Department of Energy & Climate Change

Helping Customers Switch

Collective Switching and Beyond

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Helping Customers Switch: Collective Switching and Beyond

Prepared by Department of Energy and Climate Change

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Executive summary

Through Cheaper Energy Together, the Department of Energy and Climate Change supported the development of innovative collective switching schemes for energy, where consumers group together to negotiate a better deal with their gas and electricity suppliers.

Collective switching is a new development in the British retail energy market, with the first collective switch – the Which? Big Switch - taking place in May 2012. Through the funding we aimed to support a variety of different approaches to test what was effective in engaging with consumers, particularly those who have not switched before and vulnerable households. The initial results are promising and show that consumers can save money through these schemes, that there is interest among consumers to take part in schemes and that they can offer benefits of increased support to consumers, increased trust, and a feeling of collective action. Over the short period that this fund was available between December 2012 and March 2013, schemes succeeded in engaging over 190,000 households with over 21,000 households switching energy suppliers and saving an average of £131 on their bills. Many of the households supported were vulnerable, showing that collective switching can help the most in need, including those who may be in fuel poverty.

The funding has kick-started many projects, several of which have continued to run future collective switches without further funding and so continue to save households money. For example, in June there was another collective switching auction that involved 63 local authorities throughout Great Britain, many of which were funded by the Cheaper Energy Together scheme, including the Big Community Switch, the Big London Energy Switch and Ready to Switch. Over 35,000 households registered and just over 2,000 households switched. One aim for Cheaper Energy Together was to raise awareness of this idea and build up the infrastructure to support collective switching, and this appears to have happened.

A welcome benefit of some collective switches has been a growth in the customer base of some smaller independent suppliers, pushing a boost to competition more generally in the retail energy market. DECC will continue to facilitate the development of new collective switching schemes, such as the upcoming November auction of 77 local authorities including the Big London Switch. These will help consumers get the best deal and to encourage competition in the energy market which is vital to ensure a fair cost of energy over the long term.

There remain barriers and difficulties to switching to the best deal, including a lack of engagement, complexity of tariffs, and a lack of understanding of energy tariffs. The Government has been working closely with Ofgem to reform the retail energy market. The new reforms are designed to make the market simpler, clearer and fairer. They recognise the role that collective switching can play in engaging consumers. We are also interested in other models of schemes that encourage switching and action for consumers to get the best tariff from them. We will continue to work closely with stakeholders to develop these ideas and welcome feedback.

A: Introduction

Cheaper Energy Together was supported by the Department of Energy and Climate Change to support the development of innovative collective switching schemes, where consumers group together to negotiate a better deal with their gas and electricity suppliers.

Individual schemes are usually organised by Local Authorities, community and third sector organisations and are often facilitated by a third party who negotiate a tariff with energy suppliers on behalf of the consumers. These schemes often offer greater support and advice to consumers, particularly vulnerable consumers, compared to switching their supplier themselves.

All schemes supported by Cheaper Energy Together were required to have a focus on engaging with vulnerable consumers. Schemes were also asked to propose innovative approaches to collective switching in order to establish an understanding of which approaches were the most successful. Money was awarded to 31 projects, which together covered 94 local councils and eight third sector organisations in Great Britain. Funding was available in the financial year 2012/2013 and was awarded in December 2012[1]. Therefore schemes had a 3 month timescale over which to deliver their projects, which represented a significant challenge.

The aims and objectives of the funding were to increase public awareness of the potential for reducing energy bills through collective switching and to develop an understanding of which approaches are the most effective at engaging with consumers, particularly vulnerable consumers.

[1] Press Release https://www.gov.uk/government/news/46million-boost-for-132-local-energy-schemes

B: Key findings

Overall, the schemes funded by Cheaper Energy Together have been successful in engaging with consumers, encouraging them to find out whether they could get a cheaper deal on their energy bill and saving customers money.

Analysis of the data that each funded scheme provided to DECC showed that over 190,000 households (190,575) registered their interest and received an offer from collective switching schemes. For most schemes, an even higher number of consumers registered their interest but did not provide all the necessary information, such as their existing tariff details, needed to receive an offer.

In total, the schemes funded by Cheaper Energy Together have delivered savings of just over £2.7 million to consumers (£2,733,375[2]). This is a result of just over 21,000 households (21,641) switching energy supplier and making an average saving of £131.

The average conversion rate amongst schemes of consumers who registered and then switched was 11%. Section C makes some recommendations for best practise that may help schemes increase the conversion rate for future schemes.

It is likely that there are more households that saved money on their energy bills as a result of these schemes, even though they did not switch, by getting a better deal from their existing energy supplier. Survey research by Cornwall Together, and other schemes, found that half of respondents were offered a better deal by their current supplier.[3]

For many of the schemes, the funding provided has enabled them to develop IT systems, marketing material, and knowledge and expertise that will help them run future switches and will result in future savings for consumers. We estimate that if 20% of households who switched through one of these schemes decide to switch

[2] This evaluation has been carried out as a static analysis that only includes data up until September 2013.

