

**NEXT GENERATION  
NETWORKS**

Marketing and PR Report  
July 2018  
Electric Nation



Report Title	:	Electric Nation Marketing and PR Report April 2018
Report Status	:	FINAL
Project Ref	:	104060 Electric Nation
Date	:	13.08.2018

<b>Document Control</b>		
	<b>Name</b>	<b>Date</b>
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<b>Revision History</b>		
<b>Date</b>	<b>Issue</b>	<b>Status</b>
20.07.2018	0.1	DRAFT
20.07.2018	0.2	For internal review
20.07.2018	0.3	Issue to client for review
13.08.2018	0.4	Final

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Glossary

Abbreviation	Term
BEIS	Department for Business, Energy & Industrial Strategy
DfT	Department for Transport
EV	Electric Vehicle
LCNI	The Low Carbon Network Innovation Conference
LCV	The Low Carbon Vehicle Event
Ofgem	Office of Gas and Electricity Markets
OLEV	Office for Low Emission Vehicles
PR	Public relations
SMMT	Society for Motor Manufacturers and Traders
WPD	Western Power Distribution

## 1 Introduction

This report provides a comprehensive overview of all marketing and public relations (PR) activity that has taken place for the Electric Nation project (the Project) from May to July 2018. EA Technology manages all aspects of marketing and PR for the Project on behalf of Western Power Distribution (WPD) and its project partners and suppliers. Automotive Comms delivers strategic direction and all associated marketing and PR services for the Electric Nation project.

### 1.1 Electric Nation

Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.

Electric Nation, the world's largest domestic electric vehicle (EV) trial, is revolutionising domestic plug-in vehicle charging. By engaging 673 plug-in vehicle drivers in trials, the project is answering the challenge that when local electricity networks have 40% - 70% of households with electric vehicles, at least 32% of these networks across Britain will require intervention.

The project is developing and delivering a number of smart charge solutions to support plug-in vehicle uptake on local electricity networks. A key outcome will be a tool that analyses plug-in vehicle related stress issues on electricity distribution networks and identifies the best economic solution. This 'sliding scale' of interventions will range from doing nothing to smart demand control, from taking energy from vehicles and putting it back into the grid, to traditional reinforcement of the local electricity network where there is no viable smart solution.

The development of the project deliverables is being informed by a large-scale trial involving plug-in vehicle drivers that will:

- Expand current understanding of the demand impact of charging at home on electricity distribution networks of a diverse range of plug-in electric vehicles - with charge rates of up to 7kW+, and a range of battery sizes from 20kWh to 80kWh+.
- Build a better understanding of how vehicle usage affects charging behaviour.
- Evaluate the reliability and acceptability to EV owners of smart charging systems and the influence these have on charging behaviour. This will help to answer such questions as:
  - Would charging restrictions be acceptable to customers?
  - Can customer preference be incorporated into the system?
  - Is some form of incentive required?
  - Is such a system 'fair'?
  - Can such a system work?

The results of this project will be of interest and will be communicated to the GB energy/utility community, UK government, the automotive and plug-in vehicle infrastructure industry and the general public.

## **2 Marketing and PR Aims and Objectives**

### **2.1 To support recruitment - overview**

A key aim of marketing and PR under the Electric Nation project is to demonstrably support DriveElectric's customer recruitment goals to achieve 500-700 WPD customers recruited into the project trials by summer 2018. To this end, weekly project management telephone calls organised and facilitated by EA Technology between itself, Automotive Comms and DriveElectric have ensured that the marketing activity has provided the recruitment campaign with the tools that it needs in order to boost and maintain customer engagement in the project. These calls now take place every other week, due to the fact that the recruitment stage of the project is complete. WPD is invited onto these calls on an ad hoc basis to keep the WPD team informed, engaged and updated as required.

