

Appendix 2

1 November 2013 auction – a review of registration data and survey results

1. The third Big London Energy Switch auction took place in November 2013. Boroughs started promoting the switch in the months leading up to the 19 November auction date encouraging residents to sign up. The auction was originally set for the 16 October, and the date change caused issues for some authorities who had already published details of the October date. The decision to move the date was taken to allow energy suppliers bidding in to the auction to take full advantage of the changes made by Ofgem in the Retail Market Review¹ and create tariffs specifically for the auction. Overall, the date change does not appear to have had a negative impact and registration numbers were relatively high, considering this auction was not promoted as heavily as the April auction.
2. Overall 13,515 households in London registered and we received data from iChoosr for 11,640 of these and our analysis of this auction is based on these people. 1,491 accepted the offer made to them following this auction which represents a 13 per cent conversion rate. This is slightly higher than the nine per cent conversion rate observed in the April 2013 auction.
3. Five suppliers took part in the auction and iChoosr reported that this resulted in a very competitive process with three bidding rounds taking place for the largest customer group (Dual Fuel Online). iChoosr also report that 80 per cent of customers were offered tariffs created specifically for this auction. Table 1 shows the auction resulted in three energy companies winning customers across the six categories.

Table 1: Winning energy suppliers in each category

Tariff option	Winning energy company
Dual Fuel, monthly Direct Debit, online billing	Scottish Power ²
Dual Fuel, monthly Direct Debit, paper billing	Green Star Energy ³
Electricity only Monthly Direct Debit, online billing	Scottish Power
Electricity only Monthly Direct Debit, paper billing	Green Star Energy
Dual Fuel, pre-payment, annual statement	Scottish Power
Electricity only, pre-payment, annual statement	British Gas ⁴

¹ <https://www.ofgem.gov.uk/gas/retail-market/market-review-and-reform/retail-market-review>

² <http://www.scottishpower.co.uk/>

³ <https://www.mygreenstarenergy.com/uk-main/>

⁴ <http://www.britishgas.co.uk/>

1.1 Savings figures

4. Overall savings figures look positive with higher average savings compared to the April 2013 auction, suggesting that the ability to offer specific individual tariffs for this auction has resulted in more competition between suppliers and a better outcome for the customer. This is particularly positive as the numbers involved in the auction were lower, so bidding with specific tariffs could have been seen, by the energy suppliers, as a less attractive proposition for gaining new customers.
5. Looking at the anticipated savings figures in more detail, the range of offers made to customers is quite wide with the worst offer being minus £967 and the best offer being £7,874. As discussed in our previous report some of these wide ranging offers may be attributed to inaccuracies in entering the amount of energy used. One of our recommendations was to trigger contact with the resident when very low or very high figures were entered for gas or electricity usage to check the figures and provide the most accurate offer. It is unclear whether this process has been adopted but all those with very high or very low offers though this auction submitted high usage figures of gas or electricity.
6. For all 11,640 registrants the total savings figure is £1,103,014 which results in an average saving of £94.75 per person. However, 3,393 (29 per cent) people were offered a tariff where they would not make a saving or would break even if they chose to switch see Table 2. 8,200 registrants who were offered a tariff who would make a saving and the total savings figure for them is £1,360,760 resulting in an average saving of £165.95 see Table 3. When looking at this group a 17 per cent switching conversion rate is observed.

Table 2: Outcome of the November auction show by tariff level

Outcome	Total	% of Total (11,6400)	Switched	Did not switch
Offered a tariff where they would save money (positive offer)	8,200	70%	1,407 (17%)	6,793 (83%)
Offered a tariff where they would break even (an offer of £0)	34	Less than 1%	1 (3%)	33 (97%)
Offered a tariff where they would not save money (negative offer)	3,359	29%	83 (2%)	3,276 (98%)
Not provided an offer	47	Less than 1%	N/A	N/A

7. 1,491 households switched through this auction and the total anticipated savings made by those who switched was £301,524 this represents an average £206.38 per switcher. 83 (6 per cent) people who switched through this auction have apparently switched at a loss after receiving a negative offer. There are a number of reasons why people might do this and these are explored further on page 18.

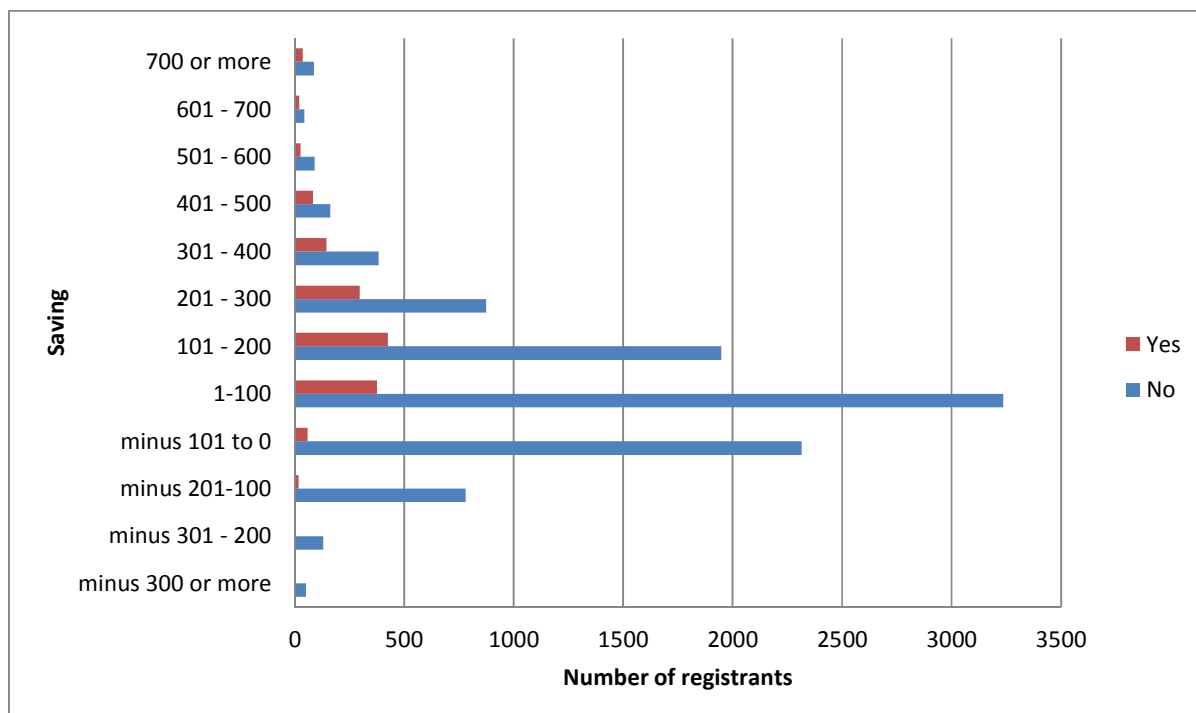
8. Overall the average savings made by those who switched through this auction are higher than the April auction, which saw average savings of £114 for those that switched through the programme and £122 for those that registered and received an offer.

Table 3: Average savings across registrant of the November auction

	Number of residents	Saving	Average saving per resident
Residents registered	11,640	£1,103,014	£94.75
Residents offered a tariff that would save them money	8,200	£1,360,760	£165.95
Residents who chose to switch suppliers following the auction	1,461	£301,524	£206.38

9. It is important to note that these figures are averages and the lowest and highest offers accepted by those that switched through the November auction ranged from £1,185 and minus £598. Chart 1 shows the number of people switching at different savings bands. The majority of people received offers between minus £200 to £200 and the majority of switching took place in the £1 - £400 range with the highest numbers of switchers appearing in the £100 - £200 band (425 people, 29 per cent).

Chart 1: Numbers switching across each saving range



10. This distribution suggests that people consider switching worthwhile once the savings offered exceed over £100. Suppliers bidding into this process should bear this in mind to maximise switching rates. If the majority are willing to switch with a saving of £100 or more could suppliers aim to offer these types of savings to all participants?

1.2 Registrations

11. The Big London Energy Switch was open to anyone, although the local authorities' aim was to ensure that the schemes engagement was fully inclusive and enabled vulnerable groups to register and benefit from the scheme. The Big London Energy Switch aimed to target vulnerable groups as they may be less likely to switch independently, and should therefore benefit the most from the collective switching scheme. A 2013 Ofgem survey backs these assumptions and states that the "never switched" consumers are more likely to pay by standard credit or pre-payment meter, come from DE social grades⁵, come from black and minority ethnic (BME) groups, and/or rent their homes⁶.
12. The auction which took place in November represents the third Big London Energy Switch auction that the London boroughs have promoted and the budget and time available from authorities to support the auction was significantly lower compared to the first auction in April 2013. The April auction had significant resource and budget allocated to its promotion and therefore correspondingly the highest number of registrations. The majority of boroughs decided not to actively promote the auction in June, however nearly six thousand people registered. The November auction demonstrates that a relatively small amount of resource (approx. £2,000 per participating borough) can stimulate interest more than doubling the registrations from the June auction.

