
Switch Hampshire

End of Scheme Report

January 2015



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Executive Summary

Switch Hampshire was the collective energy switching scheme for Hampshire. It was developed and delivered in partnership by all Local Authorities across Hampshire, including Portsmouth and Southampton City Councils and facilitated by iChoosr, a company specialising in delivering collective switching schemes.

In total the Partnership ran three Switch Hampshire schemes for residents, and a further scheme for small and medium enterprises (SMEs).

The key aims of the scheme were:

- To use the Partnership's position as trusted Local Authorities to engage with as many residents as possible, particularly those in fuel poverty, and help them engage with the energy market and cut their energy costs.
- Demonstrate delivery of a project 'on the ground' to benefit the people of Hampshire.
- Build closer relationships with communities and engage them with the energy agenda.
- Continue and build on the successful partnership working established through the Insulate Hampshire scheme; and utilise an innovative 'service delivery' model.
- Work with SMEs in Hampshire to help them cut their energy costs, therefore making a positive contribution to Hampshire's economy.

A brand and marketing material, including targeted key messages, were developed and these were used by the Partnership to promote the schemes amongst resident and businesses. During the course of the 3 domestic schemes nearly 700 groups/organisations/sectors were contacted.

In terms of outcomes, over 11,000 registrations were received from residents, either through the website or over the phone and the total saving for residents who switched with the scheme was over £314,000. The SME scheme saved local small and medium businesses over £53,000.

1. Introduction

1.1 Purpose of this report:

Switch Hampshire was the collective energy switching scheme for Hampshire. It was developed and delivered in partnership by all Local Authorities across Hampshire, including Portsmouth and Southampton City Councils and facilitated by iChoosr, a company specialising in delivering collective switching schemes.

In total the County Council ran three Switch Hampshire schemes for residents, and a further scheme for small and medium enterprises (SMEs).

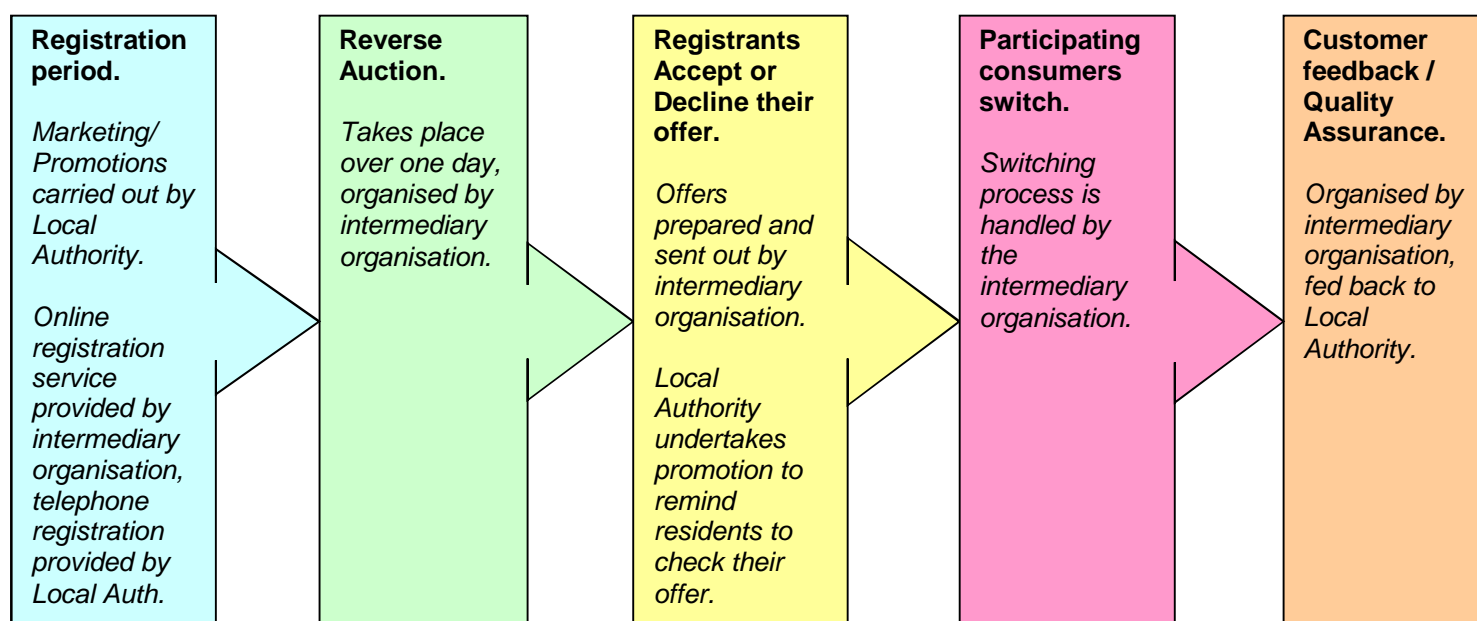
This report outlines the development and delivery of the Switch Hampshire scheme in 2013/14. In addition to details around the major aspects of the scheme, such as marketing and promotions, it also provides information on the key outcomes and outputs of the scheme, reflections and learning from the Partnership and analysis and conclusions on the scheme as a whole.

1.2 Overview of how a collective switching scheme works

Collective switching schemes use the potential combined purchasing power of everyone who registers to attract energy companies to participate in a 'reverse auction'. The reverse auction takes place over one day during which the energy companies 'bid' with their lowest tariffs in the hope of securing the maximum number of new customers through the scheme, the company who offers the lowest tariff wins.

Once the auction has ended, the scheme contacts everyone who registered to inform them how much they could save if they switched. Residents are under no obligation to switch, however if they decide to switch the whole process will be managed by the scheme.

