



UK  
Annual Report  
2023

**iChoosr.**

[www.ichoosr.com](http://www.ichoosr.com)



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## Foreword

As a company our mission is to accelerate the energy transition and I am proud of the steps we have taken in 2023 to pursue this.

Through connecting customers with suppliers at scale in renewable energy products and services in the UK, the Netherlands, Belgium, the USA and Japan, iChoosr is helping turn the dial on the energy transition. In all regions we will this year reach the 2,000,000 milestone for solar panels installed through our schemes.

Here in the UK, our Solar Together schemes continue to grow and are responsible for more than 10% of MCS certified installations across the 23 regions where Solar Together has run. New county councils and combined authorities are launching their first schemes as many others continue to run repeat schemes year in year out.

While 2023 saw the energy switching market open up a fraction, it remains a long way short of previous switching levels while energy suppliers have not universally returned to compelling acquisition fixed tariffs. Our ambitions are not limited to energy switching and PV/storage installations.

We are working hard to launch into new areas of renewable products and services.

Watch this space!



George Frost, Country Manager



## About us

We are iChoosr, experts in engaging people to purchase sustainable energy products and contribute towards the energy transition. With iChoosr, consumers and suppliers are brought together on a large scale to help people make an informed decision where they might otherwise not act.

We have been engaging consumers via group-buying schemes in collaboration with councils and other community leaders in the UK since 2012. Starting with collective energy switching, we added Solar Together, our group-buying scheme for solar PV and storage, in 2015.

In the years since then we have partnered with over 210 councils to carry out energy switching and solar auctions to bring consumers and suppliers together.

## What we promise



### A good price

Together we are stronger. The combined purchasing power of thousands of households helps get residents a competitive offer.



### No hassle

Registration is easy, free and without obligation.



### High-quality

iChoosr places high demands on suppliers: their service and their products.



### Tailored support

iChoosr provides marketing support including a bespoke registration portal.



### Reducing carbon emissions

Offering only 100% renewable electricity tariffs is an easy first step for residents to start their carbon reduction journey, of course complemented by our Solar Together schemes.

iChoosr likes to make it easy for people so we take the time-consuming administrative hassle out of their hands. We always aim to provide all the necessary information to help them make an informed decision in a safe environment.

## Who we are

The iChoosr team has grown significantly since its inception, with over 150 staff members now operating in the UK, Europe, Asia, and North America. We are now proud to have offices in Amsterdam, Antwerp, London, Warsaw, Texas and Tokyo.



**Adam Parvez**  
Behaviour Lead



**Adriene Freitas**  
Customer Service  
Officer



**Ana Vidotti**  
Content Marketer



**Christie Berwick**  
Relationship  
Manager



**Daniel Snushall-Smith**  
Project Manager



**Fraser Balaam**  
Installer Manager



**George Frost**  
Country Manager



**Hilin Yalcin**  
Project Manager



**Jacob Brookes-  
Clayton**  
Customer Service  
Officer



**Jazz Desmond-  
Schuller**  
Customer Service  
Specialist



**Jemma Fordham**  
Installer Manager



**Jojo Thompson**  
Installer Manager



**Layla Newby**  
Relationship  
Manager



**Marie-Louise Abretti**  
UK Solar Business  
Manager



**Mathew Williams**  
UK Marketing Strategist



**Oliver Kenyon**  
Project Manager



**Rhiannon Kallio**  
Relationship  
Manager



**Rowan Tindall**  
Head of Projects



**Safiye Poyraz**  
Project Manager



**Tom Vrolijk**  
Project Manager

## The iChoosr **approach**: providing a safe environment to make an informed choice

The power of group buying can be harnessed by engaging a group to come together so that its collective buying power can be shared. The iChoosr approach is to make this as easy and hassle-free as possible.

As experts, we spend a lot of time looking into the reasons why people are not doing something they know deep down might be the right thing for them to do. Whether it is taking the time to find a better energy tariff, or finally looking into all the different options for those solar panels they may have been thinking about for a few years.

Breaking down what happens between where people are now and their desired outcome, we investigate the pains, gains, anxieties, and habits that stand between the two. Through detailed and repeated consumer research we uncover real human insights to help people take action.

