

Robin Hood Energy Limited



ASPE Full Association Meeting, 22nd January 2016

Nottingham's Journey to Municipal Energy

- Developed Enviroenergy in 1972, taking high pressure steam from EfW plant to heat 4,500 domestic properties and 120 commercial sites.
- Delivered heat and private wire energy supply during 40 years of operation.
- Grew the business to support 10,000 credit billing customers on district energy schemes nationally.
- Developed own range of pre-payment units designed for deployment on district heating schemes and housing associations.
- Experience of selling ESCo services to housing associations.
- Next step: to enter the licenced energy supply market.

Local ownership & supply

- The UK's first Local Authority-owned fully licensed gas and electricity supplier.
- Wholly-owned by Nottingham City Council, with a board consisting of Nottingham councillors.
- Run on a strictly **not-for-profit** basis and aimed predominantly at the domestic sector.
- Brand created with a local appeal in mind.
- We operate throughout the mainland UK.
- Key drivers around reducing fuel poverty, not disadvantaging those on pre-payment meters, and delivering great customer service.

A path for others to follow

- 2011 manifesto commitment to create not-for-profit energy supply company
- Detailed options appraisal carried out
- Fully licensed approach selected ahead of other options
- Exec Board approval in September 2014
- 'Licence-in-a-box' procured
- Jan – Sept 2015
 - Dedicated premises sourced
 - Nearly 100 third-party contracts procured
 - A team of 45 dedicated staff recruited

A path for others to follow

- May – July 2015 – Controlled market entry
- Sept 2015 - National launch of the company
- Nov 2015 – Launch of pre-payment with the cheapest tariffs on the market
- Jan 2016 – First voids switching deal put in place with a social housing provider
- Feb 2016 – Rollout of smart meters for all pre-payment customers and social housing voids
- April 2016 – Launch non-domestic energy offering
- May 2016 – First white label to be launched with a Local Authority partner.

Tackling fuel poverty

- East Midlands region moves from 7th to 2nd position for price competitiveness
- Tariffs are now approx. £78 cheaper in East Midlands than when we first launched
- All other customers billed monthly, reducing levels of fuel debt
- No exit fees levied to avoid creating a barrier to switching
- Robin Hood Energy currently the cheapest supplier in 13 /14 regions for traditional prepayment
- Level of switching amongst pre-payment customers historically low
- Launch of Smart Pay-As-You-Go at end of Feb 2016
- Voids switching package launched for social housing providers nationally, generating a large cumulative saving for those most likely to be in fuel poverty.