[3] Cornwall Together Phase 2 Research Report http://www.edenproject.com/sites/default/files/ct2-research-report.pdf

again next year that will result in additional total savings per year of around £540,000[4]. More detail on future schemes is available in section D.

What type of households participated?

One of the requirements of receiving grant funding was that each scheme demonstrated a plan for engaging with those households who may be considered as vulnerable or otherwise unengaged with the energy market. Schemes therefore targeted some of their advertising at these groups through a variety of methods, including face-to-face contact. We asked each funded scheme to collect data on the type of households who registered and/or switched with them[5].

The data shows that overall, the schemes have been successful in engaging and helping a significant number of households that can be considered vulnerable[6] consumers or who were not engaged in the energy market previously.

- We estimate that in total 49% of the households who registered their interest with schemes and 33% of those that switched had never switched before or had not switched in the last 3 years.
- 12% of registrations and 9% of switches were households that had no access to the internet/signed up off-line.
- 13% of registrations and 11% of switches were households with an annual income of less than £14,000.
- 28% of registrations and 24% of switches were households where a person over the age of 60 lived.
- At least 12% of registrations and 8% of switches were households in receipt of benefits.
- 12% of registrations and 9% of switches were households where a long term sick or disabled person lived.
- 6% of registrations and 4% of switches were households with a child under the age of 5.

A breakdown by scheme is available in Annexes B and C.

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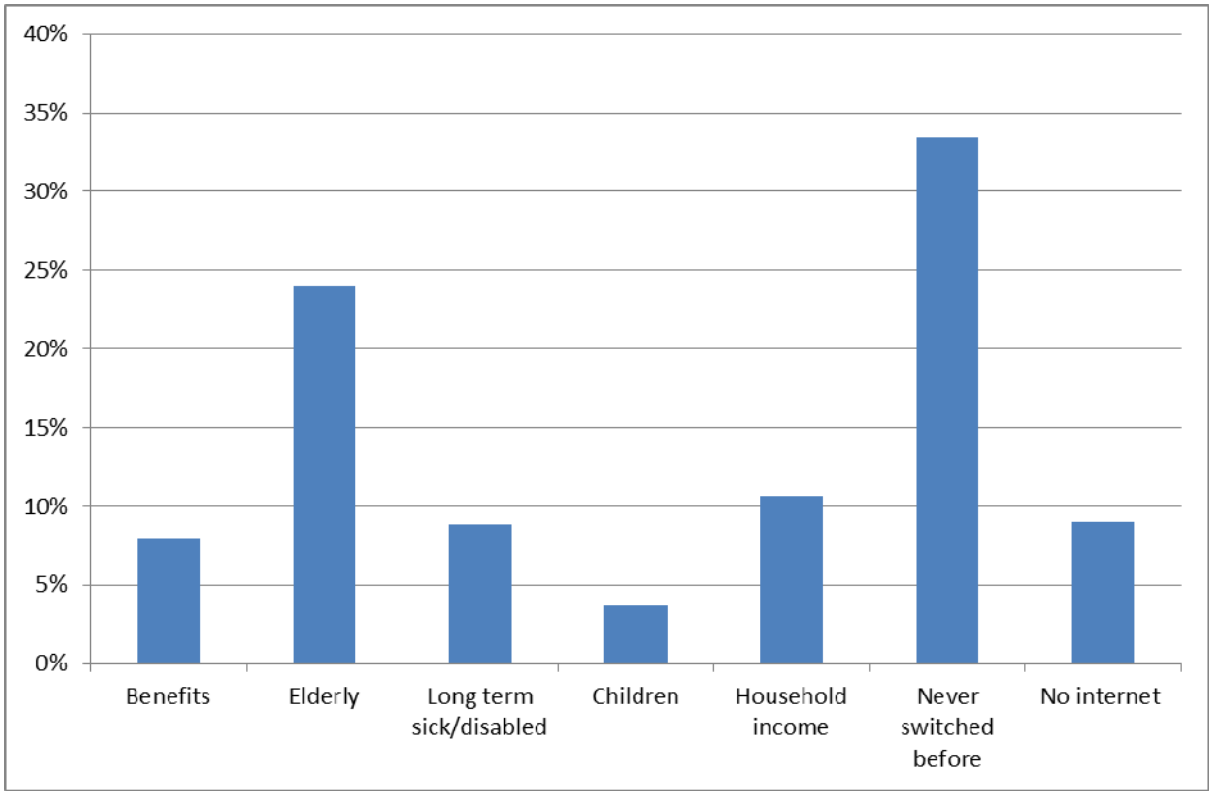
[4] This assumes that at end of a fixed term contract, consumers move onto standard variable tariff and then by switching to the cheapest deal they save £131. DECC Public Attitudes Survey shows that 16% switched last year. There is some evidence that those who have previously switched are more likely to switch again so we assume 20% switch again.

[5] While we requested as much of this data as possible, it was optional in recognition that not all consumers would wish to share personal information. Therefore these figures are likely to be underestimates.

[6] We define this as having one or more of the following characteristic: elderly person living in the households, in receipt of certain benefits, children under 5, long term sick/disabled, low income household, households not on the internet, household who has never switched before/not switched in the past 3 years.