Local Authorities use their position as trusted organisations within the community to promote the scheme which is managed by an intermediary organisation. The intermediary organisation usually operates a business model based on the receipt of a fee for the number of switches it facilitates; this means that the scheme can be run at little or no cost to a Local Authority. To maximise the collective bargaining power, many local authorities run schemes at the same time, and all the registrants they attract are entered into the same auction.



2. Domestic Scheme: Project Development

2.1 Aims and Objectives:

Information from Ofgem shows that 60% of consumers have never switched energy supplier and three-quarters are still on their supplier's default tariff. This is despite the fact that retail energy prices have risen significantly over the last ten years, and that fuel costs are now one of the biggest financial outlays for households. In addition, market research shows that the average Hampshire household energy bill is just over £1000 a year, this equates to annual spend of over £800m on domestic energy across Hampshire.

Therefore the key aim of running a collective switching scheme was to use the Partnership's position as trusted Local Authorities to engage with as many residents as possible, particularly those in fuel poverty, and help them engage with the energy market and cut their energy costs.

Additional aims of the scheme were to:

- Demonstrate delivery of a project 'on the ground' to benefit the people of Hampshire
- Build closer relationships with communities and engage them with the energy agenda.
- Continue and build on the successful partnership working established through the Insulate Hampshire scheme; and utilise an innovative 'service delivery' model.
- Work with SMEs in Hampshire to help them cut their energy costs, therefore making a positive contribution to Hampshire's economy.

2.2 Structure and Governance:

Following on from the successful delivery of the Insulate Hampshire scheme, which delivered 18,500 insulation measures into homes in Hampshire, equating to over £2 million in fuel bill savings – there was a desire to continue and build on the Partnership by developing new projects to benefit the residents and communities of Hampshire. Work was undertaken by Hampshire County Council to engage with and consult partners in the Borough and District Council as well as Southampton and Portsmouth City Councils on the scope for developing and delivering a Hampshire wide collective switching scheme.

After a period of consultation and development, it was agreed that all Councils in Hampshire, including Portsmouth and Southampton City Councils would participate in the Hampshire wide scheme. Although no formal legal agreement was drawn up, a Memorandum of Understanding (MoU) was agreed by all parties.

The MoU specified that Hampshire County Council would undertake day to day management of the scheme, maintain contact with the contracted intermediary organisation and finance and design marketing and promotional activity for the scheme. It was agreed by the Partnership that the proportion of the switching fee received from the intermediary organisation would initially go towards covering the costs in marketing the scheme. In the event that any of the switching fee was left over after covering these costs, the remainder would go into a shared Community Energy fund, which would be used to fund future partnership community energy projects.

A Project Board drawn from various members of the Partnership was convened; this consisted of Alan Williams, Chair, Hampshire County Council, Carol White, Gosport Borough Council, Carolyn Munns, Hart District Council, Jasmine Fletcher (later replaced by Nicola Waight) Portsmouth City Council and Melanie Robertson (later replaced by Janet Hawkins) from Southampton City Council.

This Partnership approach was key to the successful delivery of the scheme, particularly in terms of reaching communities and networks across the area.



2.3 Procurement:

Following a period of market engagement, during which the County Council identified a number of potential suppliers to run a collective switching scheme, Cabinet approval was given in February 2013 to issue a public invitation to tender for a Hampshire-wide collective energy switching program. The tender was advertised via the County Council's normal practice, on its website, www.hants.gov.uk/procurement, as well as other relevant public procurement portals.

Tenders were assessed on 90% Quality criteria, 10% Cost Recovery. The Quality Criteria was broken down into a range of sub-sections, for example 'Methodology' and 'Marketing and Promotions'. It was specified that Tenderers must provide the services required at no cost to Hampshire County Council or the Partnership. Therefore evaluation of the Cost Recovery element was based on the commission share of the switching fee (the amount paid to the intermediary organisation by the winning energy supplier for each registrant who switches) to be received by the Partnership.

The collective switching specialist company iChoosr were chosen as the winning tenderer. The switching fee passed on to the Partnership was agreed at £5.50 per fuel (e.g. gas and/or electricity).

2.4 Risk and Equalities:

As part of the scheme development a risk register was developed to identify and mitigate any key risks. Equalities Impact Assessment was also undertaken (as part of the wider energy work stream) to check that the scheme took account of the needs of those groups of service users identified in law as being at risk of discrimination.

Hampshire Trading Standards were engaged at an early stage, both in the development of the scheme, and also when drafting the marketing material and communications with residents to ensure that they conformed to best practice standards.

2.5 Green Tariff:

Although it was originally hoped that the Scheme would offer residents the option of switching to a 'Green Tariff', after discussions with iChoosr, this was not feasible. The main barriers were the lack of formal guidance from Ofgem as to the level of energy from renewables required to constitute a green tariff. The other key barrier was that Green Tariffs are often more expensive than standard tariffs. In a customer survey carried out by iChoosr after the first domestic Switch Hampshire scheme in summer 2013, only 5% of respondents said that they would be willing to pay more for green energy, meaning that the conversion rate from registration to switching for a Green Tariff was likely to be very low and not demonstrate value for money for iChoosr and Hampshire County Council.

