



Solar PV Group Purchase Scheme

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What is Group Solar Purchasing?

A group purchase is when community members form a group and use their collective buying power to save on the total cost of going solar.

Typically, a group of homeowners goes through the process of purchasing solar systems together. The group selects a single contractor to install systems on each of their buildings, but each participant owns their own system and has their own contract with the installer.

Another approach is for a group to purchase a batch of solar panels in bulk solar a bulk directly from the manufacturer. They can then contract an installer to install the panels.

Why does it work?

- Trusted Community Leader 'hand holding' overcomes inactivity for many
- Educates and informs to aid decision making
- Hassle free – simple customer journey with off and online assistance
- Volume enables suppliers to offer more competitive deals which households would not otherwise be able to access
- Quality control through supplier due diligence (assessments and tests)

Will it work in UK?

- In UK: Solar is still a one-off market
- High pricing, not due to materials
- We help the installers plan and execute, to make it a success.
- Specifics of the UK solar market:
 - Each scheme needs to cross the 3 monthly FIT tariff reviews (non expected in 2015)
 - With finance options?
 - With FIT/export contract (we help)
- Business Case Consumer
 - Earn back period: 9 years
 - 20% price drop → 7 years

How does it work?

- **Sign up (no obligation)**
- **Reverse auction among qualified suppliers**
- **Personalised offer**
- **Accept (or decline)**
- **Survey**
- **Installation**
- **Check**
- **Campaign: 3 months**
- **Install-period : 6 months**

Communication

-Repetitive marketing & communication: campaigning

- Online Google ads and bannering
- Direct Mail (mail-drop) and local info sessions
- Billboards, local advertising
- First scheme like this in UK: first mover advantage/recognition
- Social media (twitter/facebook)

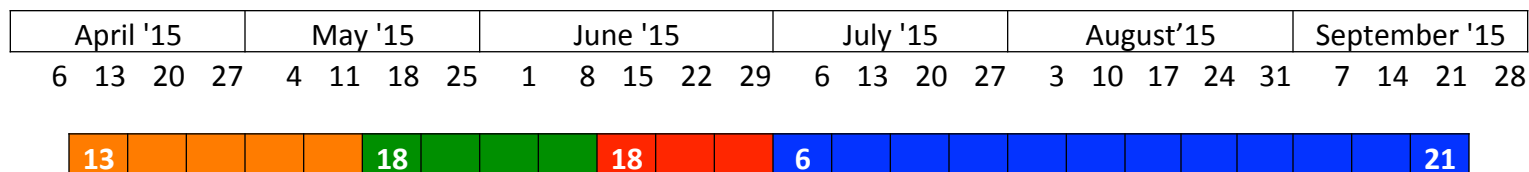
-Campaign strategy:

- Announce early,
- Repetitive distributed communication,
- Maildrop for call to action
- Use data from Switch and Save engage with Citizens
- Use BRE stock condition data / council data sets

Provisional Preferred Timeline

- Start preparation: April 13
- Open registration: May 18
- Auction: June 18
- Acceptance phase: July 6
- End Campaign: Sept 14

Note: School holidays July 13 - Aug 31



Any Questions

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