

Bristol Switch & SAVE

Evaluation Report

Bristol Switch & Save was a collective buying initiative designed to get people living in and around Bristol a better deal on their gas and electricity bills.

Run in Spring 2013, the scheme was conceived, set up and delivered by the Centre for Sustainable Energy in partnership with Bristol City Council, Bristol Credit Union and Bristol Pound.



Evaluation Report

This short report aims to provide an honest and open overview of the process and decisions that were made in running the scheme, as well as summarising its impact and the feedback received from participants.

We hope it will help others who are considering running similar collective switching schemes in their areas in future.

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Bristol
Switch
& SAVE

1. introduction

Bristol Switch & Save was a collective buying initiative run between February and May 2013, designed to get people living in and around Bristol a better deal on their gas and electricity bills.

The scheme was set up and run by CSE, supported through a grant of £194,892 from the Department of Energy and Climate Change (DECC)'s Cheaper Energy Together programme. Bristol City Council, Bristol Credit Union and Bristol Pound (the city's new local currency) were key supporting partners, steering scheme delivery and actively promoting it through their networks.

Whilst available to any Bristol household (or small business on a domestic energy tariff), the scheme had the specific objectives of reaching vulnerable consumers and those who had never switched energy supplier before.

The primary objectives of the scheme were:

- To get at least 5,000 people to join the group prior to the market auction
- To negotiate a deal for Bristol that is better than the others currently on the market
- To raise awareness of the scheme among vulnerable/low income consumers
- To provide the support and help people need to then make the switch

Other key features included:

- Designing a brand and promotional campaign which created a sense of local Bristol ownership, building on the existing local capital and profile of all the scheme partners.
- Combining a market auction (to negotiate the best offers available) with individual one-to-one householder support from a switching specialist to ensure customers received the best deal for their personal circumstances.
- Integrating the scheme with broader home energy advice, insulation and heating offers, and fuel debt/benefits advice.
- Providing consumers with links to banking solutions (through Bristol Credit Union) which would enable them to access direct debit tariff options.
- Offering consumers energy options which utilised the local currency and actively supported the local Bristol economy.



2. partnerships

Strong and effective partnerships were very important. In particular they helped CSE to reach large numbers of householders in a very tight timeframe.

The key project partners, Bristol City Council, Bristol Credit Union and Bristol Pound, were involved right from the outset, shaping the scheme design, actively supporting the funding application and promoting it vigorously through their networks. Some of the grant funding received was allocated to cover partners' time steering and promoting the scheme – i.e. it was not assumed that lead partners would provide their time for free.

The support and commitment from George Ferguson, Bristol's newly elected Mayor, was also hugely valuable. George launched the scheme, fronted a video about it and also tweeted his support of it a number of times during the process.

A large number of other local partners also lent their support, distributing leaflets, putting up posters and telling their members about the scheme. These included local advice centres, community groups, neighbourhood partnerships, sure start children's

centres, schools, housing associations, libraries, churches, temples, mosques, foodbanks and a wide number of other local third sector organisations.

The Salvation Army distributed leaflets to all their local centres and local Citizen's Advice Bureaus also assisted. In total about 65,000 scheme leaflets were circulated through over 200 local organisations.

Age UK Bristol provided quotes in support of the scheme which helped generate local publicity specifically targeted at elderly people. CSE's own volunteer networks helped to promote the scheme to particular neighbourhoods – including Bristol's large inner city non English-speaking Somali community.

Banner artwork for websites and the Facebook page



3. scheme design & set up

A number of potential scheme delivery models were researched, drawing on the experiences of previous collective switching schemes run elsewhere and on the services available from a number of expert switching partners.

CSE was clear from the outset that we would need to appoint an expert switching partner to support the scheme. Although CSE runs a successful energy advice service for local householders – including providing generic advice on tariffs or supplier switching – it does not maintain a database of all current tariffs or give customers advice on specific supplier offers. In addition, we concluded that other experts were better placed to manage the market auction on our behalf. Even if we had wished to manage the market auction directly, the short timescales precluded the development of the systems required to make a full comparison of tariffs offered.

