

“Ready to Switch?” Energy Switching for SMEs

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Background

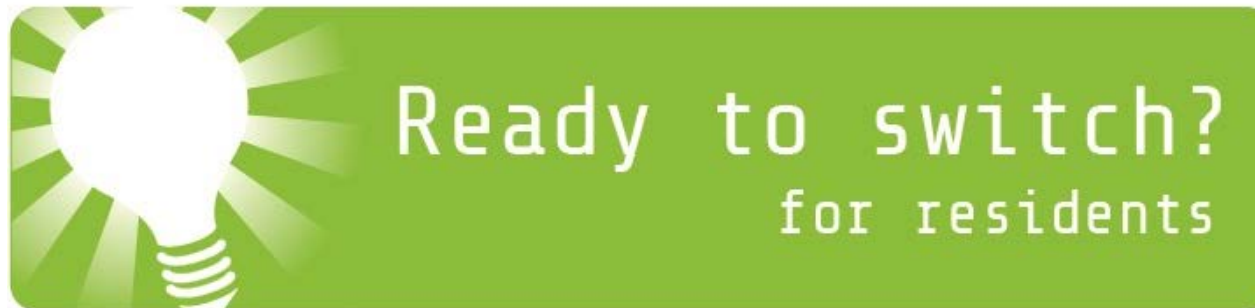
- Collective energy switching – one of the initiatives supported by Government (DECC) to help households cut their energy bills
- Idea that consumers can combine buying power to drive a better deal from the market
- Blackpool Council looking at ways of helping local residents & businesses deal with pressures of current financial climate
- “Ready to Switch?” consortia - 12 participating Councils, supported by collective energy specialist iChoosr
- Blackpool Council role – to promote energy cost saving initiatives locally

“Ready to Switch?” Household Campaigns

- Resident scheme launched in November 2012
- Free, no obligation participation
- Self service online registration via dedicated website – community drop in sessions for residents without internet access
- 21,000 registrations in total 1,800 locally (FY postcodes)
- Auction in January 2013 produced a total of 3 “winning suppliers”
- Average savings of £120 per year per household
- Approx 13% takeup across the scheme, 200+ local households

“Ready to Switch?” Household Campaigns

- Next resident round launches **6th August 2013 (closes 15th Oct 2013)**
- Aim to reach more digitally excluded households via outreach workers
- Can you help spread the word to your employees e.g. via newsletters?
- Contact Janine tel 478789 or email janine.bradley@blackpool.gov.uk



Subscriptions start
at 06/08/2013

How does it
work?

“Ready to Switch?” SME Campaign

Energy Switching can be complex for SMEs

- 80% of SMEs are unengaged with the energy market and pay on average 35% more for energy than engaged SME's
- Many kinds of meters and tariffs – many aren't published so makes it difficult to compare
- Complex and time bound termination procedures

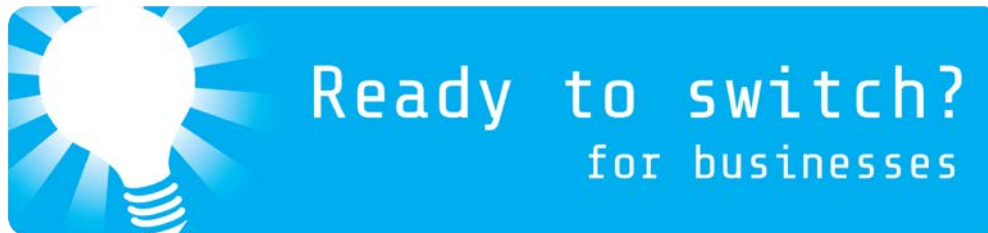
Auction process more complex for SME energy

- Over 1,000 SMEs customers needed to run an auction
- All would need a common contract end date & have served termination notices
- Subsequently auction scheme ruled out for SME's

“Ready to Switch?” SME Campaign

“Ready to Switch?” Solution for SMEs

- Direct access to an independent & impartial SME energy broker
“Make it Cheaper”
- Free, no obligation service
- iChoosr will manage the broker relationship. Blackpool Council will promote locally
- Launched by lead Council (Peterborough City Council) at the Local Government Conference in July 2013



“Ready to Switch?” SME Campaign

How it works in practice

- **Get in touch:** Call freephone **0800 144 4811** or complete the callback request form on the “Ready to Switch?” website.