Table 4: Total numbers registering across auctions

April	June	November
26,433	5,568	13,515

13. We received data on 11,640 households who registered for the switch and of these 6,845 people agreed to share their full data. Of those people who agreed to share their full details with us we found that the majority of registrants (68 per cent) are aged between 40 and 69 (Chart 2). This range of ages is comparable to the age ranges seen in for the April auction. An Ofgem 2013 survey indicated that those most likely to switch were aged between 35 and 64 years old⁷. The ages of the participants who registered for the November auction appear to be consistent with the

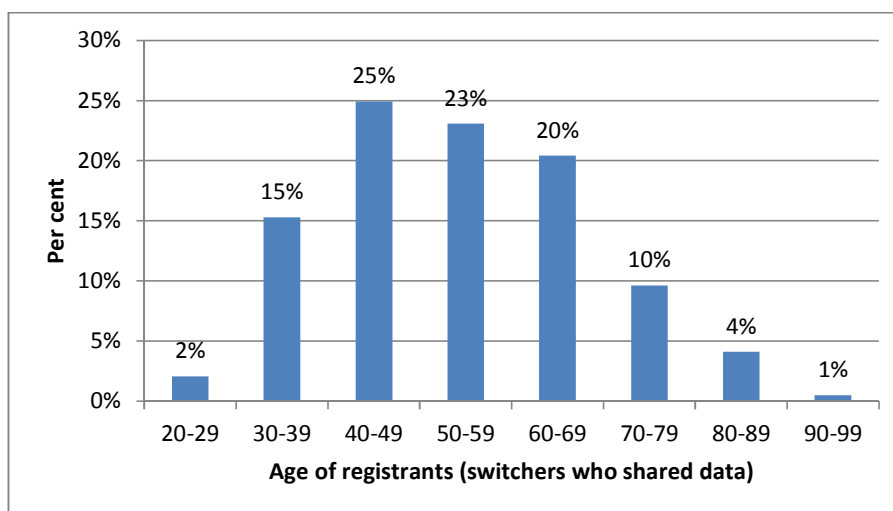
⁵ D- Semi and unskilled manual workers and E - State pensioners, casual or lowest grade workers and unemployed with state benefits only - http://www.ipsos-mori.com/DownloadPublication/1285_MediaCT_thoughtpiece_Social_Grade_July09_V3_WEB.pdf

⁶ Ofgem Customer Engagement with the Energy Market - Tracking Survey 2013 – prepared by Ipsos MORI

⁷ Ofgem Customer Engagement with the Energy Market - Tracking Survey 2013 – prepared by Ipsos MORI

Ofgem research with similar aged people registering. However the over 70s are perhaps better represented with 15 per cent of registrants in this group.

Chart 2: Age of registrants



14. There appears to be no significant difference between the number of men and women registering for the auction. Overall slightly more men registered for the auction and went on to switch, however there is nothing to suggest that the switch would be more attractive to men over women or that the process involved favours one gender over the other.

Table 5: Gender of registrants

	Switchers		Non Switchers		Total	
	Number	Per Cent	Number	Per Cent	Number	Per Cent
Male	546	56	2,859	52	3,405	52
Female	429	44	2,670	48	3,099	48

1.2.1 Vulnerable residents

15. Reaching vulnerable residents was a high priority for the authorities involved in promoting the Big London Energy Switch and formed a key part of the objectives of the Cheaper Energy Together fund. The registration process posed several questions which would indicate a household's vulnerability and provide data to determine whether the programme has been successful in reaching these groups. Registrants were also asked whether they had switched energy suppliers previously and whether they spoke English as a second language, to give an indication of how the information was being received by these groups. Table 6 shows the number of residents that fall in to each of these vulnerability groups, however it should be noted that some residents may fall in to more than one group.

Table 6: Registrations from vulnerable residents across April and November auctions

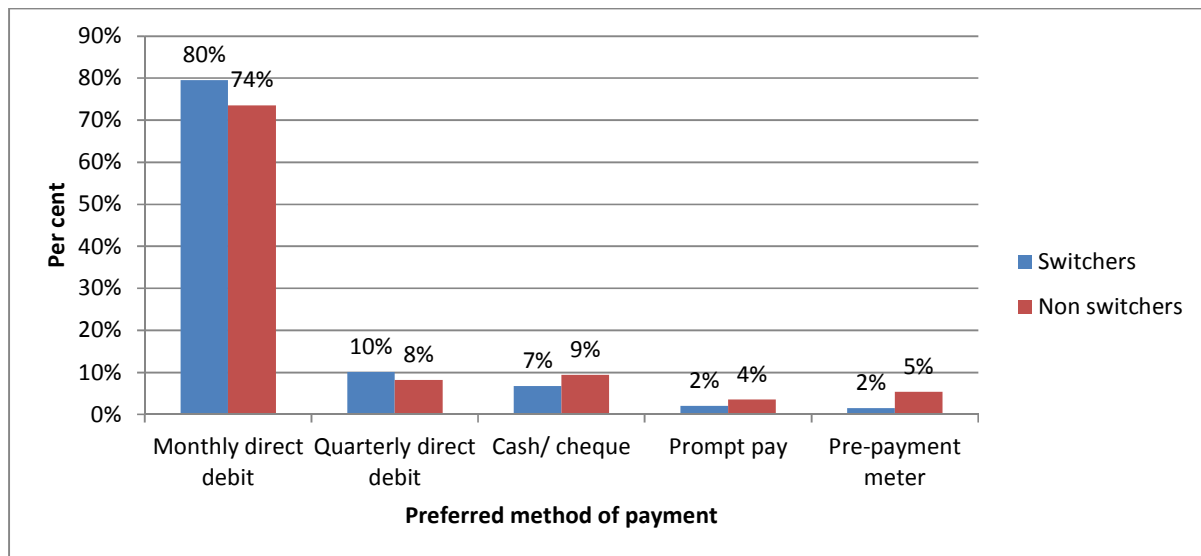
		Number registered	Have not switched before	Are in receipt of benefits	Household includes a person over 60	Household includes someone with long term illness/disability	Household includes a person under 5	Household income below £13, 308	English is second language
November 2013	Total	11,640	70%	20%	34%	16%	15%	20%	17%
	Switchers	1,491	77%	13%	37%	13%	15%	14%	15%
April 2013	Total	22,983	71%	19%	39%	20%	11%	19%	15%
	Switchers	1,861		17%	41%	20%	10%	18%	14%

16. A large proportion of people who registered and switched through the November auction have not switched supplier in the past three years or at all. This is positive as it is likely that those who have not switched before are likely to make the highest savings through this process. 77 per cent of those who switched were in this position. This appears to be one of the areas where collective switching seems to be working and is seemingly removing some of the barriers to switching from this group. Ofgem research⁸ found that on average 62 per cent of consumers have never switched energy suppliers so it is positive that the Big London Energy Switch seems to be attracting and enabling greater proportions of those who have not switched in the past to switch now.
17. In most cases there are slightly fewer people from each of the vulnerability indicator groups going on to switch. For example, 20 per cent of those who registered for the auction said they are in receipt of benefits compared to 13 per cent who then switched. Similar reductions can be seen in households with low incomes – however there is nothing to indicate that the process of the auction is unfavourable to these groups and similar figures were represented in the April auction.
18. Overall the proportions of those registering from the vulnerable groups are fairly similar between the two auctions. This is encouraging as less resource was available to authorities to promote the November auction. This could also be an indication that sufficient momentum has developed around the Big London Energy Switch scheme and brand and that less active promotion is needed for future auctions.

1.2.2 Preferred payment method

19. How people prefer to pay for their energy has an influence on the overall outcome of the auction and the likelihood of people switching. This determines which tariff they are offered and which part of the auction will be most attractive to energy companies participating in the auction.

Chart 3: Preferred payment method indicated on registration



20. The majority of people participating in the November auction said they prefer to pay by monthly Direct Debit and are on a dual fuel contract. Greatest competition between energy suppliers took place trying to secure this group of customers and iChoosr reported three rounds of bidding for this group. This level of competition demonstrates that companies are willing to revisit tariffs and improve upon them through the auction process.
21. However, the tariffs for customers on pre-payment meters have not improved significantly through this process. All companies are obliged to offer a pre-payment meter tariff if they want to participate in the other auctions. But there is little competition in this area with only one bidding round for this group and the resulting savings were still relatively low. iChoosr estimated that through this auction, across all participating areas⁹, only eight per cent of those on dual fuel pre-payment tariffs and 22 per cent of those on electricity only pre-payment meters would be able to make a saving and the potential savings only average £27 and £31 respectively.
22. This is an issue for the boroughs partnering in the auctions as those most likely to be on a pre-payment meter are the vulnerable groups, which are a priority for participation. However, numbers of those on pre-payment meters registering for the auction is low, four and five per cent in the April

⁹ The Big Community Switch, Big London Energy Switch, Ready to Switch, South Lakeland District Council and Norwich City Council.

and November auctions. This compares to an estimated 12-14 per cent across the entire population (Table 7). However it is unclear whether higher numbers alone would encourage energy suppliers to offer better tariffs to this group. There may be a greater role for iChoosr or Ofgem to ensure better tariffs for customers on pre-payment meters through collective switching auctions.