The critical factors driving our decisions on which model to adopt and which partner to appoint included:

- A requirement by all partners to maintain full control and ownership of all customer communication and data during and after the initiative. This was primarily to ensure messages and communications were fully in line with our local scheme ethos. We also wanted to make sure that at the point of sign-up customers (vulnerable customers in particular) were appropriately signposted to other relevant services offered by the scheme partners (e.g. home energy efficiency advice, insulation offers, banking details through the credit union and Bristol Pound accounts).
- A desire to have input into the criteria set for the market auction, the selection process and the presentation of offers to customers. In particular we felt that lowest price was not the only factor that should be applied and that good customer service standards should be required from all winning suppliers.

- A preference towards a model that combined a market auction (to negotiate market-beating deals) with tailored individual advice to ensure that customers were offered the best deal available (irrespective of those negotiated) for their personal circumstances.
- The degree of confidence that we would be able to secure and offer deals for prepayment meter customers.
- The capacity and willingness of expert partners to adapt their models to fit our local needs.

A detailed review of the different options and their pros and cons was presented to the scheme steering group. Following this, a contract to provide support services was agreed with Fundraising Innovations Ltd (who trade as energyhelpline.com).



CSE specified and commissioned the Bristol Switch & Save website (www.bristolswitchandsave.org.uk) to explain the scheme, underpin the local promotional campaign and enable customers to 'join in'. The scheme was presented to customers as a four-stage process.

Step 1

Customers join in – online, over the phone or by post. Emphasis was placed on it being easy and quick to join in at this stage – with absolutely no obligation to switch supplier – so there was nothing to lose by joining in.

Step 2

Negotiation with the energy market. People were encouraged tell their friends and family, since the more people who joined in the better deals could be negotiated.

Step 3

Communicate the deals. CSE communicated the winning deals via multiple emails, letters and local publicity during a limited switching window open for two weeks. Customers were encouraged to contact energyhelpline – by phone or through a web-portal tailored to our local scheme – to get a personalised quote.

Step 4

Customer decision. Customers were presented with Bristol Switch & Save offers and other market leading deals. Once a customer had made a decision, energyhelpline handled the switching process on the customer's behalf from that point forward.

The essential information required to join in was:

- Name
- Email address and/or phone number
- Full address (if no email)
- Postcode
- Name of current energy company for gas and/or electricity
- Current payment method
- Roughly what they consumed or spent on gas and electricity monthly, quarterly or annually (if known)
- If they were interested in green energy options
- If they were interested in payment options linked to the Bristol Pound

We also asked customers to share some optional information:

- If they were over 65
- If they had internet access
- If they had switched supplier before
- If they were on any means tested benefits
- How they came across the scheme



Left, the campaign website;
right, fridge magnets

4. branding & messages

The initial working title of the scheme was 'the Bristol Tariff'. This was replaced at an early stage by Bristol Switch & Save to reflect the main messages we decided the scheme should convey – and the apprehension we had about whether the market would offer our scheme an exclusive tariff for Bristol.

In developing the brand – logo, language and scheme images – the following messages were considered the most important to convey:

- Collective purpose – with people joining in to negotiate as a group
- Local identity – a scheme for people living in and around Bristol
- A better* energy deal – saving people money on their electricity and gas bills
- Run locally by trusted organisations – in particular, council-backed and a not-for-profit partnership
- Quick and easy to join in, with no obligation.

*The scheme consciously used the term 'better' rather than 'cheaper' in all its marketing promotions in recognition that customer service, green energy options and price certainty were also factors in many people's buying decisions.

Other subsidiary promotional messages included:

- Householders can save on their energy bills by switching energy suppliers and tariffs
- Only 1 in 7 people actually compare and switch each year
- With some 25 suppliers and over 400 tariffs on the market it's hard to know what's the best deal
- Bristol Switch & Save will help reduce the confusion by finding the best deal for you
- Collective switching can get a better deal and new offers out of suppliers
- In similar schemes UK householders have saved up to £400 on their annual energy bills. Typical savings range from £125-£200 depending on circumstances and payment method
- Customers will also receive energy saving advice and support
- Tell your friends and family – the more people that sign up the more buying power we have for a better deal



Left, the street-promo team; top, Bristol mayor George Fergusson stars on the campaign video, and right, the t-shirt



5. promotional activities

At an early stage in the scheme, a publicity sub-group was set up which produced a promotional plan for the scheme and oversaw delivery of it, with CSE allocating and managing the publicity budget.

