

Collective Energy Switching - Sunderland

Number of Households		120,000		120,000		120000
No of Households to register	3%	3,600	3%	3,600	3%	3600
No registered who switch (range between 5-13%)	5%	180	13%	468		
On-Line Applications	90%	162	90%	421		
Off-Line Applications	10%	18	10%	47	10%	360
		<u>180</u>		<u>468</u>		
<u>Single Fuel</u>						
On-Line Applications	£5.50	£891	£5.50	£2,317		
Off-Line Applications	£4.00	£72	£4.00	£187		
		<u>£963</u>		<u>£2,504</u>		
<u>Dual Fuel</u>						
On-Line Applications	£11.00	£1,782	£11.00	£4,633		
Off-Line Applications	£8.00	£144	£8.00	£374		
		<u>£1,926</u>		<u>£5,008</u>		
Costs		£50,000		£50,000		
Cost to the council based on dual fuel take up		<u>£48,074</u>		<u>£44,992</u>		

Potential Additional Costs

Marketing - Estimated costs of between £45k to £50k (as advised by Sam Meredith)

CSN - Would look to absorb within existing infrastructure (confirmed with Liz St Louis)

ICT/Communications - Need to install link from SCC to ichossr (assumed no additional cost - staff time)

Expected Annual Saving per household	£120	£21,600	£120	£56,160
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