



**Co-operative Councils**  
Innovation Network

## ENERGY

Norwich City Council

### Big Switch and Save

Reducing energy use has important environmental, social and economic benefits and therefore, clearly contributes to Norwich City Council's corporate priorities. It will help meet national and international targets to reduce emissions of carbon dioxide, one of the main contributors to climate change. This work is also vital to improve the health of the local community, enhance prosperity and improve the housing stock. The programme of activities has been supported by DECC /NHS commissioning groups and other governmental incentives (RHI/FITs) and has achieved real results.

**Norwich BIG SWITCH AND SAVE**

**Fed up with high energy bills?  
Join for free and without obligation  
Switching collectively is easy and safe**

Since 2011 the council has six rounds of our successful collective energy switching scheme. Through the power of collective purchasing we work to secure the lowest energy prices for our registrants, therefore helping to reduce the cost of energy and offset rising energy prices. The previous round of Big Switch and Save has delivered average savings of £221 a year per household. This was a better saving than those available on online comparison websites.

In the last five tranches, overall 9879 people registered for the Switch and Save. Norwich has repeatedly had the highest national conversion rates, with 1250 switchers in total. This means Norwich residents have saved a total of £225,036. However, if all residents took up the offered savings a total of at least £1,778,220 would be saved on energy bills by Norwich residents.

Norwich City Council has engaged with fuel poor households to ensure that they are aware of the Switch and Save. In tranche three we asked the residents questions to identify whether they belonged to an affordable warmth group. The results showed that two thirds of registrants



People-centred councils  
driving social innovation  
putting people first

E: [comms@councils.coop](mailto:comms@councils.coop) | T: [@CoopInnovation](https://twitter.com/CoopInnovation) | W: [councils.coop](http://councils.coop)

belonged to one of these groups. In addition to this, the small fee we receive from the Switch and Save goes back into affordable warmth work. This has been invaluable for vulnerable residents, as it has provided urgent heating need for them in the winter.

---

**For further information contact:**

Holly Crook

Project Officer - Norwich City Council

[hollycrook@norwich.gov.uk](mailto:hollycrook@norwich.gov.uk) | Tel: 01603 212963



People-centred councils  
driving social innovation  
putting people first

**E:** [comms@councils.coop](mailto:comms@councils.coop) | **T:** [@CoopInnovation](https://www.coopinnovation.co.uk) | **W:** [councils.coop](https://www.councils.coop)