Generating publicity and sign-up to the scheme from a standing start in a very short time scale (a month) was not easy and the majority of DECC grant funding was spent on promotion and marketing activities – including commissioning additional unplanned advertising to help reach the target of at least 5,000 people signed up.

Bristol City Council hosted and organised the scheme launch event – which was headlined by George Ferguson – Bristol’s first and newly elected Mayor. This took place on 22 February 2013, attracting approximately 50 local partner organisations and generating good local radio coverage and some local press coverage.

All partners were active in promoting the scheme vigorously through their own networks – using email, websites and social media. A range of other different media were used to promote the scheme locally including radio and press advertising, 65,000 leaflets distributed through over 200 local partners, articles placed in local community newsletters (print and online) and outreach teams based in supermarkets and shopping centres.

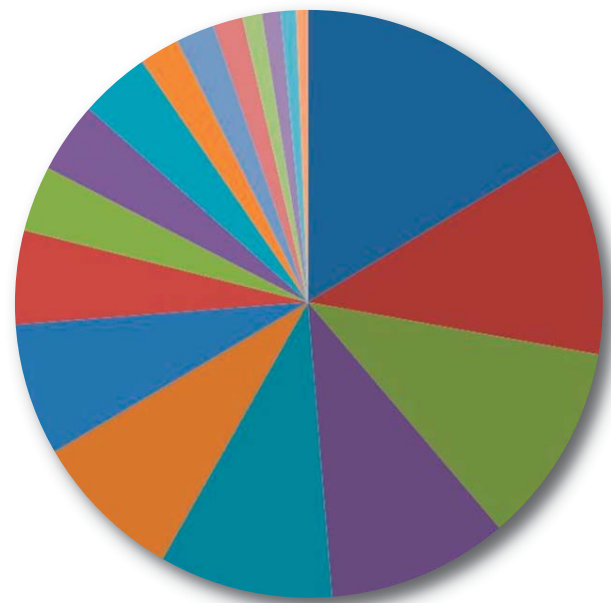
Tweets by the mayor and emails from the council were particularly cost-effective options, as were a letter mailed by the credit union to its customers and a text message sent to council tenants. The scheme received coverage on a number of local radio stations, but editorial coverage in the local press was fairly limited, despite significant effort.

When they joined in, people were asked where they had heard about the scheme. The following chart highlights the broad spread of different publicity channels that were cited. Almost half of those responding, claimed they heard about the scheme from friends and family, websites, social media or

email – all low cost but relatively effective mechanisms, again demonstrating the importance of partners who were willing to promote the scheme through their own networks.

Several email messages were sent to people who had already signed up for the scheme, to keep them informed about progress but also to prompt them to pass the message on to their friends and family.

4,500 people joined in during the four-week registration period – 5,378 had registered by the end of the negotiation period.



How did you find out about Bristol Switch & Save	Number	Percent
Friends or family	883	16%
Websites	614	11%
Social media	589	11%
Email	533	10%
Newspaper	512	10%
Other sources	446	8%
Leaflet	391	7%
Shopping centre (outreach)	278	5%
Radio	195	4%
Text from council	211	4%
Credit Union letter	210	4%
energyhelpline	118	2%
Event	116	2%
CSE advice line	88	2%
Bristol City Council intranet/internet	58	1%
Yusuf Salah (CSE Somali advisor)	55	1%
Other newsletters/e-newsletters	47	1%
Work email	34	1%

6. the market auction

The market auction and negotiation with energy suppliers was undertaken on behalf of Bristol Switch & Save by energyhelpline.

Offers were sought from suppliers which would span the following requirements:

- A unique tariff or exclusive cashback on an existing tariff
- Offer available for all main payment types (monthly direct debit, pay on receipt of bill, prepayment)
- Offer available on online, offline (paper billing) and economy 7 tariffs
- Tariff types (fixed, variable, green)

Whilst overall customer savings was emphasised as the major factor to suppliers, customer service ratings were also considered.