2.6 Heating Oil:

Investigations were undertaken into the viability of a programme to reduce the costs of heating oil for residents through collective purchasing, however, the complex nature of the heating oil industry meant that this was not feasible. However, advice and guidance for residents using heating oil was made available on a dedicated webpage:

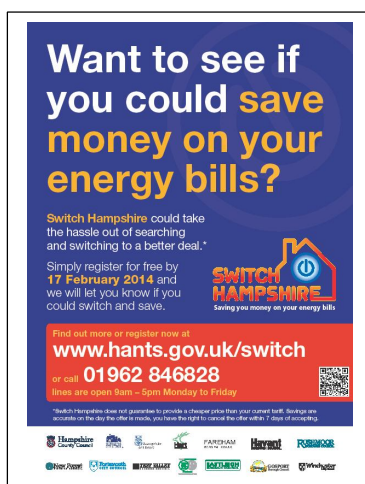
http://www3.hants.gov.uk/climatechange/community-energy/environment-climate_change-heating_oil.htm

2.7 Marketing and Communications:

As part of the MOU all Partners agreed to adhere to common branding and key messages for the scheme, these were developed by Hampshire County Council and the Project Board. It was decided to capitalise on the brand recognition of the Insulate Hampshire scheme, by calling the scheme 'Switch Hampshire' and adapting the Insulate Hampshire logo and strapline accordingly.

Using the logo and branding a range of marketing material was produced, this included:

- Posters
- Leaflets
- Postcards
- Web buttons
- Web banners



Hampshire Trading Standards were engaged to approve the marketing material to ensure that it met their standards.

Generic articles, Frequently Asked Questions, text for Press Releases and wording for websites were also prepared.

All of the material above was sent to all Partners to disseminate to appropriate networks and organisations in their areas.

A dedicated webpage was developed for the scheme; this was hosted by Hampshire County Council and linked directly through to the registration website, hosted by iChoosr. The webpage address was included in all marketing material and communications along with the dedicated phone number for the scheme.

To ensure that the scheme was publicised as effectively as possible a communications and marketing plan was drawn up with Hampshire County Council Corporate Communications and the Partnership. This included press releases, use of social media, newspaper and radio advertising as well as coverage in the various Council magazines and newsletters produced by Hampshire County Council and Partners.

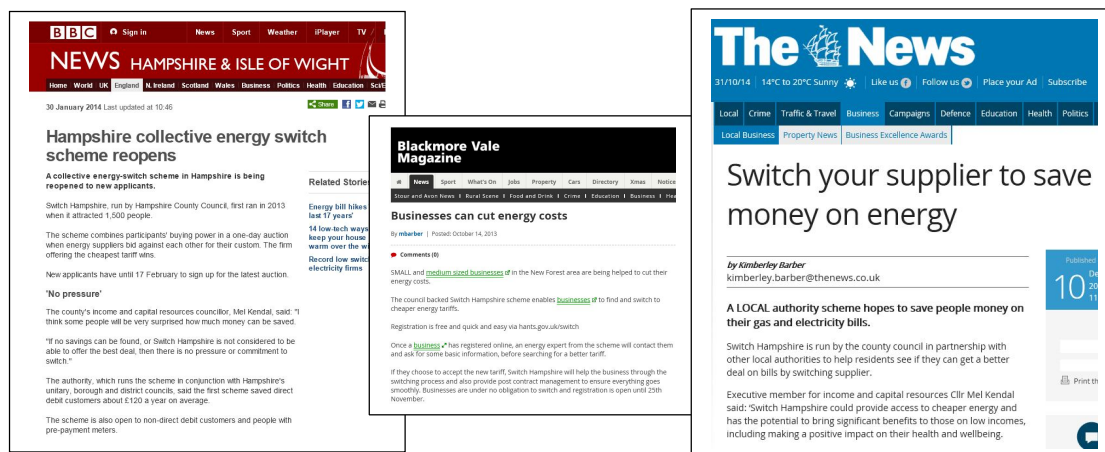
Over the course of the three domestic schemes nearly 700 groups/organisations/sectors were contacted including:

- Age Concern
- Churches
- Citizen's Advice Bureaus
- Clinical Commissioning Groups/ hospitals/ Occupational Therapists
- Community Centres
- Community Groups, including those working with elderly, vulnerable, disabled and BME communities
- Council services from all Partners working with vulnerable/elderly/those in fuel poverty
- Credit Unions
- Foodbanks
- GPs Surgeries
- The Hitting the Cold Spots Campaign
- Housing Associations
- Leisure and Shopping Centres
- Libraries
- Local Councillors
- Major private employers in Hampshire
- Parish Councils
- Private Landlords Associations
- Schools and Parents Services and Sure Start Centres
- Village Agents

The Partnership also undertook internal promotional campaigns within their own organisations, including articles on intranets, newsletters to staff and information to Members.

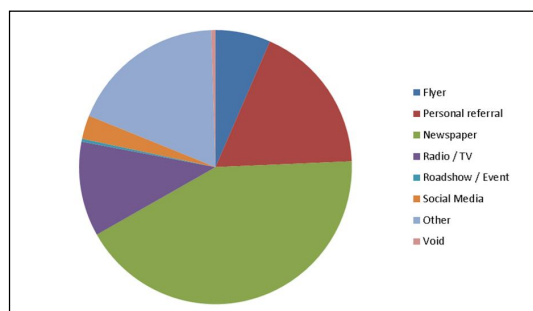
In addition to radio adverts, an interview with a Local Member was also recorded and this was picked up and used by the local BBC radio station. Press releases for the scheme generated a wide range of interest from the local press and resulted in radio interviews,

coverage in the local press, a piece on the BBC website and a mention on the local BBC television news.

