

# The Big Energy Summit



**Peterborough Energy – 26<sup>th</sup> May 2016**

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# Peterborough City Council

**1st**

Gigabit City,  
With some of the fastest  
Broadband speeds in the UK

4<sup>th</sup> highest  
housing stock  
growth of any  
city in the UK

**THIRD**  
fastest growing city in the UK

Unemployment at lowest  
levels since the 1990s

World Smart  
City 2015,  
beating Dubai and  
Moscow

**Dynamic,  
rapidly growing  
city**

Providing services for  
**188,400**

Peterborough residents

More than  
**140**  
languages  
spoken

Peterborough businesses  
added almost

**7,000**

jobs to the city's economy  
in past three years

Delivering  
**multi-million  
pound savings**  
without reducing services

2<sup>nd</sup> in the country for private  
sector growth in last 100 years

More schools than ever before rated  
**GOOD or OUTSTANDING**





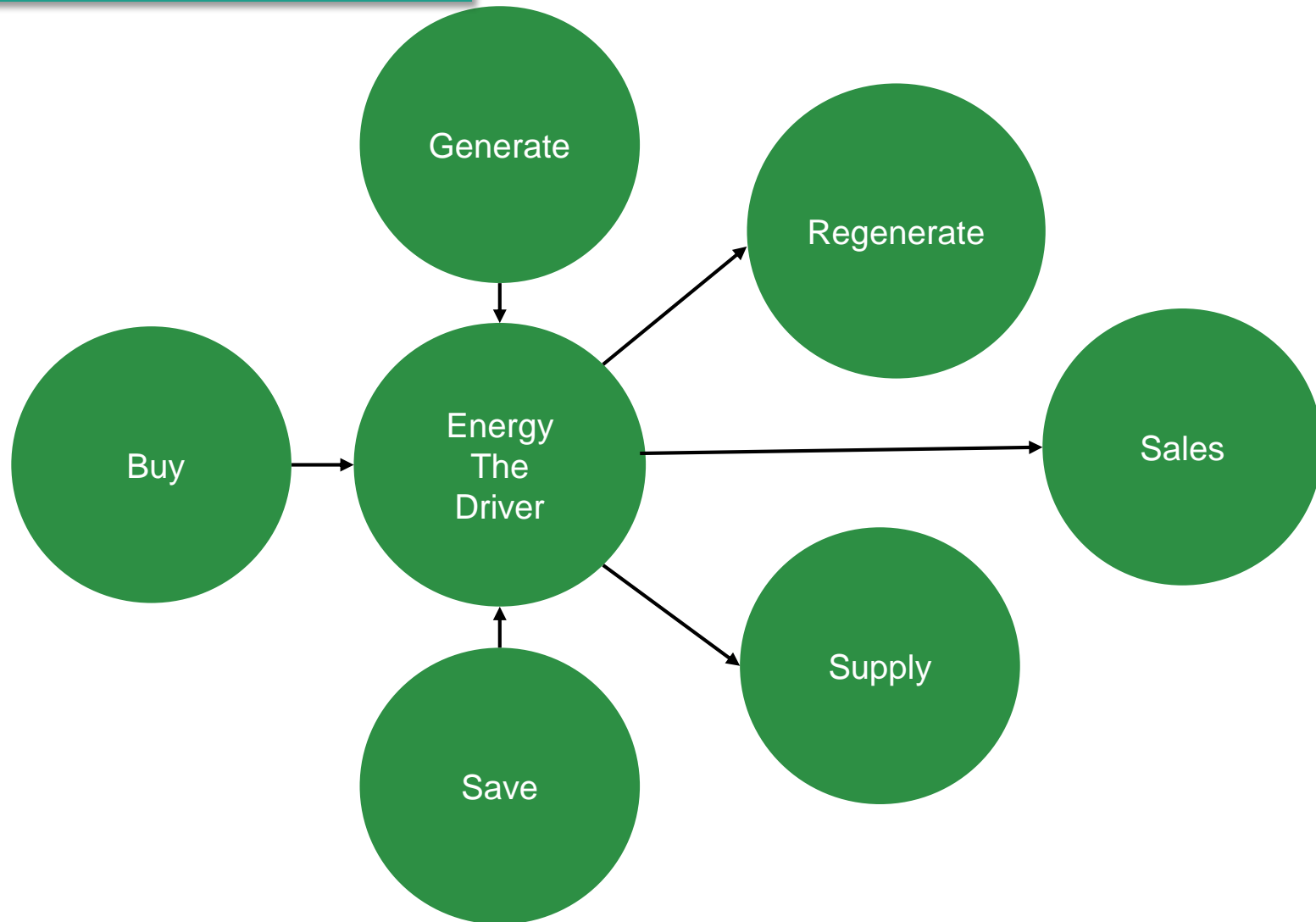
# Energy Strategy

The Peterborough approach:

- Generate renewable energy