The market auction was carried out in collaboration with two other collective switches supported by energyhelpline to boost consumer leverage and help increase supplier interest. In effect this meant using the same auction criteria and timescales and adding customer numbers together. Suppliers were offered the option of bidding for all customers or individual geographical areas.

In total the three schemes had over 20,000 customers between them at the point of auction. This approach worked well for Bristol Switch & Save – whilst a target of 5,000 people represented a considerable buying group for us locally, we were doubtful that many suppliers would be interested in bidding for our customers alone.

Many suppliers failed to respond to the auction, despite being given two weeks or more to assess customer data and consider their offers. This may have been due in part to the high number of other collective switches taking place across the UK at the time. Some suppliers simply stated they didn't wish to acquire new customers or change their existing tariffs, and some felt that offering better deals for collective switches was at odds with the Government's wish to see fewer domestic tariffs and a simplification of the tariff structure.

All of the suppliers who made offers for Bristol Switch & Save based them on cashbacks or credits on existing tariffs. There were no new tariff offers (although OVO Energy froze its fixed rate tariff for Bristol Switch & Save customers rather than use their new annual fixed rate, and Good Energy offered a credit with the option of payment in Bristol Pounds). No supplier made a special offer for prepayment customers.

After detailed analysis of the likely savings from different deals – i.e. assessing likely savings for low, medium and high energy consuming customers, with different billing and tariff preferences – we decided to include all the deals offered to customers since different deals suited different customer types better. We also decided to give customers access to information on other existing deals already available through energyhelpline – to ensure that each customer got the absolutely best deal available for their circumstances.

To address the fact suppliers did not offer their own special deals for prepayment customers, a £10 cashback per fuel was offered to each prepayment customer who switched to any deal available through energyhelpline – with the costs funded directly by Bristol Switch & Save and recouped from the referral fees generated by the scheme as a whole.

The offers ...

Supplier/Tariff	Average annual tariff cost	Special offer	Average total 1st year saving*
Green Tariff			
Good Energy 100% South West & Gas+	£1,307	£25 Bristol credit	£138
Fixed Tariffs			
Sainsbury's Energy Energy Price Promise July 2014	£1,352	£210 credit	£278
OVO energy New Fixed Energy	£1,229	*Exclusive Tariff* 2012 prices for Bristol Switch & Save	£191
Variable Tariffs			
British Gas Online Variable May 2014	£1,219	£100 cashback	£301
SCOTTISHPOWER The Energy People Online Energy Saver 21	£1,164	£30 cashback	£286
Quarterly Billing			
The co-operative energy Pioneer	£1,257	£10 credit	£173

7. getting people to switch

One of the major challenges of the whole scheme was to motivate the 5,374 people who had initially joined in with no obligation to review the offers available and actually switch to a better deal.

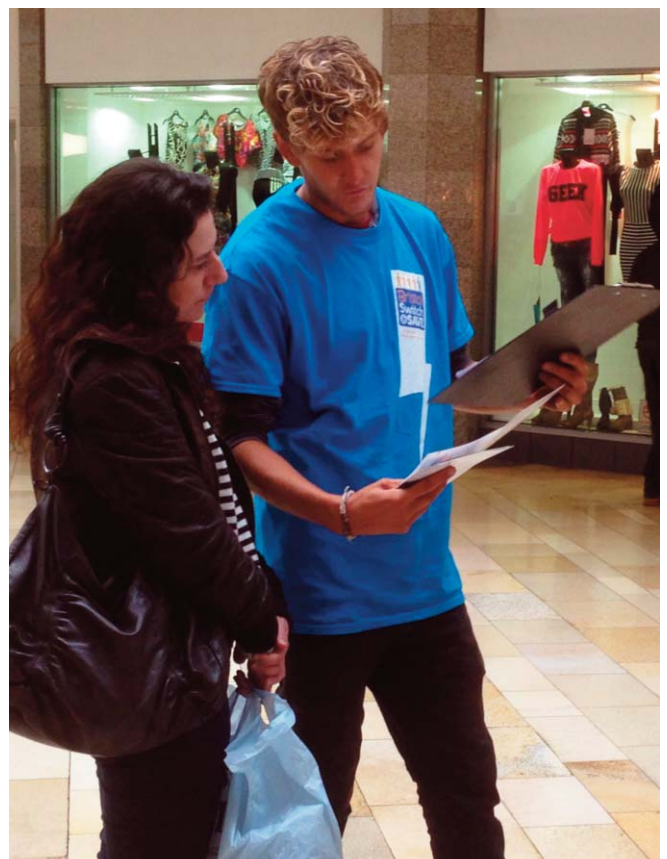
Deals negotiated with suppliers were time limited and this necessitated an intensive switching period of just two weeks. At the end of this period the scheme had encouraged 1,242 people to sign up for a switch – a broad conversion rate of about 23%.