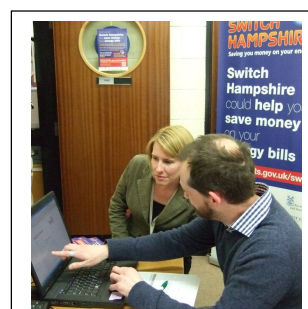


Winter Domestic Scheme Marketing:

Following feedback and learning from the first scheme the marketing material and communications plan was adapted for the subsequent winter domestic scheme. This included identifying and making contact with a wider range of organisations likely to be working with residents who would otherwise be unlikely to engage with the energy market and/or were in fuel poverty. In addition the key communications messages changed to focus on the 'hassle free' aspects of the scheme, rather than the benefits of collective action, as a small proportion of residents had found this confusing. Customer feedback also showed that radio adverts were not cost effective in terms of registrations generated; therefore these were not used for the winter domestic scheme or SME scheme.



Although most of the communication activity involved disseminating messages through existing networks, Hampshire County Council staff and Partners did attend a number of meetings and events to promote the benefits of the scheme, directly with residents. These included a Nepalese Community Group in Rushmoor, a Neighbourhood Watch group in Gosport and a range of Local Implementation Groups who work with people with learning disabilities and their carers. In addition, face to face meetings were set up in a number of areas to promote the scheme directly to those organisations working with residents likely to be in fuel poverty, e.g. Citizens Advice and the Council for Voluntary Service.



2.8 Customer Processes:

All three domestic schemes involved the key customer process stages outlined below:

2.8.1 Registration Period:

Hampshire County Council hosted a webpage (www.hants.gov.uk/switch) giving an overview of the scheme and frequently asked questions. This webpage provided a 'landing page' for the registration webpage hosted by iChoosr. In order to register residents were asked to supply their name, address and contact details and also their energy contract and use data, either in kWhs or £s. During registration, residents were also asked a number of optional questions aimed at identifying those who may be vulnerable and/or in fuel poverty.

To ensure that the scheme was available to residents who were unable or unwilling to register online, Hampshire County Council provided a registration phone line. The line was staffed by members of the Energy and Environment Futures Group at Hampshire County Council, who were also able to answer more general questions about the scheme from residents as well as register them for the scheme. In order to help residents identify the required information on their energy bills, a set of generic bills from the major energy companies were produced.

2.8.2 Offer and Acceptance Period:

After the auction with the energy companies had taken place residents who registered for the scheme were sent personalised offers telling them how much they could save. They were then given a period to change their details if necessary and decide whether or not to switch to the winning tariffs. During this time Hampshire County Council phoned residents who had registered over the phone and were able to save to ensure that they had received and understood their offers from the scheme. Residents who registered online were sent reminder e-mails by iChoosr.

Both iChoosr and Hampshire County Council provided telephone numbers to help residents with any enquiries they may have on the switching process.

2.8.3 Switching Phase:

Once the acceptance phase ended iChoosr worked with the energy companies to facilitate the switching process for residents. A freephone number was provided by iChoosr to handle any enquiries from residents during this period, which usually takes about six weeks.

3. Scheme for Small and Medium Enterprises

In addition to saving domestic customers money on their energy bills, Switch Hampshire also developed and delivered a scheme to cut energy costs for small and medium enterprises (SMEs) in Hampshire.

3.1 Aims and objectives:

The key aims and objectives for running a scheme for SMEs in Hampshire were:

- To help save Hampshire SMEs money on their energy bills.
- To promote awareness of the energy market with the SME sector in Hampshire.
- Develop and launch a Switch Hampshire SME scheme.
- Publicise and promote the scheme through existing networks.

3.2 Context:

The energy market for SMEs is complex and with many different types of meters and tariffs. There is no similar body to Ofgem regulating the SME energy market and tariffs are not openly published, making comparison difficult and time consuming.

Most SMEs are in 'evergreen' contracts meaning that they automatically renew for 12 months at a time (on new, higher rates) if the SME does not proactively terminate the contract and switch to another tariff or supplier. In addition the termination of contracts and switching to new suppliers is a complex and time bound process, with 65% of SMEs requiring post sale intervention to reach completion.

Nationally, only 16% - 22% of SMEs switch supplier, as they are often unaware of the tariffs available to them and the processes and procedures needed to switch. SMEs who are not engaged with the energy market pay on average 35% more for their energy than those who actively engage and seek better deals.

There are over 72,000 SMEs in the Hampshire area (including Portsmouth and Southampton) with a range of differing types of business.

Although there are companies and organisations in Hampshire who already work with SMEs to help them get the best deal on their energy bills, it was felt that there was scope to develop a Hampshire wide scheme through the established Switch Hampshire partnership. iChoosr had developed an offer for Local Authorities to work with SMEs which had already been used by some other Councils across the country.

It was agreed by the Partnership to trial a scheme for SMEs, and discussions took place with Hampshire County Council's Economic Development Team around promoting it. A contribution from iChoosr's switching fee of £20 per meter was agreed by the Partnership.

Unlike the domestic Switch Hampshire scheme, the SME model used a contract management approach, iChoosr contracted a company specialising in this area, 'Make it Cheaper' to provide this service to SMEs who registered for the scheme.

3.3 SME Scheme Marketing:

As for the domestic scheme, marketing material including posters, leaflets and generic articles and press releases were produced for the SME scheme. It was agreed to call the scheme 'Switch Hampshire for Business' but target the promotions at the small and medium business sector.

The Switch Hampshire webpage was expanded to include information on the scheme, and linked through the registration page hosted by iChoosr.

Promotion for the scheme was largely undertaken by the Council's Economic Development Team, using their networks and partnerships, particularly the Hampshire Chamber of Commerce. Promotion activity undertaken for the scheme included:



- E-survey to all Hampshire Ambassadors – a County wide network of over 1,200 individuals who promote business and support the economy of Hampshire.
- E-mail communications to appropriate business networks, such as the Federation for Small Business in Hampshire and various local business associations.
- Features in the business section of local newspapers.
- Articles in Council produced publications aimed at businesses.
- A presence at events aimed at local businesses (often those organised by the Hampshire and Isle of Wight Chamber of Commerce).
- Trading Standards promoting the scheme with their 'Buy with Confidence' members.
- An advert in the Hampshire Business Directory.

