

# Municipal Energy Supply Model

## Robin Hood Energy: 18 Months Since Launch

APSE Big Energy Summit

16<sup>th</sup> March 2017



# About Robin Hood Energy

- The UK's first Local Authority-owned fully licensed gas and electricity supplier.
- Launched nationally in September 2015.
- Wholly-owned by Nottingham City Council, with a board consisting of NCC councillors.
- 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.
- We operate throughout the mainland UK.
- Key drivers around reducing fuel poverty, not disadvantaging those on pre-payment meters, and delivering great customer service.



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# Impact to date

- ✓ Over 100,000 domestic meter points now supplied by Robin Hood Energy
- ✓ 40% of customer base have pre-payment
- ✓ Tariffs consistently amongst the most competitive available
- ✓ 4,000 smart meters installed

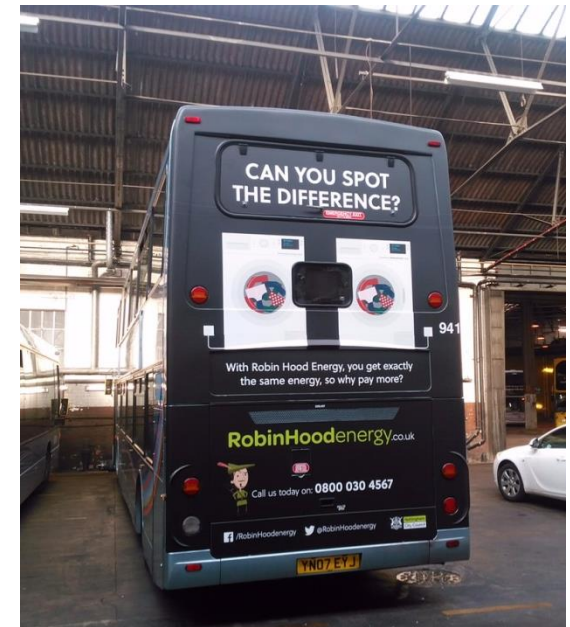


# Progress since last summit

- Sustained growth – 2,000 new customers per week versus 100 losses per week since the start of the year
- 40% of customer base have pre-payment meters
- 100 FTEs employed in Nottingham
- An accredited Living Wage Employer
- New marketing campaigns in Nottingham throughout the year
- New website developed
- Smart roll-out – 4,000 SMETS 1 meters installed to date, with a further 40,000 installations to take place during this calendar year
- Non-domestic offering now launched
- Four white labels now live
- Social housing void management contracts in place with eight RSLs



# Brand evolution



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# Launch campaigns and branding

- Advertising in the first six months of RHE focused on a traditional Robin who championed the fuel poor, encouraging them to switch provider.





**W**  
**LOW**

**Power to**  
**Prepayment**

**Come**  
**Robin**

Old Market S  
22 July - 4 S

Switch to  
our tariff for

[www.robinhoodenergy.co.uk](http://www.robinhoodenergy.co.uk)  
or call

**Robin**

[www.robinhoodenergy.co.uk](http://www.robinhoodenergy.co.uk)  
Call

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A not for profit company

**1<sup>ST</sup>**  
**YEAR**  
**ANNIVERSARY**  
**CELEBRATION**

**Celebrate with Robin!**

**5th - 9th Sept 2016**  
Smithy Row (outside Primark)

Tweet us your Birthday Wishes [@RobinHoodEnergy](https://twitter.com/RobinHoodEnergy)  
[www.robinhoodenergy.co.uk](http://www.robinhoodenergy.co.uk)

Nottingham City Council

# Campaign Evolution

- Once Robin was firmly established in the minds of the audience the company could carry out creative, large scale campaigns that drove people towards very specific switching actions.
- Our Spot The Difference campaign asked customers the same question across posters, radio adverts and transport advertising:

“With Robin Hood Energy, you get exactly the same energy, so why pay





# CAN YOU SPOT THE DIFFERENCE?



With Robin Hood Energy, you get exactly the same energy, so why pay more?

It's quick and easy to switch:



**RobinHoodenergy.co.uk**

**0800 030 4567**

 /RobinHoodenergy  @RobinHoodenergy



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# The Future for Robin?

As Robin begins his most recent incarnation as a commercial energy salesman we're looking forward to seeing what else he can become.



# Non-domestic offering

- Local Authorities
  - HH
  - NHH
  - Unmetered
  - Compatible with Systems Link
  - Flex-pricing (from later this year)
- SMEs
- New connections



# Smart roll-out

- Smart roll-out – 4,000 SMETS 1 meters installed to date, with a further 40,000 installations to take place during this calendar year
- Priority given to those customers with traditional prepayment meters
- Benefits
  - Encourages energy efficiency
  - Accurate billing
  - Cashless top-ups
  - Monitoring behaviour
- Drawbacks
  - Cost
  - Access





# Robin Hood Energy White Labels

What is white  
labelling?

# Robin Hood Energy White Labels





white rose energy  
for you, not profit.



The power  
of good.

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*energy equals opportunity*



**BRIGHTER  
WORLD**  
ENERGY



*give brighter energy*

Switch on the lights at home, switch on Africa.

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# Welcome to The Energy Deal

Let's face it no one likes bills, especially gas and electricity bills - we don't like them either, but we do like to do things differently. We promise to always offer you our cheapest tariffs so if we have a better deal we will tell you. We'd prefer you spent your hard earned cash on more important things like creating special family memories like a day out to the seaside, or a trip to the cinema with a friend. We aim to bring some fun into energy. With a real sense of community, with our interactive groups on social media, bringing you competitions, offers, topical discussion and so much more.