### Common reasons people feel unable to act are:

**1**

They are afraid of the process

**2**

A lack of time to compare their options

**3**

A lack of trust in suppliers

**4**

The complexity associated with the process

The iChoosr model reduces the perceived barriers to action and throughout our customer journey we put the customer firmly in control of their decision. By providing people with enough information at every stage, we take away the hassle and enable people to take charge.

## The iChoosr process

The general approach for our energy and solar schemes is the same – a simple five-step process that we have perfected over the years across business lines in Europe, North America and Asia. The energy and solar schemes do have some important differences, which we have outlined below.

**1****Sign Up**

Registration is free and without obligation.

**2****Auction**

We hold an auction amongst pre-vetted suppliers, which compete with their best offers.

**3****Personal Offer**

Residents receive a detailed but easy to understand personal offer that is obligation free.

**4****You Decide**

Residents decide if they want to accept their offer – our dedicated support team are always on hand to answer any questions.



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## Solar



### Roof Survey

Before the installation is finalised, the winning installer will survey their roof to check if the recommended number of panels will fit and if the expected generation will be reached.



### Installation

After the resident approves their survey report, their installation can take place. They will then have a complete and working solar PV system installed on their roof.



### Generating their own renewable energy

After installation, residents will benefit by saving money on their electricity bills and generating their own renewable energy.

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## Energy



### Take control of energy costs

We will handle the entire switching process for residents, so they don't have to do anything. They will then be one of the thousands who have taken control of their energy costs through our collective energy switches.





### Energy switching for people without internet access

We work closely with our partners to allow residents without internet access to take part in our energy scheme where possible.

We enable residents to register 'offline' for our energy schemes and provide them with an offer letter instead of an offer email. This means that more residents are able to benefit from collective action.

## Where we work

Over the last twelve years, we have worked with over 160 Councils across the UK. We continue to work with over a hundred councils across the UK on energy and solar projects.

-  Current Collective Energy Switch
-  Previous Collective Energy Switch
-  Current Solar Together
-  Previous Solar Together



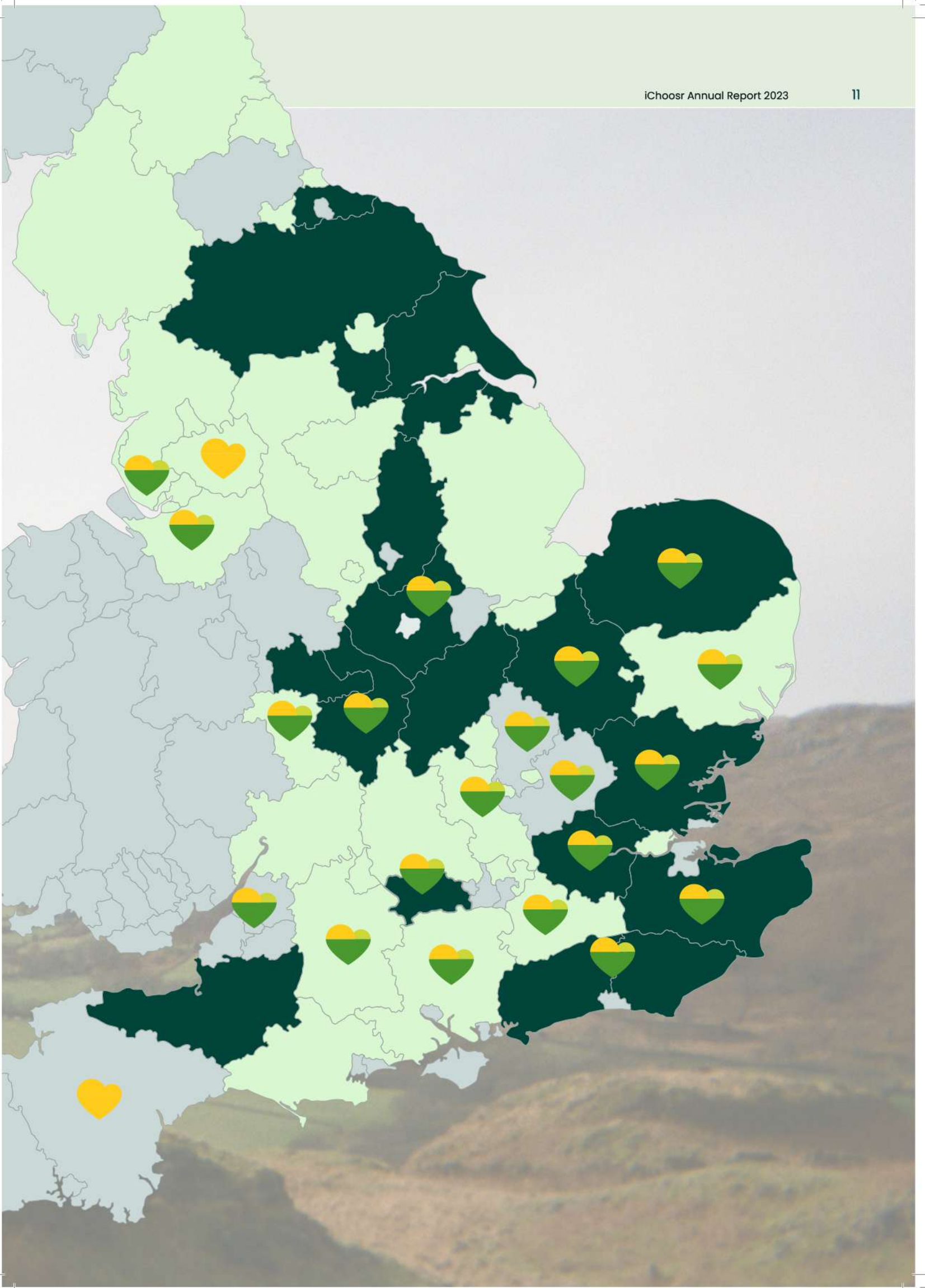
“The Big Switch is a great way for people to join together to get cheaper energy prices and to be supported through the switching process. We feel it has really helped our residents with nearly 900 people switching, many for the first time. Savings vary but the average over all of the auctions is £185, which makes a massive difference to people.”