### **2.2 To support dissemination - overview**

Formal reporting and dissemination of information and results, being technical where appropriate, is required to relevant government-related organisations such as Ofgem, OLEV, BEIS and DfT, as well as the utilities (including all GB distribution network operators, energy suppliers and generators), energy industry and consultants. The primary message to these stakeholders is focused on progress and results of the trial, and technical measures that can be adopted around electric vehicle demand management, and potentially vehicle to grid technologies.

More general and less technical cross-sector and customer dissemination of information and results will be directed to Government, public sector, academic and professional bodies and institutions, and to the general public to an extent.

### 3 Marketing and PR Strategy

The marketing and PR strategy underpins all communications and dissemination activity for Electric Nation. It establishes a uniform approach to describing the project, its funding mechanism and key collaboration partners, together with both a long and short summary for the project (Appendix 1), as well as the key communication messages for use by all project partners and suppliers.

#### 3.1 Key recommendations

The strategy identified the need to intercept buyers of plug-in vehicles before orders for vehicles and charge points are placed. These customers must live in WPD's area of the South West, South Wales, and Midlands; a map and postcode checker have been developed and used in the maximum amount of communication and housed on the Project's website. The strategy also identified the following:

- DriveElectric to encourage people taking out new plug-in leases to take part
- Need to encourage manufacturers, and critically their dealers, to promote the project
- Wider marketing, communication and PR, ultimately targeting all people who may be considering buying a plug-in vehicle in the near future

Managing expectations is critical to Electric Nation; there may be people who are keen to take part but who may not be able to do so due to a number of reasons, such as:

- They are outside of the initial areas
- Their property may not be suitable to have a charging point installed
- They may have to wait too long to acquire a vehicle
- All places for their vehicle technology may be already filled

Therefore, the Project is careful to manage expectations in all its communication; all communications materials stress phrases such as "subject to eligibility and availability".

Trial participants and conduits to engagement / recruitment are:

- Potential trial participants, i.e. primarily prospective plug-in vehicle buyers
- DriveElectric customers
- Plug-in vehicle manufacturers and their dealers
- The Go Ultra Low Cities of Milton Keynes, Bristol and Nottingham / Derby through the relevant delivery organisations and Councils
- Low carbon/low emission automotive organisations (e.g. LowCVP)
- EV charge point/equipment suppliers and installers, particularly those companies contracted by DriveElectric to install the smart chargers under the Project
- Other automotive industry organisations (e.g. SMMT)

In this period, trial recruitment has continued apace. Integrated partnership working between EA Technology and DriveElectric has been successful with 700 trial participants now recruited into the project. The number of smart charger installs is expected to be slightly less than the 700 due to delays in vehicle delivery to customers. DriveElectric forecasts that installation of smart chargers (673) will be installed by mid July 2018. The project website has

been revised to remove the invitation to apply and related application forms and other no-longer valid information.

As the project moves further into the demand management phase with its customers, management of trial participants' expectations continues to be critical. EA Technology is supporting DriveElectric's engagement with trial participants through provision of timely and appropriate letters and email communications, as well as information on 'closed' web pages on the project website, offering information on the Greenflux and CrowdCharge apps.

## 4 Activity in this Reporting Period

During this period, activity has been geared towards:

- Supporting trial recruitment: maintaining and increasing momentum in both registrations of interest ('leads') and securing commitment to taking part in the trial, evidenced through numbers of smart charger installations completed
- Planning for managing customer expectations as the trial recruitment phase comes to a close
- Dissemination of early learning at events such as REA Electric Vehicle Experience Conference and Utilities Week Live Conference
- Project newsletter issued updating stakeholders on early project learning
- Press Release issued to celebrate the final project installation and the culmination of the project recruitment campaign
- Electric Nation is featured in the recently published Road to Zero Strategy
- Planning for further learning dissemination at high profile events such as CENEX LCV, Low Carbon Network Innovation (LCNI) Conference and Utilities MR Conference.

### 4.1 PR and event presence to support dissemination - activity

A press release was issued on 19<sup>th</sup> July 2018 to celebrate the end of the recruitment and installation period of the project.

