

**SOLARISE** project  
accelerating solar energy adoption

**Interreg**   
EUROPEAN UNION  
**2 Seas Mers Zeeën**  
**SOLARISE**  
European Regional Development Fund

# Low-cost electricity for those in need & Tips + Tricks for group purchases

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Brighton & Hove City Council



Low-Carbon  
technologies

TOTAL PROJECT  
BUDGET:

4,18 M €

INCLUDING AN  
ERDF BUDGET OF:

2,51 M €

Solar for citizens – 22 June 2021

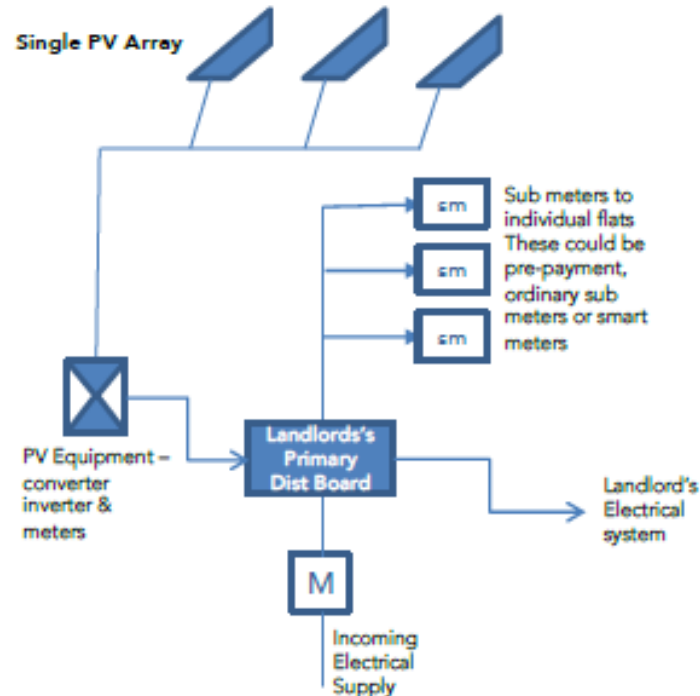
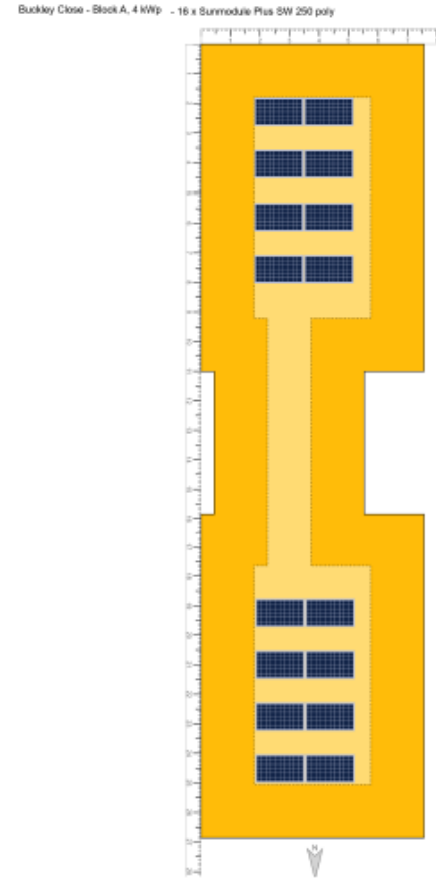
[www.interregsolarise.eu](http://www.interregsolarise.eu)

# Low-cost electricity for social housing

- Solar in council-owned housing
- Self-consumption as far as possible
- Benefit of solar energy goes directly to residents
  - Access to renewable energy
  - Lower electricity bills
- Site selection
- Regulation