26th January 2017

## Cross party support for Ebico and Robin Hood Energy partnership to fight fuel poverty in the UK



- Minister for Energy and Industry, Jesse Norman MP says: "It's good to see Ebico and Robin Hood Energy working together."
- Shadow Energy Minister, Alan Whitehead MP says: "This is a match made in heaven"
- Ebico and Robin Hood Energy launch Ebico PrePay at a discount to existing tariffs
- Not-for-profit partnership will spend surpluses on fuel poverty projects around Britain
- To date, Ebico has invested £1.3million in fuel poverty projects around Britain

Ebico and Robin Hood Energy have today unveiled a new energy partnership to offer a brand new prepay tariff, as they vow to continue their fight against rising fuel poverty in the UK and provide energy contracts that function fairly for all consumers.

The partnership will offer the brand new tariff, Ebico PrePay, which offers customers affordable energy and a flexible deal with no exit fees or tie-ins.



Ebico Trust  
fighting fuel  
poverty

Ebico, the only UK  
energy provider  
dedicated to fighting  
fuel poverty

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Brought to you by



Mayor of  
Liverpool

LECCY

LIVERPOOL  
ENERGY  
COMMUNITY  
COMPANY

## Looking for low cost gas and electricity?

Switch to the LECCY

We offer competitively low prices for gas and electricity

We care about customers and will help them to manage their bills

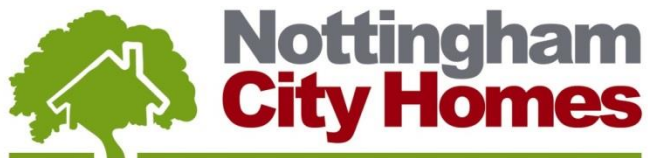
We advise customers on how to switch from prepayment meters to cheaper direct debit tariffs

We are a partnership between Liverpool City Council and Robin Hood Energy, a not-for-profit energy supplier, brought to you by the Mayor of Liverpool to help people save money on their energy bills

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# Social housing void management





# The Voids Switching Process

## Stage 1

- Your personal Account Manager – assigned to work with you to get the initial enrolment processes up and running, they will remain as the main point of contact.

## Stage 2

- Regular file exchange set up to notify us of properties due to become void. Supply start arranged for day one of void period. This ensures a smooth delivery.

## Stage 3

- Meter reading provided. Once the property is void you will provide us with opening gas and electricity meter readings.

## Stage 4

- Smart meter installation – for properties with a traditional pre-payment meter we will arrange for a smart meter to be installed a few days into the void period, this will be left in credit mode.

## Stage 5

- Tell us when a tenant moves in – we will then make contact with the new tenant and close your account

# Voids Switching Package

## Benefits for social housing tenants

- Fair and affordable energy from the day they move in to their new property.
- SMART meter installations for all pre-payment customers.
- Great customer service.
- An ethical approach to dealing with indebted & vulnerable customers.
- Potential to move to credit tariff if no emergency credit usage.
- Monthly billing.
- Smart prepayment customers will not be disconnected if they run out of credit between 8pm and 8am.
- No exit fees, free to leave at anytime

## Benefits to social landlord

- Dedicated account administrators, contactable directly by the lettings team.
- A smooth voids process.
- Once a smart meter is installed, no requirement to purchase credit during the void period.
- Consolidated billing, usage billed at lowest rate.
- No bills for standing charges during the void period.
- Annual retention payment or free credit for void period.

# Challenges

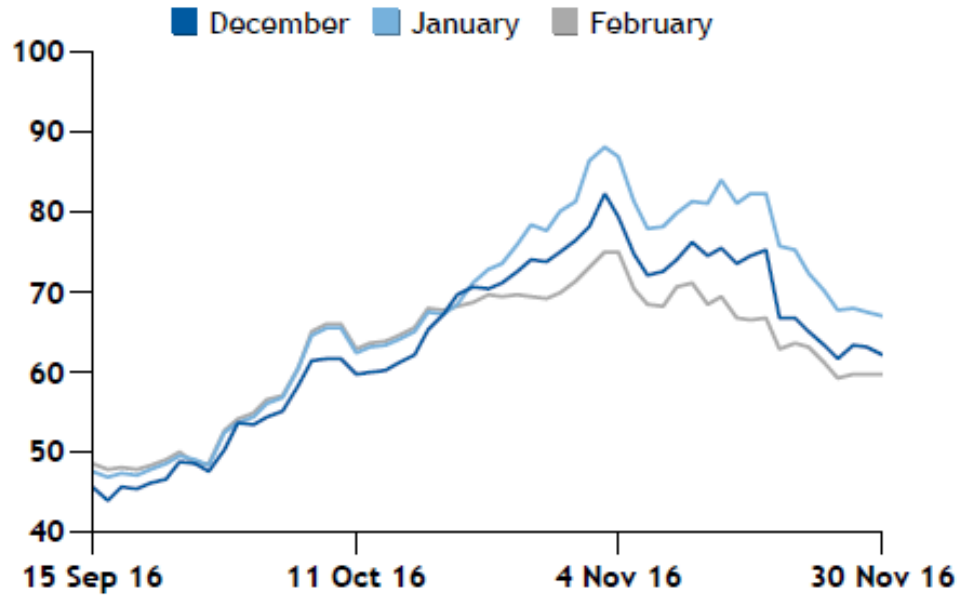
- Recruitment
- Maintaining customer service levels whilst growing
- Negative perception of small suppliers created by others
- Volatile wholesale prices over this winter



# Challenges

UK front-three months base load

£/MWh



- Volatile wholesale prices over this winter



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# The year ahead .....

- Continued growth
- Development of the commercial offering
- SMETS 2
- Reduction to cost base
- Green tariffs
- New partnerships