Mike Potter from Drive Electric presented at the Utility Week Live Conference on the successful Electric Nation recruitment campaign. The Conference was held on the 22<sup>nd</sup> May.

Nick Storer from EA Technology presented on the Electric Nation project at the REA Electric Vehicle Experience Conference on 14 May.

Electric Nation was featured on page 102 in the ['Road to Zero'](#) Strategy, published by Government on 9<sup>th</sup> July 2018.

Drive Electric attended the Fully Charged Live Conference at Silverstone on 9<sup>th</sup> and 10<sup>th</sup> June. This was reported on the project website:

<http://www.electricnation.org.uk/2018/06/12/electric-nation-at-robert-llewellyns-fully-charged-live-silverstone-9-10-june-2018/>

### 4.2 PR and event presence to support dissemination - planning

EA Technology and WPD have been working together closely to plan the projects presence at the high-profile CENEX LCV and Low Carbon Network Innovation (LCNI) Conferences.

The stand design has been finalised for the projects presence at CENEX LCV. Electric Nation will be hosted on WPDs exhibition space. It has been confirmed that members of the Electric Nation project will have speaking slots to disseminate project learning.

Planning is underway for the dissemination of learning from Electric Nation at Low Carbon Network Innovation (LCNI) in Telford on 16<sup>th</sup> and 17<sup>th</sup> October.

Impact Utilities, who are the customer research contractor for the project have been confirmed as a speaker at the prestigious Utilities MR conference taking place at the start of October, where EA Technology, on behalf of Electric Nation, will contribute as co-speaker in a presentation about customer research activities in the Electric Nation project.

### **4.3 Smart Charging Explainer Video**

WPD have produced an animated video explainer about the Electric Nation project as part of their involvement in Community Energy Fortnight. This video has been hosted on the project website.

This video has been featured in a news item:

<http://www.electricnation.org.uk/2018/07/04/western-power-distribution-smart-charging-video/>

The news item has been circulated on social media (Twitter). The video will be used by the project and its partners at forthcoming shows such as LCV and LCNI.

### **4.4 Social media**

Social media is recognised as a key tool to support both trial participant recruitment activity and dissemination in the Electric Nation project. All project-related social media activity is supported by a WPD approved Social Media Policy, which has been circulated to all project partners and suppliers.

#### **4.4.1 Twitter**

Responsibility for managing the Twitter account is split between EA Technology and DriveElectric. This approach maintains the delineation between DriveElectric and its customer interface role, and EA Technology, which must have no direct communication with customers, as per the project's Customer Engagement Plan.

EA Technology is responsible for:

- Maintaining a pipeline of relevant EV-industry related news tweets (and retweets)
- Tweeting news directly linked to the Electric Nation Twitter account
- Tweeting Electric Nation project updates to support learning dissemination activities on behalf of the project and its partners / suppliers

During June 2018 it was decided that a Social Media Contractor would be better placed to manage the Electric Nation twitter account. The Contractor is regularly updated with project news by members of the Electric Nation team and provided with project learning and highlights to turn into tweets. A fortnightly schedule of tweets is agreed in advance, with the flexibility to alter arrangements as necessary.

DriveElectric is responsible for:

- All customer interaction and communications through the Electric Nation Twitter account. This includes responding to all queries, complaints and comments in general in a timely manner
- Monitoring the Electric Nation Twitter account on a daily basis to enable timely responses, and to manage unwanted contacts
- Scheduling daily / bi-daily tweets to support recruitment activities
- Tweeting about Electric Nation EV test drive events and related recruitment activities

The Electric Nation Twitter account (@ElectricNation\_) was launched at LCV 2016 to align with the official launch of the project and its recruitment activity. To date, the Electric Nation Twitter account has 1,780 followers, an increase of 12% since the last reporting period. The achieves a good level of retweet activity, including regular retweets by WPD, the Office for Low Emission Vehicles, and project partners and suppliers.