# SOLARISE Pilots: Block Tariff

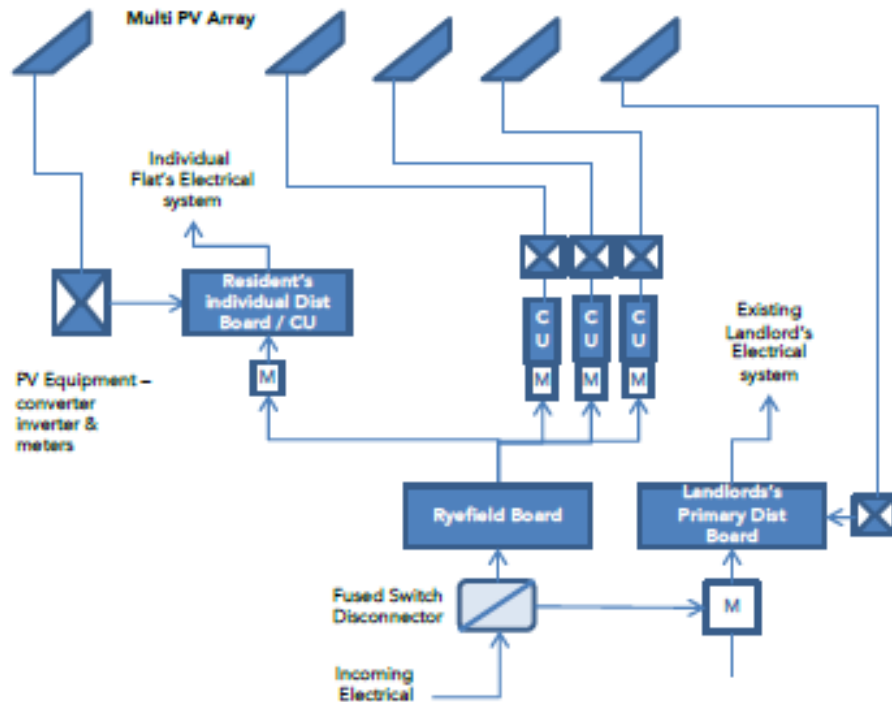
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**Buckley Close – new-build social housing**  
**Residents buy electricity from the council**  
**Expected saving: £75/year**

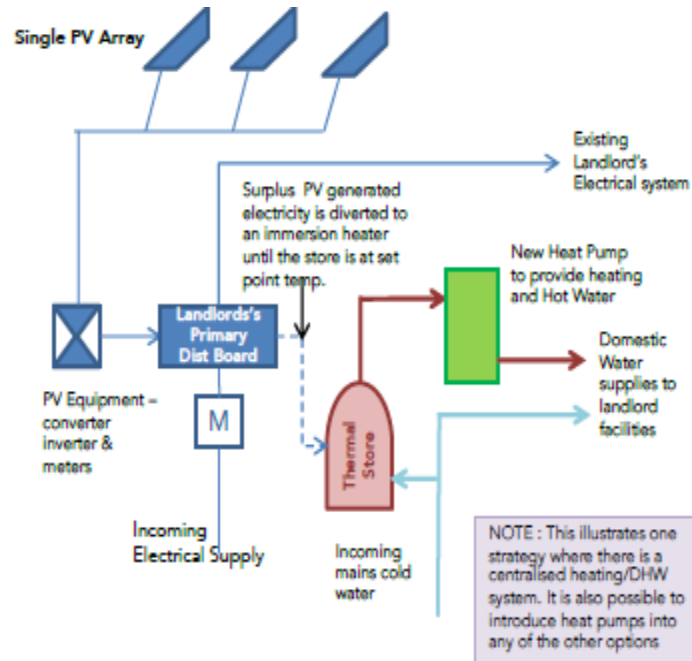
# SOLARISE Pilots: Multi-array

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**Oxford Street – temporary accommodation**  
**Expected saving: £80/year**

# SOLARISE Pilots: PV+GSHP



Development Fund

**Elwyn Jones Court – housing for seniors**  
**Replacing out-of-date electric panel heating**  
**Expected saving: ~£45**  
**(on solar PV only – heat pump savings much larger)**



# Group purchase of solar panels – Solar Together

- Cheaper installation of solar panels for able-to-pay households – home owners
- Councils – trusted agents – write to home owners to invite registration to the scheme
- Auction run Autumn 2020, selection of installer
- Price reduction based on likely number of installations
- Marketing campaign, customer information sessions Nov-Dec 2020
- Installation phase to June 2021
- Worked with agents iChoosr
- Managed by West Sussex County Council



# Solar Together – headline achievements

- **9** out of 11 Sussex councils participated in the scheme
- **116,603** suitable Sussex households identified and targeted with Direct Mail
- **6127** households registered
  - **5.25%** registration rate against iChoosr's 3.5 % target
- **1050** offer acceptances across all 11 council areas
  - (exceeding iChoosr's 15% target)
- **12%** of acceptances have led to installations with 3 months to go.



# Solar Together learning points

## 1. Efficiency

- Meeting deadlines, internal communication, internal decision processes

## 2. Data

- Gathering, analysis & quality checks on direct mail data

## 3. Local installers

- Ensuring local installers have the opportunity to bid for the work

## 4. Marketing

- Working collaboratively, planning, sharing material
- Higher level of marketing leads to increased take-up





# Solar Together – what's next?

- Batteries with solar installation
- Next auction Autumn 2021



“Excellent service all round” - Jennifer, Worthing

“I feel the work and customer service from the company has been second to none. The fact that I bought them as part of a group buying gave me the comfort of security buying them.” - Julie, Worthing