

# Solar Together Hertfordshire 2023

## End of Scheme Report

### Introduction

With all installations now complete, we are pleased to share with you the End of Scheme report for Solar Together Hertfordshire 2023, which covers:

- Scheme Context
- Performance: Registration and Acceptance
- Installation Results
- EV Charging Points
- Small and Medium-Sized Enterprises
- Cancellations and Drop-out
- Complaints and Customer Satisfaction
- Fees Due
- Summary of the 2023 Scheme

### Scheme Context

The scheme came at a time when the cost of living continued to rise, and energy prices were fluctuating less. Despite this, residents continued to seek ways to reduce their bills, reduce their dependence on the grid and generate their own clean energy.

With the energy crisis becoming less volatile, registration rates for Solar Together 2023 were more in line with our expectations. This is compared to the higher registration rates we saw in a more volatile market in 2022.

The solar market in 2023 was in a healthier position than in 2022, with no supply chain issues impacting the scheme. Market pricing for solar PV declined throughout 2023 due to better availability of panels in the market and lower material costs. Because of this, we were able to secure higher discount rates with our large pool of winning installers at

the auctions. The healthier market combined with the introduction of the phased delivery has also meant completion dates of schemes are being met sooner.

Dropout rates across all 2023 regions have been higher than we've previously seen. This could be attributed to the cost-of-living crisis which can affect whether some customers go ahead with their installs. We will continue to monitor and investigate dropout rates and have made improvements to our registration page so ineligible residents will be flagged sooner (before the survey stage). In addition to this, we have improved the way cancellation reasons are being reported and are investigating ways to remove financial barriers for customers who want to install solar in the future. Despite the higher dropout rates, Solar Together accounted for more than 10% of all residential MCS installations in England in 2023.

## Performance: Registrations

The scheme campaigning delivered a total of 5,434 registrations from 100,899 letters sent. This is a 5.4% registration rate compared to a benchmark expectation of a 3.5% registration rate, showing that the customer appetite for solar in Hertfordshire was higher than our expectations.

The scheme delivered 5,193 registrations for Solar PV and 241 registrations for retrofit storage only.

Please see below the breakdown of registrations by council:

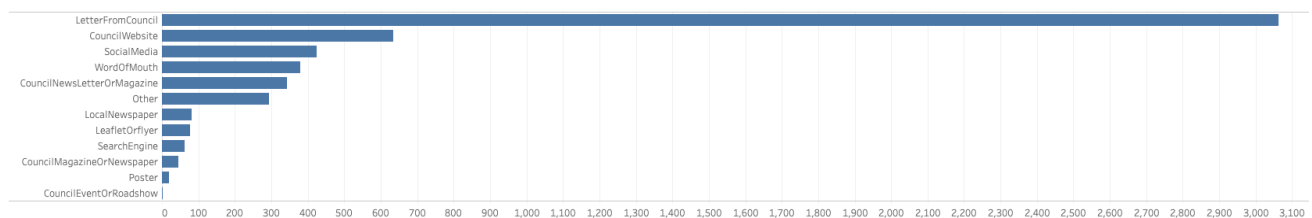
Community	Total Registrations	Solar Registrations	Retrofit battery registrations
<b>Broxbourne Borough Council</b>	224	208	16
<b>Dacorum Borough Council</b>	829	793	36
<b>East Hertfordshire District Council</b>	802	754	48
<b>Hertfordshire County Council</b>	1	1	0
<b>Hertsmere Borough Council</b>	337	323	14
<b>North Hertfordshire District Council</b>	895	855	40
<b>St Albans City &amp; District Council</b>	1,188	1,148	40

<b>Stevenage Borough Council</b>	210	200	10
<b>Three Rivers District Council</b>	399	381	18
<b>Watford Borough Council</b>	313	305	8
<b>Welwyn Hatfield Borough Council</b>	236	225	11
<b>Grand Total</b>	5,434	5,193	241

## Channel Reporting

58% of respondents to the question 'how did you hear about the scheme' said they heard about the scheme via the letter or leaflet from the council demonstrating the ongoing importance of this channel.