Chart A: Percentage of households who switched according to different characteristics



What type of payment methods did households use?

We also asked each funded scheme to collect data on payment methods used by households who registered and/or switched with them[7][8].

- We estimate at least 62% of registrations and 65% of switches were from those who wished to pay by direct debit.
- 10% of registrations and 8% of switches were from those who paid on receipt of bill, i.e. credit customers
- 3% of registrations and switches from pre-payment meter (PPM) customers.

As a comparison, across the market 55% of consumers pay by direct debit for standard electricity (57% for gas), 29% of customers are credit customers (standard electricity and gas) and 16% on PPM for standard electricity (14% for gas)[9]. Therefore, there was a higher incidence of switching among direct debit customers

[7] Direct debit (monthly and quarterly), payment on receipt of bill (cash/cheque plus prompt payment), prepayment meter.

[8] This does not represent 100% since not all schemes were able to provide this breakdown.

[9] Source: DECC Quarterly Energy Prices, tables 2.4.2 and 2.5.2.

than among standard credit or PPM customers. This finding agrees with previous research for example Ofgem's Customer Engagement Tracking Survey.[10]

A breakdown by scheme is available in Annexes D and E.

Oil buying groups

Cheaper Energy Together also supported the creation and/or development of 3 oil buying groups based in off-gas grid communities, where groups of people combine their orders for domestic heating oil and use their collective purchasing power to get better deals from oil distribution companies. As a result of the funding, over 1,100 new households have been able to join a group scheme and so will benefit from cheaper oil than they otherwise would face. We expect that these groups will continue to save consumers money on an annual basis.

OIL CLUBS	**New members**	**Anticipated Average Annual Savings**	**Anticipated Total Savings**
Age UK	242	-	-
Community Energy Plus	615	£67[11]	£41,470
Peoples Power	264[12]	£75	£20,000

[10] https://www.ofgem.gov.uk/ofgem-publications/74756/customer-engagement-energy-market-tracking-survey-2013.pdf

[11] Assuming an average savings of 3 pence per litre

[12] This is estimated as was not directly monitored

C: Lessons learned and examples of best practice

As well as collecting data on the impact of the schemes, we have also learned many lessons about the organisation of collective switching schemes as a result of experience gained[13]. Some of key lessons are summarised in this section. We expect that considering these in the design of schemes will help schemes to use the most effective marketing messages, encourage participation by energy suppliers and make them better able to reach households, including vulnerable households, to help them switch and save money on their bills.

Importance of Trust

Our figures show that consumers have been interested in the concept of collective switching and that schemes organised by organisations that are generally trusted, such as local authorities, charities and community organisations, have prompted people to sign up who haven't switched before. Consumers also liked the support that was offered to them to take the hassle out of switching.

Methods of engagement

An effective method of getting large numbers of sign-ups across an area appeared to be advertising through a variety of types particularly through newspapers, newsletters and social media. For local authorities, inserting leaflets in the council tax bill was felt to be effective. Several Local Authorities in a region also worked together on schemes and shared materials, which reduced the resource needed in each.

[13] We captured this through a survey of organisers, a process evaluation that DECC commissioned from external evaluators, and through evaluation undertaken by several schemes.

Our findings in section B shows that local authorities and third sector organisations were able to use their local knowledge to effectively identify and engage with vulnerable consumers. However, it is recognised that this is resource intensive since it often involves face–to-face contact, it takes time to explain schemes fully and assist consumers in finding the right information they need to switch.

Expectations of savings

The level of savings at which customers are willing to switch varies between customers. In addition, the level of potential savings they can make depends on several factors for example level of consumption, type of existing tariff, and payment type. In particular, customers on pre-payment meters often cannot access the discounts that direct debit customers can, reflecting the increased administrative costs. Some consumers expressed disappointment when they got their offer that it was not as high as the marketing material suggested. While this is a difficult balance to strike, it appears that it would be useful to be more nuanced about the level of savings that can be expected.

Conversion of registrations to switches

One approach that appeared to result in a higher conversion from registrations to switches is to allocate resources to contact people after they have received their offer rather than focusing all of the resources on the initial marketing. Some schemes, for example schemes run in the Isle of Wight and by Centre for Sustainable Energy in Bristol, included a telephone call to each person who had signed up off-line, to talk them through the offers available and help them select the most appropriate one for them and this resulted in a higher level of conversion from sign-up to stated intention to switch.

Considerations of energy supplier engagement

A number of energy suppliers – both amongst the largest energy suppliers and independent suppliers – took part and offered tariffs to the collective switching schemes. Most schemes offered additional benefits to consumers through cash back offers.

The experience of these schemes suggest that the scale of collective switching schemes have an impact on which size of suppliers participate. Where the schemes have a significant number of registrations, it can be challenging for some independent suppliers to bid as it is difficult for them to take on a large number of customers in one go. On the other hand, the cost of creating a special tariff for a scheme can be significant and so large suppliers may only offer these if they expect to gain a significant number of customers.