An expert advisor will call back as soon as possible (office hours 9am-5.30pm Mon to Fri).

The image shows a screenshot of a website form titled "Business Energy Saving" and "Blackpool Council". The main heading is "Ready to switch? for businesses". Below this, it says "To switch, call us today on: 0800 144 4811 or fill in the form and we will call you back".

Saving your business money

Across the UK, 4 out of 5 businesses are not doing anything about their energy bills. These small and medium enterprises (SMEs) are paying on average 35% more for their energy. Why? SMEs are run by time-poor individuals who often do not know where to start looking for a new energy supplier or what to do next. There are many kinds of meters and tariffs; businesses' tariffs are not published like domestic tariffs; and SMEs cannot switch without following the usual termination procedures.

Your council has teamed up with Choose and Make It Cheaper to help your business get a better energy deal. Make It Cheaper is the UK's no.1 energy comparison and switching service for businesses, so you are in good hands.

How does it work?

1. Get in touch:
Call the free 0800 number or complete the call-back request form.
2. Talk to an expert:
You will speak with a business energy expert who can help determine when your business can switch and how much you can save. (When advised, you can expect an independent and unbiased comparison of the our whole market).
3. You choose:
The service is free to use AND free of obligation. If you choose to save money on your bills with Make It Cheaper, you will enter into a new contract with a new supplier. Make It Cheaper will oversee the handover and there will be no interruption to your supply.

Form fields:

- Title
- First Name
- Last Name
- Company Name
- Email
- Phone
- Subscribed to newsletter

Get a call back

powered by **Choose and Make It Cheaper**

By clicking these details you acknowledge the terms you agree to when you agree to our terms and conditions and privacy policy.

“Ready to Switch?” SME Campaign

- **Talk to an expert:** A business energy expert will be on hand to help determine when you can switch and how much you can save (details of current supplier, tariff and energy usage will be needed).
- **Choose:** The service is free to use AND free of obligation. If you choose to save money with “Make It Cheaper”, you will enter into a new contract with a new supplier. “Make It Cheaper” will oversee the handover and there will be no interruption to your energy supply.
- **Registration is open now and until 15th October 2013.**

“Ready to Switch?” SME Campaign

- Ready to Switch website www.readytoswitch.co.uk
- Blackpool Council’s website www.blackpool.gov.uk
- Telephone “Make It Cheaper” direct on **0800 144 4811**
- Telephone Blackpool Council on **477477 (general info only)**

COLLECTIVE SWITCHING SCHEME
READY TO SWITCH powered by **icchoose**

Ready to switch?
for residents

Currently **1,120** participants have registered

Subscriptions start at 06/08/2013

How does it work?

Are you a business?
Click here for cheaper gas & electricity bills

Wiltshire Council Northamptonshire Blackpool Council PETERBOROUGH CITY COUNCIL
Hull City Council LUTON Bedfordshire

Blackpool Council

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Saving your business money

Saving your business money

According to a report by iC choose, businesses are not doing anything about their energy bills. These small and medium businesses (SMEs) are paying on average 26% more for their energy. Why? SMEs are not by themselves sustainable who often do not have others to share looking for a new energy supplier or switching to cheaper. There are many kinds of reasons and factors, business levels are not standard for domestic levels, and SMEs cannot switch without following time bound business processes.

Blackpool Council has teamed up with iC choose and Make It Cheaper to help your business get a better energy deal. Make It Cheaper is the UK's no.1 energy comparison and switching service for businesses so you are in good hands.

How does it work?

1. Call in ready - Call freephone 0800 144 4811 or complete the call back request form on the [Ready to Switch](#) website. An expert adviser will call back, we meet at a suitable location (hours 9.00am-5.00pm Monday - Friday).
2. Talk to an expert - You will speak with a business energy expert who can help determine when your business can switch and how much you can save (there is a lot to save). You can request an independent and unbiased comparison of the energy market.
3. Your choice - The services are free to use 24/7 free of obligation. If you choose to save money on your bills with Make It Cheaper, you will enter into a new contract with a new supplier. Make It Cheaper will support the hardware and there will be no interruption to your supply.
4. Registration is open now and ends 31 October 2013.

Further details are available at [Ready to Switch for Businesses](#) [View More >>>](#)

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Scaresby, Cleveley

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View map

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