

# ENERGY SWITCHING PROPOSAL

## Appendix 1: Energy switching proposal options.

### Aim:

To promote awareness of the benefits of checking and switching energy tariffs and to provide a mechanism for residents in Flintshire to switch collectively.

### Assumptions:

- ◆ Maximum of 2,400 households likely to register
- ◆ 40% (960) applications via phone received over an eight week period
- ◆ Phone call volume will peak in week one and gradually decline
- ◆ Average phone call length 20 minutes
- ◆ 10% (240) applications face to face
- ◆ 50% (1,200) online applications
- ◆ Between 60 and 240 households are likely to switch based on average results of other local authority promoted schemes.
- ◆ The main phase of the project will take around 18 weeks, with an optional follow-up promotion 11 months after the switch.
- ◆ A dedicated full time project manager will need to be appointed
- ◆ A dedicated full time team of project officers will need to be appointed
- ◆ The programme should be reviewed throughout
- ◆ An end of programme review should be submitted to members

### Primary project outcome:

Over a period of 12 weeks promote awareness of the benefits of checking and switching energy tariffs and to provide a mechanism for residents in Flintshire to switch collectively and deliver a comprehensive review of the outcomes of the project.

### Secondary project outcomes:

- 1) Total number of properties registering
- 2) Number of vulnerable households registering
- 3) Total number of switchers broken down into:
  - a. Dual fuel
  - b. Electric only
  - c. Pre-payment
- 4) Number of new switchers
- 5) Average energy bill saving broken down into:
  - a. Dual fuel
  - b. Electric only
  - c. Pre-payment
- 6) Total accumulative energy bill savings
- 7) Number of households referred for additional support
- 8) Heating bill savings achieved through referrals for additional support
- 9) Carbon emission savings achieved through referrals for additional support

### Draft project time line:

Week one

Project manager appointed

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Week five	Promotion begins (reviewed every 2 weeks)
Week eleven	Auction takes place
Week seventeen	Project closes
Week eighteen	Project closedown and review complete
After 11 months	Follow-up switch / reminder

Two options are described below. Each option shows the number of properties that would need to sign up in order for the savings achieved by householders to match the amount invested. Anecdotal evidence suggests that the number of people switching does not increase based on the amount spent on advertising. South Lakeland, who had a particularly high conversion rate compared to other councils, spent the least on advertising, but seemed to have the highest amount of existing resource and councillors devoting their time to the campaign.

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### **BRONZE (Basic model) £30-60k**

#### *Outgoings:*

Development costs	£4,278.00
One full time project manager for 12 weeks	£12,835.00
Two full time project support staff	£5,730.00
Associated costs including travel etc	£1,000.00
Marketing strategy and budget	£4,000.00

Communications strategy including a complaints policy	Nil
Office space for four people	included above
ICT infrastructure	
- 0800 hotline and calls cost	£1,000.00
- Computers	nil
- Telephones	unknown
- Website	unknown
Project management	£5044.30

**Subtotal** **£31,727.30**

12 month follow-up mailing/marketing (optional) £26,000.00  
Project manager/support staff to undertake

**Total** **£57,727.30**

#### *Income*

Energy switch fee @ £5 per fuel per household (payable by ichoosr) £300-£1200

Number of properties needed to match costs through savings (based on £100 savings per property) = 577

#### Proposal to include:

- Project management
- Call handling
- Communication through Affordable Warmth Partnership organisations, councillors, community groups, businesses etc.
- Promotion through council's corporate communications media, website, YCYC, etc.
- Press release
- 1-2 community events
- Leaflets, posters, pop-up banners, e-mail promotion
- Other low cost adverts – potential local radio if they agree joint branding arrangement to bring cost down.

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### **SILVER (£50-80k)**

#### *Outgoings:*

Development costs	£4,278.00
One full time project manager for 18 weeks	£12,835.00
Three full time project support staff	£8,595.00
Associated costs including travel etc	£1,500.00
Marketing strategy and budget	£15,000.00
Communications strategy including a complaints policy	Nil
Office space for four people	Nil
ICT infrastructure	
- 0800 hotline and calls cost	£1,000.00
- Computers	Nil
- Telephones	Nil
- Website	Nil
Project management	£4320.80
Subtotal	£47,528.80
12 month follow-up mailing/marketing (optional)	£26,000.00
Project manager/support staff to undertake	

**Total** **£73,528.80**

#### *Income*

Energy switch fee @ £5 per fuel per household (payable by ichoosr) £300-£1200

Number of properties needed to match costs through savings (based on £100 savings per property) = 713

#### Proposal to include:

- Project management
- Call handling
- Communication through Affordable Warmth Partnership organisations, councillors, community groups, businesses etc.
- Promotion through council's corporate communications media, website, YCYC, etc.
- Press release
- 3-5 community events
- Leaflets, posters, pop-up banners, e-mail promotion
- Newspaper wrap/insert in local paper
- Paid local radio advert