Key features of the Bristol Switch & Save approach which helped to encourage people to switch included:

- The deals available through the scheme were open to anybody in the Bristol area – not simply the people who had signed up and lent their bulk buying power to help negotiate them. This enabled continued promotion of the scheme through local networks and media during the switching period. Although the vast majority of switches that took place actually came from people who had already signed up, some switches were from people who had only just come across the scheme.

- People were contacted about the deals in multiple different ways – with a hard copy letter, repeated email correspondence and latterly through outbound calls from energyhelpline. This undoubtedly helped to increase the conversion rates – since people were prompted multiple times and responded to the communication form that they preferred. However, direct mail was an expensive option and communications would have been far more cost effective if some record had been collected as to people's preference for contact at the outset (e.g. if they wanted to be notified by email, hard copy or telephone).
- Eight emails promoting the deals were sent to customers during the two week switching period. These were managed and sent directly from CSE's Bristol Switch & Save team – enabling us to maintain a friendly, local tone and tailor the message to minimise the potential accusation of pestering people. Considerable time was spent managing this email list to ensure that customers who had already switched were not sent further reminder emails.

The outreach team at work at a Bristol shopping mall



8. impact & statistics

Overall, Bristol Switch & Save hit its targets and helped more than 1,200 Bristol households to switch to a better deal, saving them approximately £130,000 in the first year alone.

16% of people signing up were prepayment customers (a higher percentage than people on prepayment tariffs nationally). This figure suggests our marketing worked well in reaching this group. However, only 14% of total switches requested were made by prepayment customers. This possibly reflects the fact that the market did not offer them as good a deal as customers paying by bill or direct debit. It could also be a result of these customers being more wary about switching (e.g. because they don't want to risk payments going up).

Which suppliers benefited most?

Sainsbury's (219 requested switches), Good Energy (170) and OVO (119) were the big winners. 'Green suppliers' did well in general with more than a quarter (319) of requested switches (of which 216 were 100% renewable electricity).

Who lost out?

The large suppliers all gained some customers but lost more, and overall the 'Big 6' (nPower, British Gas, Scottish & Southern, EDF, Scottish Power and E.ON) saw a net loss of 278 accounts. The worst hit were npower (lost 204), E.ON (189) and SSE (123).



Bristol Switch & Save in numbers

Registrations:

Total registered: **5,378** (of whom at least 50% had switched before)

Prepayment customers registered: **878** (16%)

Interested in green tariff options: **3,444** (64%)

Interested in Bristol Pounds: **1,534** (29%)

Internet access: At least **3,790** (70%)

Over 65: At least **862** (16%)

Switches:

Customers requesting switches: **1,242***

Total savings: **£129,794**

Ten households saved over **£500** and the largest saving was **£723**

Average saving: **£105** per household. (This figure is relatively low because 46% of switchers opted for a fixed tariff and 26% went for a green option – neither of which have the highest savings)

Average saving for prepayment customers: **£47.95**

Of total switches **35** were Somali, non English-speaking households

* This was the total number of customers requesting a switch and is the figure on which all savings calculations are based. 19 customers subsequently chose to cancel their switch and a further 92 were either rejected or partially rejected by the supplier (including 21 prepayment customers).

Bristol
Switch
& Save

9. customer feedback

Following the completion of the scheme CSE conducted two simple email surveys – one for people who had applied to switch and another for those who had not. The former had 206 responses and the latter 417.

Whilst survey respondents are clearly self-selecting and hence statistically results cannot be treated as representative of all who registered with the scheme, the results provide some useful indicators for people's motivations, views and experiences of the scheme.

