

A Transformational Approach to Energy Supply

September 2016
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RobinHoodenergy

About Robin Hood Energy

- The UK's first Local Authority-owned fully licensed gas and electricity supplier.
- Borne from a political manifesto commitment to tackle fuel poverty within the city.
- Run on a strictly **not-for-profit** basis and aimed predominantly at the domestic sector.
- Fully licenced for Commercial supply.
- Feed in Tariff supported
- We operate throughout mainland UK.

About Robin Hood Energy

Social Objectives

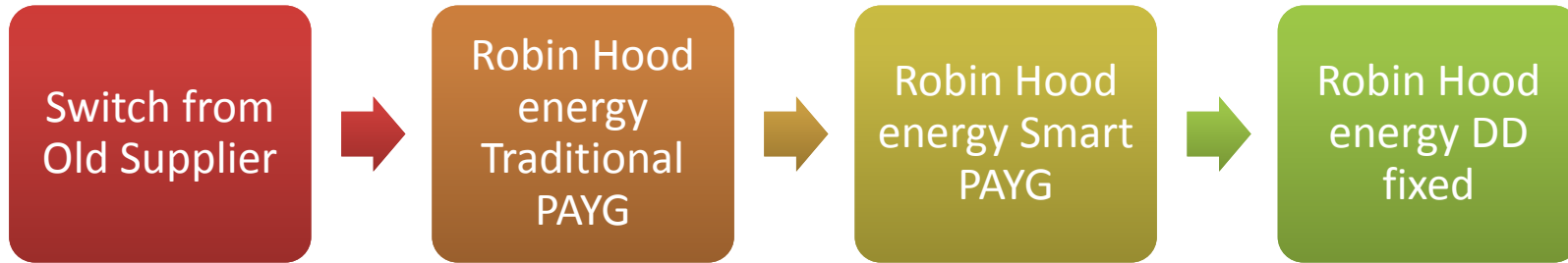
- Tackle fuel poverty, by offering affordable gas and electricity to all our customers
- Installing smart meters, prioritising customers who have traditional prepayment metering
- Job creation



Addressing Energy Affordability

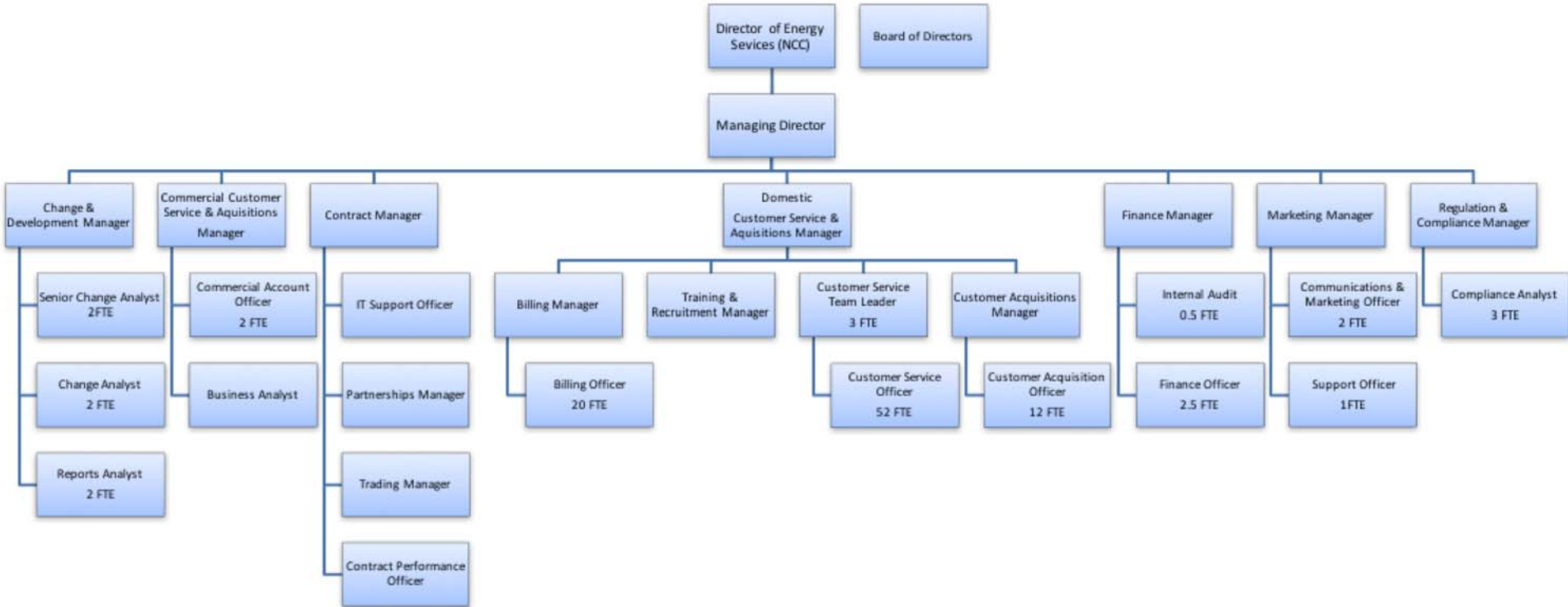
- East Midlands region moves from 7th to 1st position for price competitiveness
- Tariffs are now approx. £118 cheaper in East Midlands than when we first launched
- All consumers benefitting from Robin Hood Energy launch
- More suppliers now competing in PAYG space since we launched our prepayment tariff
- Reaching out to communities and completing analysis on fuel poverty at ward level
- Focus on Customer Service— all business decisions made with customer journey and experience in mind
- Sharing our experience with other local authorities