Table 7: Preferred payment method across April and November auctions

	Monthly Direct Debit	Quarterly Direct Debit	Cash/ Cheque	Prompt Pay	Pre – Payment meter
Ofgem ¹⁰	68%	8%	8%	-	12 – 14%
April auction	75%	8%	8%	3%	4%
November auction	74%	8%	9%	3%	5%

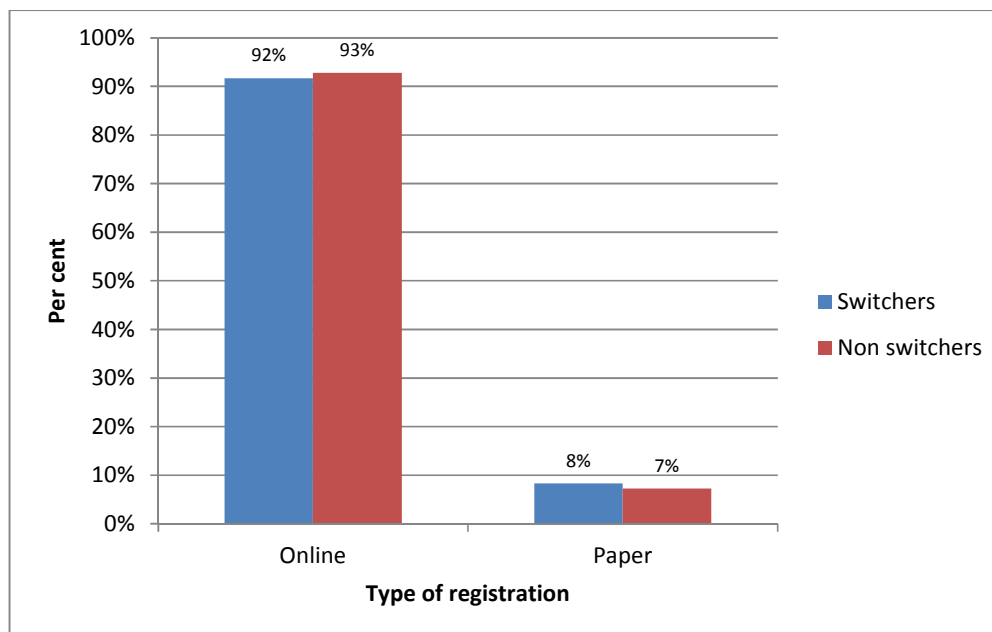
1.3 Registration process

23. The majority of people taking part in the auction registered for the scheme via the online portal (Chart 4), however 8 per cent of people registered offline. This auction saw iChoosr providing resources to register residents offline if they needed this support to register. In previous auctions this was completed by local authority staff which is unlikely to be sustainable without funding from external sources, such as the Cheaper Energy Together funding. It appears that this alternative provided by iChoosr is working and people are managing to register offline if they need to.
24. However, when we compare these figures to the April auction we can see that 15 per cent of people registered offline. This possibly indicates that the service or process provided by the local authorities in registering people offline was more effective than the process being implemented by iChoosr. This is perhaps a reflection on the two stage¹¹ process being operated to register people offline during the November auction. However, lower numbers could also be a reflection on how the scheme was promoted this time round, which focused more on online/digital communications channels which are generally more cost effective.
25. It is encouraging that there is little difference in the proportion of people switching between the two registration processes. This indicates that the process for offline registrants is working well and is having no particular impact on whether people switch or not.

¹⁰ Customer Engagement with the Energy Market Tracking Survey in 2013

¹¹ Customers wanting to register offline first had to contact their local authority who would then refer them onto the offline registration service run by iChoosr.

Chart 4: Type of registration



1.4 Survey results

26. We surveyed the 6,845 people who agreed to share their contact details with us for the purposes of the evaluation. This was an online survey only and people were contacted by email with a number of questions about the switch, ranging from how they first heard about the switch, through to whether they would participate again in the future.
27. People were split into three groups with slightly different surveys sent to each group:
- those that switched
 - those that did not switch but could have made a saving through their offer
 - those that did not switch and would not have made a saving through their offer

Table 8: Survey response rate across groups

Group	Numbers sent survey	Response rate	
		Number	Per cent
Switched	1,016	362	36%
Did not switch – save	4,017	456	11%
Did not switch – non save	1,812	304	17%
Overall	6,845	1,122	16%

28. A survey of this type would typically receive a 5-10 per cent response rate; however this survey received an overall response of 16 per cent. A particularly high response rate has been received from those that switched and this is likely to be a reflection of this group's higher investment in the

process. It is possible that the survey response rates are higher than we would expect as the survey took place shortly after the closing date for accepting offers, whilst the auction and its outcomes were still very current in people's minds. However, this was also a reason given by respondents for uncertainty in some of their responses.

1.4.1 Engagement channels

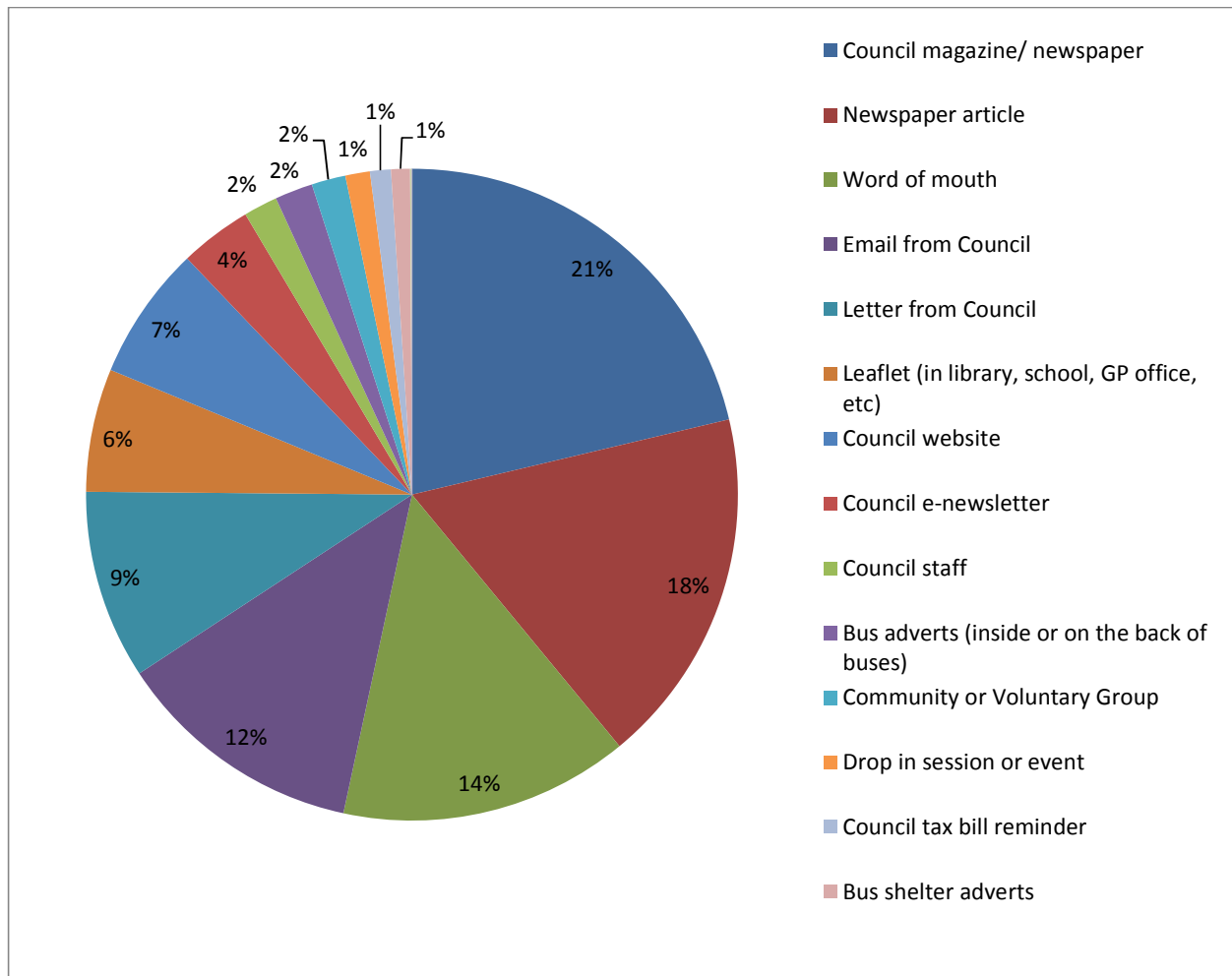
29. The survey asked participants to indicate how they first heard about the Big London Energy Switch. Table 9 shows the top five channels given in the April and November auctions. Despite the different budgets available, very similar engagement channels have proved effective across the two auctions. This suggests that these are the most effective options in terms of promoting these types of schemes and generating registrations.