The graph below shows the other channels selected by customers responding to this question:



## The Auction & Qualification:

The auction is the result of several months of preparation; much of the work for the auction is done before the auction day itself, as interested installers are subject to a strict qualification procedure to be able to bid.

During the qualification process, as well as verifying that the interested installers have the necessary certifications and insurances, we also investigate the financial stability of the businesses with an independent financial due diligence investigation and assess their customer satisfaction results.

As we progress through the qualification, we also work through each installer's detailed method of approach to ensure that they would be able to manage the logistics and operational demands of the scheme. This process also enables the installer to scope the

delivery in detail and identify opportunities for efficiencies in the scheme, thus supporting their ability to offer competitive pricing.

After the auction, we meet with the winning installer(s) and review their bid before finally validating it. Bid validation involves a review of the product specifications of all the chosen products to ensure they meet our product standards, validation of the assumptions behind the bid and a review of the supply chain in place.

The qualification and bid validation process is a vital part of ensuring quality in the scheme.

## **Auction Result:**

The region of Hertfordshire was initially divided between 2 winning installers: Envo and Sustain Homes.

The region split between the installers is as follows:

<b>Council</b>	<b>Winning Installer</b>
Broxbourne Borough Council	Envo
East Hertfordshire District	Envo
Hertsmere Borough Council	Envo
Three Rivers District Council	Envo
Watford Borough Council	Envo
Welwyn Hatfield Borough Council	Envo
Dacorum Borough Council	Sustain Homes
North Hertfordshire Council	Sustain Homes
St Albans District Council	Sustain Homes
Stevenage Borough Council	Sustain Homes

With a split region the pricing is levelled so all customers will pay the same price per installed kW for solar PV systems. This means that even where installers don't offer the same product sets, the customer pricing will be equalised across the region. However, it can mean for example that customers in sub-region A are offered 370Wp panels, and customers in sub-region B are offered 380Wp panels. The price per installed kW that

each group of customers pays is the same, but the total price per panel will be proportionally higher for sub-region B to account for the additional 10W per panel.

The price achieved for the average 14-panel system in Solar Together Hertfordshire 2023 was 36% discount on the typical market price for an equivalent system at that time.

## Performance: Acceptance

Offers were sent out to all registered residents and at the end of the decision period 1,042 participants accepted the offer for Solar PV with 90% of acceptors adding optional battery storage to their solar PV package at the point of acceptance. An additional 46 customers accepted an offer for retrofit battery storage only.

In total 1,088 customers accepted an offer from Solar Together Hertfordshire 2023, meaning the overall acceptance rate was 20%.

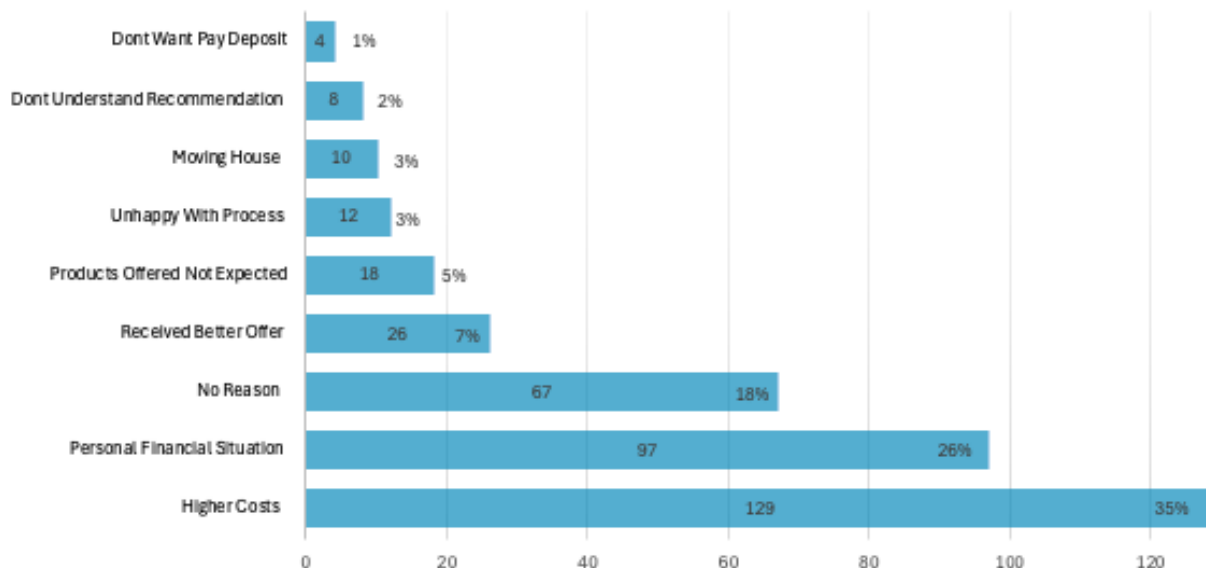
See below for a breakdown of acceptance by district:

Community	Total Registrations	Total Accepted	Solar Registrations	Solar Accepted	Retrofit battery registrations	Retrofit Battery Accepted
Broxbourne Borough Council	224	45	208	42	16	3
Dacorum Borough Council	829	162	793	156	36	6
East Hertfordshire District Council	802	167	754	156	48	11
Hertfordshire County Council	1	0	1	0	0	0
Hertsmere Borough Council	337	56	323	51	14	5
North Hertfordshire District Council	895	209	855	200	40	9
St Albans City & District Council	1,188	247	1,148	243	40	4
Stevenage Borough Council	210	48	200	46	10	2
Three Rivers District Council	399	58	381	54	18	4
Watford Borough Council	313	54	305	53	8	1
Welwyn Hatfield Borough Council	236	42	225	41	11	1
<b>Grand Total</b>	<b>5,434</b>	<b>1,088</b>	<b>5,193</b>	<b>1,042</b>	<b>241</b>	<b>46</b>

## Decliner feedback:

372 participants across the whole scheme who did not accept their offer actively selected a decline reason; most customers who do not accept do not take any action at all.

See below for a breakdown of the decline reasons selected:



34% (129 decliners) stated that the costs were higher than expected. However, all participants are provided with typical market pricing as part of the registration process and the level of discount was high.

## Deposit Payment Rate:

It is normal in the schemes that around 5% of customers who click 'accept' on their offer do not go ahead and pay the deposit on the next page. iChoosr contacts these customers with reminders towards the close of the decision window to give them an opportunity to go ahead, but there is always some drop-out at this stage.

At the end of the decision period 990 of the 1,088 participants who had accepted their offer paid their deposit, resulting in an 9% drop-off from the acceptances.

Please see below the breakdown by council:

<b>Community</b>	<b>Total Accepted</b>	<b>Total Paid</b>
Broxbourne Borough Council	45	39
Dacorum Borough Council	162	152
East Hertfordshire District Council	167	151
Hertsmere Borough Council	56	49
North Hertfordshire District Council	209	194
St Albans City & District Council	247	231
Stevenage Borough Council	48	47
Three Rivers District Council	58	50
Watford Borough Council	54	41
Welwyn Hatfield Borough Council	42	36
<b>Grand Total</b>	<b>1,088</b>	<b>990</b>

## Installation Results:

In the installation phase, 537 installations were completed and finalised as part of Solar Together Hertfordshire 2023 – 514 solar PV installations totalling 5,191 panels or 2MW of installed capacity, and 23 additional customers installing retrofit storage.

In total 89% of the participants in the scheme opted to add a battery following the survey (455 solar PV customers added a battery to their installation). This indicates a high appetite for battery storage and an increasing focus on self-consumption.