We have seen that the largest collective switching auctions have been won by the largest energy suppliers, for example the April auction that joined together schemes across the country run by Ichoosr with around 160,000 registrations. In contrast

smaller auctions have been won by independent suppliers. First Utility won the direct debit category of the UK Together auction, a group of 4 local areas in Cornwall, South East Scotland, Exeter, Birmingham and Solihull. In addition, the auction which combined schemes in Isle of Wight, Bristol (run by Centre for Sustainable Energy) and the East Midlands (run by Peoples Power) secured offers from Ovo, Good Energy, Cooperative Energy, Loco2 and iSupplyEnergy.

One option to facilitate small suppliers taking part in collective switching schemes and boosting competition to win the auctions, is to cap the number of customers an independent supplier can take on. For example, the Which? Big Switch, which had over 200,000 consumer registrations, was won by Cooperative Energy who capped the number of new customers they could accept to 30,000. As a result of this switch, Cooperative Energy doubled their customer base overnight.

D: Future Schemes and Alternative Models

This section looks at progress on collective switching since the Cheaper Energy Together funding came to an end. It also considers other schemes for helping consumers with their energy bills, such as DECC's Big Energy Saving Network.

Future collective switching schemes

It is clear that Cheaper Energy Together funding will provide further future benefits and legacy. Several schemes supported through Cheaper Energy Together have continued to offer collective switching schemes or are planning to do so, whilst others are considering other types of schemes to offer advice to consumers to help them with their energy bills. For example:

- In June there was another collective switching auction that involved 63 local authorities throughout Great Britain, many of which were funded by the Cheaper Energy Together scheme, including the Big Community Switch, the Big London Energy Switch and Ready to Switch. Over 35,000 households registered, and around 2,000 households switched.
- A further auction is scheduled for November and 77 Local Authorities are participating.
- Community Energy Direct, a scheme based in the North of England, is continuing with a new scheme being organised at the request of a housing association for its residents.

We are also aware of further schemes that have recently started for example the recent Wales Together scheme organised by Cardiff and Vale of Glamorgan Councils[14].

Developments in the retail market

Since the funding came to an end, Ofgem have announced their final decision on the reforms to the market through the Retail Market Review (RMR)[15]. The RMR is

[14] http://www.cardiff.gov.uk/content.asp?nav=2870,3148,6800&parent_directory_id=2865

intended to make the market simpler, clearer and fairer for consumers and will make it easier for consumers to identify the best tariff across the market through clearer information, introducing a maximum number of tariffs for gas and electricity and banning complex and confusing multi-tier tariffs.

Collective switching has been a recent development to the retail market in Britain, Ofgem has previously published two guidance letters that are relevant to collective switching and activity by third party intermediaries (TPIs)[16] However, the RMR has provided greater clarity on the role of collective switching in the market and is intended to promote a consistent approach among suppliers and ensure that consumers who participate are protected. From 31 December, energy suppliers may only offer 4 tariffs per fuel per meter type. However, there will be an exemption from the tariff cap for collective switching schemes where suppliers are satisfied that certain criteria are met. These conditions include that schemes should not be run by a licensed supplier or an affiliate, are transparent, well publicised and open to any supplier to participate, and offer fixed term, fixed price tariffs. Ofgem are also considering whether there is a need for future oversight specifically for collective switching schemes, for example through a code of practice.

We expect that this framework will provide greater clarity for all participants in this new and developing concept and could facilitate engagement by all parties.

Role of energy suppliers in informing consumers of cheaper tariffs

Ofgem's RMR reforms will also introduce fairer and simpler tariffs and give householders clearer information on their bills, so they can shop around more easily for the best deals.

By December 2013, all suppliers will have to implement measures designed to make it easier for consumers to compare tariffs by:

- Offering a maximum of 4 tariffs per fuel;
- Standardising the design of discounts and special offers;
- Removing complex two-tier tariffs.

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[15] https://www.ofgem.gov.uk/sites/default/files/docs/decisions/the_retail_market_review_-_implementation_of_simpler_tariff_choices_and_clearer_information.pdf

[16] Ofgem letter on TPIs and the Marketing Licence Condition, October 2012: http://www.ofgem.gov.uk/Markets/RetMkts/Compet/Documents1/2012_10_09_Marketing%20of%20energy%20supply%20to%20domestic%20customers%20by%20Third%20Party%20Intermediaries.pdf, and Ofgem letter on collective purchase/switching schemes (note the section on undue discrimination is now defunct), April 2012: http://www.ofgem.gov.uk/Markets/RetMkts/Compet/Documents1/collective%20switching%20open%20letter.pdf

By March 2014, suppliers will be required to implement further measures, to deliver more transparent information for energy consumers. Suppliers must:

- Tell householders about the cheapest deal available to them and how much they would save by moving to it. This will be on all bills, the Annual Statement, Price Increase Notifications and letters notifying customers that their fixed term tariffs are coming to an end.
- Give regular information on householders' energy use and their estimated annual bill, so they can easily compare quotes with their current deal
- Provide "tariff information labels" to make it easy to compare the terms and conditions of tariffs in the market on a like for like basis
- Protect householders on a fixed term contract. Householders will receive the information they need, including details of their supplier's cheapest tariff before their current contract ends, so that they can start shopping around.