Table 9: Top five engagement methods across the April and November auctions

	April	November
1	Letter from council	Council magazine/ newspaper
2	Council magazine/ newspaper	Newspaper article
3	Newspaper article	Word of mouth
4	Websites	Email from council
5	Word of Mouth	Letter from council

30. Direct communication from the council is amongst the most effective ways to promote the scheme to residents, with the majority of people reporting that a form of council led communication is where they heard about the scheme. Many boroughs also reported that they had seen increased interest in the scheme following national newspaper press, around rising energy prices and the cost of energy tariffs. This may account for more people saying that newspaper articles were the source of their information about the switch.
31. Word of mouth is the second most reported way of hearing about the switch in November with 14 per cent of people saying this is how they heard out about the auction. This is much higher than in the April auction (nine per cent) suggesting that awareness around the switch has increased and momentum built up. This is positive for those boroughs who still want to promote the switch and participate in future auctions as word of mouth is likely to continue to develop. As more people register and positive experiences from the auction are shared greater awareness of the scheme should generate greater levels of sign up.

Chart 5: Where registrants first heard about the BLES auction



32. Participants in the survey were also asked how clear they felt the information presented to them was in explaining the scheme and how it worked. The majority of people said that they found the information either “very clear” or “fairly clear” (Chart 7, page 12). This correlates with the number of people reporting that they “completely understood” how the scheme worked (Chart 6, page 12). In both cases slightly more of those who switched report that they understood the scheme “completely” and that the information they received was “very clear”. This may reflect their potentially more positive outlook on the scheme due to a favourable outcome overall.

Chart 6: Understanding of how the scheme worked

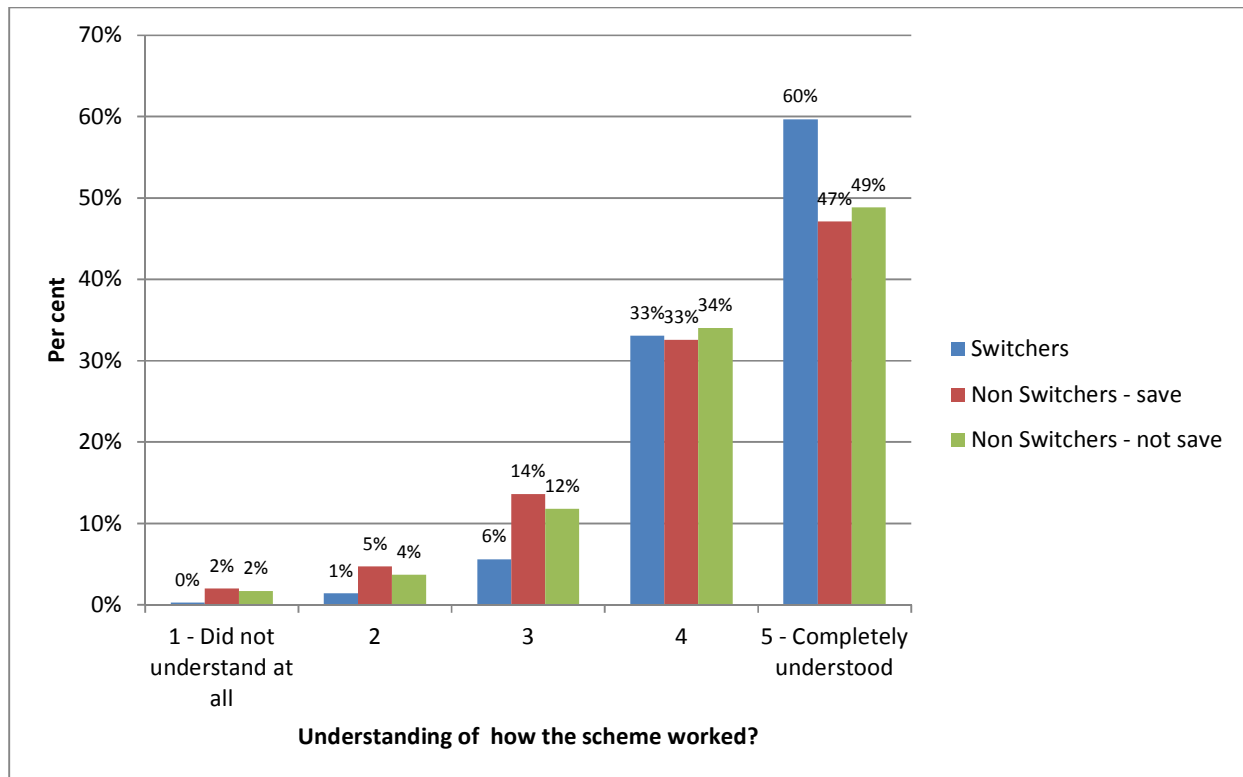
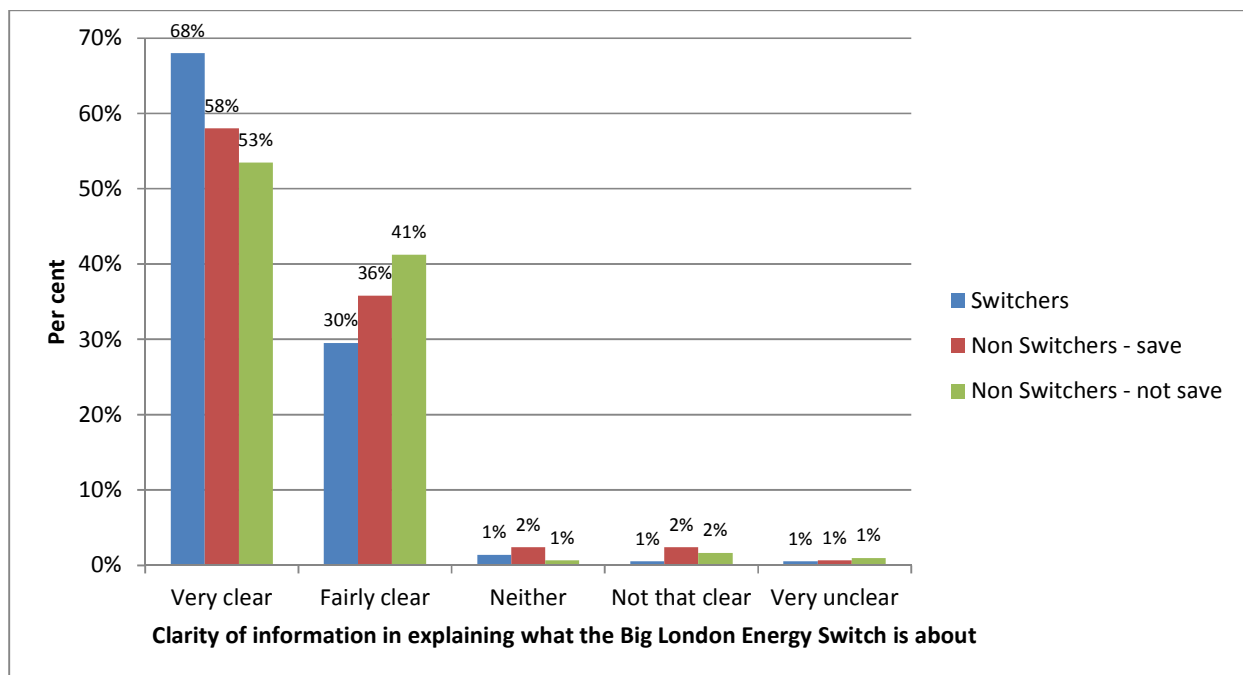


Chart 7: Clarity of information about the switch



33. As demonstrated in Chart 7 most people found the information about the scheme “very clear” or “clear.” However, a small number of people were confused due to the issues below:
- Unclear on the involvement of the local authority / link to the council not clear
 - Unclear around timescales and when things would happen
 - Unclear what the process would be and how proactive people would need to be to switch
 - Had to follow up online after finding out about the scheme
 - Not clear how long the savings would last for
 - Little information about how this compares to using a price comparison website directly
 - Unclear what the advantages and disadvantages might be
34. The majority of people heard about the scheme through their council but some registrants expressed a concern that they were unsure of the council's role. There is a slight conflict here that could be reviewed ahead of any future switching campaigns. This was raised during the focus groups following the April auction, and it may be that councils should make reference to how and why they are involved in the scheme in their communications.
35. When we compare these results to the responses given by those who participated in the April auction, we can conclude that people taking part in the November auction have a greater understanding of how the scheme works. Table 10 shows the responses across all groups when asked on a scale of 1 to 5 where 1 is “not at all” and 5 is “completely” how well they understood how the scheme worked.

