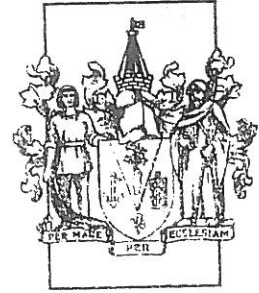


Southend-on-Sea Borough Council



**Southend Energy customers are saving £246 on their energy bills.
What could you spend that on this winter?**

Dear <Title> <Surname>,

Southend Energy is here to help you save money this winter.

With the nights drawing in and temperatures dropping, our thoughts can turn to how much we are spending on heating and lighting our homes.

Many residents are currently paying over the odds for their energy as they haven't switched supplier for years. We want to help you save money wherever possible – and this also extends to your energy bills.

Earlier this year Southend-on-Sea Borough Council launched **Southend Energy**, our own competitively priced energy plan that is exclusively for residents of Southend. We aim to offer one of the most competitive energy tariffs in the region, so we can pass the benefit on to you, our customers.

We have teamed up with award winning energy supplier OVO Energy to bring you **Southend Energy**. The council owns and manages the scheme, and OVO provides all the customer services, billing and support.

Since launching in May, dual fuel customers who pay monthly have saved an average of **£246** on their annual bills.¹ I have also personally switched to Southend Energy and will be saving £566 a year.

You could save too, and reap the rewards of a localised energy supply.

Why Southend Energy?

- Hassle free switching – it only takes a few minutes to get a quote and switch
- Award winning customer service from the OVO Energy team
- Choice of pay monthly and PAYG (Pay As You Go / pre-payment) tariffs
- 3% Interest Reward on all credit balances² – a thank you for staying in credit
- No exit fees³
- A free home energy display and Smart meter for all PAYG customers

**To switch go to: southendenergy.co.uk
or call: 0800 408 6711 (Pay monthly) 0800 408 6715 (Pay As You Go)**

Finding out how much you could save is easy. Simply go to southendenergy.co.uk and enter your postcode for a quote.

Or if you would prefer to speak to one of our friendly customer service agents, please call for free on **0800 408 6711** (Pay monthly) or **0800 408 6715** (Pay As You Go).

I look forward to welcoming you to **Southend Energy** soon.

Yours sincerely,



Councillor Ron Woodley
Leader of Southend-on-Sea Borough Council

Southend resident Mrs Thomas saved £437 a year by switching to Southend Energy.

"I had been with the same company for ages, so long I can't remember the last time I switched, as it must have been over 20 years. They had been all right but their bills were massive.

"But energy suppliers are always expensive. I thought, I don't have a computer, so can't go online to compare with other suppliers easily.

"Then a leaflet came through my door, and by chance my son had told me that OVO were very efficient. I think that was the one little nudge I needed to do something about it.

"I think it's very entrepreneurial of the council to do something like this. I would like to have my house painted and I can't really economise any more at the moment, so the amount I've saved will be a big help towards the upkeep of my house."

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southendenergy.co.uk

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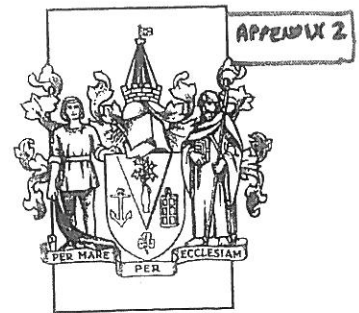


[1] £246 is the average saving of dual-fuel customers that have actually switched to Southend Energy between 29/05/15 and 30/09/15. Individual savings will vary according to current supplier, location, consumption and Southend Energy tariff options

[2] Calculated at 5% per year (paid monthly based on number of days in credit and the amount left in your account after you've paid your bill). OVO Interest Reward is capped at 12 times the amount of the current direct debit amount and is available to customers paying by advance direct debit. Terms apply www.ovoenery.com/core/terms2015

[3] Exit fees are not payable when you leave Southend Energy, but you may be charged a fee to switch between Southend Energy tariffs if within your fixed term contract

Southend-on-Sea Borough Council



Southend Energy customers are saving an average of £287 on their bills.
Why not see how much you could save?

Southend Energy is here to help you save money.

Many residents are currently paying over the odds for their energy as they haven't switched supplier for years. We want to help you save money wherever possible – this also extends to your energy bills. We aim to keep prices as competitive as we can, so you can feel the benefit.

Since launching last year, dual fuel customers who pay monthly have been saving an average of £287 on their annual energy bills with Southend Energy¹, which is exclusively available for residents of the Borough. I have also personally switched to Southend Energy and will be saving £566 a year.

There are many other great bonuses: 3% Interest Reward on all credit balances, hassle-free switching, a choice of pay monthly Fixed or Variable and pre-payment (Pay As You Go) tariffs, and more.

Southend Energy is a partnership between Southend-on-Sea Borough Council and award-winning supplier OVO Energy. Over 3,000 residents have already switched – why not see how much you could save too?

Simply go to southendenergy.co.uk and enter your postcode for a quote – it only takes a few minutes.