Other models to facilitate switching

DECC continues to be supportive and encourage schemes that engage consumers in the energy market.

Big Energy Saving Network

We have launched the Big Energy Saving Network, a £900,000 fund to support eligible third sector organisations and community groups to deliver an extensive programme of outreach to vulnerable consumers, focussed on helping them reduce their energy costs through assisted action on tariffs, switching and take up of energy efficiency offers.

Vulnerable consumers are currently amongst the most disengaged with energy markets and therefore do not always benefit from the savings to be made from switching or take up of low cost or free energy efficiency offers.

The Network aims to deliver an effective and practical outreach programme to empower vulnerable consumers to make informed decisions about tariffs, switching and energy efficiency.

We have received a number of applications from organisations who delivered schemes through Cheaper Energy Together. This shows the further legacy of Cheaper Energy Together and allows the Big Energy Saving Network to build on the expertise and lessons learnt.

Midata and QR (Quick Response) code developments

Initiatives to provide vulnerable consumers with the confidence to engage with the energy market can be complemented by policies to enable consumers to benefit from the power of their own data.

The Department of Business Innovation and Skills (BIS) has taken powers in the Enterprise and Regulatory Reform Act 2013, to compel all energy companies to provide their consumers with their own data in an electronic format, as part of their midata initiative. BIS are working with energy companies on voluntary implementation of these provisions, with progress to be reviewed by March 2014. For example, they are currently developing a prototype app with industry and consumer groups designed to help vulnerable consumers take advantage of policies to help them with their energy bill.

DECC has also consulted on whether technologies, such as QR (Quick Response) codes can help consumers to benefit from the power of their own data. These technologies allow consumers to easily transfer data from a bill, such as their current tariff name and consumption, upload this to an electronic device, such as a tablet computer or smartphone. Requiring energy suppliers to provide QR codes or similar on customers' bills will enable the development of applications that will use this data to help consumers control their consumption and costs, for example through uploading energy tariff information seamlessly to a price comparison website.

QR codes will not just benefit consumers who have access to a smart phone, as friends and family, trusted third parties, advisors or advocates who work with vulnerable consumers can access consumers' data through QR codes and use this information to advise clients on the best deals available - this will be of particular use at outreach events.

We have put forward a package of measures to help consumers get on to the cheapest tariffs and we are determined to ensure consumers benefit from their own data including through new technology, to help switching decisions.

Whilst the Government will continue to work closely with stakeholders engaged with the voluntary process led by BIS, it is however, important that consumers have a clear timetable for action to ensure they get the benefits of their own data, in a manner that better facilitates switching decisions. That is why we are taking powers in the Energy Bill and have signalled our ambition that consumers will benefit from energy information in a usable electronic form by summer 2014.

Community Energy Strategy

DECC will shortly be publishing the UK's first Community Energy Strategy. It will show the Government's commitment to support community energy, right across the spectrum from electricity and heat generation to energy efficiency, smarter energy management and energy purchase, including collective switching, at the community scale. Community groups often have a level of local trust that can increase confidence and engagement with these types of schemes, and several Cheaper Energy Together schemes included an element of community involvement.

We also recognise that collective switching can be linked to and help raise awareness of other aspects of the energy system that represent a longer term, more

sustainable solution - behaviour change, energy efficiency, and renewable energy. For example, some of the income generated from the sale of electricity by Repowering London's Brixton Energy Solar 1 project is used to reduce the service charge for the residents living in the housing estate where the PV panels are installed. Income generated is also used to help residents draught-proof their homes, as well providing work placement opportunities for local young and unemployed people from the estate.

The joining up of collective approaches on how we purchase goods and services within the energy system was also suggested by a number of respondents to the Call for Evidence on community energy. Models that we have seen employed for collective switching might be adapted to achieve significant results elsewhere, for example the purchase of energy efficiency or small scale renewables.

Local energy supply

We are also aware of organisations considering developing local supply models. Some community energy groups would like to have the ability to supply the electricity they generate to their members and/or others in the local area.

Due to the requirements for protection of consumers and the complexity of the grid, a full supply licence is required to do this. In 2009 Ofgem recognised the importance of encouraging smaller-scale, distributed generation and published licence modification proposals and guidance which allows for exemption from certain licence conditions as long as alternative arrangements are made with another fully licensed supplier. This arrangement (which has become known as 'Licence Lite') is currently being explored by the Greater London Authority (GLA) on behalf of the Mayor of London. Both Ofgem and DECC see Licence Lite as an important development. If proven to operate successfully, we would be supportive of greater levels of uptake amongst community energy projects.

Other models and future work

Other models such as MoneySavingExpert's Cheap Energy Club seem to have had success in engaging consumers.

We are interested in other models of schemes that encourage switching and action for consumers to get the best tariff for them. We will continue to work closely with stakeholders to develop these ideas and welcome feedback.

Feedback should be sent to Kate Barbier, Energy Markets and Consumers at kate.barbier@decc.gsi.gov.uk

Annexes

Methodology

Those funded by the scheme were asked to complete monitoring information for DECC. This included key data such as the number of consumers who took part in schemes and the total amount saved by consumers. We also requested information on which types of consumers signed up to schemes to evaluate whether schemes were able to reach vulnerable consumers. While we requested as much of this data as possible, it was optional in recognition that not all consumers would wish to share personal information. In addition, some schemes were set up differently and therefore the data was not applicable to them, for example oil purchasing schemes.