The scheme has delivered private resident investment in renewables of more than £4.5 million.

See below for a breakdown of PV installations by district:

<b>Community</b>	<b>Total Paid</b>	<b># Total installations</b>	<b># Panels installed</b>	<b>Total mW Installed</b>	<b>Installed CO2 reduction Kg</b>	<b>Estimated CO2 Reduction 25 years Kg</b>	<b>Total investment</b>	<b># Battery Installed</b>	<b>Total mWh Installed Battery</b>
Broxbourne Borough Council	37	23	236	0.10	18,963	474,079	£193,193	22	0.13

Dacorum Borough Council	146	91	1,012	0.41	77,174	1,929,358	£864,448	80	0.58
East Hertfordshire District Council	141	68	684	0.28	61,410	1,535,255	£560,304	63	0.36
Hertsmere Borough Council	46	15	120	0.05	12,121	303,035	£111,010	12	0.07
North Hertfordshire District Council	185	104	1,021	0.41	78,971	1,974,286	£863,427	83	0.57
St Albans City & District Council	227	122	1,241	0.50	96,266	2,406,662	£1,107,257	110	0.77
Stevenage Borough Council	45	30	333	0.13	21,829	545,725	£286,959	28	0.20
Three Rivers District Council	47	20	154	0.06	14,246	356,152	£151,772	17	0.12
Watford Borough Council	40	20	170	0.07	16,586	414,645	£156,158	19	0.11
Welwyn Hatfield Borough Council	35	21	220	0.09	19,841	496,018	£187,270	21	0.13
<b>Grand Total</b>	<b>949</b>	<b>514</b>	<b>5,191</b>	<b>2.12</b>	<b>417,409</b>	<b>10,435,214</b>	<b>£4,481,798</b>	<b>455</b>	<b>3.04</b>

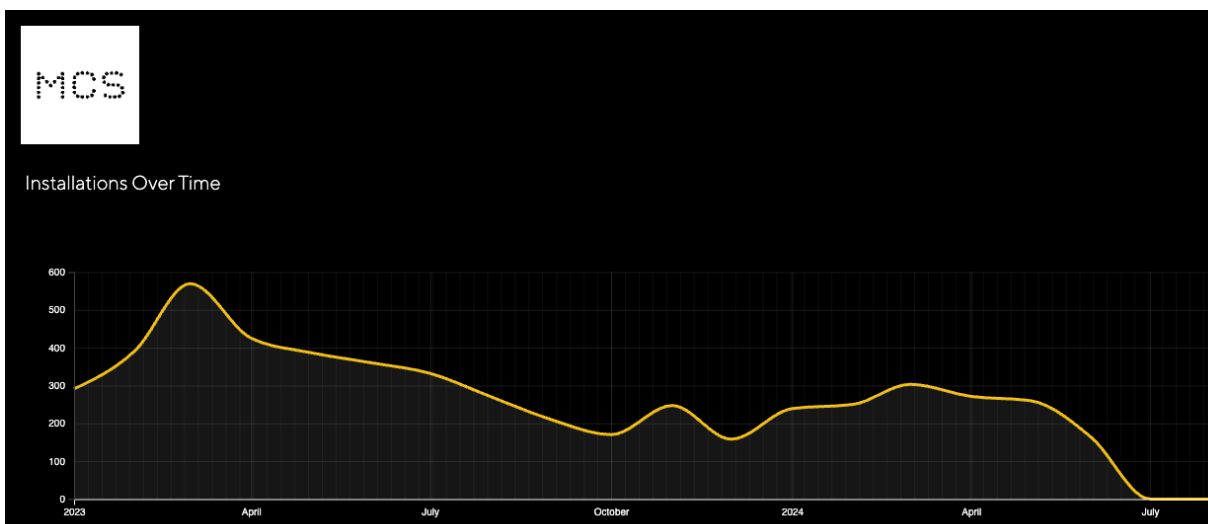
See below for a breakdown of retrofit storage (adding storage to an existing PV installation) by district:

Community	Total Paid	# Total installations	Total investment	Total mWh Installed Battery
Broxbourne Borough Council	2	1	£5,400.00	0.01
Dacorum Borough Council	6	4	£19,943.00	0.03
East Hertfordshire District Council	10	5	£20,719.19	0.03
Hertsmere Borough Council	3	2	£7,054.40	0.01



North Hertfordshire District Council	9	4	£18,489.00	0.03
St Albans City & District Council	4	3	£11,579.00	0.02
Stevenage Borough Council	2	1	£5,314.00	0.01
Three Rivers District Council	3	1	£4,400.00	0.01
Watford Borough Council	1	0	£0.00	0.00
Welwyn Hatfield Borough Council	1	1	£4,409.00	0.00
<b>Grand Total</b>	<b>41</b>	<b>23</b>	<b>£97,307.59</b>	<b>0.14</b>

Solar Together has installed **26%** of all MCS-registered solar panel installations in Hertfordshire during the 2023 scheme installation period. You can see in the graph below showing all MCS registered installations that there is a significant spike in installations in this time.



## EV Charging Points

2,444 registrants of the 5,434 total (45%) noted that they were interested in receiving more information on EV charging points in their registration form.

552 accepted & paid customers, of the 2,444 total (22%), noted that they were interested in EV charging points when they accepted their personal offer.

In total 46 EV charging point installations were completed in the Hertfordshire 2023 scheme (8% of the accepted & paid that indicated an interest).

See below for a breakdown of EV installations per community:

<b>Community</b>	<b>EV Installed</b>
Broxbourne Borough Council	1
Dacorum Borough Council	11
East Hertfordshire District Council	3
Hertsmere Borough Council	1
North Hertfordshire District Council	7
St Albans City & District Council	19
Stevenage Borough Council	3
Three Rivers District Council	0
Watford Borough Council	0
Welwyn Hatfield Borough Council	1
<b>Grand Total</b>	<b>46</b>

## **Small and Medium-Sized Enterprises:**

99 registrations of the 5,434 total (1.8%), were from small and medium-sized enterprises (SMEs).

11 SMEs accepted their offer, of which 7 paid their deposit.

In total 4 SMEs went ahead with an installation.

See below a breakdown by Council of installations for SMEs:

<b>Community</b>	<b>Total SME Registrations</b>	<b>Total SME Accepted</b>	<b>Total SME Paid</b>	<b>Total SME Installations</b>
Broxbourne Borough Council	9	0	0	0
Dacorum Borough Council	10	3	3	1
East Hertfordshire District Council	18	2	0	0
Hertsmere Borough Council	8	2	1	1
North Hertfordshire District Council	16	2	1	0

St Albans City & District Council	17	0	0	0
Stevenage Borough Council	2	0	0	0
Three Rivers District Council	5	1	1	1
Watford Borough Council	3	0	0	0
Welwyn Hatfield Borough Council	11	1	1	1
<b>Grand Total</b>	<b>99</b>	<b>11</b>	<b>7</b>	<b>4</b>

## Cancellation and Drop-Out

The winning installers for the Solar Together Hertfordshire scheme delivered a dropout rate with 46% of the customers dropping out at the survey stage.

We have been reviewing cancellation rates for all 2023 schemes as most are over our 35% forecast. These rates across all 2023 regions have been higher than we've previously seen (currently at an average of 42% for completed schemes). This could be attributed to the cost-of-living crisis which can affect whether some customers go ahead with their installs.

We will continue to monitor and investigate cancellation rates and have made improvements to our registration page so ineligible residents will be flagged sooner (before the survey stage). In addition to this, we have improved the way cancellation reasons are being reported and are investigating ways to remove financial barriers for customers that want to install solar in the future. We are also reviewing the Mosaic data for registered and installed customers over the 2023 schemes to see if there have been any changes to the demographics participating in the schemes which will help inform future campaigns.