- Contact with both the Solent and Enterprise M3 Local Enterprise Partnerships.
- Targeted communications with private care homes, mobile homes sites and Parish Councils (many of whom own community centres able to register for the scheme).
- A presence on the Economic Development webpages of Hampshire County Council and Partners.

Hampshire County Council also ran an internal communications scheme aimed at employees with friends and family running or working in SMEs.

3.4 SME Scheme Customer Process:

Unlike the domestic schemes, the Switch Hampshire for business operated on a contract management process. iChoosr contracted a company specialising in this area, 'Make it Cheaper' to provide this service to SMEs who registered for the scheme. The customer process for the scheme is outlined below.

Business could register either through the website (linked through to the Switch Hampshire website hosted by HCC) or via a dedicated 0800 number.

When registering businesses were asked for contact details, their current tariff type and the 'S' number on their energy bill which was used to establish their approximate energy demand and consumption. In addition they were asked to supply their contract end date as businesses can only end their evergreen contracts and avoid being auto-renewed by serving termination notices on their supplier at the correct time.

'Make it Cheaper' then conduct a search for a range of attractive tariffs and contact the business with the options and contract savings available. If the business decides to take up the offer 'Make it Cheaper' arrange the new contract and assist in the serving termination notice. Post sale intervention was also offered to businesses, as almost 2/3's of contracts require post-sale intervention in order for them to go through correctly, and renewal management when a contract is at its end. Businesses who wanted to switch but whose contract end date was in the future were offered a 'set and forget' option, whereby they would be contacted by the scheme when their contract was nearing its end date, and helped with the switching process.

4. Scheme Outcomes

4.1 Summer Domestic Scheme

4.1.1 Overview:

The Summer Domestic Scheme was the first Switch Hampshire scheme to be run and launched on 3rd May 2013, with the registration period lasting for five weeks until 3rd June.

4.1.2 Outcomes:

Key outcomes from the summer scheme include:

- 5192 registrations were taken, 440 of which were over the phone from residents without internet access. This was the highest number of registrations for any Local Authority Scheme which took part in the June Auction organised by iChoosr.
- 67% of those who registered for the scheme had not switched energy suppliers in the last 3 years.
- British Gas and ScottishPower submitted the winning tariffs to the auction on 4th June.
- Almost half of those who registered were able to save, with 900 residents able to save £100 or more.
- The average saving for a resident with dual fuel direct debit tariff was £93.

- 479 residents decided to switch giving a total saving of £49,079 across the County.
- A survey from the Big Community Switch showed that 20% of residents used their offer from the scheme to find a better deal themselves or had it matched/bettered by their existing energy company.
- Switch Hampshire attracted a high number of registrations compared to other schemes running nationally at the same time, with savings for residents and the switching conversion rate of 9.2% being comparable to other schemes.

4.2 Autumn Domestic Scheme

4.2.1 Overview:

As the autumn domestic scheme coincided with the development and launch of the scheme for SMEs (see below), it was decided that the autumn scheme would be run “passively”, i.e. Hampshire County Council did not participate in any active marketing, however the telephone registration service was still provided by HCC for the scheme and residents who missed the registration deadline for the Summer scheme were able to register, as were those who had chosen not to switch. In addition, some of the Council magazines which had print deadlines after the end of the summer scheme registration period were also published during this period, and it is likely that these added to the registration figures.

4.2.2 Outcomes:

Key outcomes for the autumn scheme include:

- 2540 registrations were taken, 93 of which were over the phone.
- 1590 of those who registered had not switched energy supplier in last 3 years
- The winning suppliers at the auction on 18th November were British Gas, Green Star Energy and ScottishPower.
- Over 60% of those who registered were able to save, with 743 able to save over £100.
- The average saving for a resident with a dual fuel direct debit tariff was £197.00.
- 265 residents decided to switch, giving a conversion rate of 10%.
- The total saving across the County was £49,148.
- Ofgem’s new rules allowing a ‘fifth’ tariff to be created for collective switching schemes meant that bespoke tariffs were offered to the majority of people who registered; this was reflected in the increased savings available to residents.
- Survey outcomes from the Big Community Switch found that of those who didn’t switch, 27% went and found a better deal for themselves, or were offered a better deal by their existing supplier. Re-enforcing the point that the scheme helps to raise awareness of the benefits of comparing energy tariffs.

4.3 Winter Domestic Scheme

4.3.1 Overview:

The Winter Domestic Scheme launched on the 18th December and registration closed on 17th February, with the auction with the energy companies taking place on 18th February.

4.3.2 Outcomes:

The closing date for registrations was 17th February, with the auction taking place on 18th February.

- The scheme took 3284 registrations, 297 of which were over the phone.
- 2224 of those who registered had not switched energy supplier in last 3 years
- The winning energy companies were Ovo Energy, British Gas, Green Star Energy and ScottishPower.

- The average saving figure for residents on a monthly direct debit dual fuel tariff was £184, with 77% of those who registered in this category able to save.
- Those dual fuel residents who asked for paper billing had average savings of £201 - £220, with 83% - 85% able to save in these categories.
- 1055 residents decided to switch, giving a conversion rate of approx. 33%
- The total saving across the County was £216,445

4.4 Scheme for SMEs

4.4.1 Overview:

Switch Hampshire for business launched in September 2013, unlike the domestic schemes it operated on a contract management model, rather than through an auction. Although it was planned that the scheme would end in November 2013, the high level of registrants and savings compared to similar schemes run by iChoosr meant that the decision was taken to extend the scheme until the 17th February 2014, to coincide with the close of registration for the Winter Domestic Scheme.

