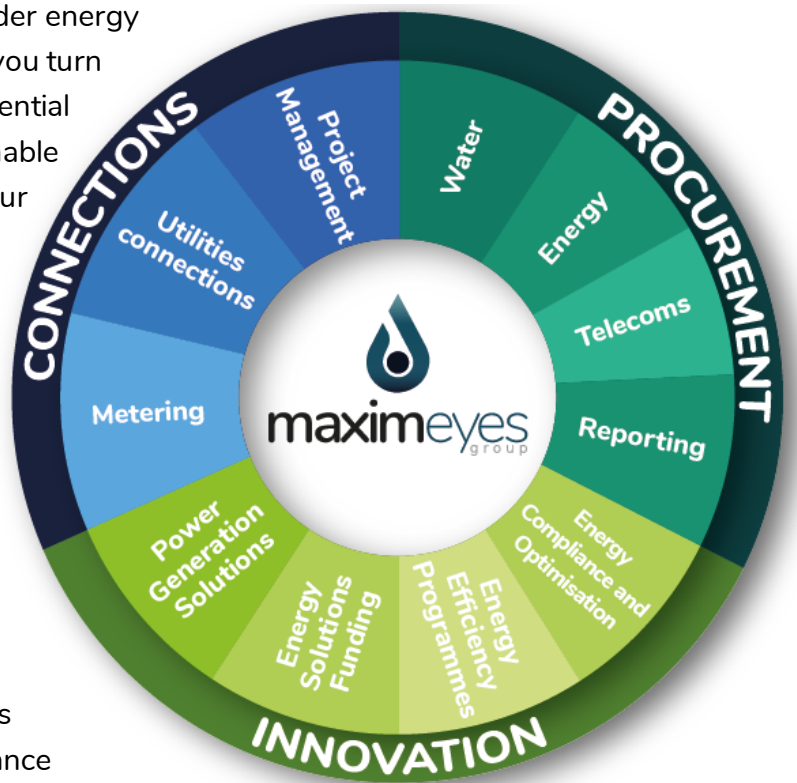
HMRC notes that while providing free charging at work gives rise to a benefit-in-kind, the business can exclude this benefit from reporting grounds by declaring EV charging as a 'trivial benefit'. Trivial benefits are benefits that are deemed too small to be taxed. As the adoption of EVs continues to grow, the industry agrees that HMRC will shortly remove the 'trivial benefit' exclusion. When this happens, businesses will need to consider a workplace solution that monitors and reports on individual employee benefit from charging their EV at work. Adopting a solution that automatically tracks employee benefit for P11D makes it significantly easier to adhere to the new tax rules once they take effect.

## Why Optimeyes?

When considering EV charging it is important that you consider how it fits in to your wider energy strategy. We work with you to help you turn energy from a spiralling cost and potential business risk, into a source of sustainable competitive advantage. Combining our extensive experience in energy solutions with our funding options and tailored system designs, our experienced team can provide the right energy solution for any business.

Our fully funded model also means you can have a solution that has an immediate positive impact on your company's finances. We are at the forefront of changing how businesses use energy, so you have the reassurance of our extensive industry experience, knowledge and a world-class operation.

Optimeyes are part of the Maximeyes Group of companies providing businesses with a complete solution for all their energy requirements.



## Want to find out more?

Find out how we can help to power your business to new levels of performance today.

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