**Table 4.1: Twitter activity increase from last reporting period**

Item	Last reporting period	Current reporting period	% increase
Twitter Followers	1,588	1,780	12%

#### 4.4.2 Facebook

Electric Nation has a Facebook page that is customer-facing and is therefore managed by DriveElectric, albeit its set up was supported by Automotive Comms to ensure branding and message were in line with strategy. Progress on this front is reported under separate cover by DriveElectric.

#### 4.5 PR report

In this reporting period there have been four items of project news produced on the [project news](#) section of the website, and disseminated via Twitter.

- 10 MAY 2018: Come And Meet Electric Nation At Robert Llewellyn’s Fully Charged Live Event
- 12 JUNE 2018: Electric Nation At Robert Llewellyn’s Fully Charged Live, Silverstone, 9-10 June 2018
- 04 JULY 2018: Western Power Distribution Smart Charging Video
- 19 JULY 2018: Final EV Smart Charger Is Installed For The Fully-Recruited Electric Nation Project

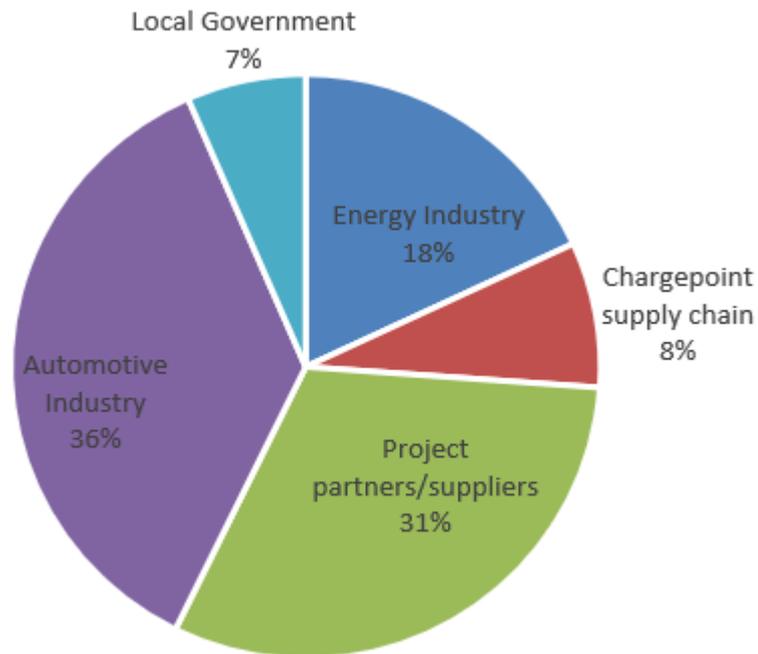


Figure 4.1: Press release coverage by sector

The breakdown of coverage by sector in Figure 4.1 shows that 36% is by automotive publications, with 31% by project partners and suppliers. Energy sector coverage has increased by 1% to 18%. The charging point supply chain contribution remains steady at 8%.

It has been an aim of the marketing and PR strategy from the outset to encourage uptake and dissemination of press releases by the collaboration partners and suppliers, and to engage effectively with the automotive sector to raise awareness of the challenge of EVs connecting to local electricity distribution networks, and the demand management solutions being trialled through Electric Nation. Coverage overall has been quieter than in previous reporting periods due to the natural lull in activity as the recruitment phase ends but before the project can start disseminating definitive learning.

The total number of PR items captured over the project lifetime to date is 200 (Please note that these statistics are from before the release of the PR surrounding the final installation).

## 5 Next steps

The Project team at EA Technology will continue to work alongside project partners to ensure that all marketing and PR activity supports partners to achieve their deliverables. Trial recruitment has come to a close, so that communication and marketing activity will now focus on dissemination of learning and managing any issues that may arise with trial participants in PR terms.

Discussion of content has been progressing for a project newsletter to be disseminated at the end of the summer.

Planning is well underway Electric Nation's presence at [Cenex LCV 2018](#), 12-13 September at Millbrook Proving Ground and is progressing for the [Low Carbon Innovation Fund Conference](#) in Telford on 16<sup>th</sup> and 17<sup>th</sup> October.