4.4.2 Outcomes:

The scheme ran from September 2013 to 17th February 2014.

- 43 businesses have contacted the scheme and logged their details, this is a far greater number than any other Council running similar schemes with iChoosr.
- Out of those, 13 businesses chose to switch with the scheme.
- 12 of those businesses have already switched, and 1 is waiting for their contract end date, at which time they will switch with the scheme, they are classed as a 'Set and Forget' business.
- The total saving for businesses from the scheme was: £53,085

4.5 Total Savings from all Switch Hampshire Schemes

4.5.1 Domestic Schemes

- Number of registrations: 11,016
- Number of offline registrations: 830
- Number of residents who switched: 1,799
- Amount saved across Hampshire: £314,672.00

4.5.2 SME Scheme

- Total number of businesses who logged their details with the scheme: 43
- Number of businesses who chose to switch with the scheme: 13
- Number of business who have switched already: 12
- Number of businesses who are waiting to switch (classed as 'Set and Forget'): 1
- Realised savings for businesses to date: £53,085 (note: this will increase once the 'Set and Forget' businesses switch).

4.5.3 Performance against other Collective Switching Schemes

The first Switch Hampshire scheme received the highest number of registrations out of any scheme run as part of the Big Community Switch. The Winter Switch Hampshire scheme achieved the third highest number of registrations out of schemes within the Big Community Switch and also the third highest average savings for residents. It also achieved the second highest switching rate out of other County Council run schemes.

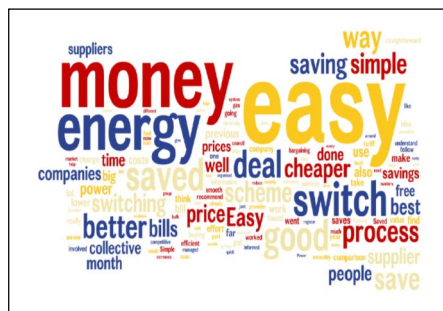
SME Scheme: The Switch Hampshire for Business Scheme received the highest number of valid leads (i.e. businesses who contacted the scheme and logged their details) out of any

other council run scheme with iChoosr, receiving almost twice as many valid leads as the next best performing council scheme.

The 12 businesses who have already switched with the scheme have a total of 88 meters between them, almost four times as many as the next best performing council scheme.

5. Reflections and Learning

This section has been taken from the results of a questionnaire sent to all Partners within the scheme and also the views of the HCC Project Team.



Partners felt that the initial set up of the scheme had gone smoothly and were happy with the choice of iChoosr to run the project. In terms of communications during the project they had felt engaged throughout the process and felt meetings of the partners had been useful forums. All the partners who responded to the survey would welcome the chance to work on a County-wide scheme again; as it was noted that it reached more residents and was an efficient use of resources.

It was felt that the branding and marketing material provided were effective and partners were also pleased with the level of support available from the HCC project team in terms of attending events, providing banners etc.

When asked to list the three key successes of the scheme, the most popular responses were:

- The Hampshire wide partnership approach of the scheme.
- Securing cheaper energy/energy bill savings for residents.
- Raised awareness and reduced fear amongst residents around switching to find a better deal.

When asked the three key lessons learnt from being involved in the scheme, and what they would do differently if running a similar scheme in the future, the most frequently made points were:

- Greater effort to reach the fuel poor/vulnerable was needed.
- Most Partners felt that their Local Authority could have done more to promote the scheme.
- The importance of longer lead in times and working with Communications colleagues was also noted.
- Handing out leaflets at shopping centres/stations etc. was not very effective as a marketing tool and not a good use of time. This was borne out by results of a customer survey from the Big Community Switch, where only 5% of those who had participated had heard about the scheme through leaflets and posters.

Feedback from the HCC project team re-enforced all the points made by the partnership and also included:

- The high level of staff time required to provide the Offline registration service
- The disappointing outcomes from the initial Summer scheme in terms of savings available to residents.
- It was felt that iChoosr had been rather re-active, rather than pro-active in the lead up to and during the initial Summer scheme. However, after discussions with the project team, a good working relationship was established and the service delivered by iChoosr both to customers of the scheme and HCC as client had been excellent.
- Challenges around co-ordinating such a large partnership, and varying levels of engagement from Partners, were also mentioned.

6. Analysis and conclusions

Although the Switch Hampshire secured consistently high levels of registrations in comparison to other schemes within the Big Community Switch, numbers of registrations and switches were lower than expected. This demonstrates the difficulty in engaging people and persuading them to take action, i.e. registering/switching, even when the process was free, relatively quick and could often save them considerable amounts of money. Although savings available from the Summer scheme were disappointing, the Autumn and Winter schemes both yielded considerably higher savings for residents and switching rates rose accordingly.

The Winter scheme included a considerable amount of marketing and communications aimed at reaching the fuel poor and vulnerable, the number of registrants on Pre-payment meters suggests that these communications were not successful in reaching this particular target audience.

In conclusion, Switch Hampshire undoubtedly had a positive impact on many of those who registered. Particularly during the Autumn and Winter schemes where bespoke tariffs were created for the auction and residents who switched often made substantial savings. The scheme also raised people's awareness of the benefits of switching energy supplier, hopefully giving them more confidence to switch again in future. Partnerships established during the Insulate Hampshire scheme were sustained and there were reputational benefits for all Partners in terms of being seen to be helping residents save money on their energy bills. However, these benefits need to be weighed against the time and resource required to run and promote the scheme, particularly against the current backdrop of Local Authority cuts.