- Reduce energy consumption
- Enable regeneration
- Reduce carbon
- AND
- Get financial benefits to the city
- AND LAST BUT NOT LEAST!!!
- Make and save money!



# Energy : The drivers for the Council



# The Energy Tariff Journey

## OPTIONS:

- Utility
- Utility in a box
- Licence Lite
- Partnering

## DECISION :

- cost, risk, scale, base and timescales



Ovo?

## WHY?

- **Big 6**
- **Ovo Communities**
- **Switching**
- **Price ....Quality**

## HOW?

- **Legal construct around concession**
- **State aid**
- **Mirror OVO tariff - KISS**



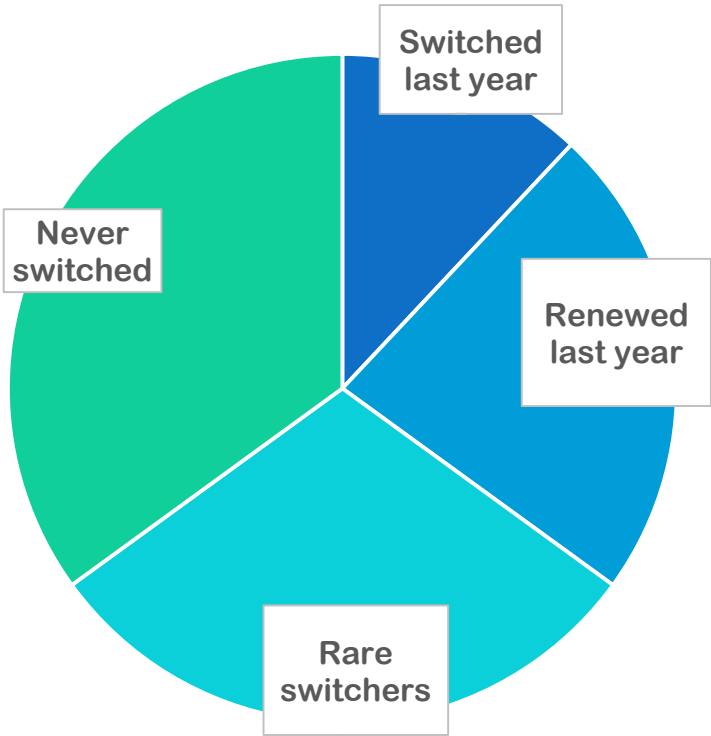
## A way to help those who need it most

Around **two thirds of households** are **'sticky'**, don't switch, and often **overpay by £100s** compared with the cheapest prices

High %s of sticky households are on **low incomes and vulnerable**

**Councils and other local organisations can reach sticky customers** because they are trusted and can engage people via unique channels

Customers on **prepayment meters can save money** by being moved on to smart meters



