

# Robin Hood Energy: Local Public Energy Supply Company



# 1. Progress in municipal energy supply

## – Robin Hood Energy

# Robin Hood Energy's 2<sup>nd</sup> Birthday



# About Robin Hood Energy

- The UK's first Local Authority-owned fully licensed gas and electricity supplier.
- Launched nationally in September 2015. 23 Small suppliers at business case stage, 46 at launch, now over 80
- Wholly-owned by Nottingham City Council, with a board consisting of NCC councillors.
- Born 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.
- **Key drivers around reducing fuel poverty, not disadvantaging those on pre-payment meters, and delivering great customer service.**



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## Progress to be proud of

- Sustained growth – 2,000 new customers per week versus 100 losses per week since the start of the year
- 30% of customer base have pre-payment meters
- Over 200 FTEs employed in Nottingham
- An accredited Living Wage Employer
- New marketing campaigns in Nottingham throughout the year
- New website developed
- Smart roll-out – 15,000 SMETS 1 meters installed to date, with a further 20,000 installations to take place during this calendar year
- Non-domestic offering now launched
- A number of white labels now live
- Social housing void management contracts in place with 11 Registered Social Landlords (RSLs) and switch 200 void properties per week.
- First Energy company to reach break-even within 3 years of trading

# Impact to date

- ✓ Over 170,000 domestic meter points now supplied by Robin Hood Energy
- ✓ East Midlands region moves from 7<sup>th</sup> to 1<sup>st</sup> position for price competitiveness, following our launch
- ✓ Reaching out to communities and completing analysis on fuel poverty at ward level
- ✓ Tariffs consistently amongst the most competitive available
- ✓ 15,000 smart meters installed



# Impact to date

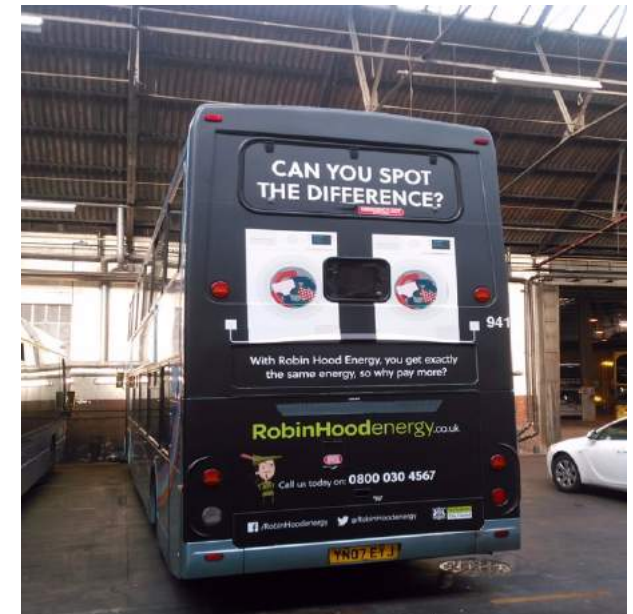
- ✓ Typical savings of £197.85 for credit meter customers and £78.43 for pre-payment customers versus the average of the 'Big Six' standard tariffs
- ✓ On track to achieve a break-even point in 2018.
- ✓ Customer service - Robin Hood Energy have scored extremely well, with an 8.2/10 overall rating. 66% of reviewers ranked the energy supplier with the highest possible rating, which is certainly something to be proud of.



## 2. Market Entry



# Brand evolution



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# Energy Market - Challenges

- Working with energy code that is legacy and geared around a dominant Big Six energy market
- Small suppliers whilst competitive still alienated against large scale procurement, often not meeting the financial requirements of corporate procurement.
- Economies of scale, the Big Six gain on customer numbers with a lower cost to serve
- 60% Market disengaged with switching
- Big Six dominance with the regulator

## Public Ownership - Benefits

- Scale at a community level, Local Authorities understand the community dynamics
- Smart Meter roll-out, less abortive visits, higher take-up
- Link energy supply and local energy generation, local PPA's
- Community regeneration and renewable infrastructure, getting the planning right
- Lessons learnt, passing on the knowledge and resource
- Easily replicated
- Understanding at neighbourhood level
- Trusted brand

# Set up challenges

- Expertise and resource
- Experience of commercial companies
- Pace of decisions and approvals
- Risk appetite
- Political pressures, investment priorities
- Governance and shareholder requirements
- Transparency potential commercial risk
- Press interest, we have been approached 10 times since January by local radio.
- Freedom of Information requests, thick and fast at key intervals, elections
- Scale of the next 3 years

### 3. Social Housing Void Management

# Examples of social housing partners





# 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.
- 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 (up to 40 days).
- Annual retention payment of £5 per fuel per property per year or £5 free credit per void period.



## 4. White Label Energy Supply

# Robin Hood Energy White Labels





white rose energy  
for you, not profit.

A photograph of a man and a young child sitting at a table, with a teal overlay. The man is on the left, looking down at the child. The child is on the right, looking down at something on the table. The text "The power of good." is overlaid in white on the right side of the image.

The power  
of good.

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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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Mayor of  
Liverpool

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LIVERPOOL  
ENERGY  
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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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## Switch on low prices

See if you could save money on gas and electricity bills with Great North Energy – a brand new energy provider brought to you by Doncaster Council.

### Why switch to us?



**We put you first**  
As a customer, you are at the heart of everything we do.



**We keep our prices low**  
We bring you fair prices, striving for the best possible deal at all times.



**We're not for profit**  
We aim to make energy affordable for all, so you can enjoy the benefits.

18 OCT

**Great North Energy** Coming soon!  
Countdown to low energy prices

21:21:59:00  
DAYS HOURS MINUTES SECONDS

Register your interest now!

[www.greatnorthenergy.co.uk](http://www.greatnorthenergy.co.uk)



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## 5. Next 3 Years

# Small Energy Suppliers

- Consolidation amongst small suppliers, tougher regulation
- Strategic partnerships
- Market for white labels and white label plus
- Regulation thresholds reduced
- Needs to be tougher rules in supply licenses, financial checks
- Joined up thinking in this forum, to truly challenge the UK market





## 6. Other services

# Smart roll-out

- Smart roll-out – 15,000 SMETS 1 meters installed to date, with a further 20,000 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



# Short-term 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)
- 100% Renewable for all customers



# Additional Services

- **Feed-In-Tariff** – Currently manage around 1000+ FITs.
- **Power Purchase Agreements** – Can agree separate contracts to take on PPA agreements for existing generation.
- **Fast Track Switching** – The switching process can be shortened in some situations.
- **New connections** – Any new properties can be easily taken on.
- **Lead generation** – Organisations can refer potential customers and receive a small return for converted leads.
- **Promotions** – The Robin Hood marketing team engage with local authority/social landlord communications teams regarding promotions.
- **Ad Hoc metering works**

# Potential for growth and income generation



**Local residents**



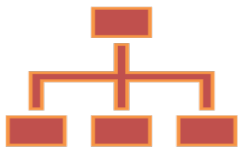
**Public sector estate,  
businesses, Small and  
Medium Enterprises  
(SME's)**



**Social Housing  
tenants**



**Sustainability and local  
energy projects**



**Economic development,  
local jobs and training**