

Appendix 3 - Solar Together Scheme 1 report

The first Solar Together Wiltshire and Swindon scheme in 2022-23 was successful, overachieving against expectations on almost all KPIs.

Registration Results:

The initial registration rates exceeded all expectations with a registration rate of 10.9% in Wiltshire (based on Direct Mail (DM) volume of 57,551) and 8.4% in Swindon (based on DM volume of 45,375), compared to a benchmark expectation of 3.5%. There were 10,175 registrations in total (see Table 1 below for further breakdown by type and council). Figure 1 shows Wiltshire Registrations by Community Area in Scheme 1.

Table 1 – Breakdown of registrations by council area.

Council area	Total Registrations (Solar PV & Retrofit Battery)	Solar PV Registrations	Retrofit Battery Registrations
Wiltshire	6,323	5,689	634
Swindon Borough	3,852	3,639	213
Total	10,175	9,328	847

When respondents were asked 'how did you hear about the scheme' 70% said they heard about the scheme via the direct mail letter or leaflet, demonstrating the ongoing importance of this communication channel for registrations.

Acceptance Results:

1,774 customers accepted an offer from Solar Together Wiltshire and Swindon. Within Wiltshire Council 1,077 participants accepted the offer for Solar PV with 583 (54%) of these choosing to add optional battery storage to their solar PV package at the point of acceptance; an additional 122 customers accepted an offer for retrofit battery storage. Overall, 88% of participants across the scheme opted to add a battery to their solar panel installation following the survey. This indicates an extremely high appetite for battery storage and an increasing resident focus on self-consumption.

Also, 28 SME participants within Wiltshire Council and 10 SME participants within Swindon Borough Council accepted their offer.

At the end of the decision period 1,690 of the 1,774 total participants who had accepted their offer paid their deposit, resulting in a 5% drop-off from the acceptances which is within expectations.

Decliner feedback & Drop-out Results:

1,599 participants within Wiltshire and Swindon did not accept their offer and actively selected a decliner reason. Cost being higher than expected was the top decliner reason with 46% (472 participants) from Wiltshire and 48% (278 participants) from Swindon selecting this option.

The dropout rates for Scheme 1 were higher than Solar Together's benchmark of 25%, with an overall drop-out rate of 37% (195 cancellations/531 paid) in Swindon and 39% (448 cancellations/1,159 paid) within Wiltshire. iChoosr stated that dropout rates for all 2022 schemes were higher than previous years, with reasons attributed to resident's financial situation changing due to the cost-of-living crisis, and the energy crisis leading to a higher registration uptake from a wider demographic unlikely to go ahead with an actual installation. iChoosr hope to see dropout rates improve across future schemes.

Installation Results:

There were 1,047 installations across Wiltshire (712) and Swindon (335), and Figure 2 shows Solar Together Wiltshire Installations by Community Area. The 1,047 installations consisted of 948 Solar PV and 99 retrofit battery storage only. See Tables 2 & 3 below for further breakdowns.

Table 2 - Solar PV estimated install breakdown by Council.

Council area	Accepted	Total Installations	Panels Installed	Tonnes CO ₂ reduction in Year 1	Installed CO ₂ reduction over 25 years (tonnes)
Wiltshire	1,041	638	6,779	518	12,949
Swindon Borough	497	310	3,074	232	5,794
Total	1,538	948	9,853	750	18,742

Table 3 - Breakdown of retrofit battery storage only (adding storage to an existing PV installation) by Council.

Council area	Total no. retrofit battery installations	Total KWh Installed Battery	Total Investment (£)
Wiltshire	74	376	405,318
Swindon Borough	25	129	131,873
Total	99	505	537,191

Customer Satisfaction Results:

There is a high level of customer satisfaction with over 80% of customers saying that they would recommend Solar Together to their friends and family. Complaint volumes throughout the scheme were low, with 65 customers in total (3.6%) contacting Solar Together, which was below their expectation of a 10% forecast. The largest driver of complaints was the installers' communication and iChoosr is working on providing greater support to installers in Solar Together to combat this going forward.

The scheme has delivered total private resident investment in renewables of over £7.5 million in Wiltshire Council and over £3.6 million in Swindon Borough Council, a total of over £11 million. iChoosr therefore estimate that the installations delivered through 2022 Solar Together Wiltshire and Swindon will deliver over 18,500 tonnes of carbon reduction over 25 years (Table 2). This equates to roughly 10,000 cars off roads for a year.