Table 10: Understanding of the scheme across April and November auctions

	April			November		
	Switched	Didn't switch (save)	Didn't switch (didn't save)	Switched	Didn't switch (save)	Didn't switch (didn't save)
1 (not at all)	3%	6%	6%	0%	2%	2%
2	2%	9%	5%	1%	5%	4%
3	19%	23%	16%	6%	14%	12%
4	39%	28%	32%	33%	33%	34%
5 (completely)	37%	35%	40%	60%	47%	49%

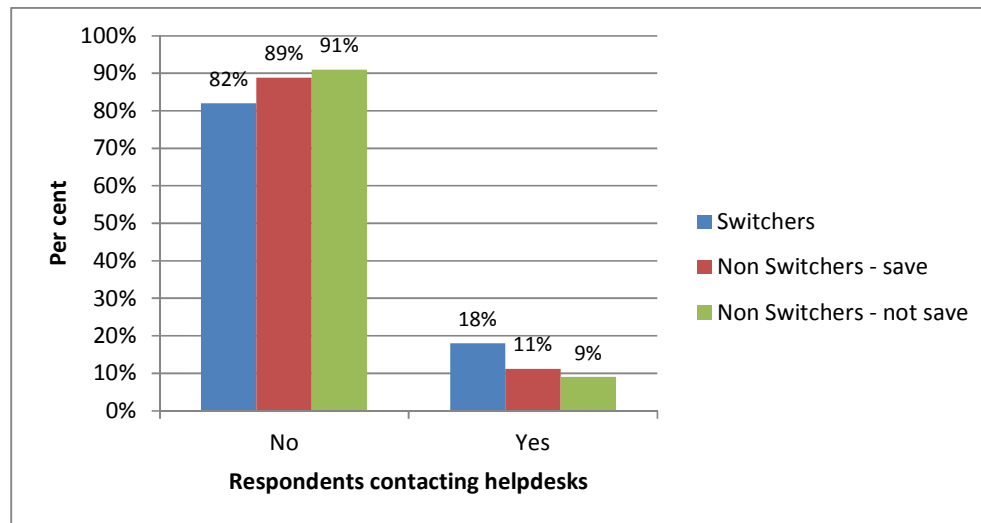
36. Following the November auction higher proportions of people say that they completely understood and lower proportions said that they did not understand the scheme at all compared to responses given following the April survey. There are several reasons why this may have occurred including lessons learnt from the April auction leading to clearer messaging and communications. Also word

of mouth generated larger numbers of registrations; a personal connection may have given people greater understanding and general awareness of collective switching schemes may have increased. Equally this may be the second or third auction that these participants have taken part in¹², giving a greater understanding of the scheme.

1.4.2 Helpdesks

37. Various helpdesks were made available to customers who had questions or difficulties with the process of registering. The majority of people who took part in this switch did not take advantage of the helpdesks, indicating that for the majority the information readily available about the auction was sufficient. Those that switched used the helpdesk more than other groups, with 18 per cent contacting helpdesks compared to 11 and nine per cent in the other groups. This may indicate that those contacting the helpdesk felt more confident with the process and the offer made to them and therefore were more willing to switch. However we do not have information about exactly when in the process they contacted the helpdesks.

Chart 8: Respondents contacting the helpdesk



1.4.3 Satisfaction with the scheme

38. Similar to the April auction, the main thing that people say would increase their satisfaction with the scheme is receiving an offer where they would save money. This is particularly clear in the group of people who chose not to switch and had received a negative offer (Chart 9) and all three groups indicated that this would improve their overall satisfaction.

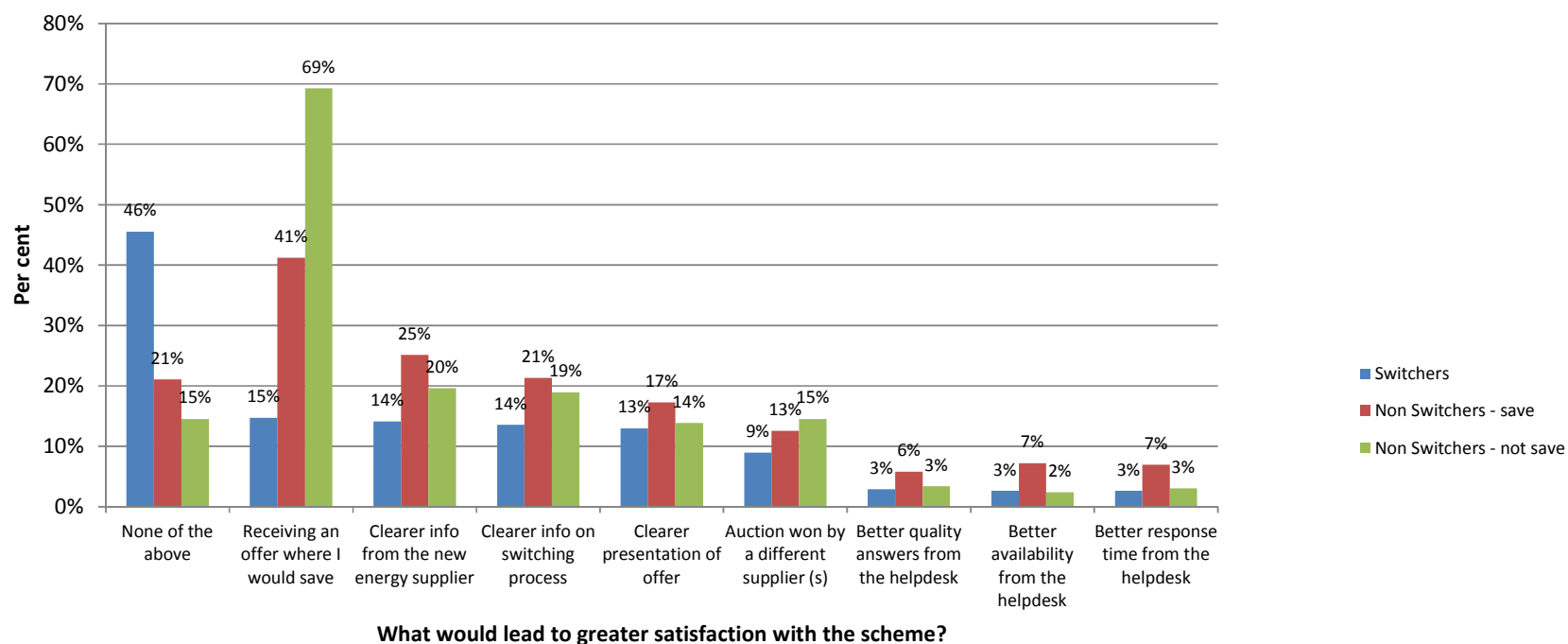
¹² People who choose not to switch in an auction are given the option to then be automatically registered for the next auction.

39. Following receiving a better offer, the next three areas which people indicate would improve their satisfaction are all linked to the provision of information:
- Information from new supplier
 - Information on the switching process
 - Presentation of the offer
40. The concept of collective switching is relatively new in the UK and as people are unfamiliar with this type of scheme, it is likely that more information is required to give customers the confidence to participate and be reassured that the scheme and the offer being made is legitimate. Clearer information on the process could be provided at the point of registration, explaining what will happen next and the likely timeframes. The way the offer is presented could be clearer with an explanation of the benefits and any areas for consideration. Both of these steps could greatly increase satisfaction with the scheme and is likely to have an impact on the switching rate. Lastly clearer information from the new supplier will smooth the transition and leave a lasting positive impression of the scheme. Some, if not all, of these areas of improvement are out of the control of the participating boroughs; however this may be something they could influence through their relationship with iChoosr.

