Cyd Cymru – Wales Together
What’s the issue?

• 43% of households in Wales have never switched energy supplier

• Energy prices have risen by 28% between 2008 and 2013

• The average energy bill increased by £90 in 2012

• Last year Cyd Cymru switchers saved on average £185 per households

• Approx 30% of households in Wales are in fuel poverty (fuel poverty is when a household spends more than 10% of income on household fuel bills)

• Links to wider poverty and health agendas
What did we do?

- Cyd Cymru - 3 year Regional Collaboration Fund project
- Key partners: City of Cardiff Council, Vale of Glamorgan Council, Energy Saving Trust
- Year 1 complete
  - 2 switches held – January and March 2014
- Over 6,800 registered with over 1,500 switching with scheme
- £185 average saving per household
- Over £284,000 total savings for Wales
- Over £19,000 community fund generated for Wales
What barriers did we face?

• Key barriers - how to target those in fuel poverty and the hard to reach

• Targeted events in deprived areas and leaflet drops to homes in deprived wards

• Switch 1 fuel poverty evaluation:
  • Of those that switched supplier and stated they had an income of less than £20K
    • 48% were estimated to be in fuel poverty prior to switching
    • 42% were estimated to be in fuel poverty after switching
    • 12% reduction in fuel poverty

• Switch 2 results similar

• For most the money saved through switching will be spent on other bills including food (50%)
What are we doing next?

• One big switch to upscale across Wales and get an even better unique tariff

• Switch 3 registration opens 2nd January 2015
• Offers and switching 2nd – 16th March 2015
• Timed to link with switch 1 fixed tariff ending and post Xmas financial belt tightening

• External comms: events planned for Jan / Feb 2015, Capital Times adverts, website, info in Hubs / libraries / leisure centres, targeted leaflet drops
• Internal comms: payroll messages, intranet, e-newsletters
• Website updated and phoneline carries holding message until Jan

• Registration process shortened
What do we need from CPB?

- Promote with your staff, stakeholders and clients
- Particularly with those in fuel poverty

- [http://www.cydcymru-energy.com](http://www.cydcymru-energy.com)
- Cyd Cymru resources held on hidden page of website – link to be forwarded on after this meeting
  - Templates for leaflets, posters, web banner, newsletter text, FAQ’s etc

- Key messages:
  - Pre-payment meter homes can switch, even with debt
    (registration for year 1 was 7% on pre-payment meters, above UK average)
  - You see the ‘best of the rest’ alongside the Cyd Cymru offer and can switch to any of these offers
Contacts

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