Some schemes used slightly different definitions or collected data in a different way. This does mean that the data is not directly comparable. These differences are explained in the footnotes.

Annex A – Headline data for each funded scheme[17][18]

	DECC Funding (£)	Number of consumers having provided their full details	Number of consumers having switched/ accepted the offer	Expected financial savings resulting from the scheme on average (£)	Total Savings (£)
Total	5,010,706	190,575	21,641	131	2,733,375
Isle of Wight Council	88,927	11,911	2,107	132	278,124
People's Power	178,400	5,200	980	164	148,560
Centre for Sustainable Energy	194,892	5,378	1,242	105	129,794
Exeter City Council	133,390	2,461	324	108	34,966
Eden Project	786,770	8,366	1,174	112	131,488
Birmingham City Council	312,000	1,029	171	160	27,393
Changeworks	358,160	4,773	525	147	77,859

[17] Funding was also provided to Electric Corby (£112,500) and Yorkshire Energy Partnership (£59,100). These schemes are set up differently from the other collective switching schemes and have not reported a full data set.

[18] Many of these organisations worked with other areas to deliver their schemes. A full list is available at: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/139552/decc_local_authority_competition_2012_13_projects_awarded_funding.pdf

Community Energy Direct	280,000	6,133	618	173	107,151
Nottingham City Council[19]	52,000	1,310	136	200	27,200
Calderdale Council[20]	40,000	4,091	692	128	88,230
Norwich City Council	26,000	2,711	354	126	44,604
Sheffield City Council	93,656	8,120	709	126	89,334
Broadland District Council and South Norfolk Council	37,500	2,634	287	126	36,162
East Riding Council	428,725	21,528	1,786	113	201818
Coventry City Council	63,000	2,955	163	126	20538
Cheshire East Council	71,000	3,804	301	126	37,926
Woking Borough Council	26,000	11,102	1,043	126	131,418
North Norfolk District Council	18,500	2,851	295	126	37,170
Northumberland County Council	59,750	1,511	108	126	13,608
Blackburn with Darwen Borough Council	139,000	10,805	857	111	95,127
South Tyneside Council	20,500	1,447	123	126	15,498

[19] Nottingham provided an instant switching service and a collective switching service. These results are for both.

[20] This data covers an auction in January and April

Peterborough City Council	36,230	1,003	84	126	10,584
Wiltshire Council [21]	49,000	1,203	72	126	9,072
Oldham Council[22]	438,000	40,960	5,084	126	640,584
London Borough of Tower Hamlets (part of Big London Switch)	37,351	698	73	126	9,198
Royal Borough of Kingston upon Thames (Big London Switch)[23]	686,655	24,551	2,124	126	267,624
Tunbridge Wells Borough Council	20,700	2,040	209	126	22,345

[21] This data covers an auction in April and June.

[22] This data covers an auction in January and April

[23] This data covers an auction in April and June.

Annex B – Percentage of Registrations for each scheme according to indicators of vulnerability[24]

Scheme	Total	Benefits [25]	Elderly[26]	Long term sick/ disabled [27]	Children [28]	Household income[29]	Never switched before/ last 3 years	No internet /signed up offline
Total	190,575	12%	28%	12%	6%	13%	49%	12%
Isle of Wight Council	11,911	18%	33%	2%	5%	17%	44%	19%
People's Power	5,200	13%	27%	10%	5%	-	52%	7%
Centre for Sustainable Energy	5,378	24%	16%	9%	13%	-	47%	14%
Exeter City Council [30]	2,461	-	12%	15%	3%	9%	24%	-
Eden Project	8,366	-	29%	24%	4%	12%	17%	-
Birmingham City Council	1,029	-	15%	25%	12%	25%	25%	-

[24] These questions were optional for consumers to answer since they contain personal data so these may be underestimates. In addition, there are gaps since some schemes did not include all questions due to concerns that they would put off from registering.

[25] Pension Credit (Guaranteed Credit or Savings Credit), Income Support or Income-based Jobseeker's Allowance, Income-related Employment Support Allowance (ESAIR) that includes a work related activity or support component, Child Tax Credit and has an income of £15,860 or less, Working Tax credit and has an income of £15,860 or less, Undisclosed benefit

[26] Household contains someone aged 60 or over.

[27] Household contains someone with a long term illness or disability that limits their activities

[28] A child under the age of five ordinarily resides in the household.

[29] Household income below £13,380

[30] The data for Exeter City Council, Eden Project, Birmingham City Council, and Changeworks are based on survey data and extrapolated.

