

# Bristol Energy

## Creating a municipal energy company



# 25 year journey for Bristol CC

**1990**

Energy Management Unit



**2010**

Green Capital submissions

**2012**

European Local Energy Assistance (ELENA) funding



ELENA – European Local Energy Assistance

**2013**

Energy Service formed



**2014**

European Green Capital award



**2015**

Bristol Energy launch



# Social benefits



**95% of dual fuel customers of the Big Six could have saved between £158 and £234 per year, by switching.**

**The most financially disadvantaged and vulnerable in society are paying the highest prices for the energy they consume.**

**Strong correlation between those in fuel poverty those using prepayment meters, low income households and vulnerable households. Fairer tariffs and smart meters will benefit them.**



# Environmental benefits



**Include Low Carbon Sources**



**Local Generation**



**Supporting Projects**



**Circular Economy**



# Economic benefits



**Greater Resilience & Infrastructure**



**Jobs & Investment Creation**



**Towards Greater Sustainability**



**Local Reinvestment**



**Strong Communities**



**21<sup>st</sup> Century Service**



# Bristol Energy's Vision

“

We believe in the fair,  
ethical sale of energy to all.  
We will be a force for  
social good.

”



# Core proposition of Bristol Energy

Our proposition will deliver multiple benefits:

- Give everyone a fair deal on their energy
- Address the issue of fuel poverty
- Support locally generated renewables
- Work together with local communities to help them thrive
- Increase local investment in infrastructure and create jobs
- Provide more resilient energy both for today and for future generations



# Energy Hub



# Timeline

## November 2015

- Entry into NHH CME

## 10 February 2016

- Full market entry
- Website launch
- Appear on PCWs

## April 2016

- Domestic PPM launch
- PPA product launch
- Entry into B2B market
- Accepting payments in B£

## December 2015

- Exit from NHH CME

## March 2016

- Marketing campaign
- Entry into HH CME
- Hub opens

## May 2016

- Fuel Poverty Tariff



# Compelling proposition

It's a local energy company so they've got face-to-face contact, in Bristol.... In general, I think it's a very, very good idea.

It's creating local jobs for local people. It's a local energy company.

The fact that they're retaining profits to help those disadvantaged. That's a real win. Everyone's winning then.

[Bristol Energy] just has a positive energy to it. I don't feel positive energy when I go to other places.

I can't see a good reason not to switch, if all the information we've had is accurate.

I would [switch] if the price was the same as the others.

Yes, I think I'd like to be giving my money to Bristol, rather than to any company.



# Lessons learned

**Substantial investment – upfront and ongoing**

**Commercial confidentiality versus public accountability**

**Clarity around Governance arrangements**

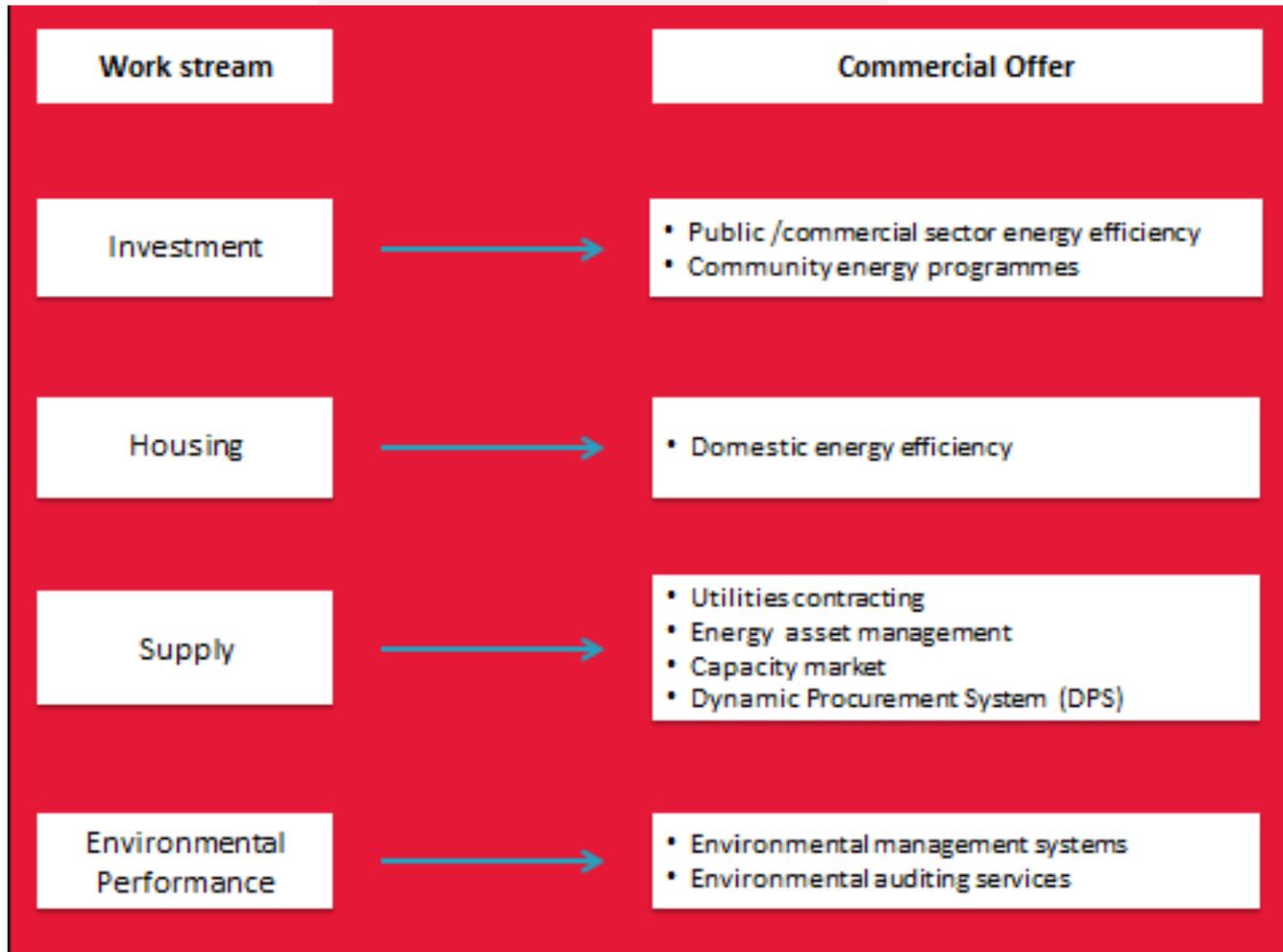
**Speed of decision-making**

**Volume versus margin**

**Recruit experience – consultants and employees**



# The Energy Service



# Thank you



Service Manager

0117 927 0000