A strategy will be developed during the next reporting period to effectively disseminate learning from the Electric Nation project, including attendance at industry events, and production of other learning material such as webinars.

## Appendix 1 – Project description and summaries from Marketing and PR Strategy

Uniform project description – to be included in all project communications

*Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.*

Long summary

*The Electric Nation project will develop and deliver a number of smart charge solutions to support plug-in vehicle uptake on local electricity networks. A key outcome will be a tool that analyses plug-in vehicle related stress issues on networks and identifies the best economic solution. This 'sliding scale' of interventions will range from doing nothing to smart demand control, from taking energy from vehicles and putting it back into the grid, to traditional reinforcement of the local electricity network where there is no viable smart solution.*

*The development of the project deliverables will be informed by a large-scale trial involving plug-in vehicle drivers that will:*

- 1. Expand current understanding of the demand impact of charging at home on electricity distribution networks of a diverse range of plug-in electric vehicles - with charge rates of up to 7kW+, and a range of battery sizes from 20kWh to 80kWh+.*
- 2. Build a better understanding of how vehicle usage affects charging behaviour.*
- 3. Evaluate the reliability and acceptability to customers of controlling the demand for electricity/taking energy from vehicles and putting it back into the grid.*

*The results of this project will be of interest and will be communicated to the GB energy/utility community, to UK government, to the automotive and plug-in vehicle infrastructure industry and to the general public.*

Short summary

*Electric Nation, the world's largest domestic EV trial, is revolutionising domestic plug-in vehicle charging. By engaging up to 500-700<sup>1</sup> plug-in vehicle drivers in trials, the project is answering the challenge that when local electricity networks have 40% - 70% of households with electric vehicles, at least 32% of these networks across Britain will require intervention. Electric Nation is pioneering our electric future.*

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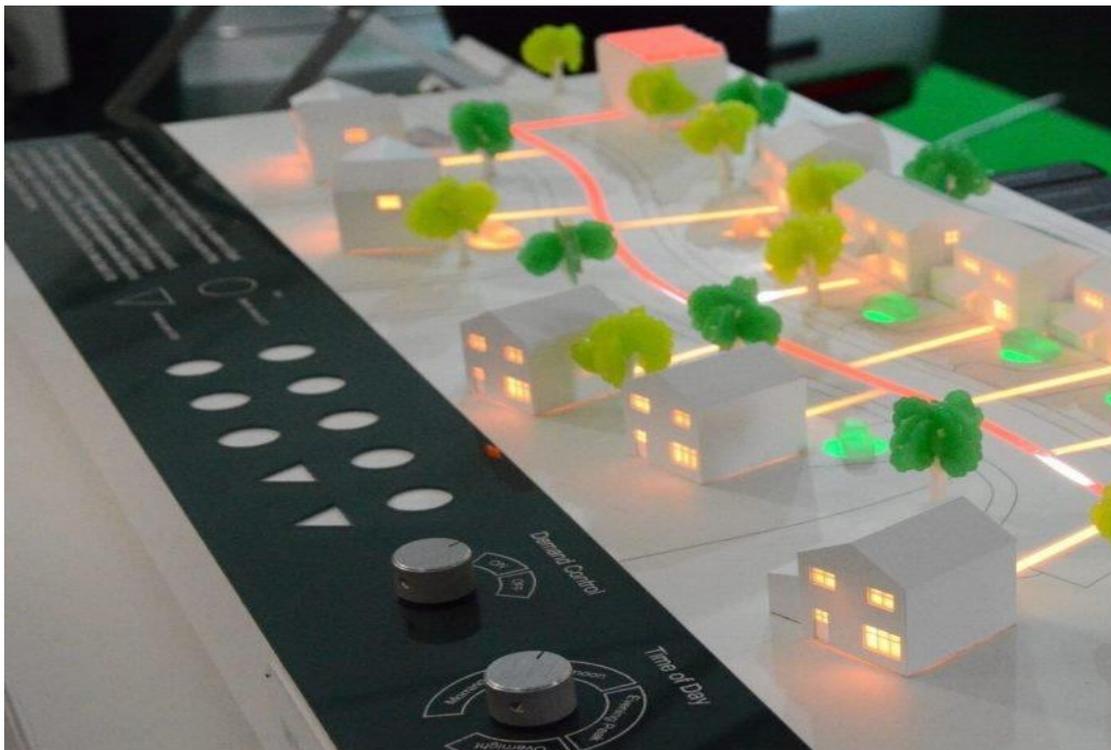
<sup>1</sup> Updated from '500' in the first strategy draft, June 2016, to '500-700' in a marketing strategy update session, October 2016.