Changeworks	4,773	-	51%	42%	8%	21%	30%	-
Community Energy Direct	6,133	-	56%	-	-	16%	51%	7%
Nottingham City Council	1,310	-	-	-	-	-	-	-
Calderdale Council [31]	4,091	4%	25%	7%	3%	7%	37%	7%
Norwich City Council	2,711	-	-	-	-	-	63%	14%
Sheffield City Council	8,120	13%	36%	14%	10%	18%	66%	19%
Broadland District Council and South Norfolk Council	2,634	12%	60%	17%	5%	19%	72%	20%
East Riding Council	21,528	22%	54%	22%	7%	28%	70%	27%
Coventry City Council	2,955	33%	34%	22%	11%	35%	20%	25%
Cheshire East Council	3,804	12%	54%	16%	8%	18%	68%	16%
Woking Borough Council	11,102	-	-	-	-	-	61%	6%
North Norfolk District Council	2,851	13%	69%	17%	4%	22%	72%	16%
Northumberland County Council	1,511	10%	52%	16%	4%	14%	65%	11%
Blackburn with Darwen Borough Council	10,805	19%	50%	20%	9%	23%	69%	16%

[31] The breakdown according to vulnerability is only available for the April auction but the total is for January and April.

South Tyneside Council	1,447	17%	44%	16%	5%	20%	73%	20%
Peterborough City Council	1,003	20%	42%	15%	16%	22%	70%	12%
Wiltshire Council[32]	1,203	7%	41%	8%	4%	9%	49%	5%
Oldham Council[33]	40,960	7%	12%	6%	4%	7%	27%	4%
London Borough of Tower Hamlets	698	40%	33%	33%	15%	39%	72%	34%
Royal Borough of Kingston upon Thames[34]	24,551	17%	36%	19%	10%	17%	66%	15%
Tunbridge Wells Borough Council	2,040	11%	53%	17%	8%	16%	70%	-

[32] The breakdown according to vulnerability is only available for the April auction but the total is for April and June.

[33] The breakdown according to vulnerability is only available for the April auction but the total is for January and April

[34] The breakdown according to vulnerability is only available for the April auction but the total is for April and June

Annex C – Percentage of Switches for each scheme according to indicators of vulnerability[35]

	Total	Benefits[36]	Elderly[37]	Long term sick/ disabled[38]	Children[39]	Household income[40]	Never switched before	No internet
Total	21,641	8%	24%	9%	4%	11%	33%	9%
Isle of Wight Council	2,107	15%	37%	1%	4%	17%	42%	-
People's Power	980	-	-	-	-	-	-	-
Centre for Sustainable Energy	1,242	-	-	-	-	-	-	-
Exeter City Council	324	-	5%	17%	7%	6%	40%	23%
Eden Project	1,174	-	29%	21%	7%	12%	12%	14%
Birmingham City Council	171	-	16%	36%	7%	29%	27%	-
Changeworks	525	-	19%	17%	-	46%	45%	-

[35] These questions were optional for consumers to answer since they contain personal data so these may be underestimates. In addition, there are gaps since some schemes did not include all questions due to concerns that they would put off from registering.

[36] Pension Credit (Guaranteed Credit or Savings Credit), Income Support or Income-based Jobseeker's Allowance, Income-related Employment Support Allowance (ESAIR) that includes a work related activity or support component, Child Tax Credit and has an income of £15,860 or less, Working Tax credit and has an income of £15,860 or less, Undisclosed benefit

[37] Household contains someone aged 60 or over.

[38] Household contains someone with a long term illness or disability that limits their activities

[39] A child under the age of five ordinarily resides in the household.

[40] Household income below £13,380

Community Energy Direct	618	-	-	-	-	-	-	3%
Nottingham City Council	136	-	-	-	-	-	-	-
Calderdale Council [41]	692	2%	15%	3%	1%	4%	21%	4%
Norwich City Council	354	-	-	-	-	-	69%	6%
Sheffield City Council	709	9%	28%	10%	5%	12%	40%	7%
Broadland District Council and South Norfolk Council	287	11%	62%	13%	5%	17%	77%	10%
East Riding Council	1,786	21%	59%	22%	6%	27%	69%	62%
Coventry City Council	163	33%	41%	24%	10%	40%	26%	25%
Cheshire East Council	301	9%	55%	14%	6%	17%	68%	7%
Woking Borough Council	1,043	-	-	-	-	-	69%	1%
North Norfolk District Council	295	13%	68%	18%	4%	19%	75%	7%
Northumberland County Council	108	19%	56%	19%	1%	24%	72%	17%
Blackburn with Darwen Borough Council	857	16%	51%	20%	6%	21%	36%	10%
South Tyneside Council	123	20%	47%	20%	3%	25%	73%	12%

[41] The breakdown according to vulnerability is only available for the April auction but the total is for January and April.

Peterborough City Council	84	20%	46%	14%	10%	25%	65%	8%
Wiltshire Council [42]	72	10%	63%	10%	4%	17%	71%	6%
Oldham Council [43]	5,084	5%	10%	5%	2%	6%	17%	2%
London Borough of Tower Hamlets	73	32%	36%	33%	12%	25%	70%	22%
Royal Borough of Kingston upon Thames[44]	2,124	14%	35%	16%	9%	15%	58%	5%
Tunbridge Wells Borough Council	209	10%	52%	14%	6%	14%	-	-

[42] The breakdown according to vulnerability is only available for the April auction but the total is for April and June.