It is worth noting that the councils do not pay iChoosr for any services, rather the council directly pays for the promotion required under the scheme (e.g., direct mail and staff project management costs) and it is expected that most or all these upfront costs will be recovered. iChoosr receive a fee from the winning supplier for each solar installation completed and pass some of this back to the councils. The amount per installation is determined by the total number of installations.

Figure 1 Solar Together Wiltshire Registrations by Community Area in Scheme 1.

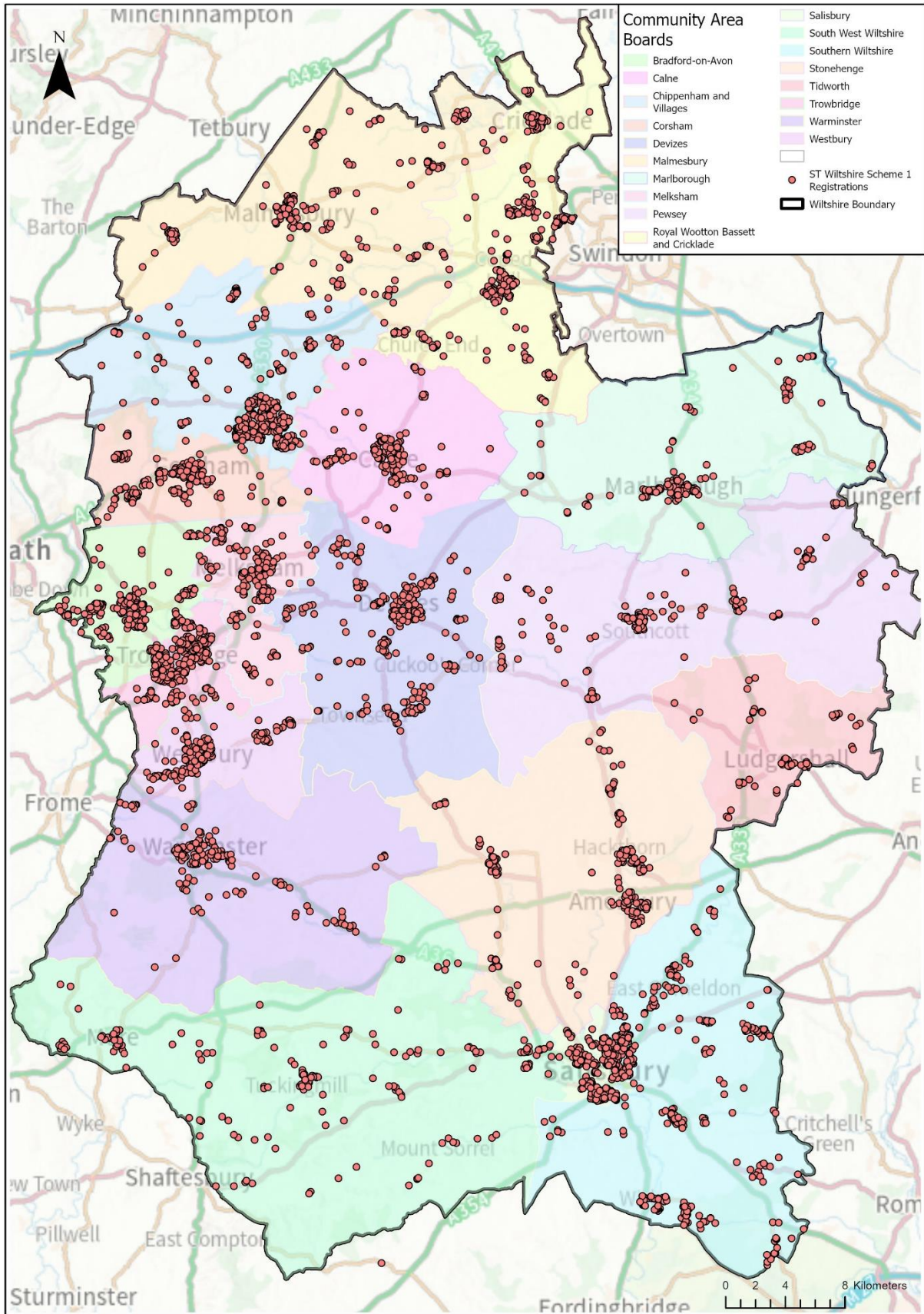


Figure 2 Solar Together Wiltshire Installations by Community Area in Scheme 1.

