ecotricity

Retail Market Review Team
Retail Markets
Ofgem
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Ecotricity Reference No.: 375
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Summary

Ecotricity supports the principle of making the energy market more transparent, accessible to consumers and thereby competitive, however we do not believe that Ofgem's current proposals will achieve this. Whilst some of the latest measures are improvements on previous proposals, on the whole the current position does not address the real reasons for a lack of consumer engagement and some of the proposals will actually make the situation worse – for example imposing uniformity in communications (such as bills) and preventing innovation and differentiation – which the market badly needs.

Chapter 2: Problems and evidence

We have combined our responses to Questions 1 and 2.

Question 1: Do you agree with our characterisation of the problems in the retail energy market?
Question 2: Do you agree with the findings of our evidence base?

We agree that the current retail market exhibits a profound lack of competition. This is clear from the fact that the majority of customers have never switched away from their incumbent supplier.

We do not believe that the number of tariffs on the market is the main cause, or even a significant cause, of this lack of competition and switching. Lack of differentiation between the dominant Big Six players is the bigger issue. They all look pretty much the same and behave the same – to consumers, if they think about switching they are confronted with what looks like a choice of much the same, whichever Big Six they go to.

In our opinion the three principle causes of the fundamental lack of competition in the UK energy market are, firstly that most consumers don't even think about switching, and if they

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do (secondly) it looks to be a complex and difficult job (made intentionally difficult by the Big Six at the time when the rules of the market were set) and thirdly, the choice appears to be no real choice, one Big Six or another.

There is a danger that Ofgem's RMR package will make these problems worse, by increasing uniformity and squeezing what little innovation, distinction and competition there is, out of the market. It is imperative that suppliers are allowed the ability to innovate and differentiate. For the sake of real competition.

Chapter 3: Rationale

Question 1: Do you agree with our rationale for the proposed RMR package?

As stated in our response to the November 2011 RMR Domestic Proposals, we support the move to regulate fixed tariffs and agree with the stated rationale; this will reduce the unintended negative consequences on for innovation for independent suppliers.

We disagree with proposals to standardise the market, which we believe is a misjudged approach to solve the problem of low competition. We see no reason why energy companies should have to produce uniform, homogenised communication or energy products, when businesses in more complex markets are allowed the freedom to innovate and sell what consumers demand.

Take for example supermarkets: they operate in a market dominated by just a handful of firms (selling essential – non elective goods like food) in which direct price comparisons are difficult, or nigh on impossible. Unlike energy companies, which have just two core products (electricity and gas), these oligopolies of the food world sell a massive array of complex products, of various shapes and sizes with differing ingredients and health impacts – and with a relatively bewildering array of special deals. Consumers navigate this. Supermarkets chains are fairly distinct brands offering different combinations of value and service – consumers engage with them. Supermarkets are not required to produce national average prices, or inform customers that they can shop elsewhere, or that another supermarket has that product at a lower price – or indeed that they have a similar product at a lower price.

In the energy market, unlike the supermarket market, it is very easy to get price comparisons online, through a growing range of switching sites. The comparisons are simple to make and clear in outcome – since they take the format of an estimated annual bill, for whichever tariff you choose – on a like for like basis. This does not exist for groceries.

Question 2: What are your views on the proportionality of the proposed RMR package in the light of the evidence we have presented?

The number of 'information requirements' and the level of prescription that remain in the current proposals are so much disproportionate as misjudged, they are the wrong answer to the wrong problem. They amount to a "one size fits all" approach, which takes no account of the role of independent suppliers. These proposals will stifle innovation and competition, and result in exacerbating the issues for consumers.

Many, if not all of the proposals are designed to deal with specific problems created by the incumbent Big Six suppliers. The customers of independent suppliers are by definition engaged customers because they have taken an active decision to switch; and it does not make sense to impose these measures on them.

Question 3: Do you agree with our reasons for not proceeding with the alternative options set out below?

We agree that discounts on standard variable tariffs should not be prohibited. Such proposal would have undermined the ability of suppliers to innovate and thus increase engagement by consumers. Similarly, Ofgem's previous proposals to restrict suppliers to just one variable tariff would have moved all innovation to the fixed term market, leaving no choice for consumers who prefer the security of not being "locked – in" to a fixed tariff. We therefore agree with Ofgem's reasons for abandoning this proposal.

We do not agree with Ofgem's decision to choose a GB average for the tariff comparison rate as opposed to a regional figure, because this average will not reflect the actual cost to the consumer – to any consumer anywhere. Implementing this requirement would be a mistake and simply lead to confusion and to unfulfilled expectations and suspicions on the part of consumers.

We also disagree with Ofgem's rationale for favouring prescription over principle when it comes to ensuring simplicity. Prescription will stifle innovation, differentiation and thereby competition. Under a principled approach suppliers can continually seek to distinguish themselves through continually evolving best practice.