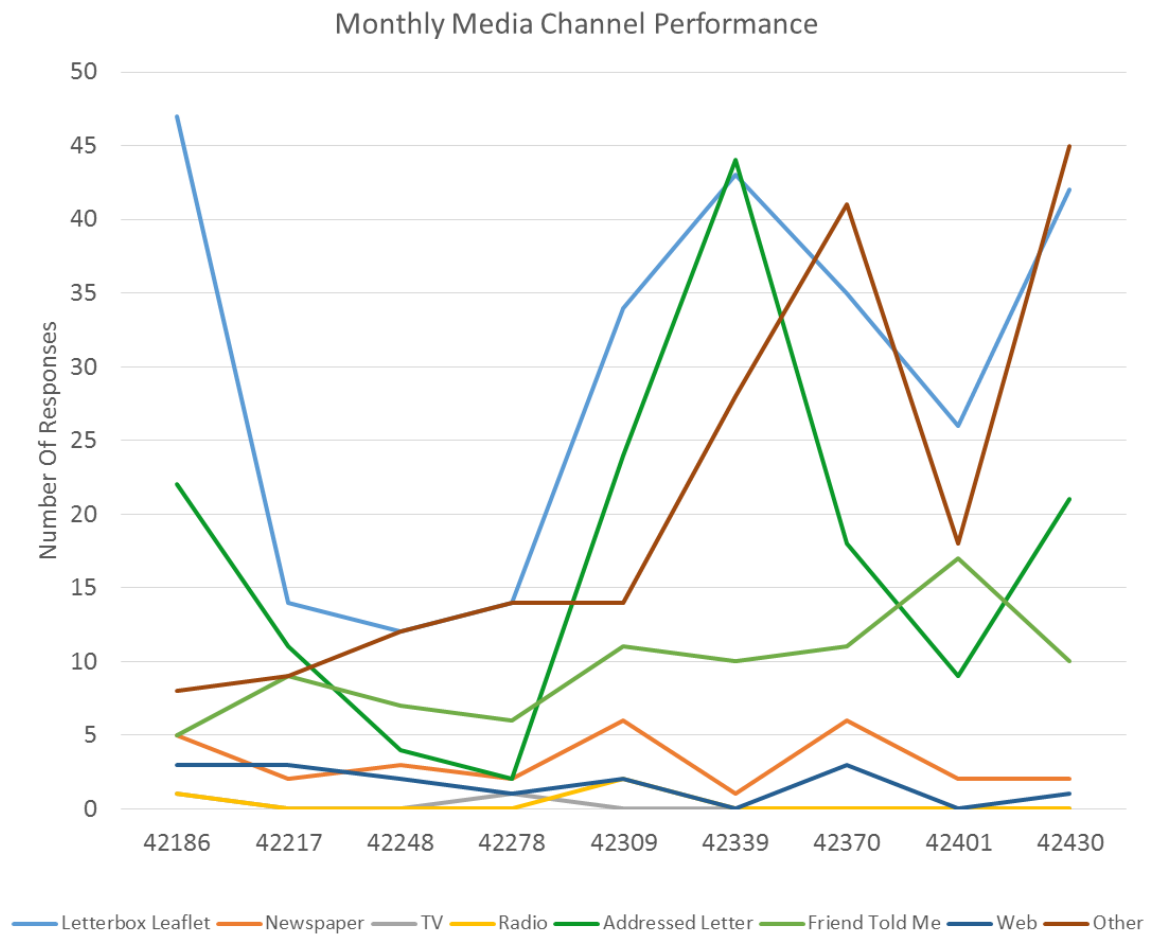
## Getting the message out .....

- **Press**
- **Members**
- **Voluntary organisations**
- **Housing Associations**
- **Energy Shop**
- **Tweeting**
- **Direct mail**
- **Telesales**





