



Morrisons

EQUANS EV Solutions partnered with Morrisons supermarkets to deliver a network of reliable rapid electric vehicle chargers across the Morrisons estate. EQUANS offered a full turn-key solution including the installation, maintenance and operation of all charging points.

The brief

Equans partnered with Morrisons in 2018 to deliver electric vehicle charging points across its store estate. Morrisons aimed to enhance the customer experience of shopping at their stores, by providing easy to use, reliable EV charging which enabled customers to charge their vehicle whilst they shopped in store, visited the café and made use of other on-site features. Morrisons were also looking for the provision of green energy, to align to their wider net-zero efforts and provide customers with sustainable charging facilities.

The solution

Equans delivered a full turn-key solution for Morrisons, including full installation, maintenance, and operation of charging points. Equans also offered a fully managed service via the cloud-based GeniePoint software. The GeniePoint platform is a market-leading platform that provides real-time data to both network operators and drivers, plus core management functionality, including; usage reporting, customer registration, payment handling and 24/7 customer support service.

The GeniePoint platform also provides drivers with instant access to the nationwide GeniePoint public network, enabling Morrisons' customers to access over 700 public chargers across the UK. For Morrisons, this also provides opportunities to attract new customers, with over 200,000 registered drivers on the GeniePoint network. This solution was the ideal match for Morrisons' requirements.

To ensure optimum locations were selected, Equans carried out detailed site analysis encompassing store location, car parking facilities, site suitability and detailed cost analysis including power source accessibility. Once complete, the rollout of the GeniePoint Network across Morrisons stores nationwide began in April 2019.

Today, over 250 Morrisons stores have a rapid GeniePoint electric vehicle charger, making Morrisons the leading Supermarket for rapid EV charging facilities.

EV drivers can locate the charge points along the most popular driving routes in the UK, spanning from Redruth in the tip of Cornwall to Amble in the North East of England, meaning that they have access to reliable charging points at their convenience.

EV charging hub

In 2022, Morrisons established a project to create its first lower environmental impact store and an EV charging hub was a key part of the store blueprint. Equans were enlisted to develop an EV charging hub at the store in Little Clacton.

Equans project managers delivered the project end-to-end, including site and power assessments, programme design and full installation. As Equans is hardware agnostic, we were able to deliver both Alfen and Alpitronic hardware to meet the needs of Morrisons' customers.

The hub, which opened to the public on 7th July 2022, includes a total of 14 charge points, ranging from 7kW to 300kW – all powered by renewable energy. The 300kW charger is now the fastest charger on the GeniePoint network, delivering a 0% to 80% charge in as little as eight minutes.

All of the chargers are accessible via contactless payment, the GeniePoint app and RFID card. The hub has been a great success, receiving positive feedback from drivers and within the EV industry.