## Appendix 2 – Newsletter to disseminate learning



YOUR  
ELECTRIC  
VEHICLE  
YOUR  
SMART  
CHARGE

### OUR LATEST NEWS MAY 2018



## NEW VIDEO EXPLAINS HOW THE ELECTRIC NATION SMART CHARGING SYSTEM WORKS

If you want to know more detail about how the Electric Nation smart charging system works then you can now watch a video, with Mark Dale, Innovation and Low Carbon Networks Engineer, Western Power Distribution, talking through the Electric Nation model.

[READ THE SMART CHARGING GUIDE SUMMARY HERE](#)

[READ MORE](#)



## WHAT HAS BEEN LEARNT SO FAR FROM ELECTRIC NATION SURVEYS?

We wanted to take this opportunity to thank all our recruits for being so engaged with the surveys so far! To date, they have been tasked with completing 2-3 of them, and response rates have been fantastic – we are hoping to see this remain the case for the duration of the project.

[READ MORE](#)



## COME AND MEET ELECTRIC NATION AT ROBERT LLEWELLYN'S FULLY CHARGED LIVE EVENT

Electric Nation, in the form of DriveElectric, will have a stand at Robert Llewellyn's Fully Charged LIVE event, taking place over the weekend of 9 & 10 June 2018 at Silverstone.

[READ MORE](#)



## TOP 10 ELECTRIC CARS AT THE 2018 GENEVA MOTOR SHOW

There were a number of electric cars on display at the 2018 Geneva Motor Show that are due to be in production soon. Here's our Top 10 Electric at Geneva this year that may – or may not – be connecting to the local electricity networks here in the UK before long...

[READ MORE](#)

[VISIT THE ELECTRIC NATION WEBSITE](#)

If you no longer wish to receive email communications regarding Electric Nation [unsubscribe here](#)

COLLABORATION PARTNERS

# WESTERN POWER DISTRIBUTION

*Serving the Midlands, South West and Wales*



Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.



JOIN THE CONVERSATION @ELECTRICNATION\_

## Appendix 3 – Website Project News Items

Published since last report

10 MAY 2018

### COME AND MEET ELECTRIC NATION AT ROBERT LLEWELLYN'S FULLY CHARGED LIVE EVENT

Electric Nation, in the form of DriveElectric, will have a stand at Robert Llewellyn's Fully Charged LIVE event, taking place over the weekend of 9 & 10 June 2018 at Silverstone.



You can pick up a copy of our Smart Charging Guide on the stand of DriveElectric, the leasing partner at Fully Charged LIVE.

With two days of fun-filled content to look forward to, over 5,000 Fully Charged fans will hear from Robert Llewellyn and a host of leading experts as they discuss the future of Energy & Transport. Find out more and book your tickets here:

[www.fullychargedshow.co.uk/fully-charged-live-more-info](http://www.fullychargedshow.co.uk/fully-charged-live-more-info)

If you can't make it to Fully Charged LIVE you can download a copy of our Smart Charging Guide at: [www.electricnation.org.uk/resources/](http://www.electricnation.org.uk/resources/)