Putting Customers First



- Install Smart meters
- Smart PAYG monitoring
- Progress to Credit tariffs
- Reduce tariffs prices
- Reduce fuel poverty

Creating Local Jobs



About Robin Hood Energy

Other Objectives

- Enable local ownership of renewable generation
- Support community energy projects
- Match local generation to local demand (via Power Purchase Agreements)
- Act as a vehicle to further support municipal energy supply companies and services (e.g. white label supply and energy efficiency)



Community Energy Projects

- Project SCENe (Sustainable community Energy Networks) aims to stimulate the adoption of 'off grid' energy by home buyers.
- Pilot of customers in Nottingham's new Trent Basin waterside housing development
- Robin Hood Energy is working with the project to provide the regulated supply connection to grid, tailored tariffs and smart metering
- Supporting customer engagement, energy choice and buy-in
- Creating new sources of green income locally
- Providing smart metering data to inform energy reduction and reduce carbon emissions
- White label partnerships and VOIDs and new home connections

Delivering our 'Other' Objectives

- Devolution of energy has already played a significant role in the expansion of renewable energy deployment in the UK, with Scotland, Northern Ireland and Wales
- We need flexible approaches to energy policy, Scotland already energy rich in oil, gas and green energy, London in developing heat networks
- Importance of de-centralised energy, creating independence from the grid, offering local solutions to deliver energy security both in terms of price and supply
- Cities have been scaling up for SMART city deals, starting with energy infrastructure makes a lot of sense, delivering heat and power to a single point of use, creating and building energy platforms which respond to energy demand will definitely deliver efficiencies
- Nottingham started with a strong pedigree in local energy generation, supplying and selling heat and power to local residents and businesses, setting up Robin Hood Energy for us was a natural progression building on an established offer.

Robin Hood Energy is 1 year old!



Celebrate with Robin

Smithy Row (outside Primark) 5th - 9th September 2016

www.robinhoodenergy.co.uk

or call free on 0800 030 4567

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Year 1 - Journey to Date

- September 7th 2015 – National launch of company
- October 2015 – First Feed in Tariffs registered
- November 2015 – Launch of Prepayment tariffs
- February 2016 – Launch of Commercial Gas
- April 2016 – Launch of Commercial Electricity
- May 2016 – Commencement of Smart rollout
- June 2016 – VOID / Smart PAYG Go Live
- September 2016 – White Label Go Live
 - White Rose Energy (Leeds City Council Sept Launch)
 - Brighter World Energy (Switch on – private sector Sept launch)
 - The Energy Deal (private sector - Oct launch)
 - Large private sector W/L (Oct Launch)
 - Home Energy (private sector – Feb Launch)
 - Leicester City Council (contract award - Q1 2017 Launch)

Year 1 - Journey to Date

Introducing a few of our White Label Partners:



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Challenges - Operating

- The perception that the energy market isn't competitive
 - prices have reduced dramatically in recent months
 - More suppliers operating in the market, 45 now actively competing for market share versus 23 when business case was developed
- Dis-engaged consumers – a real problem 70-80%
- Customer's Priorities
 - Price
 - Customer Service
 - Trusted Brand
 - So what is the USP?



Year 2 - Plans

- White Label Development
 - October 2016 The Energy Deal (private Sector)
 - October 2016 Private Sector large White Label Partnership
 - October 2016 implementation and development Leicestershire City Council company
 - February 2017 Home Energy (private sector partnership)
 - Service Improvement & Development
 - Smart Metering roll out (SMETS1)
 - Smart Metering Programme engagement and readiness for SMETS2
 - Call centre restructure
 - Data analytics, insight and analysis
 - Continuous improvements
 - Power Purchase
 - Local Generation
 - Community projects
-

Creating Opportunities for partnership working

- 1. Switching & VOIDS**
- 2. Fully Managed White Label**
- 3. White Label Plus**

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WANTED
LOW ENERGY BILLS

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www.robinhoodenergy.co.uk
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