Reasons for joining in

The main reason respondents cited for joining in was 'liking the idea of group buying to get a better deal' (76% of respondent), closely followed by 'finding out if they could save money' (70%). 54% 'liked the fact that it was a Bristol scheme' and 35% claimed they 'trusted it because it was supported by the council and the mayor'. Other motivations included trusting the Credit Union backing, recommendations by friends and the fact that the scheme was run by not-for-profit organisations.

Reasons for switching

The vast majority (84%) of respondents who switched claimed they did so 'to save money', with 23% claiming they were motivated 'to switch to a green supplier' and 19% looking 'to get price certainty with a fixed price tariff'. Other reasons included liking the offers and companies offering deals, wanting to leave their current supplier and wishing to support a community initiative (even if the switch didn't save them much money).

74% of respondents who had switched claimed the process was 'very clear and straightforward' or 'mostly clear and straightforward'.

Reasons for not switching

Respondents gave a wide range of reasons for not switching, though the level of savings available was an overriding factor. 57% claimed they checked the deals and they wouldn't have saved any money or enough money to be worth the hassle. 11% felt loyalty to their current supplier because they were green or offered good customer service. 8% claimed they didn't have time to check the offers. A very small number of people (3%) claimed the website was confusing and 4% felt it was too much hassle to go and find their energy bills to provide the required information.

Some people didn't like the fact that some savings were derived from big cashbacks with underlying tariffs more expensive. Some expected a simpler offer from one single supplier – rather than a choice of deals. Quite a few were put off by the presentation of the deals being seen as simply a 'comparison website' (probably customers who have used or switched through comparison websites before). Some customers were simply put off with the handover to energyhelpline who were perceived as a bit too commercial.

Could more have been done to convert interest into switches?

Those who didn't switch were asked what more could have been done to encourage them to switch. 39% of those responding claimed they would have switched if the offers had been better. 34% said the scheme could not have done more. 9% would have liked more information about the switching process and 7% would have preferred to speak to an impartial advisor (it was not clear if they had simply been unable to reach energyhelpline or did not consider them impartial). 3% would have liked to speak to somebody face-to-face.



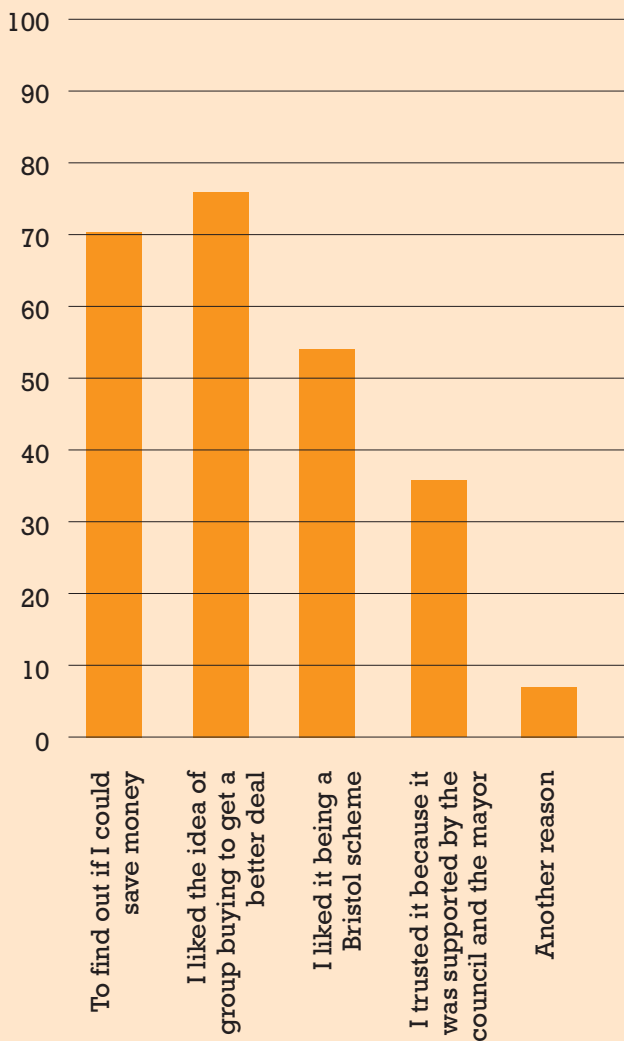
Changing switching behaviour

Both groups were asked whether participation in the scheme had made it more likely that they would switch supplier again. Although the majority (59%) claimed they had switched before and claimed they were just as likely to switch again, a significant minority (28%) reported they were more likely to switch in future. 7% claimed they were less likely to switch than before and 4% reported that they had never switched before and were not at all likely to switch in future.