Please see below breakdown of cancellation figures by council:

<b>Community</b>	<b># Accepted &amp; Paid</b>	<b>Cancelled Total</b>	<b>% Drop Out</b>
Broxbourne Borough Council	39	15	38%
Dacorum Borough Council	152	57	38%
East Hertfordshire District Council	151	78	52%
Hertsmere Borough Council	49	32	65%
North Hertfordshire District Council	194	86	44%

St Albans City & District Council	231	106	46%
Stevenage Borough Council	47	16	34%
Three Rivers District Council	50	29	58%
Watford Borough Council	41	20	49%
Welwyn Hatfield Borough Council	36	14	39%
<b>Grand Total</b>	<b>990</b>	<b>453</b>	<b>46%</b>

We are further investigating dropout reasons in general in all our schemes. This research is primarily to further examine the reasons behind the 'changed mind' category. In future schemes, this category will be expanded to include the reasons a customer could change their mind e.g., change in financial situation, death or illness, moving house, etc.

## Complaints

iChoosr provides a Solar Together Hertfordshire helpdesk for customers to reach out to us at all stages of the process and support with queries. We measure complaints as a percentage of the total customers handed to the installers and forecast approximately 10% of customers will contact us for support during the scheme.

For Solar Together Hertfordshire 2023, 0.14% of customers contacted us with a complaint to escalate to the installer, which is well below our benchmark.

The complaint numbers and types are in line with our expectations:

Complaint Type	Total
Communication - general	2
Handover Pack	1
Billing	1
Delay - Survey	2
Workmanship Quality	2
<b>Total</b>	<b>8</b>

We have seen a significant decrease in the number of queries and complaints raised by customers throughout the 2023 schemes. We believe a significant factor for this decrease can be attributed to the phased delivery which has seen customers receive

# iChoosr.

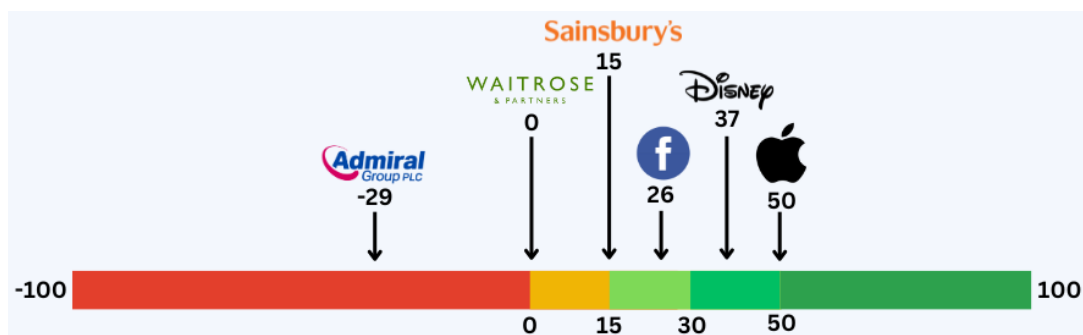
their installs sooner, in addition to reducing installation capacity making scheme delivery more manageable for installers.

## Customer Satisfaction

We send a customer satisfaction survey to all installed customers within 2 weeks of their completed installation. Customer feedback regarding Solar Together Hertfordshire 2023 and the winning installer was exceptionally positive during this scheme.

NPS ranges from -100 to +100. Within the Solar industry a score of below 0 is considered low, between 0-15 is average, between 15-30 is good, between 30-50 is very good and 50+ is excellent.

Please see below examples of NPS scores received for well-known brands:



The NPS achieved by Sustain Homes during the Solar Together Hertfordshire 2023 scheme was excellent at 76 (out of 74 responses).

The NPS achieved by Envo during the Solar Together Hertfordshire 2023 scheme was excellent at 45 (out of 49 responses).

The installer NPS score is one of the factors that determines if an installer can re-qualify for schemes with Solar Together. A negative NPS means that an installer can be excluded if they seek to re-qualify in our schemes.

