



solar  
together

# Solar Together Introduction

11<sup>th</sup> October 2019

iChoosr



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- What is group buying
- Solar Together  
Suffolk: a case study
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# How Group Buying Works:



1

**REGISTRATION**



2

**AUCTION**



3

**PERSONAL  
OFFER**



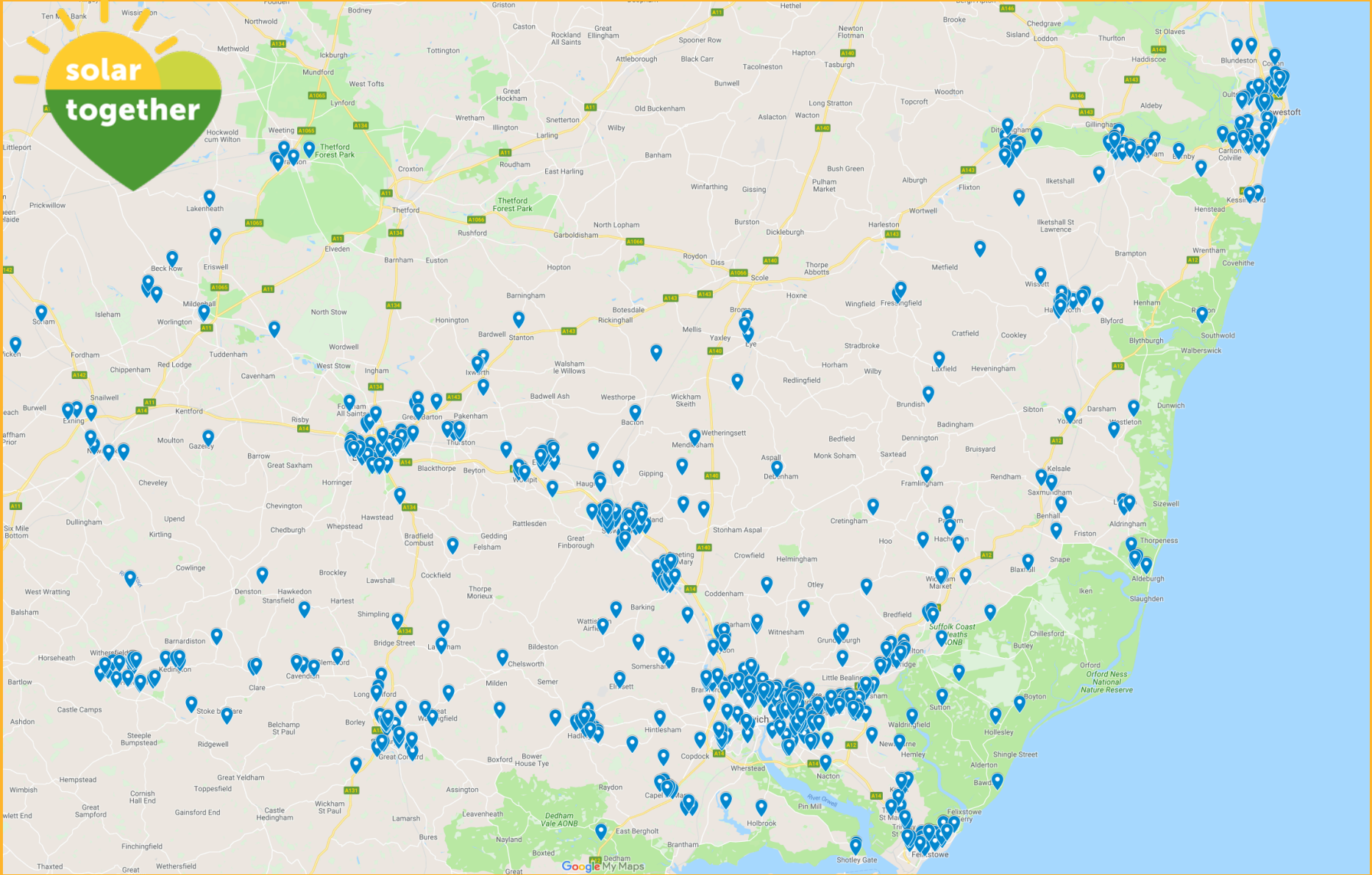
4

**DECISION**



5

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



# Solar Together Suffolk case study



# Solar Together Suffolk

**57,000  
Direct  
Mails**

**2,837  
Residents  
Registered**

**635  
Installs**

**593 yr 1 &  
15k  
lifetime  
Tonnes of  
Carbon  
Reduction**

**2.1 MW  
installed**

**£2.7m  
Resident  
Investment**

# The Auctions and Winning Suppliers

The auction took place on 22<sup>nd</sup> August 2018

Prior to the auction, iChoosr put prospective suppliers through a rigorous qualification process to ensure their suitability for the schemes

The winning supplier was EEC Solar and **residents saved an average of 20% on market rates**, with participants saving a minimum of 18% and a maximum of 22%

We used an independent and specialist third party to **inspect approximately one in 20 installations** throughout the delivery phase of the schemes.

# Results & Conversion KPIs:

	Suffolk
Targeted	57,000
Registrants	2,837
Declined	172
Accepted Offer	946
Installed	635
KW Installed	2097.0
Tonnes of Carbon Reduction Yr 1	594
Total Resident Investment	£2,714,111
Lifetime Tonnes of Carbon Reduction	14,850
Target to Registration	4.98%
Registration to Acceptance	33%
Acceptance to Install	67%
Registration to Install	22%
Target to Install	1.11%



# What's Next For Solar Together?



# UK Solar Market post FiT

- ⦿ Consumer business case for solar with no FiT and no payment for export is approximately 15 years
- ⦿ If volumes in the market post-Fit become too low then prices will rise as a result

## However

- ⦿ The market is responding: SEG from 1 Jan 2020
- ⦿ New PPA-based tariffs launched from suppliers such as Octopus
- ⦿ Group purchase schemes will continue to create volume
- ⦿ BEIS Public Attitude survey showed **public support for solar is at all-time high**
- ⦿ The Solar Together proposition is evolving to include storage and help residents navigate new complexities in the market

# Changes To The Proposition:

The customer offer for autumn 2019 schemes will include:

- High performance panels only
- Options & advice for battery or power diverter
- Optional / recommended optimised panels where residents have indicated shading
- A route to /guidance on how to get switched to export fee providing electricity supplier
- Compliant with new VAT rules

# Timeframes

The auction for our autumn schemes is scheduled for the 22nd October 2019, with resident registration open now. All installs for Solar Together will have taken place by mid-May 2020

Spring 2020 key dates :

- End November – commitment from interested LAs
- End December
  - contracts from participating LAs
  - Installer qualification begins
  - Council kick-off meetings take place
- 24<sup>th</sup> March: Registration opens
- 28<sup>th</sup> April: Auction takes place
- 18<sup>th</sup> May – 22<sup>nd</sup> June decision phase
- June– November: installations

Autumn

- LA participants confirmed Mar 2020
- Q4 2020 auction
- Q1 2021 installations



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