7. Appendixes

Appendix 1: Domestic Scheme Totals by Area

Area	Number of Registrations Summer Scheme	Number of Switchers Summer Scheme	Average Savings* Summer Scheme	Total Savings Summer Scheme	Number of Registrations Autumn Scheme	Number of Switchers Autumn Scheme	Average Savings * Autumn Scheme	Total Savings Autumn Scheme	Number of Registrations Winter Scheme	Number of Switchers Winter Scheme	Average Savings * Winter Scheme	Total Savings Winter Scheme
Basingstoke and Deane BC	496	45	£95	£4,768	200	16	£228	£2,761	178	45	£166	£8,190
Eastleigh BC	522	42	£86	£4,203	210	21	£144	£3,080	210	61	£141	£10,468
East Hants DC	368	38	£116	£4,784	181	24	£228	£5,078	302	111	£196	£25,239
Fareham BC	314	20	£78	£1,751	247	34	£160	£5,232	320	116	£181	£22,592
Gosport BC	164	6	£74	£205	82	4	£226	£849	114	35	£142	£5,649
Hart DC	216	29	£126	£3,966	154	28	£222	£6,117	139	43	£216	£11,173
Havant BC	330	38	£82	£3,191	158	13	£124	£1,715	224	79	£183	£15,037
New Forest DC	568	53	£101	£7,022	204	19	£215	£3,811	270	99	£183	£21,496
Portsmouth CC	444	40	£89	£3,716	144	9	£243	£2,235	350	105	£183	£19,944
Rushmoor BC	195	21	£106	£1,553	127	16	£177	£2,388	136	35	£233	£8,050
Southampton CC	283	21	£81	£1,977	152	17	£165	£2,341	183	53	£170	£9,750
Test Valley BC	654	50	£84	£4,772	254	23	£237	£5,129	250	68	£190	£15,226
Winchester CC	642	76	£88	£6,437	259	24	£232	£4,973	410	132	£192	£27,208
Hampshire Totals**	5192	479	£93	£49,079	2540	265	£197	£49,148	3284	1055	£184.00	£216,445

*Average savings are for Monthly Direct Debit Duel Fuel Customers.

**This includes a small number of registrants who registered as 'Hampshire County Council' rather than under a particular District/Borough/City.

Appendix 2: SME Scheme Totals by Area

Area	Number of SMEs who registered an interest	Number of SMEs switched	Savings
Basingstoke and Deane BC	3	1	£1,292
Eastleigh BC	5	2	£7,232
East Hants DC	1	1	£468
Fareham BC	3	0	£0.00
Gosport BC	1	0	£0.00
Hart DC	1	0	£0.00
Havant BC	10	4	£1,839
New Forest DC	9	1	£401
Portsmouth CC	2	1	£3,449
Rushmoor BC	1	1	£38,000
Test Valley BC	3	0	£0.00
Winchester CC	4	2	£404
Totals	43	13	£53,085

Appendix 3: Summer Scheme Marketing Material

A6 Postcard:

A5 Leaflet and A4 Poster:

Webbanner:

Website Registration Button

Appendix 4: SME Scheme Marketing Material

A5 Leaflet and A4 Poster

Switch Hampshire for Business could help you get a better deal on your energy bills

The scheme is **free** and **no obligation**

You'll get an **independent**
comparison of tariffs from a
business energy expert

We'll help you
through the
switching process



Registration is quick and easy, go to
www.hants.gov.uk/switch
or call **0800 1560 871**



Appendix 5: Winter Scheme Marketing Material

A4 Poster:

Want to see if you could save money on your energy bills?

Switch Hampshire could take the hassle out of searching and switching to a better deal.*

Simply register for free by **17 February 2014** and we will let you know if you could switch and save.

SWITCH HAMPSHIRE
Saving you money on your energy bills

Find out more or register now at
www.hants.gov.uk/switch
or call **01962 846828**
(lines are open 9am - 5pm Monday to Friday)

*Switch Hampshire does not guarantee to provide a cheaper price than your current tariff. Savings are accurate on the day the offer is made, you have the right to cancel the offer within 7 days of accepting.

Hampshire County Council, Bournemouth Council, Dorset Council, Fareham Borough Council, Havant Borough Council, Rushmoor Borough Council, New Forest District Council, Portsmouth City Council, Eastleigh Borough Council, Gosport Borough Council, Winchester City Council, Southampton City Council, Fareham Borough Council, Havant Borough Council, Rushmoor Borough Council, New Forest District Council, Portsmouth City Council, Eastleigh Borough Council, Gosport Borough Council, Winchester City Council, Southampton City Council.

A5 Leaflet:

Temperatures are dropping and energy costs are rising. Register with Switch Hampshire to see if you can get a better deal on your energy bills*.

Councils in Hampshire have teamed up with energy switching specialists to take the hassle out of searching and switching.

Simply register for free by **17 February 2014** and we will let you know if you could switch and save.

SWITCH HAMPSHIRE
Saving you money on your energy bills

Find out more or register now at
www.hants.gov.uk/switch
or call **01962 846828**

*Switch Hampshire does not guarantee to provide a cheaper price than your current tariff. Savings are accurate on the day the offer is made, you have the right to cancel the offer within 7 days of accepting.

How does Switch Hampshire work?

The scheme combines everyone who registers in an auction with the energy suppliers. The suppliers bid against each other and the one offering the lowest tariff wins the auction.

After the auction, the scheme lets you know how much you could save if you switched to the winning tariff. If you decide to switch, the whole process will be managed for you by the scheme.

Why should I register?

