

Hemel Garden Communities

Solar Bulk Buy Scheme

Joint authority working

How Group Buying Works:



1

REGISTRATION



2

AUCTION



3

**PERSONAL
OFFER**



4

DECISION



5

**WE'LL TAKE
CARE OF IT!**



Group Buying for Solar works...

For Residents

- By coming together, residents get a better deal
- Council backing gives reassurance
- Hassle-free process
- Working with experts who have vetted suppliers and researched the market helps navigate uncertainty
- Service desk for queries and support at all stages of the process

For Councils

- Significant measurable carbon reduction driven by resident investment in green energy
- Group buying is an extremely cost-effective option
- Small investment of council officer time to drive significant private investment
- Supplier vetting and engagement handled by iChoosr
- Customer support handled by iChoosr

What's new

The customer offer will include:

- High performance panels only
- Options for storage or power diverter
- Standalone storage for households with existing PV installations
- Option for EV point
- Optional / recommended optimised panels where residents have indicated shading

Auction calendar

● 3 auctions:

- Spring, summer & autumn

● The customer offer will include:

- EV points
- A route to /guidance on how to get switched to export fee providing electricity supplier

Model per 100k targeted letters				
Business case per 100k targeted letters		Expected Parameters	Council underperformance	
	Council model		model	Parameters
households	466,200		466,200	
owner-occupied	303,030	65%	303,030	65%
targeted RM letters	100,000	33%	100,000	33%
cost/targ hh for letters	£28,000.00	£0.28	£28,000.00	£0.28
cost/targ hh for other	£1,400.00	£0.05	£1,400.00	£0.05
cost/hh				
total cost	£29,400.00		£29,400.00	
registrations	3500	3.5%	3000	3.0%
acceptances	560	16%	420	14%
net installations	420	75%	315	75%
conversion on hh	0.09%		0.07%	
council revenue	£31,500.00	£75	£23,625.00	£75
total system size in KW	1,386	3.3	1,040	3.3
MWH generated (1 wp= 1kwh yearly)	1.4	1	1.0	1
Yr 1 CO2 reduction in tons (0.28307 KG/kWh)	395	0.94	296	0.94
Lifetime CO2 reduction in tons (0.28307 KG/kWh)	9,870		7,403	
investment per install	£70.00		£93.33	
revenue per install	£75.00		£75.00	

What is the Solar Together DM?

The DM is the key driver of interest in your scheme and comprises of the following elements:

- **Letter:** This is single sided, full colour print, and unnamed e.g. *Dear Resident*
- **Leaflet:** Accompanying the letter is a tri-fold leaflet, printed full colour.
- **Envelope:** This is a windowless DL format leaflet, addressed but unnamed e.g. *Dear Homeowner*

Our DM has been tested with group of consumers for content, key messages and layout.



What can be changed in the DM?

The majority of the DM is made up of fixed elements that are the same for each region we work with. This content is based on our experience of delivering these schemes over the last seven years and has also regular testing with consumers in the UK.

However, we are aware that the DM needs to feel like something your council would send out to residents. Each element of the DM allows for key elements to be customised as follows:

- **Letter:** Intro paragraph to set local context (50 word limit), name and role of council signatory (this should be a person, rather than a generic team sign off), council registration link (can be your Solar Together link, or one to your corporate site), council logo.
- **Leaflet:** This will have the same registration link and council logo as your letter.
- **Envelope:** This will have your council logo, and the Solar Together logo printed on the front. The Solar Together logo can also be placed on the envelope in addition to your council logo, but not in isolation.

How should DMs be targeted?

There are a number of ways in which address data can be refined in order to reach an audience most suitable for Solar Together. In the first instance you should aim to remove social housing, flats and businesses from your pool of potential target areas.

If you have Mosaic data for your council you should then be able to rank postcodes in line with our recommended Mosaic types to choose the 'best' areas to target.

If you do not have Mosaic data for your council area then you can look at the housing and demographic data you do have access to and find similar groups e.g. housing tenure, housing type, income levels, indices of multiple deprivation and other social demographic info.

As an additional measure these can then be run through the Experian database to attribute the addresses to a Mosaic type, and then the addresses can be ranked from most to least desirable. This is a service that iChoosr can provide for a fee via our Experian licence.

Alternatively if you have access to EST Home Analytics data this identifies households suitable for Solar PV. If this number is higher than the budget available for the Solar Together DM, you could then have an additional report run via Experian to rank based on our Mosaic targeting info.



So far Solar Together...

- London (GLA)
- Manchester (GMCA)
- Norfolk
- Suffolk
- Essex
- Cambridgeshire
- Kent
- E&W Sussex
- Devon
- Hampshire
- Warwickshire
- Surrey
- West of England (Combined Authority)

Solar Together Suffolk 2020 Progress To Date

**65k Direct
Mails Sent**

**2,157
Residents
Registered**

**459
Customers
to installer
for survey**

**249
installations
to date**

**912 kW
Solar PV
installed**

**193
tonnes of
CO2
reduction
already
delivered**

Battery Add-On Rate

- 46% of participants added battery storage when accepting their offer
- Battery add-on rate has increased to over 80% of solar PV installations after survey

Thank you

Any questions or if you would like to be kept up to date and opt in to our mailing list email hemelgardencommunities@dacorum.gov.uk

Visit the Website www.dacorum.gov.uk/hemelgardencommunities
or follow us on Instagram [@Hemelchannel](https://www.instagram.com/Hemelchannel)



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Local Enterprise
Partnership