Alternatively, you can hear Mike Potter from DriveElectric present on the subject of Electric Nation at Utility Week Live, 22 May 2018, at the Birmingham NEC. 'The role of transport in the energy system' seminar takes place between 14.15-15.30. Find out more here: [www.utilityweeklive.co.uk](http://www.utilityweeklive.co.uk)

12 JUNE 2018

## ELECTRIC NATION AT ROBERT LLEWELLYN'S FULLY CHARGED LIVE, SILVERSTONE, 9-10 JUNE 2018

Electric Nation was represented on the DriveElectric stand at Robert Llewellyn's Fully Charged LIVE event at Silverstone, 9-10 June 2018. [Electric Nation's Smart Charging Summary Guide \(available in our Resources section\)](#) was available on the DriveElectric stand, which also featured BBC Radio 2 presenter and producer Mark Goodier interviewing people on the subject of EVs.



DriveElectric, a partner in Electric Nation, has been growing its specialism in EV leasing over 10 years. DriveElectric's Managing Director, Mike Potter, was impressed with the mix of visitors at Fully Charged LIVE; although some already owned an EV, the vast majority had come to the event to find out more about EVs and the latest models on sale.

If ever there was a sign that consumer attitudes towards electric cars are changing, Fully Charged LIVE was that sign. Strange things started to happen even before arriving at the venue. Driving down the UK motorway network to Silverstone, increasing amounts of electric vehicles became evident heading in the same direction. Either it was an alien invasion, with the extra-terrestrials driving EVs, or it was a LOT of EV enthusiasts driving to Fully Charged LIVE. It was like being taken forward in time by around two years to 2020 when EVs will be a lot more commonplace on our roads.

Upon arrival at Fully Charged LIVE, before 11am on the Saturday (the event only opened at 10am) the first observation was "Wow, that's a LOT of people!". Visitors walked up to the registration desk past a line-up of current EVs on sale, with the final vehicle being the all-new, all-electric Jaguar I-PACE – one of the first times that this car has been seen in public. Not that you could see the car, because of all the people crowding around it, in it, or on top of it if they could. It was obvious that this was the star car of the show – as expected.

But of course the real star of the show was Robert Llewellyn – the main reason why 6,000 or so people paid around £30 each for tickets and travelled to Silverstone for the weekend. The idea was that Fully Charged LIVE was to be an 'in person' version of Robert's online show, and even by midday on the first day of the event it was standing room only at all the live presentation sessions. Robert was involved in the stage shows, as well as Jonny Smith, Helen Czerski, and a wide range of other speakers. In addition to EVs, the other focus of the presentation programme was Robert's second passion, renewable energy.

The exhibition stands also reflected this mix of EVs and energy, and included a broad variety of businesses, including EV manufacturers, charging companies, home energy storage suppliers, etc etc.

Apart from the live sessions, the many exhibition stands, and the latest EVs on show, there was also an area in the garages downstairs with a variety of fascinating and very desirable classic cars that had been converted from ICE to electric powertrains – and even the Riversimple Rasa hydrogen car.

So the first-ever Fully Charged LIVE appeared to be a resounding success, and praise should go to Robert and his team for pulling it off. If you were there this year, then you can congratulate yourself for being a forward-thinker. If you weren't there this year, then you need to save a space in your diary for next year's event, which we can only imagine will be even bigger and better. Fully Charged LIVE has signalled that we've had take-off: the explosion in wider public interest in EVs has begun.

Paul Clarke

Read the original article with images at: [www.greencarguide.co.uk/features/fully-charged-live-review-we-have-take-off](https://www.greencarguide.co.uk/features/fully-charged-live-review-we-have-take-off)

04 JULY 2018

## WESTERN POWER DISTRIBUTION SMART CHARGING VIDEO

Western Power Distribution has produced an animated video about the growth of electric vehicles and smart charging which can be viewed on the Electric Nation home page: [www.electricnation.org.uk](http://www.electricnation.org.uk)



The video explains how more of us are moving from driving petrol and diesel vehicles to driving electric vehicles, as lower costs and air quality concerns in cities have accelerated growth – with millions of EVs expected on our roads by 2030.