1.4.4 Switchers

41. 97 per cent of people who switched through the November auction gave saving money as their main reason for switching. Six per cent of people say that moving away from their current supplier is another motivation for switching. Other reasons included wanting to encourage competition and being a responsible customer.
42. 92 per cent of people who switched are confident that they will make the savings anticipated in their offer. Some of the reasons given by the remaining eight per cent who do not think they will be better off include:
- Wanting to show that consumers are prepared to make the market more competitive
 - Uncertainty as participants are yet to receive a bill
 - Switching to a fixed price contract may be a mistake given the activity in the energy market
 - To change supplier – apathy with current supplier
 - Some concern that actual savings may not match up to the predicted savings in their offer or in the literature

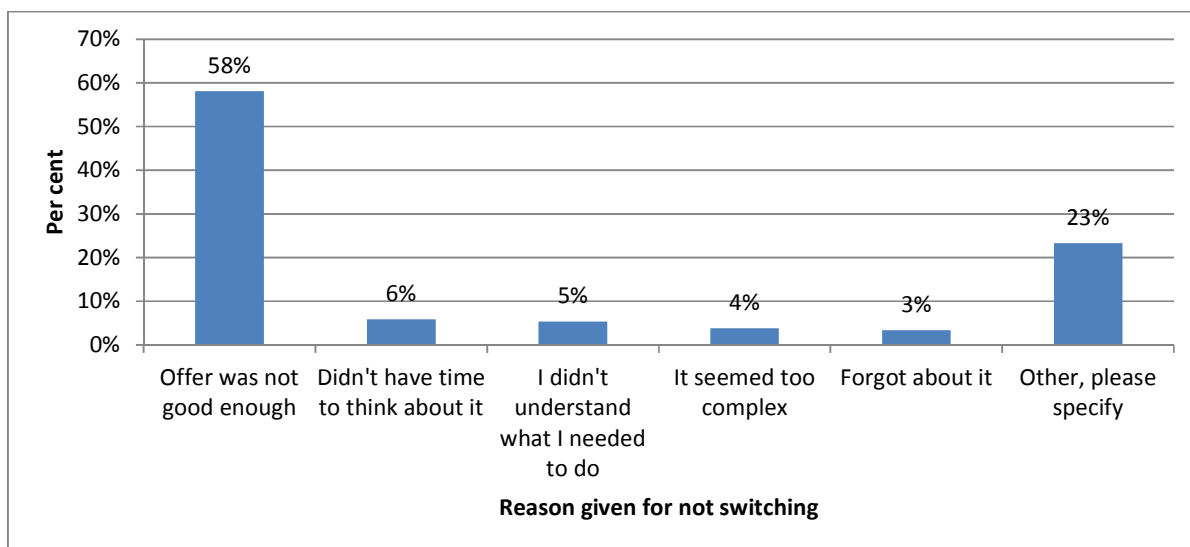
Chart 9: What would lead to greater satisfaction with the scheme?



1.4.5 Non switchers

43. The main reason, people don't switch is that the offer wasn't good enough. For 58 per cent of those who did not switch but could have made a saving and 89 per cent of those who received a negative offer gave this as their main reason for not switching (Chart 10 and Chart 11).
44. The complexity of the process or people's understanding of what to do does not appear to have presented as big a barrier to switching during this auction compared to the April auction. Those people saying that they did not understand what they needed to do halved between the April and November auctions (ten per cent in April, five per cent in November). This suggests that either the process is now clearer or that people have a better understanding of the way collective switching auctions work and therefore had more of an understanding of what they needed to do.

Chart 10: Reasons given for not switching (non switch save)



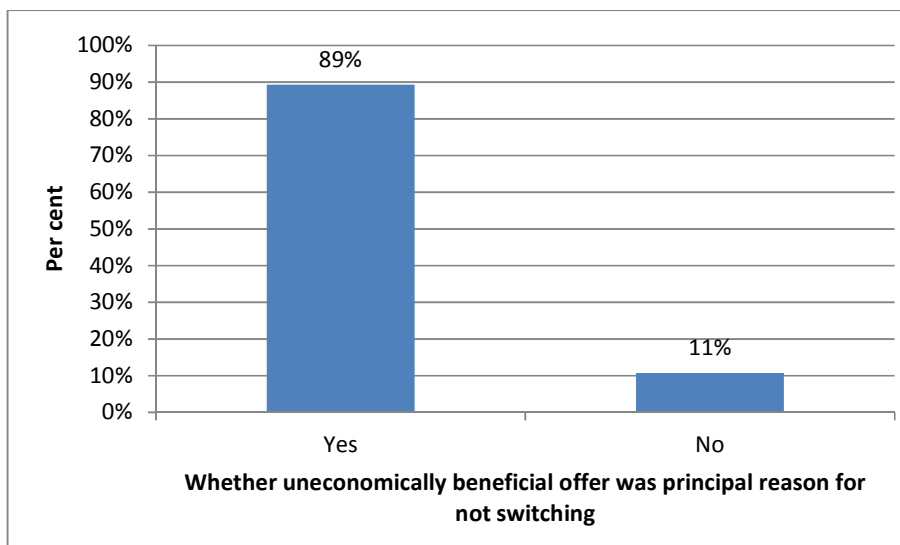
45. More people chose to provide an alternative reason for not switching in the November auction with 23 per cent of people selecting "other" as their reason compared to two per cent in April. For those who gave an alternative reason here is a selection of common comments:

- I did not receive an offer¹³
- Untrustworthy supplier

¹³ 9 out of 100 people from the didn't switch save group who gave further information after selecting other as their reason for not switching said that they did not receive an offer. 9 out of 25 people from the didn't switch/didn't save group also said their reason for not switching was that they did not receive an offer.

- All offers require Direct Debit payment
- The offer was with my existing supplier so I went directly with them to negotiate a better offer
- Delay in getting the offer meant I had to make a decision before the offer came through
- The offer was too short term. Did not want to switch again in 12 months
- Penalties involved in ending current contract/ did not want to end current contract
- Better offer received when mentioned switching to current supplier
- Concern about the Warm Home Discount
- Standing charges involved made making the comparison difficult
- No option if you did not want to pay monthly by Direct Debit

Chart 11: Was an uneconomical offer the principal reason for not switching? (non switch non save)



1.4.6 Independent switching

46. Responses to our in depth questionnaires and the focus groups following the April auction indicated that many people had gone on switch to independently following the auction. From those that responded to this survey, 22 per cent of non-switchers that could have saved and 15 per cent of those that would not have saved have gone on to switch independently (Chart 12).
47. It is less clear whether those that went on to switch independently felt that taking part in the Big London Energy Switch contributed to them having the confidence or the impetus to switch.
48. Chart 13 shows the responses given when this question was posed. Similar proportions of people agree with the statement as disagree, making it difficult to draw any significant conclusions. However, 44 per cent of the non-switchers – save group and 27 per cent of the non-switchers – non save group “agree” or “strongly agree” that taking part in the Big London Energy Switch gave them the confidence or impetus to switch independently following their

decision not to switch through the auction. These responses go some way to determining the wider benefits of collective switching scheme.

Chart 12: Have those who did not switch through the auction gone on to switch independently?

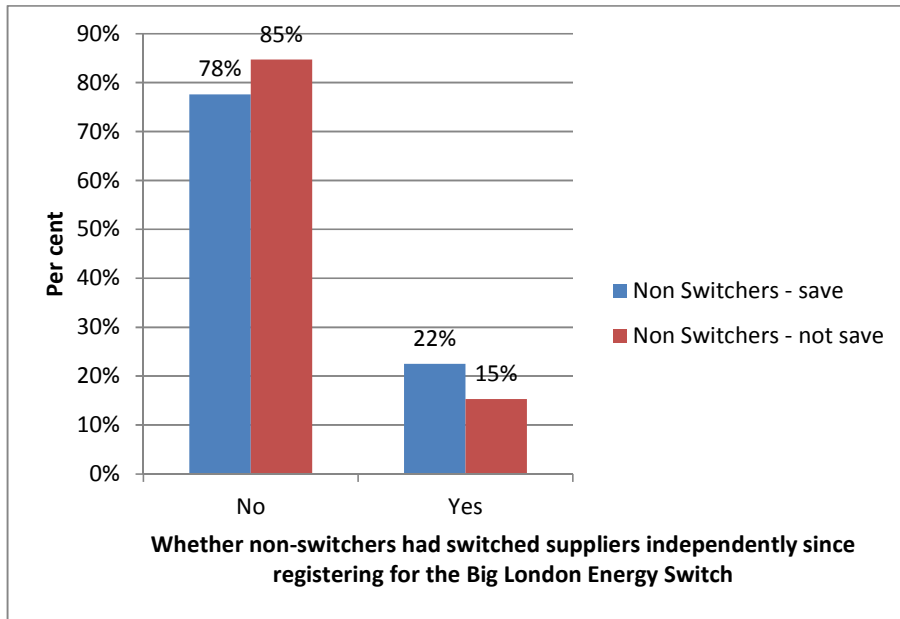
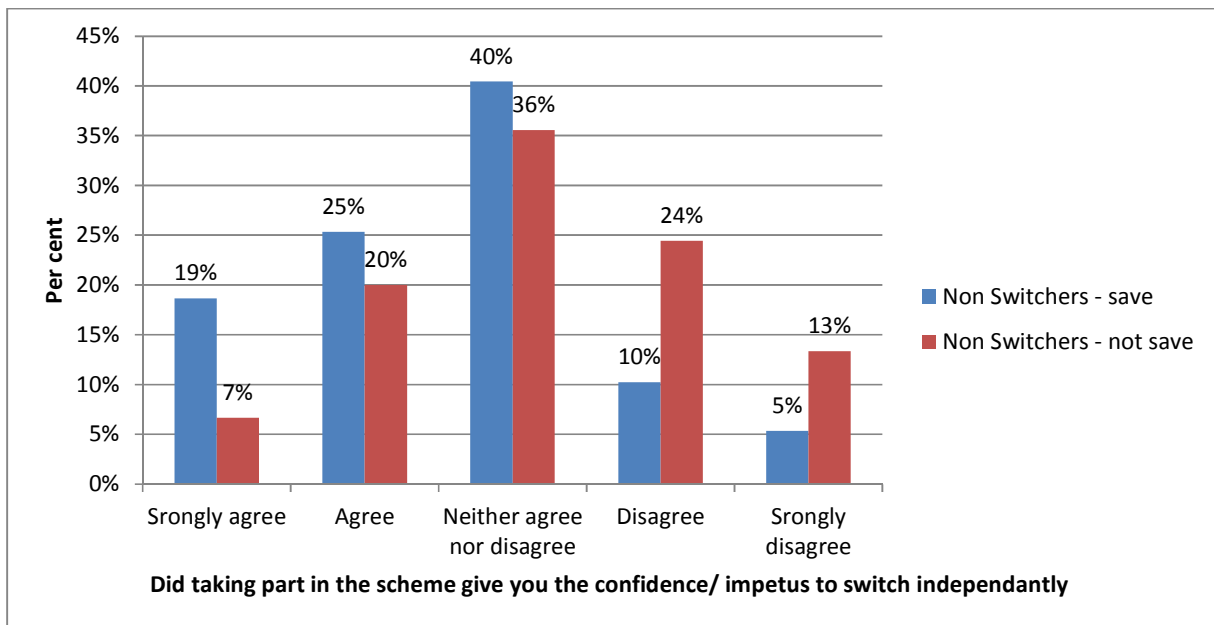