Chapter 4: Tariff Simplification

Question 1: Are our rules to reduce the number of tariffs appropriate? Have we set the cap on core tariffs at the right level? Should a different cap be set for time of use tariffs? What derogations from our tariff cap would be appropriate?

We are agnostic with regard to the number of energy only tariffs. We have two now and intend to have only one very shortly. Whichever number is chosen, Ofgem must allow suppliers to offer additional benefits (to consumers) that reward early adoption of energy efficiency/carbon reduction measures such as Heat Pumps and Electric vehicles.

Ecotricity plans to shortly introduce a discount for customers with ground source heat pumps. Heat pumps are far more efficient than conventional boilers of course, but the switch from oil or gas to a heat pump involves the use of additional electricity. Therefore we would like to offer a discount to customers with these pumps to encourage their uptake, and to reflect a fairly normal commercial concept whereby when you buy more of something it gets a little cheaper. It is often cited that two tier tariffs encourage consumption or discourage efficiency. A discount for extra consumption caused by the installation of a heat pump is of course entirely different.

We also intend to create a discount for customers who have an Electric Vehicle (EV). Again, this would be to reward early adopters of energy efficient/lower carbon technology, which require additional electricity use, but in the process bring a reduction in emissions and energy consumption.

We are not clear if these discount proposals of ours would, under current RMR proposals, be counted as separate tariffs. We would urge that this not be the case – our intention is to have only one tariff and to offer fixed sum discounts to users of technology that requires more electricity, but less fossil fuels. Due to the environmental benefits of such schemes and their alignment with the broader aims of Ofgem and Government policy, we believe it imperative that suppliers are allowed the flexibility to offer these. Without this flexibility there will be a further erosion of innovation and competition in the market.

Question 2: What surcharges should suppliers be able to offer without this counting as an additional core tariff, and why? How could these be defined in a licence?

Surcharges should be allowed for one off services, which would not be required by all customers, all of the time. For example this should include meter exchanges or meter moves, but not meter readings.

As above, we would like to be able to offer the reverse of surcharges – discounts, for users of electricity intensive (but carbon light) technology.

Question 3: Are our rules to simplify tariff structures and discounts appropriate? Should they only apply to open tariffs or be extended to cover dead tariffs too?

We support the move away from multi-tier consumption based tariffs as these are the most confusing for customers. As noted in Question 1 above, any changes must allow freedom to innovate and support early adopters of low carbon technologies. We are unclear currently on the exact impact your proposals may have on our own plans for just one single tariff with one price, no matter how you pay or when you joined (including pre payment meters) – and with discounts available (fixed sum) for heat pump and EV users.

Question 4: What categories of dead tariffs should be derogated from our proposals, if any? Are any other measures required to avoid any consumer harm?

None.

Question 5: What would be the implementation issues and costs of our proposals?

We do not have a detailed view of the specific costs of these proposals, that would be quite a big piece of work to undertake in the timeframe allowed, and with the proposals currently in flux making that more difficult.

Question 6: Is our proposed timeframe for implementation appropriate?

We believe that 12 weeks after an official announcement of detailed proposals should be an appropriate timeframe.

Chapter 5: Information requirements

Question 1: What are your comments on the degree of prescription proposed, and on the design of the documents and messaging?

The degree of prescription is high and will not allow sufficient flexibility to account for different approaches to customer communications – or indeed for the continuing evolution of best practice. We do not believe that the proposals themselves will lead to clearer or simpler bills – we believe they will achieve the opposite. A uniform one size (badly) fits all.

We have included a copy of our bill for your reference. As you can see, it is simple and easy to read. We receive significant positive customer feedback on the simplicity and layout of our bills. It has been a challenge to achieve and maintain this simplicity with the inherent complexity of our industry and the current compliance requirements. A lot of work has gone into creating a bill we believe is class leading. We fear that the current RMR proposals will be a backward step for our own billing and our customers.

For example, Ofgem states that the proposed "Summary Box" on bills must be over two pages. As you can see, our bills are on a single page with information specific to the customer on the front and generic information that we are required to give to all customers on the back. This leaves no space for this "Summary Box", and we do not believe it is required – on a bill such as ours, based on an approach to tariffs as simple as ours is.

These information requirements are only considered necessary because of the complexity of the bills produced by the Big Six, who appear unable (or unwilling) to match our simplicity in this regard.

This prescription will stifle innovation and competition and is anti what Ofgem are trying to achieve – it will drive the market to the lowest common denominator, all bills will be equally average.

Question 2: What are your views on the appropriateness of content requirements for each of the communication channels?

Far too much focus (the only focus perhaps) is given to price, which ignores the fact that consumers have non-price reasons for choosing a particular supplier or tariff, or company such as fuel mix and customer service.