[43] The breakdown according to vulnerability is only available for the April auction but the total is for January and April

[44] The breakdown according to vulnerability is only available for the April auction but the total is for April and June

Annex D – Percentage of Registrations by Payment type[45]

	Total	cash or cheque	monthly direct debit	prepayment	quarterly direct debit	prompt pay
Total	190,575	7%	60%	3%	2%	3%
Isle of Wight Council	11,911	-	-	-	-	-
People's Power	5,200	11%	74%	6%	-	-
Centre for Sustainable Energy	5,378	13%	71%	16%	-	-
Exeter City Council	2,461	10%	69%	7%	-	-
Eden Project	8,366	12%	81%	6%	-	-
Birmingham City Council	1,029	11%	75%	8%	-	-
Changeworks	4,773	12%	81%	8%	-	-
Community Energy Direct	6,133	12%	66%	7%	3%	-
Nottingham City Council	1,310	2%	39%	1%	1%	0%
Calderdale Council [46]	4,091	4%	49%	1%	1%	2%
Norwich City Council	2,711	7%	68%	6%	4%	4%
Sheffield City Council	8,120	8%	83%	4%	1%	4%

[45] This does not represent 100% since not all schemes were able to provide this breakdown.

[46] The breakdown according to payment type is only available for the April auction but the total is for January and April.

Broadland District Council and South Norfolk Council	2,634	9%	81%	1%	4%	6%
East Riding Council	21,528	11%	79%	4%	5%	2%
Coventry City Council	2,955	12%	54%	5%	3%	4%
Cheshire East Council	3,804	6%	85%	2%	3%	4%
Woking Borough Council	11,102	4%	77%	1%	6%	2%
North Norfolk District Council	2,851	9%	78%	1%	5%	7%
Northumberland County Council	1,511	5%	87%	3%	1%	4%
Blackburn with Darwen Borough Council	10,805	7%	69%	2%	2%	3%
South Tyneside Council	1,447	9%	81%	5%	1%	4%
Peterborough City Council	1,003	8%	74%	5%	6%	7%
Wiltshire Council [47]	1,203	4%	62%	1%	2%	3%
Oldham Council [48]	40,960	3%	33%	2%	1%	1%
London Borough of Tower Hamlets (part of Big London Switch)	698	22%	56%	8%	4%	10%

[47] The breakdown according to payment type is only available for the April auction but the total is for April and June.

[48] The breakdown according to payment type is only available for the April auction but the total is for January and April

Royal Borough of Kingston upon Thames[49]	24,551	9%	69%	3%	3%	8%
Tunbridge Wells Borough Council	2,040	7%	88%	2%	0%	3%

[49] The breakdown according to payment type is only available for the April auction but the total is for April and June

Annex E – Percentage of Switches by Payment type[50]

of which existing payment type*	Total	cash or cheque	monthly direct debit	prepayment	quarterly direct debit	prompt pay
Total	21641	7%	62%	3%	3%	1%
Isle of Wight Council	2107	21%	75%	4%	-	-
People's Power	980	16%	73%	3%	-	-
Centre for Sustainable Energy	1242	18%	67%	13%	-	-
Exeter City Council	324	6%	83%	11%	-	-
Eden Project	1174	6%	86%	4%	-	-
Birmingham City Council	171	9%	87%	1%	-	-
Changeworks	525	17%	77%	6%	-	-
Community Energy Direct	618	-	-	9%	-	-
Nottingham City Council	136	0%	94%	1%	1%	-
Calderdale Council [51]	692	2%	27%	0%	1%	-

[50] This does not represent 100% since not all schemes were able to provide this breakdown.

[51] The breakdown according to payment type is only available for the April auction but the total is for January and April.

Norwich City Council	354	6%	81%	4%	6%	3%
Sheffield City Council	709	4%	90%	1%	4%	1%
Broadland District Council and South Norfolk Council	287	5%	87%	0%	6%	3%
East Riding Council	1786	5%	86%	3%	5%	1%
Coventry City Council	163	10%	71%	3%	4%	1%
Cheshire East Council	301	3%	91%	0%	3%	3%
Woking Borough Council	1043	3%	87%	1%	8%	1%
North Norfolk District Council	295	6%	83%	0%	6%	4%
Northumberland County Council	108	6%	84%	2%	7%	1%
Blackburn with Darwen Borough Council	857	3%	85%	2%	5%	0%
South Tyneside Council	123	4%	88%	5%	3%	0%
Peterborough City Council	84	2%	88%	5%	4%	1%
Wiltshire Council [52]	72	4%	78%	3%	6%	0%
Oldham Council [53]	5084	1%	22%	1%	1%	1%

[52] The breakdown according to payment type is only available for the April auction but the total is for April and June.

[53] The breakdown according to payment type is only available for the April auction but the total is for January and April

London Borough of Tower Hamlets (part of Big London Switch)	73	10%	75%	4%	10%	1%
Royal Borough of Kingston upon Thames[54]	2124	4%	71%	1%	8%	1%
Tunbridge Wells Borough Council	209	6%	92%	0%	0%	2%

[54] The breakdown according to payment type is only available for the April auction but the total is for April and June

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