**CLlr Darren Woodiwiss, Cabinet lead for Environmental and Climate Change**  
– Harborough District Council



“RBWM have worked with iChoosr to deliver two successful Solar Together schemes so far. The whole process, from the initial scheme set-up through to completion, is straightforward. The iChoosr team are reactive when support is required and do great job at keeping us in the loop with progress. The Solar Together Scheme has made a significant contribution to reducing our borough emissions in the first year scheme and the second year scheme is looking promising.”

**Hayley George, Energy Projects Manager**  
– Royal Borough of Windsor and Maidenhead



## Solar Together: Group-buying for Solar Panels

This year more UK residents than ever before have opted to install solar and storage through a Solar Together scheme. Almost 13,000 solar PV installations were completed through Solar Together in 2023 meaning the scheme has contributed just over 10% of the domestic solar PV installations registered with MCS in England.

With the cost of household bills a priority for homeowners, 2023 has been a year of uncertainty for many, and Solar Together has continued to offer a way for residents to take control of costs by increasing their independence from the grid and reducing carbon emissions.

The solar and storage market can be complex to navigate alone, with many residents taking this step for the first and only time. New products are entering the market every month from established and new brands, and in response to increased demand, many new installation businesses have also entered the market. Solar Together provides the reassurance of a competitive, high-quality offer from a trusted vetted installer.

Not only does Solar Together offer residents the reassurance that products and installation businesses have been vetted and measured against pre-defined quality standards, but it also offers residents support at all stages of the process before and after installation. We work with industry bodies such as MCS and RECC to ensure customers in Solar Together schemes are better protected than customers engaging with the market alone, and this year our commitment to customer protection has included delivering resolutions for a small number of customers impacted by an installer ceasing to trade.

As we move into 2024 we continue to develop processes and build on the learnings from 2023. We have grown the Solar Together team, and we expect to support more councils and combined authorities in launching Solar Together schemes for the first time, as well as continuing to grow and develop schemes in repeat regions to increase solar uptake around the UK.



**Marie-Louise Abretti,**  
UK Solar Business  
Manager





**Solar Together offers the councils we work with a straightforward and cost effective way to make a significant impact on carbon reduction targets through private resident investment in renewable energy generation.**

Solar Together group-buying schemes make it easy for British homeowners to install solar panels and storage for a competitive price with a trustworthy, vetted installer.

iChoosr has been organising group-buying schemes for solar panels in the Netherlands and Belgium since 2013. And our UK schemes have resulted in over 293,000 panels since 2018, delivering carbon reduction that equates to over 313,000 cars being taken off the road.