# How to get to people... what works ..



Delivery to date ....Almost £800,000

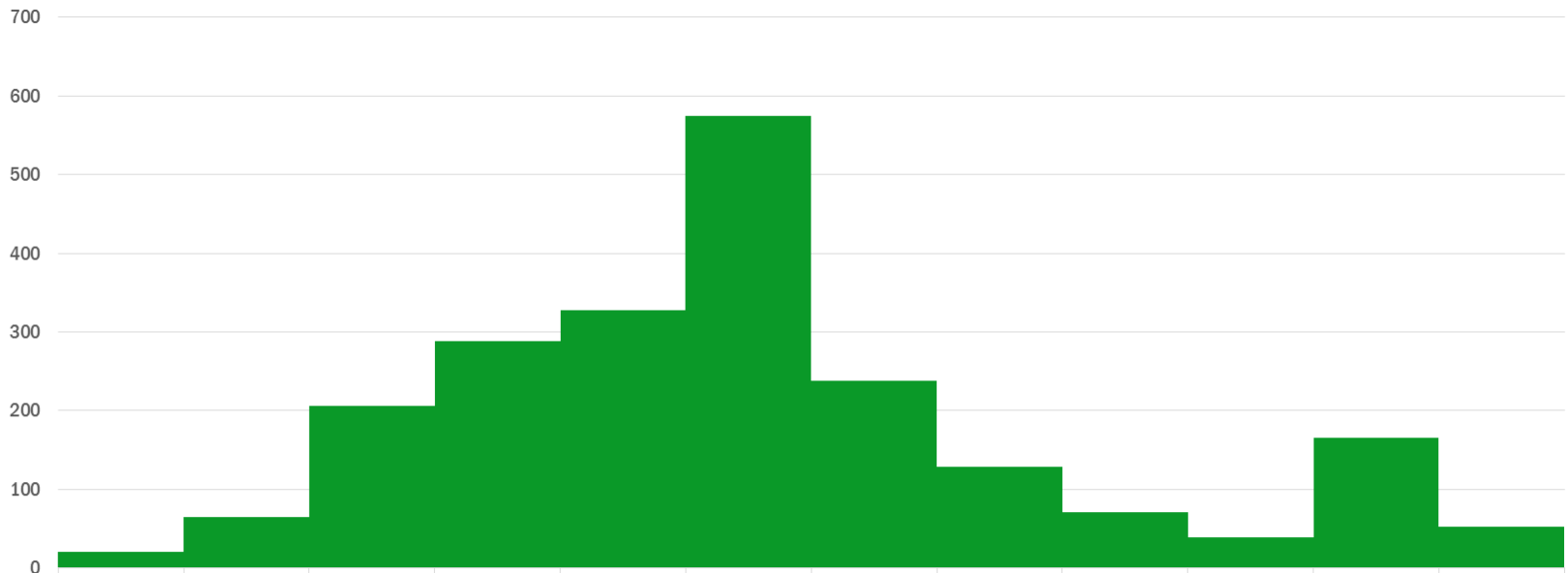
Retailer	PAYG	PAYM	Total
PBE	415	2,921	3,336



# How much saved?



Distribution Of Quoted Savings To Date

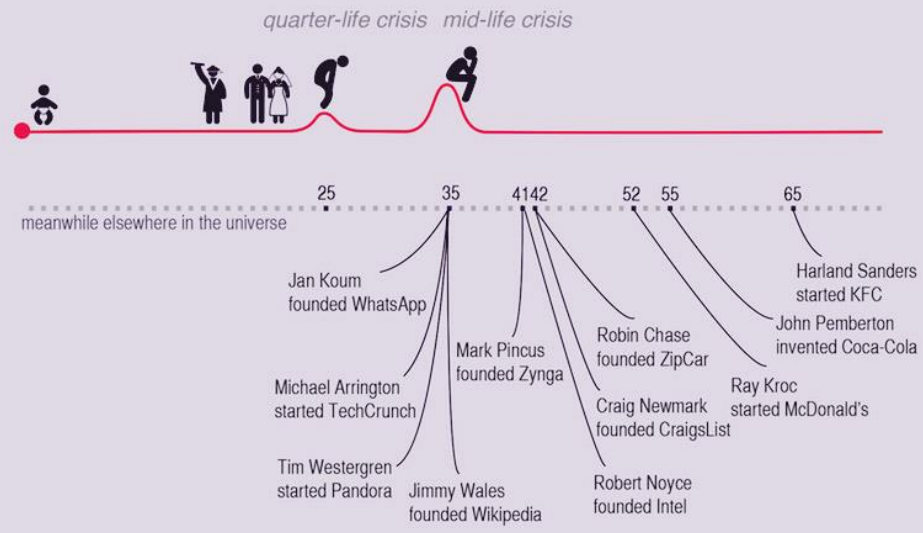


	No Saving	£0-£50	£100-£150	£150-£200	£200-£250	£250-£300	£300-£350	£350-£400	£400-£450	£450-£500	£50-£100	£500+
Frequency	20	65	206	288	328	574	238	129	71	39	166	52
Percentage	0.009191176	0.029871324	0.094669118	0.132352941	0.150735294	0.263786765	0.109375	0.059283088	0.032628676	0.017922794	0.076286765	0.023897059

