



Solar Together Manchester

Introduction to the
scheme model

31st May 2019

iChoosr



History of Solar schemes

Started in NL in 2012
Launched Belgium in 2014
Launched UK in 2015 and paused

Relaunched in UK in 2018 with the GLA (2 schemes) and Essex, Suffolk and Norfolk

30 schemes
50K installations contracted
175 MW
Retail value: 200+ million

Customer satisfaction above 8 (out of 10)
Proven solar acceleration in region with schemes.
Exponential effects due to contagious nature of solar panels.

Customer proposition

- A resident indicates & ultimately accepts a turn-key standardised high quality offer (<10KW) based on:
 - System size determined by:
 - **Generation potential (size/orientation of roof)**
 - **Usage volume and pattern**
 - Preferences for options:
 - **Storage via power diverter**
 - **Storage via batteries**
 - **PPA for metered export (in development)**

Breaking the trust barrier

- ① Trusted Community Leader ‘hand holding’ overcomes inactivity for many
- ① Educates and informs to aid decision making
- ① Hassle free – simple customer journey with off and online assistance
- ① Volume enables suppliers to offer more competitive deals which households would not otherwise be able to access
- ① Quality control through:
 - Due Diligence Installers
 - Fierce criteria for products and work
 - Sample checks
 - Panel tests

Local Authority

Commitment:

- **Communication:**
 - **Direct mail**
 - **Local advert/article**
 - **Press releases**
 - **Social media**
 - **Venues info sessions**
- **Effort: modest investment of time from council officers (est. 30 to 60 hours/council)**

Returns

- **Green energy generation by private investment**
- **Local Authority enables residents**
- **A referral fee**
- **Increased activation of the market: solar is (still) interesting for everybody**

	house holds	owned	targetted	estimated result 2019	owned/ HH	target/ owned
Greater Manchester	1,189,893	713,936	237,979	1,904	60%	33%

Timeline

- **County & councils to confirm commitment: START**
- **Start preparation, installer qualification: from the START**
- **Open registration: START + 8 WEEKS**
- **Auction: START + 13 WEEKS**
- **Start Acceptance: START + 15 WEEKS**
- **End Campaign: START + 20 WEEKS**
- **Holidays within a scheme will lengthen the period**

Autumn 2019: START: Mid-July 2019 with campaign start in September

Council investment and recovery of investment

● The council must commit to

- direct marketing to the target audience which can often be procured at a better rate outside of preferred council channels;
- officer time;
- venues for information sessions.

● The council can recover costs

- iChoosr receives a referral fee for each successful installation which it can share with the council

Next steps towards start of Solar Together scheme

1. **Commitment of councils**
2. **Legal: Contract (example available)**
3. **Reach out to (local installers) (RECC/STA/REA/Media/direct)**
4. **Finalise communication strategy**
5. **Start**

HOW does a scheme work?



- Product **criteria** are set
- Free **registration** of interest through internet (any device)
- Receive an **indication** of panels and market pricing
- Price is set in a **reverse auction** by vetted suppliers

From a resident's perspective



- Resident receives supplier's **personal offer** via iChoosr
- During **decision period** residents visit **info session**
- If they accept they have a **contract**
- They are asked for a **small deposit paid** into secure account.



- Residents' **details are handed** to winning installer.
- Winning installer **technically surveys** the property
- If needed the contract is **adapted**.
- Resident either accepts or rejects **changed offer**.



- The installation is **planned**.
- After delivery, **resident signs off**.
- They receive **an invoice** from the installer
- On payment resident receives handover pack with **warranties**

HOW does a scheme work?

From an installer's perspective



- Installer **registers its interest**
- Installer receives the **qualification documents**
- It will need to pass a **DD, and 4 steps.**



- Installer receives a **draft supplier agreement**
- Before auction it is sent a **final agreement to sign.**
- **The auction** is a one-round bid.
- If needed, a 2nd round will determine **other winners.**
- The winning bid will be **validated** after the win.



- Winning installer will **prepare for the scheme**
- The **personal offer is sent** by iChoosr
- Installer will receive **contracted clients daily**
- **Surveying will start immediately**
- Some **stage projects** on short term.



- Installations will be **policed by independent experts.**
- iChoosr will be **open for assistance** and complaints.
- **iChoosr will assist** the installers

www.solartogetherlondon.co.uk

Easy

Customer friendly

Clear





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