Appendix B

Hemel Garden Communities Solar Bulk Buy Scheme Joint authority working

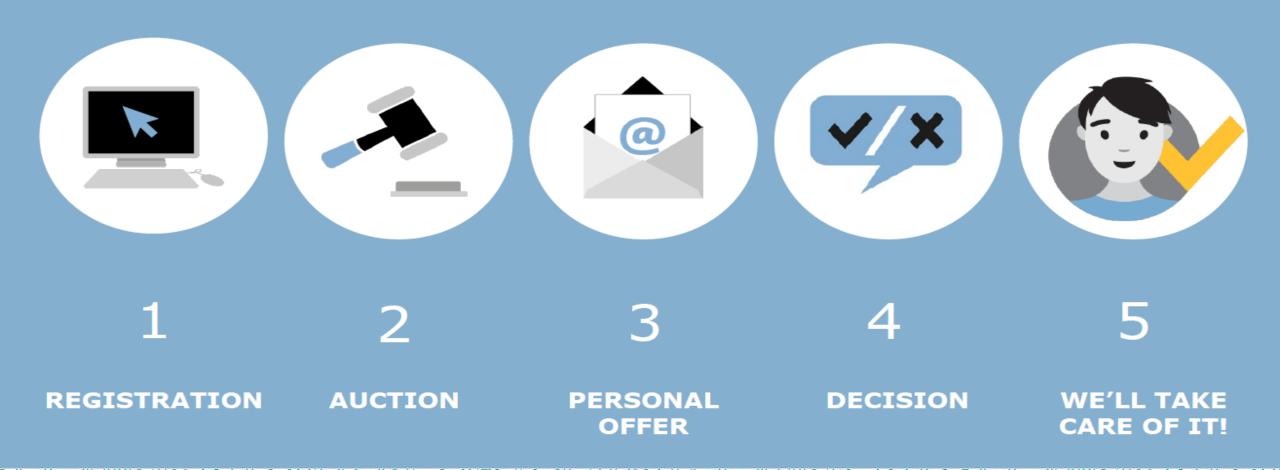








How Group Buying Works:



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

O 3 auctions:

- Spring, summer & autumn

O 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

| | | Expected | Council underperformance | |
|---|---------------|------------|--------------------------|------------|
| Business case per 100k targeted letters | Council model | Parameters | 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% |
| convertion 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.





Dear Resident

Do you want to save on your energy bill and generate your own clean electricity? Having your own solar pendis can be an intelligant investment, not only can you save on your energy bill, but you will be powering your home with clean energy. Hampshire County Council are working in pertnership with independent experts (Choost to make the transition to clean energy as cost effective and hassis-free as possible. This inhibitive is part of Hampships Council to commitment to climinate action.

SOLAR TOGETHER HAMPSHIRE - BUYING SOLAR PANELS MADE EASY

Solar penals can seem complicated but buying a solar system doesn't need to be daunting. Solar Together Hampshire is a group-buying scheme that helps you through the process, keeping you Informed at every stage.

Do you already have solar panels installed? You can also register to have bettery storage added to your existing solar panels to maximise the benefits of your system. For more information please see the leaflet accompanying this leater.

HOW DOES IT WORK?

- Registration: you can register before 23 March for free and without obligation at www.solartegether.co.uk/essex. To register you simply provide details about your roof, such as its size and orientation.
- Auction: a supplier auction will be held on 23 March, when our approved solar suppliers will bid for he work. The more people that register, the better the deal should be for each household.
- 3. Personal recommendation: from 22 April you will be contacted with a personal recommendation, based on the proclimation of your roof. This includes your costs and specification of your solar panel.

lecision is then yours as to whether you want to accept your recommendation to continue. You will have until 24 May to decide and will be invited to wint as

ept, the winning supplier will contact you to survey your roof and set an lions are planned to be completed by the end of month 2021.

t likely costs, the amount of energy you can expect to generate, and lots enco.uk/hampshire

terest to you. The more people that participate, the better the price vable energy will be generated by Essex residents.

www.solartogether.co.uk/hampshir essex@solartogether.co.uk 0800 048 8639

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
- O 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 <u>www.dacorum.gov.uk/hemelgardencommunities</u> or follow us on Instagram <u>@Hemelchannel</u>