We do not agree with proposals to give estimates for high, medium and low consumption households. Many customers are unaware of which category they fall into and may incorrectly assume that they have a low consumption and budget according to that predicted annual cost.

It does not make sense to require independent suppliers to have prompts to switch on their customer communications. By definition customers that are with independents have chosen to switch and are therefore aware of their ability to do so. Such reminders will only detract from more important information and be irritating for customers, who already know this. It is the customers of the Big Six that are by definition 'sticky' – these are the people who need to be told that they can actually switch – because they (mostly) never have.

It is our view that the most significant thing Ofgem could do to stimulate more competition and switching in this market is to require all incumbent suppliers to undertake a thorough communications campaign – informing their inherited customer base that actually they can switch and it is easy to do. Ofgem could also make that process simpler and less prone to Big Six game playing, through the objections process.

Question 3: Should Ofgem explore further ways in which suppliers might increase the effectiveness of online/paperless communications?

Paperless billing and account management is a new frontier for the energy industry, which is behind many other industries in this regard. Suppliers must be able to innovate and evolve services and it would be a mistake to prescribe the detail of such communications. It is in our own interests, as an industry, to make online communications work.

Question 4: Should Ofgem consider making further recommendations, or issuing best practice for enhancing the impact of Annual Statements by looking at messaging and co-branding of envelopes?

We do not believe that annual statements are necessary in the first place; they just add to the amount of paperwork that consumers receive resulting in communication fatigue. Ecotricity includes the information that we are required to send as an annual statement on the back of quarterly bills, rather than sending it as a separate yearly communication. This ensures that consumers get all the information they need without adding to paperwork and waste. We would be opposed to any requirement to change this approach.

We do not believe that annual statements achieve anything meaningful in respect of solving the main problem of the energy market - it's lack of competition.

Question 5: Do you agree with the view additional contractual information can be included on an additional page on the Annual Statement?

We see no merit in doing such a thing. We have just two 'evergreen' tariffs – shortly to become one – there is very little contractual information to give. An additional page will increase the likelihood that customers will feel overwhelmed with paperwork and will not look at the Statement at all.

Question 6: What are your views on the classification of dual fuel for the purposes of the template designs?

The proposals for all template designs are a mistake in our view, for reasons set out above. The homogenisation and complexity in communication that will ensue will put the industry back decades.

It is worth considering other industries in this regard (indeed in the context of most of the proposals for RMR). There are no such prescriptions (as far as we are aware) on the communications and the billing used by telecoms companies. The telecoms industry is dominated by a few large suppliers, but they are very well differentiated in their approach, and there is plenty of real competition – not just on price but on other factors too.

We suggest that studies of other markets with apparent oligopolies, would be instructive. Supermarkets, telecoms and fuel companies (garage forecourts) all have just a few major players dominating them. None have the kind of prescriptive approach suggested in some aspects of RMR – yet they all operate in competitive markets (or do they?). On the other hand none of them have inherited customer bases going back decades; we suggest this is the real cause of the difference, that which makes the energy industry lack real competition. Addressing this is the key, in our opinion. Not bills and annual statements.

Question 7: What are your views regarding including energy efficiency advice in Annual Statements?

We support the inclusion of contact details for energy efficiency advice, but having specific advice in the annual report would take up too much space, if it were to be of any real use, or relevance to the individual circumstances of the whole market.

Chapter 6: Supplier Cheapest Deal

Question 1: Do you agree with our view that the cheapest tariff message should include both supplier's cheapest tariff for their payment method, consumption and meter type, and the cheapest overall tariff from their supplier irrespective of their current circumstances, personalised by consumption?

No. We find it hard to make any sense of such a proposal – what use can such information be, if it ignores the realities of a customers situation (such as their meter type) – an economy 7 tariff is of no practical use to someone with a standard meter and vice versa – for example. And consumption can surely not enter into the equation, under current RMR proposals – where there is only one single unit rate for energy, however much or little you use. That leaves just payment type. And surely energy companies have it in their best interests to promote any discounts they offer for payment types like DD – which are 'lower cost to serve'.

Furthermore - We do not believe that customers, who have deliberately chosen to go on a supplier's greenest tariff and are prepared to pay extra for this, need reminding that their ethical decisions cost them money. This will only surely irritate them and undermine the green market.

Question 2: Do you agree with the approach to tariff eligibility criteria proposed for supplier's cheapest tariff?

If it must go ahead, we agree that only tariffs available to an unlimited amount of customers should be included. It is important to note that supplier limitations are not the only factors affecting a customer's eligibility for a particular tariff, internet access and debt problems are also determinants.