Looking at the rest of the survey results from customers:

**Empowering** people,  
energising society.

- The average overall satisfaction with Envo customers reported was 82%.
- The average overall satisfaction with Sustain Homes customers reported was 91%.

## Summary of the 2023 Scheme

The initial registration rates were in line with expectations with a registration rate of **5.4%** across the scheme, compared to a benchmark expectation of 3.5%.

Solar Together Hertfordshire 2023 has delivered a total of **537** installations across the 2023 scheme.

**89%** of participants across the scheme opted to add a battery to their solar panel installation following the survey. This indicates a very high appetite for battery storage and an increasing resident focus on self-consumption.

The scheme has delivered total private resident investment in renewables of £4,579,105.

We estimate that the installations delivered through Solar Together Hertfordshire 2023 will deliver **more than 10,435 tonnes** of carbon reduction over 25 years.

## Solar Together in Hertfordshire

This 2023 scheme marks the second Solar Together Hertfordshire scheme since 2022.

The combined Solar Together Hertfordshire schemes have delivered **1,665 installations** in the region, resulting in **6.2 MW installed capacity**, and **over £17 million** in private resident investment in renewables.

The schemes will contribute over **29,900 tonnes of CO2 reduction** in the region over the guaranteed lifetime of the systems installed.

See below for a breakdown of PV installations by district since 2019:

Community	Total Paid	# Total installations	# Panels installed	Total mW Installed	Installed CO2 reduction Kg	Total investment	# Battery Installed	Total mWh Installed Battery
Broxbourne Borough Council	41	25	261	0.11	20,991	£ 220,081	24	0.14
Dacorum Borough Council	483	294	3,116	1.241	246,120	£ 3,231,864	236	1.62
East Hertfordshire District Council	413	209	2153	0.858	175,524	£ 2,228,584	183	1.13
Hertsmere Borough Council	135	42	431	0.171	32,883	£ 467,998	35	0.19
North Hertfordshire District Council	573	270	2,510	0.991	205,534	£ 2,686,311	231	1.34
St Albans City & District Council	836	432	4,590	1.808	302,465	£ 4,976,525	386	2.09
Stevenage Borough Council	75	42	446	0.175	30,313	£ 401,108	37	0.26
Three Rivers District Council	233	93	868	0.338	71,660	£ 1,016,920	83	0.51
Watford Borough Council	141	69	579	0.23	49,194	£ 695,854	64	0.35
Welwyn Hatfield Borough Council	166	68	802	0.318	57,193	£ 818,484	64	0.34
<b>Grand Total</b>	<b>3,096</b>	<b>1,542</b>	<b>15,748</b>	<b>6.252</b>	<b>1,190,934</b>	<b>£ 16,721,056</b>	<b>1,341</b>	<b>7.98</b>

See below for a breakdown of retrofit storage (adding storage to an existing PV installation) by district since 2019:

Community	Total Paid	# Total installations	Total investment	Total mWh Installed Battery
Broxbourne Borough Council	3	2	£10,826.00	0.01
Dacorum Borough Council	37	25	£127,040.00	0.10
East Hertfordshire District Council	34	21	£124,255.19	0.11
Hertsmere Borough Council	9	5	£23,755.40	0.01
North Hertfordshire District Council	27	16	£92,759.00	0.06

St Albans City & District Council	28	22	£113,915.00	0.07
Stevenage Borough Council	3	1	£5,314.00	0.00
Three Rivers District Council	12	4	£25,185.00	0.02
Watford Borough Council	4	2	£10,438.00	0.01
Welwyn Hatfield Borough Council	10	5	£26,916.00	0.02
<b>Grand Total</b>	<b>167</b>	<b>104</b>	<b>£560,403.59</b>	<b>0.41</b>

Since the first scheme in 2019, Solar Together has installed **28%** of all MCS-registered solar panel installations in Hertfordshire (including the time between active schemes).