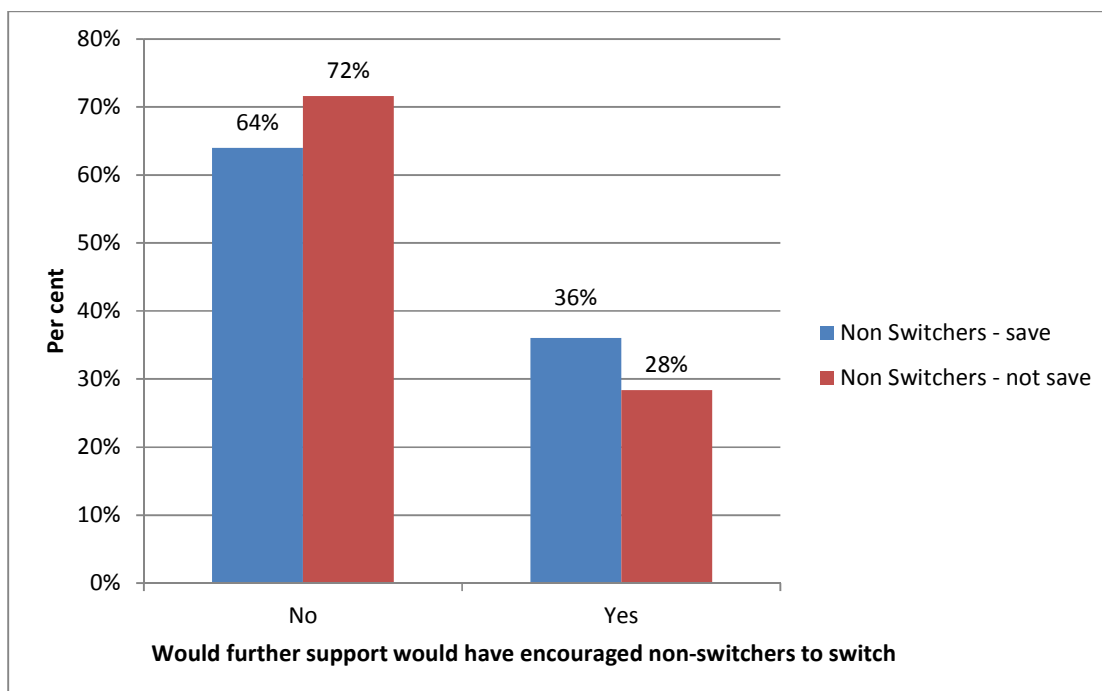
Chart 13: To what extent did taking part in BLES influence the decision to switch independently?



1.4.7 Further support

49. When we asked those that chose not to switch through the scheme whether further support would have encouraged them to switch the majority said “no” (Chart 14). This indicates that the information they received was clear enough to enable them to make a decision and links the main reported reason for not switching – the offer wasn’t good enough.
50. The proportions of those people wanting support following the November auction are very similar to the proportions observed following the April survey. Following the April survey, 44 per cent of those who didn’t switch, and could have saved, said further support may have helped them to switch. Less people said that further support would have helped them this time (~30 per cent). This could be a reflection on the better offers received through this auction and that the offer itself was clearer as there was no “cash back” element.

Chart 14: Would further support have encouraged switching?



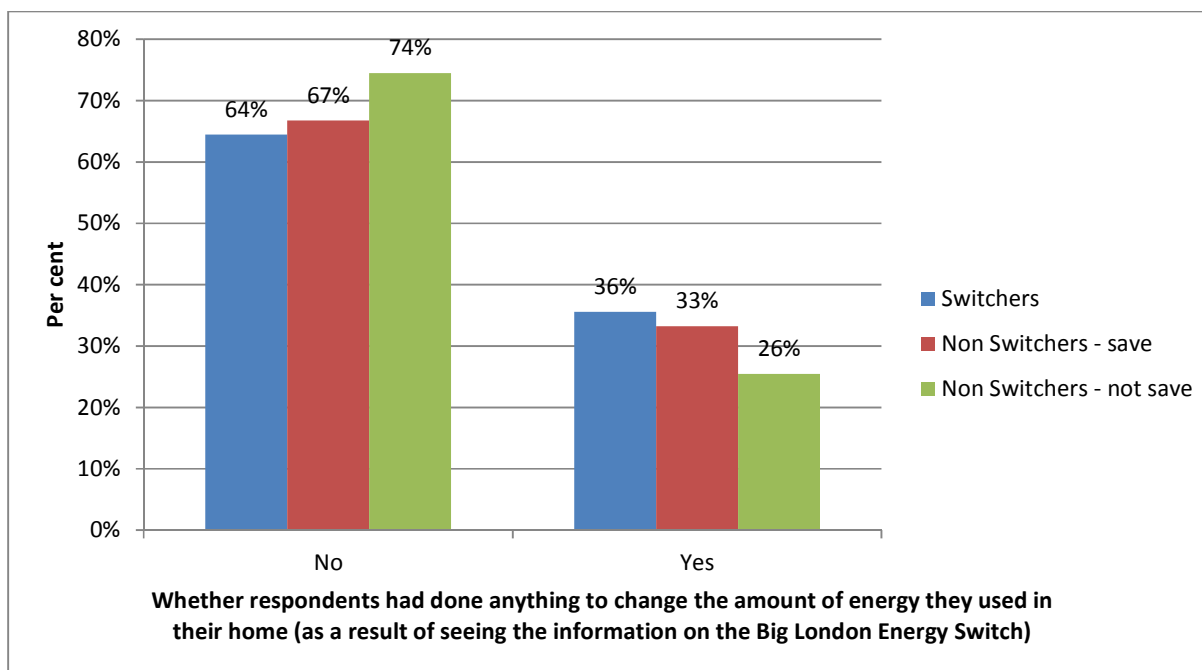
51. Suggestions for further support that would have been useful or appreciated include:
 - Better explanation of what would happen next/ step by step explanation
 - Support to switch the Feed in Tariff contract
 - Comparisons with other tariffs available to show how the auction offer compares
 - Information on which to base a decision on – some guidance about how to determine a better deal
 - Alternative information about how to save energy
 - More information about how the offer had been calculated
 - More information on the overall benefits
 - Someone to explain the price and tariffs and how much would actually be saved
 - A follow up phone call

52. The suggestions above are representative of those who completed this question and indicate that information provision is the main area where support would be appreciated. These suggestions mirror some of the feedback received following the April auction.

1.5 Energy saving behaviours

53. Chart 15 shows that 26-36 per cent of each group say that they have taken some action to reduce their energy consumption as a result of taking part in the Big London Energy Switch. This compares well to the responses given to the same question following the April auction (23 - 30 per cent of each group). These figures are positive as minimal amounts of awareness raising activity (around energy efficiency) were carried out alongside the Big London Energy Switch campaign. Future campaigns should aim to capitalise on this to enable maximum benefits to residents and broaden the wider impact of the scheme.
54. Those that switched reported higher incidences of behaviour change and is perhaps a reflection on their positive outlook on the programme and that this group may be more proactive. Chart 16 on page 22 and Chart 17 on page 23 show what people reported doing following the switch.