Or if you would prefer to speak to one of our friendly customer service agents, please call for free on:
0800 408 6711 (Pay monthly) or 0800 408 6715 (Pay As You Go).

I look forward to welcoming you to Southend Energy soon.

Yours sincerely,

Councillor Ron Woodley
Leader of Southend-on-Sea Borough Council

Why Southend Energy?

- Award winning customer service from the OVO Energy team
- 3% Interest Reward on all credit balances² – a thank you for staying in credit
- No exit fees³

To switch go to
southendenergy.co.uk

or call:

0800 408 6711
(Pay monthly)

0800 408 6715
(Pay As You Go)



[1] £287 is the average saving of dual-fuel customers who pay monthly that have actually switched to Southend Energy between 26/05/15 and 31/01/16. Individual savings will vary according to current supplier, location, consumption and Southend Energy tariff options.

[2] Calculated at 3% per year, paid monthly based on number of days in credit and the amount left in your account after you've paid your bill. OVO Interest Reward is capped at 12 times the amount of the current direct debit amount and is available to customers paying by advance direct debit. Terms apply www.ovenergy.com/core/terms2015.

[3] Exit fees are not payable when you leave Southend Energy, but you may be charged a fee to switch between Southend Energy tariffs if within your fixed term contract.



Southend Energy Direct Mail Interim Report

The Southend Energy scheme was launched in May 2015 with the express purpose to help residents to save money on their energy bills. Following a period of brand building and marketing through PR and trusted intermediaries, a direct mail campaign was used in late 2015 to accelerate sign up and to increase the savings for residents. The evaluation of this campaign suggested that an additional 1,278 residents were attracted to the scheme through the campaign saving £350,000 between them. Equally important, the evaluation showed that the campaign was the first marketing method to have reached pre-payment customers in any volume which was an important target of the original scheme.

In January 2016, a new campaign was proposed to maximise customer benefits before the traditional 'switching season' expired in March – more customers switch energy supplier in the period from October to March - and to maximise on the cumulative effect of campaigns where repeated campaigns in a short period of time tend to increase effectiveness. OVO Energy Ltd (OVO), who are the Council's partners in Southend Energy, agreed to pay for the campaign fully from their resources. As a result, there was no use of public money either directly or indirectly.

As the decision process had taken until mid-February, there was concern as to whether the mailing could be completed by mid-March. It was also recognised it was essential to get the letters delivered before the start of Purdah. This issue was discussed with OVO by telephone and text with the deadline for sign off of the letter established as 29 February to achieve a mailing to be sent out during w/c 14 March. On several subsequent occasions, the issue of Purdah was discussed with OVO to ensure that they understood that under no circumstances should any letters be delivered on or after 30 March 2016.

The address lists for the letters was purchased by OVO in conjunction with data for their core campaign nationally and a similar campaign being run for Peterborough Energy. OVO used their specialist agency, 'The Specialist Works', who sourced the data from public sources such as Acxiom, Experian and Active. The data was then cleansed but was not cross-referenced to Council data. The draft letter was agreed by the Council and confirmed to OVO on 23 February. A full report is being sought from OVO on the subsequent process but it is understood that The Specialist works printed the letters and delivered them to Whistl (formerly TNT Post). Whistl were then to deliver the mailing to local sorting offices for Royal Mail postmen to deliver the letters through resident's doors.

During w/c 21 March, sales figures were sought from OVO to assess the impact of the mailing but communications were hampered by the imminent Easter Period. When the end of March figures were available and it was clear that there had been no impact, a request for clarity was emailed to OVO on 1 April and a conference call was initiated on 4 April. In this call, OVO advised that the letters had not been sent, that they had been printed by The Specialist Works on time and had now been traced to the delivery agent, Whistl. OVO did not know why delivery had been delayed but confirmed that they had instructed that the letters should not be despatched. OVO have supplied a

copy of an email sent to The Specialist Works by Whistl on 1 April showing that the letters had been quarantined – copied below:

From: Paul Cox <paulcox@whistl.co.uk>
Date: Friday, 1 April 2016 18:11
To: TSW00067 <tsw00067@the-specialist-works.com>
Cc: Carla Kingston <carla.kingston@whistl.co.uk>, Jason Taylor <jason.taylor@whistl.co.uk>
Subject: RE: Whistl - Change of Head Office Address

Thanks Neil. Carla has already notified the depot not to send anything and to keep it in quarantine. If they would like the mailing securely destroyed please let me know.

I'm actually off next week, so if it needs to be resolved urgently you can escalate to my manager Jason Taylor whom I have made aware of the issue. Otherwise, if it can wait until the following week which I appreciate it may not then I will be back to deal with it this

Again my sincerest apologies for this Neil.

Best regards,

Paul Cox

Senior Account Manager

Whistl Ltd
1 GlobeSide Business Park, Fieldhouse Lane, Marlow, Buckinghamshire, SL7 1HY
Mobile: 07899 736667 Email: paulcox@whistl.co.uk

The quarantine process at Whistl was clearly ineffective as letters started to arrive with residents on or after 4 April. OVO and their agents have been unable to confirm yet why this happened but they are investigating. They have been able to confirm that all 57,000 letters that were planned were despatched.