Over the last seven years, iChoosr has delivered 51 Solar Together schemes in partnership with County Councils, Combined Authorities and Unitary Authorities across the UK. Regions where schemes have been delivered include in the South East, South West, Central and Northern England and the Midlands. With many of the councils now entering their fifth or sixth year of the scheme, we are seeing growing interest and numbers of installations in regions where schemes are repeated year on year.

## Solar Together in 2023

As the UK's energy crisis continues to grip households, residents continue to seek alternative energy sources to find security from rising electricity costs, reduce their reliance on the grid and generate their own clean energy.

The reduction to 0% VAT for energy-saving material installations in residential properties also continues to help make the installation of solar PV very attractive to residents. This also rolls out to cover standalone retrofit batteries in 2024 so we expect the impact of this measure to support further growth in future schemes.

In 2023, we launched Solar Together in three new regions; Cheshire & Warrington, Worcestershire and Berkshire. We grew schemes in repeating regions, with Solar Together Norfolk running for a seventh successful year and both Suffolk and Essex County Councils participating for a sixth time in 2023. As well as these many other councils repeated annual schemes with great success and increased engagement from residents including repeat participation from residents that previously installed solar taking up the option to retrofit battery storage.



### Battery Storage

In 2023 schemes, we continued to include optional battery storage and saw 90% of residents add a battery to their solar PV system. Due to the continued popularity of this add-on, we will keep supporting participants in our schemes by offering clear information and tools to help people make a well-informed decision about installing solar and storage in their home.



### Electric Vehicle Charging

In 2023, we continued to provide residents with the option to install an electric vehicle charging point as part of their solar installations. Approximately 40% of registrants indicated this option was of interest to them, with nearly 400 electric vehicle charging points installed in 2023.

## To date we have **delivered:**



**51** schemes  
across the UK



More than  
**360,000+**  
registrants



**99 MW**  
of power output  
installed



**£250M**  
private investment  
in solar PV





**313,000+**

panels installed through our schemes



**607,000**

lifetime tonnes carbon avoided equivalent to 331,000 cars off the road for an entire year



**91%**

of residents added optional battery storage to their solar PV systems in 2022



**9/10**

of installed customers would recommend Solar Together to their friends and family



## Installer testimonials

### Grant Store Ltd

“Since the inception of our partnership [with iChoosr], we’ve embarked on ambitious projects across Buckinghamshire, Liverpool, Leicester, and now we are on the brink of initiating our Cheshire schemes. In this period, we’ve successfully executed over 700 installations, a testament to the strength and efficiency of our combined efforts.

Working with iChoosr has been an enriching experience. Their commitment to ushering communities into the renewable energy era aligns perfectly with our ethos at Grant Store Ltd. The synergy between our teams has been seamless, and it’s this spirit of cooperation that ensures every installation is not just a project, but a step towards a greener, more sustainable future.



Being on the front lines, directly interacting with customers, has been especially rewarding. Every install isn’t just a tally on our project count, but a household or establishment making a conscious decision to champion renewable energy. Observing their renewable energy journey and being an integral part of it is a privilege that cannot be understated.

iChoosr’s schemes are undeniably pivotal in accelerating the transition to renewable energy. In every council we’ve worked with, we’ve seen a tangible increase in awareness and enthusiasm for renewable solutions. It’s this grassroots movement, fostered by iChoosr, that makes all the difference.”

Arron Ashcroft  
**Managing Director, Grant Store Ltd.**

## Sustain Homes

“Our working relationship with iChoosr on solar Group Buying Schemes is a shining example of what a true partnership should be. Not only has it elevated our business but has also been instrumental in fostering sustainable growth and supporting our communities in their transition to renewable energy.



From the outset, our experience with iChoosr has been nothing short of exceptional. The efficiency and professionalism exhibited by the team have been pivotal in streamlining the implementation of the solar group buying initiative. Their commitment to excellence and dedication to the cause of sustainable energy have truly set them apart as an ideal partner.



The collaborative spirit that defines our working relationship with iChoosr is something we value immensely. Their team’s responsiveness, adaptability, and keen understanding of the renewable energy landscape have made every step of this journey a seamless and rewarding experience. The open lines of communication and the spirit of partnership that permeates our interactions have truly elevated the effectiveness of our joint efforts.