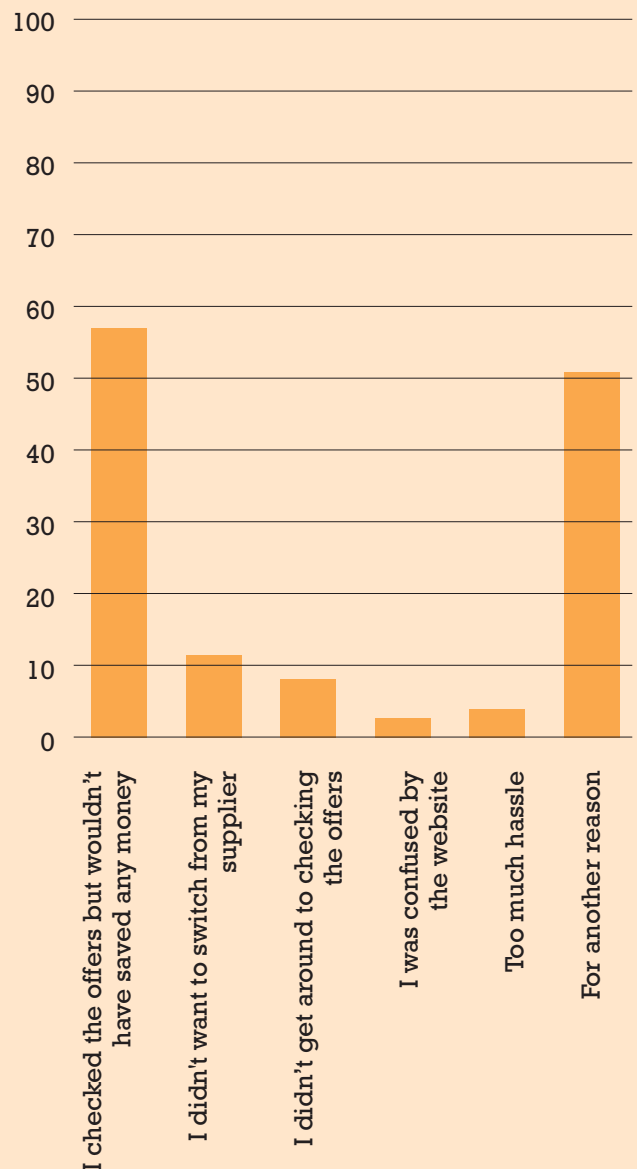
Participating in collective switching again

The majority of respondents (57%) – switchers and non-switchers alike – said they thought collective switching was a great idea and they would participate in a similar scheme again. An additional 29% said they would participate again simply to save money. 3% reported that they definitely wouldn't participate again because 'it wasn't worth it', with the rest undecided.

Why did you originally join in with Bristol Switch & Save?



Why didn't you switch supplier through the scheme?



10. lessons learned

Bristol Switch & Save undoubtedly made an impact on the people it reached, helping a significant number of them to switch to better electricity and gas deals, raising people's awareness of the benefits of switching energy supplier and giving them more confidence to switch again in future.

These positive impacts need to be weighed up against the costs and effort entailed in setting up and running the scheme, the fact that none of the deals secured included a special tariff for Bristol households (as many who signed up had envisaged) and that suppliers failed to offer any special deals for prepayment customers – typically amongst the most vulnerable households and a particular group the scheme had wanted to help.

Whilst the cashbacks and discounts secured did genuinely offer people a better deal than others available in the market during the scheme's duration, it's difficult to be sure how much better these were, or whether similar offers could be obtained at other times by individual households who make the effort to seek them out and shop around.

The reality is that the market probably didn't deliver anything particularly special for collective switchers – but that many of those participating would not have acted or benefited without the collective incentive and help offered.

A well-considered marketing plan is critical



For those considering running similar schemes in their areas we would highlight the following key lessons.