If we all charge at peak times recent studies suggest there may be pressure on some local electricity distribution systems.

A solution – using smart charging – can help manage this problem.

By controlling when and how fast we charge EVs we can relieve pressure on these networks.

The video also explains that energy stored in EV batteries could be put back into the local electricity network when needed. Lots of solutions working together could help manage network capacity more efficiently.

The Electric Nation smart charging project is working with between 500 and 700 households – one of many things that WPD is doing to get ready for EVs.

The video appears on the Electric Nation home page:

[www.electricnation.org.uk](http://www.electricnation.org.uk)

or:

<https://youtu.be/TnPD21sBWcY>

19 JULY 2018

## FINAL EV SMART CHARGER IS INSTALLED FOR THE FULLY-RECRUITED ELECTRIC NATION PROJECT

- Smart chargers are now installed for the EVs of all participants and Electric Nation moves into final phase of learning from the trial
- Smart charging can be a key solution to the impact of increasing numbers of EVs on the electricity network



The Electric Nation project has installed its final smart charger as part of its trial with electric vehicle (EV) owners. The project will now be assessing the smart charging technology and feedback from trial participants.

This milestone for the Electric Nation project was reached at the same time that the UK Government published its [‘Road to Zero’](#) strategy, which lays out a roadmap for increased EV adoption. Plans for higher and faster levels of EV uptake are likely to lead to challenges with the capacity of local electricity networks at peak electricity demand times – smart charging can provide a solution to this problem.

Smart charging is also due to be mandated in the government’s ‘Automated and Electric Vehicles Bill’ which has now passed through Parliament. This could enable a wide range of services that could reduce the overall cost of charging for EV drivers who predominantly charge at home and also enable local network protection at the same time.

Electric Nation, one of Western Power Distribution’s (WPD) [innovation projects](#), with collaboration partners EA Technology, DriveElectric, Lucy Electric GridKey and TRL, has been

successful in achieving its recruitment targets, with over 40 different makes and models of EVs taking part, installing 673 domestic smart chargers.

One of the final smart charger installs was for Sunny Vara, who had a charger fitted to coincide with taking delivery of a new Tesla. Sunny was very positive about the Electric Nation project, commenting: “The entire process from applying to be part of the trial to having the smart charger installed was seamless, and it’s now extremely easy to charge my car at home. I’m looking forward to finding out what we can learn from the data generated by the project, as well as discovering the cost savings from running an electric car compared with having to visit a fuel station to fill up with petrol.”

The final smart charger installation is the climax of more than two years of hard work for the Electric Nation team, in particular DriveElectric, the partner that has been leading the recruitment for the trial since late 2016.

Mike Potter, Managing Director of DriveElectric, adds: “The high level of interest that we’ve received from EV drivers to be participants in Electric Nation has reinforced the view that we’re now at a tipping point with EVs. In the next two years we’re likely to see a significant rise in the numbers of EVs on our roads, so it’s all the more important that our Electric Nation participants are engaging with us so enthusiastically to trial smart charging in advance of an expected roll-out of such technology nationwide.

“I’d also like to thank the team here at DriveElectric for all their excellent work engaging with participants, which includes dealing with over 3,000 enquiries for 700 spaces on the trial.”

Electric Nation’s initial findings show that on average, vehicles are plugged in for 12 hours, but they are rarely charging for the full time. This suggests that there is likely to be sufficient flexibility to manage charging away from peak electricity demand periods. This will be explored in more detail as the trial continues during the remainder of 2018.

Mark Dale, Innovation Project Manager, Western Power Distribution, comments “I am very pleased that the Electric Nation team has met this important milestone. We are really looking forward to gaining a better understanding of how smart charging works, and how customers feel about it, in the real world.”

The Electric Nation trial is taking place in the WPD network areas in the Midlands, South West and South Wales.

For more information visit [www.electricnation.org.uk](http://www.electricnation.org.uk)

Twitter @electricnation\_

