

Devon Solar Together Project Briefing Note

1. Summary

- 1.1. To support the region's energy and climate strategies, Devon Climate Emergency (DCE) is looking to incentivise a solar PV collective purchasing scheme for the residential 'able-to-pay' sector. The project is called 'Devon Solar Together'.
- 1.2. DCE (supported by the region's district authorities) will lead a marketing campaign to promote the scheme and encourage households interested in installing solar PV panels on their roofs to pre-register on an online platform.
- 1.3. DCC, a contracting authority, has appointed [iChoosr](#) as the delivery partner to support this marketing and provide the online platform to manage household registrations and supplier pre-qualification. Suppliers will then bid through a reverse auction to deliver a turnkey solar installation to those households which have expressed interest, at the lowest price possible and highest quality. iChoosr will support subsequent quality control checks throughout the delivery phase of the programme.
- 1.4. This programme has previously been launched with local authorities and regional governments including the Greater London Authority, Greater Manchester Combined Authority and Sussex Council, stimulating local energy markets and providing high quality installations alongside average resident savings of 20% on market rates. The West of England Combined Authorities are developing a scheme and Bath & NE Somerset District Council are in the feasibility stage.
- 1.5. The project provides the following benefits:
 - Deliver savings on the cost of installations and ongoing cost savings
 - Previous iChoosr projects in the UK have achieved cost savings of 27% - 37%
 - For the average domestic installation this interprets as a potential installation cost saving of c. £1,000 and a year on year energy saving of £150¹
 - Stimulate 800+ solar panel installations which, if achieved, would then deliver:
 - 793 tonnes of CO2 saved in first year, equivalent to the annual electric carbon footprint of 330 houses² but panels will have 25-year warranties
 - 3MWh total generation capacity

¹ Savings based on the BEIS average installation size (2.9kWp) and the average installation cost (£800 per kWp) with average self-consumption percentage (45%) and a grid electricity rate of 15p/kWh.

² Based on the 2014 average UK home carbon footprint (<https://www.theccc.org.uk/wp-content/uploads/2016/07/5CB-Infographic-FINAL-.pdf>)

2. Programme design

- 2.1. DCC will appoint a service provider (iChoosr) with an online platform and marketing expertise to encourage households within the private sector (owner occupiers and private landlords), to register interest in solar PV installations, sufficient to drive down costs through collective purchasing whilst retaining high standards.
- 2.2. Following a local authority led marketing campaign, interested individuals within Devon can register in order to receive a personal offer, free of obligation for a turnkey solar system. An offer is obtained by organising a reverse auction among pre-qualified suppliers to obtain the best market price to deliver all installations for registered households. After the auction has completed, the service provider selects the winning supplier who then becomes eligible to propose an offer to the registrants through an online platform.
- 2.3. Throughout the delivery phase the service provider assures quality through appointing a third-party specialist to inspect approximately one in 20 installations.
- 2.4. Devon Solar Together will deliver the following benefits for homeowners considering solar PV installations:
 - a) *A competitive price*: by organizing a group purchase a good product can be obtained at a competitive price with previous schemes in the UK saving residents an average of 20% on market rates
 - b) *A trusted voice*. As a local authority led scheme, there is assurance that information provided is clear and objective so that homeowners can take a well-informed decision
 - c) *Additional support*: during the entire process, from the tender until post-installation of the solar panels on the roof, iChoosr is available to answer questions and guide people if something does not go to plan.
 - d) *Extended warranties*: iChoosr will guarantee the quality of the products and vendors and assure good warranty conditions.
- 2.5. The target group is defined as owner occupied houses and bungalows within the Devon administrative boundaries. For a successful scheme, direct communications should reach a minimum of 50% of the total target group. The target group will be those meeting Experian Mosaic profile data as defined by iChoosr and have a high suitability rating from the Energy Saving Trust Home Analytics data set.
- 2.6. The following councils and authorities are partners in the project:
 - Dartmoor National Park Authority
 - East Devon District Council
 - Exeter City Council
 - Exmoor National Park Authority
 - Mid-Devon District Council
 - North Devon District Council
 - South Hams District Council
 - Teignbridge District Council
 - Torridge District Council
 - West Devon District Council

2.7. The project manager is Alastair Mumford, alastair.mumford@devon.gov.uk, 01392 383000.

2.8. iChoosr estimate the following numbers for the Devon project:

- a) Mailout to 100,000 target households
- b) 4,000 registrations
- c) 1,100 acceptances
- d) 800+ installations
- e) 793 tonnes of CO2 saved in first year
- f) 3MWh total generation capacity

2.9. The project timeline is as follows:

- Registration opens: 31st August 2020
- Local engagement (online, press, media, local advertising, community groups): 27th July – 5th October 2020
- Letters delivered to residents (direct mail): w/c 14th September 2020
- Auction: 6th October 2020
- Decision phase: 26th October - 7th December 2020
- Installations phase: 14th December 2020 - 31st May 2020