Perhaps most importantly, the Solar Group Buying Scheme has allowed us to make a tangible difference in the communities we serve. Through iChoosr’s expertise and our shared commitment, we have empowered individuals and businesses to make the transition to solar energy, reducing their carbon footprint and contributing to a more sustainable future.”

Adam Morse  
**Managing Director, Sustain Homes**

## Resident's testimonials

"Our installation was painless; I was delighted that even on a dull day electricity was produced and our electricity bill reduced by two thirds in the first month. I would highly recommend Solar Together!"

Hannah,  
Chelmsford, Essex



"Very competitively priced quote. Once the wheels were in motion for the installation, it was all very quick, efficient and seamless. Lots of interaction and updates from our contact at the company, and they always returned our calls."

Margaret,  
Pucklechurch, West of England Combined Authority



"With the major hike in the cost of energy, it seemed the appropriate time to invest in solar. The work was carried out in a smooth structured process, and my energy costs this winter have been less."

William,  
Fovant, Wiltshire



"We wanted to be sure the company we used was reputable, stable and vetted, plus competitively priced. Solar Together did all this hard work for us. The company that was selected has been superb and made the process very easy."

Simon,  
Leighton Buzzard, Bedfordshire

"Fabulous experience from start to finish. Honest, reliable, knowledgeable and professional service throughout."

Yvonne,  
Hightown, Liverpool City Region



"We have had an exceptional service and we have already recommended to friends to have solar panels installed!"

Anthony and Ross,  
Powick, Worcestershire



"A good service from start to finish! Very pleased with my panels and the way the installation went. I just had my monthly direct debit for electricity reduced too!"

Chris,  
Hemel Hempstead, Hertfordshire



"Professional! The solar panels are working well and we can see this through the app. I have already recommended Solar Together to friends."

Steve,  
Brighton, East Sussex

"The whole process was very easy, there was lots of information and guidance on how the process worked from start to end. The chosen installer provided quotes that were very clear and it was easy to contact them to ask questions."

Karl,

Aylesbury, Buckinghamshire



"From initial interest to completed project for solar panels and a battery on our retirement bungalow, we were impressed. Thanks to Solar Together we paid much less than other advertised prices."

Elizabeth,

Ipswich, Suffolk



## Collective Energy Switching in 2023



In the ever-evolving landscape of the energy market there continues to be volatility. However, amidst this uncertainty, the Big Community Switch achieved a notable milestone with a successful auction held in June. From our communities, 3,810 individuals chose to make a strategic move by switching to a fixed tariff, priced below the Ofgem Price Cap.

In a climate of constant change in the energy market, our aim is to empower customers with the knowledge they need to make informed decisions.

We understand the importance of creating a safe environment for individuals to explore and choose the most suitable energy option for their needs.

The unwavering support of our council partners throughout this tumultuous period has been indispensable. Their efforts in keeping residents well-informed about the ongoing schemes and facilitating registrations underscore their commitment to us and the scheme.

As we collectively navigate through these challenges, our collaboration with council partners propels us towards a more sustainable energy future. By merging information and support, we strive to empower communities to make choices that align with both their individual needs and the broader goal of a resilient energy landscape.

To date we have **delivered:**



**33**  
schemes



over **2,000,000**  
registrants of which more  
than 4% have no access to the  
internet or email.



**300,000+**  
residents have switched  
energy supplier throughout  
collective energy switching



More than  
**£47M**  
saved by switchers



**£154**  
average saving  
made by switchers



**76%**  
of registrants had not  
switched supplier in the last  
3 years



## Our international achievements



iChoosr has organised more than **323** auctions.



Over **10** million households have joined our schemes so far.



Nearly **2 million** solar panels installed through our schemes.



## Do you want to **reduce carbon emissions** in your area?

**iChoosr can help you.**

We are trusted and experienced experts in group-buying for solar panels, and collective switching for renewable energy. Through the power of collective action we can help.

No one does what we do, the way we do it. When you choose to work with us you will receive tailored support from our dedicated team on all aspects of the process.

For more information on how we can help your residents, please get in touch with us today via [info@ichoosr.com](mailto:info@ichoosr.com).



# iChoosr.

**Empowering** People,  
Energising Society.

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