# Getting to the stickies!

# TOO LATE TO START?

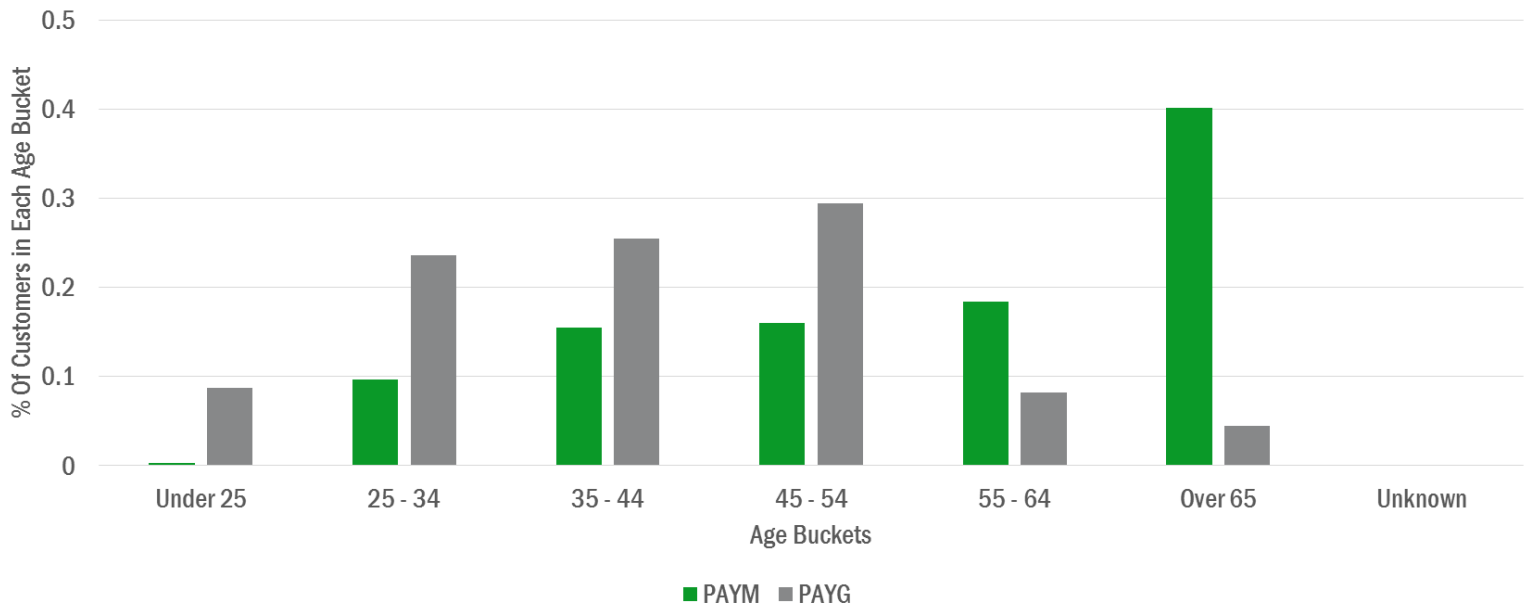
by Anna Vital



**IT'S NEVER TOO LATE.**

**F&F** Funders and Founders

Distribution Of Customers Over Age Buckets In Quarter



Making a difference to communities  
– tackling fuel poverty



AVERAGE DUAL FUEL BILL = £1152		
Project	Saving	% saving on dual fuel bill
Smart Meter Installation	£60	5%
Free Residential Solar PV	£200	18%
Peterborough Tariff Dual Fuel	£260	23%





# RISE OF MUNICIPAL ENERGY COUNCILS

## THE BIG 6 ....

- Cheshire
- Southend
- Nottingham
- Bristol
- Peterborough
- NEXT?



- Remember switching is still available whilst you act ....

powered by  **ichoosr**

# It's all too difficult .....

- The choice is yours .....



- Join the energy tariff and switching journey ..its started .....
- Sign up today...

Want to know more?



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Local Government Association  
**ANNUAL 2016  
CONFERENCE**

**Stand Number P57**

*Blue Sky*  
Green Energy

**PETERBOROUGH**  
  
CITY COUNCIL