Don't underestimate the marketing involved

Grant funding constraints from DECC meant Bristol Switch & Save had to be delivered in a very short timeframe. To some extent this worked to the benefit of the scheme with tasks needing to be tightly managed, a short sign-up window required and momentum maintained throughout the project. However, the pressured timescale also meant that early decisions on branding and messages were slightly rushed, testing of website functionality was very limited, and little time was available for ensuring promotional activities were the best value for money.

It is probable that Bristol Switch & Save could be run again for a substantially lower budget – but only with careful scheduling of the marketing activities and even greater marketing support from partners. Any future scheme should include a much longer planning window to take full advantage of low cost promotional routes – e.g. partner newsletters, email networks, existing mailings and friends and family recommendations. Good editorial coverage in local press is not always easy to secure in a city with many competing news stories.

Scheme branding should emphasise the collective benefits of participation as well as personal savings. Council (and other partner) backing is worth emphasising to build trust. At first glance people may still confuse a scheme like this with something coming out of the energy industry. This was particularly the case for us in our face-to-face outreach in shopping centres and supermarkets – which was a costly marketing route that we would not repeat in future.

Vulnerable customers need extra attention

The general low cost email and social media marketing routes did not reach some of the vulnerable groups we were aiming to target and hence specific marketing effort was needed to get them to sign up. Our biggest success in reaching prepayment customers was through a text sent by the council. Older people responded particularly to

coverage and adverts in the local press and radio. The provision of a free telephone helpline staffed by friendly local advisors was particularly important in signing up both of these groups. Advisors talked through the processes and addressed commonly held misconceptions – with information then revised and fed back into ongoing promotional material and FAQs on the scheme website.

People need lots of prompting to act

Whether encouraging people to sign up or to actually switch, multiple prompts in different formats can help – seeing a poster, getting an email and then hearing it on the radio. Don't assume that because you have given somebody a leaflet or sent an email, they won't need further reminders.

Even once people have signed up, it's important to keep them informed of the scheme's progress. Bristol Switch & Save emailed people several times before the offers were confirmed and eight times during the two week switching period – in the main without customers complaining.

To improve impact and keep marketing costs down, ask people how they would prefer to be communicated with about offers – i.e. email, post or telephone call. And where possible oversee this communication locally to maintain a good local feel rather than rely on commercial switching partners to produce standard messaging.

Take time to assess the type of customers you have signed up – if they are particularly internet savvy they are likely to prefer to compare deals and switch online. Elderly people, people who have never switched before or who don't have internet access may prefer hard copy information, followed by a friendly follow-up call.

Manage expectations

We were careful in designing and marketing Bristol Switch & Save not to over-promise what we might negotiate from suppliers. Nevertheless, a number of people expected the scheme to secure a single, cheaper or more innovative tariff for Bristol and were disappointed that there were multiple different deals offered and that the deals secured were simply cashbacks and discounts on existing tariffs.

Bristol Switch & Save actively chose an approach which avoided selecting one winning deal – since for many householders this would not have represented the best option for their circumstances. This is a complicated concept to get across but communicating it early could help manage people's expectations and avoid disappointment.

It is equally important to manage expectations about the process – in particular when involving a third party commercial specialist (in our case energyhelpline). Streamlining the process (e.g. avoiding having to repeat or resubmit energy supplier details) helps, and you should try to present the different deals as clearly as possible and be honest about who will be answering the phone if people ring for help. The use of a commercial partner will inevitably put some people off, but concerns can be minimised if the partners are well briefed and people understand they are working on behalf of the local scheme.

Give feedback and say 'thanks'

The surveys undertaken at the end of Bristol Switch & Save provided us with an opportunity to thank people, to feed back on the scheme's impact and to give people an outlet for any points and issues they wanted to raise. All participants were also offered the opportunity to subscribe to CSE's wider energy advice emails – including details of future home energy initiatives and offers, as well as other partners' (Credit Union and Bristol Pound) services.

Friendly and approachable: Sara and Amelia on the Bristol Switch & Save helpline





Together for a
better energy deal.



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We are a national charity that shares our knowledge and experience to help people change the way they think and act on energy.

(Reg charity 298740)

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