

EV charging partner: Zest

Who is Zest?

Zest is one of the UK's fastest growing Electric Vehicle (EV) charging networks, managed by one of the most experienced teams in the industry.

The company is backed by the Charging Infrastructure Investment Fund (CIIF), set up by the Treasury to accelerate the provision of publicly accessible charging infrastructure. This unique structure means that Zest can invest in local authorities to provide large-scale charging facilities designed for the long-term.

Zest is committed to a purpose beyond profit. Its B Corp certification demonstrates a solid commitment to the people, planet, and profit framework. Zest has been verified as meeting rigorous social and environmental standards and is committed to the highest levels of accountability and transparency. As a certified carbon-neutral business, Zest has pledged to decarbonise its operations by 2040, ensuring that its partners and customers can rest assured of its alignment with sustainable values.

- Zest's **99%** national uptime rate speaks to quality and our commitment to excellence.
- Zest is planning to deploy over **100 chargepoints** across Redditch and Bromsgrove, with installation starting in 2025.
- Zest will manage and maintain chargepoints for the duration of the contract ensuring hardware **reliability**.

EV Charging Hardware

Zest is hardware agnostic, ensuring the most reliable charging experience for residents.

This initiative will deploy free-standing, dual socket, fast and rapid chargers, dependant on the location.

- **Fast (AC) chargepoints** are suitable for use by a wide range of electric vehicles including BEV and plug-in hybrid models.
- **Rapid (DC) chargepoints** provide convenient and accessible top-up charging for residents and visitors.

EV Charging Programme

Over 30 sites have been identified across Redditch and Bromsgrove, the majority of sites selected are off-street parking areas.

This page will be updated with relevant information on site deployments as the programme progresses.

The first sites at [Aston Fields](#) and [Astwood Bank](#) are already live.

The next sites due to go live are:

[Kenilworth Close](#), Redditch - July/August 2025

[New Road](#), Bromsgrove - August/September 2025

EV FAQs

Why do we need to adopt EVs?

The UK Government has laid out the path for zero-emission vehicles and will ban the sale of new internal combustion engine (ICE) vehicles in 2030.

EVs account for far fewer carbon emissions than internal combustion engine (ICE) vehicles over their lifetime and are crucial to achieving decarbonisation goals and reducing the effects of climate change.

Improving air quality also mitigates health concerns associated with exhaust emissions from ICE vehicles, including cardiovascular and respiratory health issues. The UK Government has laid out the path for zero-emission vehicles, with a ban on the sale of new ICE vehicles set for 2035. This shift will be a crucial step in reducing carbon emissions and creating a more sustainable transport system.

What are the community benefits of EV adoption?

Charging an EV is typically much cheaper than filling a petrol or diesel car, and with fewer moving parts they typically require less maintenance over time. EVs offer an improved driving experience, with fewer vibrations and less engine noise meaning a more comfortable ride than ICE vehicles, along with a reduction in noise pollution.

More EV chargepoints provide communities with a wide range of benefits. The transport sector currently accounts for 26% of greenhouse gas emissions in the UK, making it the highest emitting sector and therefore a key consideration in any net-zero strategy.

Transport electrification will also provide an opportunity for investment back into local economies and workforces through chargepoint installation and maintenance.