- It's a safe council-backed scheme
- Registration is simple, free and no obligation
- It can show you whether you're currently on a good deal or whether you could save if you switched
- Takes the hassle out of switching
- You get a fixed price contract for at least a year
- The scheme covers gas, electricity and pre-payment meters

How do I register?

- You can register online at **www.hants.gov.uk/switch** or over the phone on **01962 846828** (lines are open 9am to 5pm Monday to Friday) until the 17 February 2014.
- To register you'll need your tariff and energy usage (either in £s or KwHs) from your annual energy statement.

Register by 17 February

You'll get an offer in early March

Decide whether to switch by 31 March

A6 Postcard:

Temperatures are dropping and energy costs are rising. Register with Switch Hampshire to see if you can get a better deal on your energy bills.*

SWITCH HAMPSHIRE
Saving you money on your energy bills

Simply register for free by **17 February 2014** and we will let you know if you could switch and save.

SWITCH HAMPSHIRE
Saving you money on your energy bills

Why should I register for Switch Hampshire?

- It's free and no obligation
- Registration is quick and easy
- Takes the hassle out of switching
- You get a fixed price contract for at least a year
- The scheme covers gas, electricity and pre-payment meters

Find out more or register now at
www.hants.gov.uk/switch
or call **01962 846828**
(lines are open 9am - 5pm Monday to Friday)

*Switch Hampshire does not guarantee to provide a cheaper price than your current tariff. Savings are accurate on the day the offer is made, you have the right to cancel the offer within 7 days of accepting.

Hampshire County Council, Bournemouth Council, Dorset Council, Fareham Borough Council, Havant Borough Council, Rushmoor Borough Council, New Forest District Council, Portsmouth City Council, Eastleigh Borough Council, Gosport Borough Council, Winchester City Council, Southampton City Council, Fareham Borough Council, Havant Borough Council, Rushmoor Borough Council, New Forest District Council, Portsmouth City Council, Eastleigh Borough Council, Gosport Borough Council, Winchester City Council, Southampton City Council.

Appendix 6: Domestic and SME Scheme Contact Lists

Contact List for Domestic Schemes:



Switch Hampshire
Domestic Scheme Cor

Contact List for SME Scheme:



Switch Hampshire
SME Scheme Contact:

Appendix 7: Customer Feedback:

"I decided to register with the scheme as I liked the idea of using collective bargaining power to try and secure a better deal, I was also given confidence to register by the fact that it was a Council backed scheme..... I'm very pleased with the scheme and would recommend it to others".

Andover Resident.

"I have to admit I was pleasantly surprised how easy it was....I'd recommend others to try the scheme".

Fareham Resident

"I registered for Switch Hampshire mainly due to the rising cost of energy. I had also seen something on the telly saying most people do not switch and could be saving money if they did. When I saw a leaflet for the scheme and that the scheme was backed by the County Council I thought I'd give it a go".

East Hants Resident

"So far my monthly outgoings seem to be about £100. I would recommend the scheme to others".

Southampton Resident

The registration process was easy and when the offer came through it was clear and easy to understand.... The switch was hassle free and I'd recommend others try Switch Hampshire".

Liphook Resident

"This is a tremendous saving for us and Switch Hampshire certainly took the hassle out of finding a new tariff. We were really happy with service Switch Hampshire provided and found the advice offered very useful." – *Hampshire Business.*

Appendix 8: Total Outcomes tables for domestic and SME schemes

Category	Summer Scheme	Autumn Scheme	Winter Scheme
Total number of registrants	5192	2540	3284
Total registrants who had not switched in last 3 years	3468 (approx. 67%)	1590 (approx. 63%)	2224 (69%)
Number of offline registrants	440 (approx. 9% of total registrations)	93 (approx. 4% of total registrations)	297 (approx. 9% of total registrations)
Number of pre-payment meter (PPM) registrants	56 (approx. 1%)	35 (approx. 1.4%)	96 (approx. 3%)
Average saving for a resident with a dual fuel direct debit tariff	£93	£197	£184
Total number of those able to save	Over half (56%) of those who registered were able to save, with nearly 900 (approx. 17%) residents able to save £100 or more.	Over 60% of those who registered were able to save, with 743 (approx. 29%) able to save over £100	Approx. 88% of those who registered were able to save with 1,900 (approx. 59%) able to save £100 or more.
Number of offline registrants who could save	183 (approx. 42% of offline registrations)	81 (approx. 87% of offline registrations)	265 (approx. 89% of offline registrations)
Number of PPM registrants who could have saved	20 (approx. 36% of PPM registrations)	7 (20% of PPM registrations)	35 (37% of PPM registrations)
Total number who switched	479 (approx. 9%)	265 (10%)	1055 (33%)
Number of offline registrants who switched (and % out of those who registered offline)	25 (approx. 5.7%)	14 (approx. 15%)	136 (46%)
Number of PPM registrants who switched (and % out of those who registered as PPM)	2 (4%)	3 (9%)	6 (approx. 6%)
Total realised saving	£49,079.00	£49,148.00	£216,445.00

Totals from all domestic schemes:

Category	Totals
All Registrants	11,016
Offline Registrants	830
PPM Registrants	187
Switches	1,799
Offline Registrants who switched	175
PPM Registrants who switched	11
Realised savings for residents	£314,672

Totals from SME Scheme:

Category	Totals
Total number of businesses who logged their details with the scheme	43
Number of businesses who chose to switch with the scheme	13
Number of business who have switched already	12
Number of businesses who are waiting to switch (classed as 'Set and Forget')	1
Realised savings for businesses to date (note: this will increase once the 'Set and Forget' businesses switch).	£53,085