Chart 15: Have you done anything to reduce energy consumption as a result of taking part in BLES?



55. Many people have changed their behaviours with reference to energy consumption and report making changes in their home. Positively, 10 - 20 per cent of people say that they have either installed insulation or upgraded their boiler. These measures will make a significant impact to energy use in these homes and lead to greater savings and comfort for those residents, and highlights the need and benefit of generating awareness of these at the same time as the auction.

Chart 16: Energy saving behaviours adopted by registrants

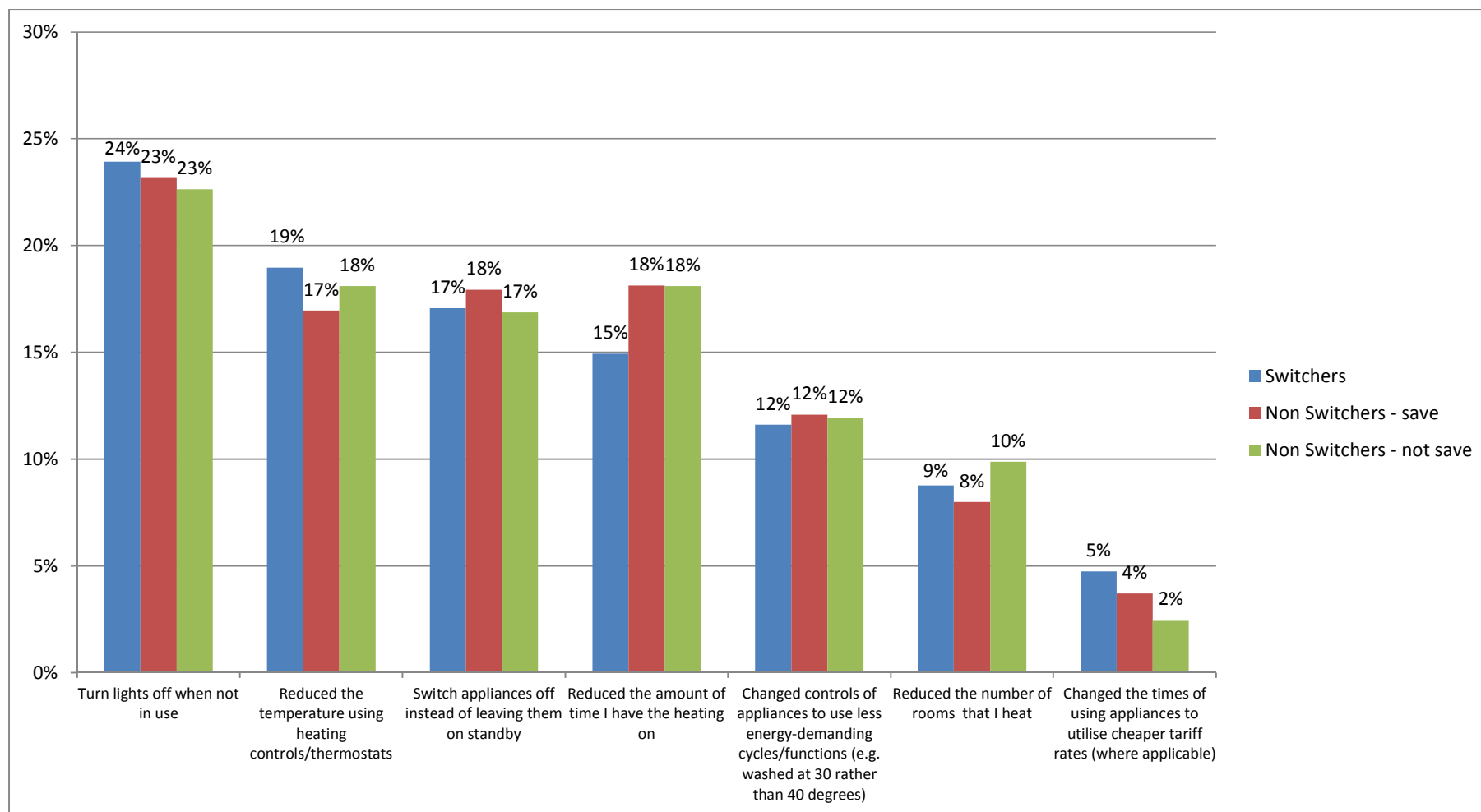
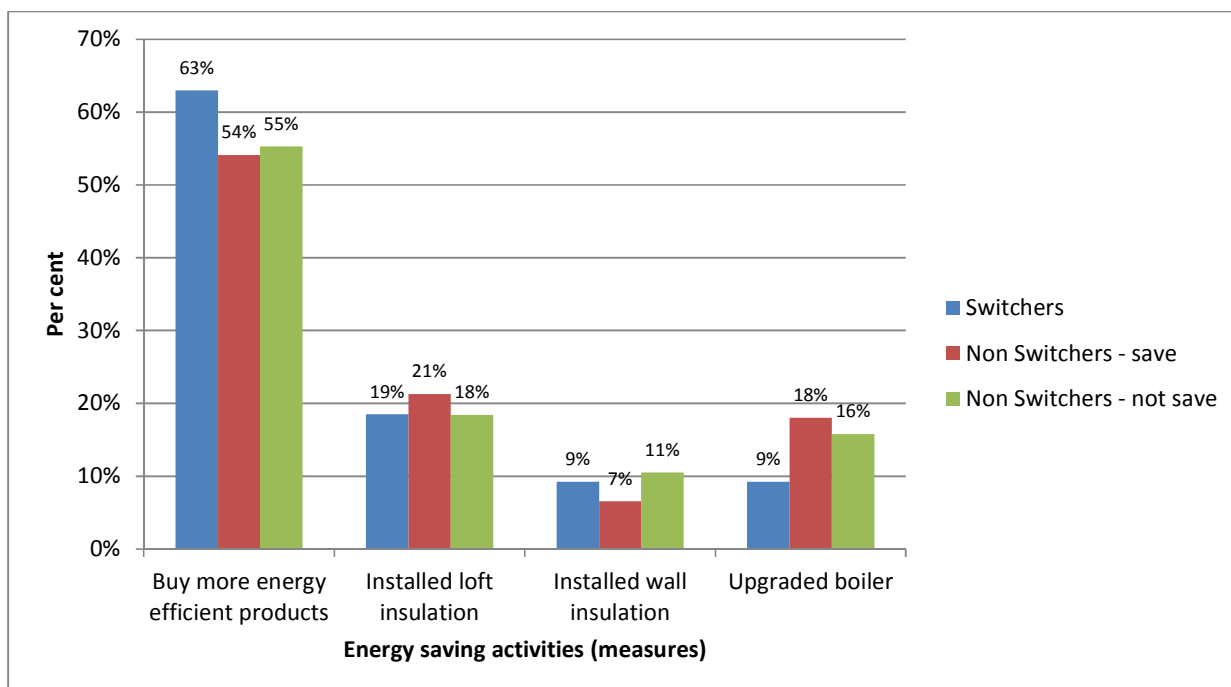


Chart 17: Energy saving measures adopted by registrants



1.6 Conclusions

56. Overall, people are positive about this type of scheme with 97 per cent of switchers and 93 per cent of non-switchers indicating that they would think about registering again in the future. This momentum should be capitalised upon for future switches with appropriate follow up communications.
57. Survey participants were given the opportunity to provide any additional comments about the scheme and a selection of these comments can be found on page 80.
58. Comparing the outcomes of this survey with responses given following the April auction the results are broadly similar. The ages, gender and vulnerability indicators of those who registered across the two auctions are consistent; indicating that nothing in the process of promoting the scheme, registration (online or offline) or providing the offer is discouraging any particular group from participating.
59. The offers resulting from the November auction are on average significantly better and didn't have the additional complication of the cash back alongside the tariff compared to the April auction. This is in part a reflection of the energy suppliers being able to actively negotiate their tariffs and does appear to have contributed to the higher conversion rates, 13 per cent compared to 9 per cent during the April auction. However despite these significantly better offers the main reason for not switching is still that the offers are not good enough. It may be that better information provision around what to realistically expect from the process could help this and may encourage people to switch with a lower offer.

60. Less resource and budget was allocated to the November auction but significant numbers of people still signed up to the scheme. Switching rates have improved from the April auction and satisfaction levels and understanding of the scheme is similar if not a little improved upon the April participants. This suggests that with lower resources the participating borough could sustain levels of interest in the scheme and still enable people to switch suppliers and save money on their energy bills as well as promoting the wider benefits of switching and energy efficiency.
61. Large numbers of those who have responded to the survey and taken part in the Big London Energy Switch are also actively trying to reduce their energy consumption alongside looking for a better energy tariff. These numbers could be improved upon in future auctions with greater information provision around energy efficiency behaviour and measures.



Figure 1: Selection of comments and feedback about the scheme