Since RMR may allow special tariffs for Collective Switching, we would like to draw your attention to some of the problems associated with it. Collective Switching is based on, indeed requires and supports the practice of 'price gouging' or 'predatory pricing' - which itself is an unethical practice, and we believe Ofgem has taken a stance against such practice in the past. It is in any event an illusory initiative – it promises lower prices predicated on a bulk buying capability (of people coming together) – but that is a false assertion. The prices may indeed be lower (although at least one recent 'winner' has publically stated that those who switched to it as part of a bulk switch, could have got a cheaper price on their own) - but they are not lower due to bulk buying power. With several million customers, the Big Six gain no bulk purchasing benefit for 20k or 50k new customers – what they do gain and are willing to pay for is more customers. The discounts being offered are simple avoided acquisition costs. That's fine as far as it goes – but consumers deserve the truth.

Question 3: We seek views from stakeholders on whether consumers with smart meters and any relevant time-of-use tariffs that the supplier is offering require separate consideration in relation to this policy proposal.

We do not see why any meters or tariffs should be excluded.

Question 4: Do you have any suggestions regarding additional rules which they consider relevant for the construction of the cheapest tariff messaging?

This is a poorly conceived and complex proposal that should be abandoned.

Chapter 7: Tariff Comparison Rate

Question 1: Do you agree with our proposal to introduce a price comparison tool?

No. We do not believe that this is necessary. There are already plenty of simple price comparison tools available in the market. These tools give consumers what they really need to know – what it would cost them, for a typical year, on tariff x,y or z. They are widely available and easy to use.

The proposal to make the TCR the Great Britain average rather than specific to the region in which the consumer lives will make it meaningless. As long as there are regional differences between tariffs it will not be possible to advertise a "national price for power" that accurately reflects the price a consumer pays. The TCR should be expressed as a regional figure or be abandoned altogether.

We believe that the major reason for suppliers setting regional prices is that they incur different prices from different DNOs. Since these are monopolies that Ofgem regulates, we suggest that Ofgem considers harmonising prices across all DNOs – this would remove the regional variations that suppliers have to model for (in their tariff pricing) and would allow a national price for energy to become the norm.

Question 2: What is your view about the terminology we are proposing for the two price comparison metrics? Are they clear and easy for consumers to understand?

We believe the terminology "Unit Comparison Rate" and "Annual Projection" would be easier for customers to understand.

Question 3: In your view, does our proposal for the TCR strike an appropriate balance between different trade-offs in terms of simplicity, accuracy, confusion and saliency? Please explain the reasons for your view.

No it does not. As stated in our response to Question 1 of this section, we believe that a GB average will be misleading and create confusion for customers. It is clear that Ofgem wishes to introduce national comparisons between prices that can be used in national advertising campaigns. Where there is no real national price, it is better not to advertise, than to give misleading information. Better to regulate the DNOs as above, and pave the way for actual national pricing.

Question 4: Do you agree with our proposal for the different features of the Tariff Comparison Rate, and our related proposal on the personal projection? Do you have any thoughts on whether and how time of use tariffs should be accommodated in the TCR and personal projection? Please explain the reasons for your view.

The problems with the GB average TCR raised above will be increased when compared with the Personal Projection. Whilst the former will be in pence per kWh, the latter will be in pounds per year. Customers that divide their personal projection by their consumption and find that it does not match the TCR may interpret this difference as suppliers deliberately misleading them. This will increase mistrust in the market which, as mentioned in Ofgem's consultation document, is a major factor in reducing consumer engagement.

Question 5: In your view, should suppliers be required to make available up to date information on TCRs for their tariffs? What is your view on the barriers to the publication of best buy tables, and how could we better facilitate publication by third parties?

TCRs are not necessary and will not be helpful as currently proposed, as stated above.

Any best buy table worth it's salt should consider qualities other than just price. We propose additional information showing customer service satisfaction as measured by complaints levels - information that Ofgem has and Ecotricity publishes each year (Which has also published it recently).

Question 6: Do you have any concerns regarding the implementation of this proposal? How long after a decision has been made would you take to implement this proposal? What drives those timescales?

We would require approximately 12 weeks from the date that these proposals are announced to implement them. The major driver of this time frame would be systems development.

Chapter 8: Standards of Conduct

Question 1: Do you agree that the revised Standards of Conduct (SOC) will help achieve our objectives?

We support the principles behind the Standards of Conduct (SOC) and already apply them. We pride ourselves on our customer service and ensure that customers are treated with honesty and respect. We ensure that our written information is clear, simple and accurate. When we say we will call back we do. We are, however, concerned that incorporating the SOC into the licence conditions could result in an additional administrative burden.

We believe that there are more effective ways of ensuring suppliers treat their customers fairly. This could be achieved through the implementation of a "best service table" showing information such as customer complaint levels.

Question 2: Is there a different name for the SOC that will have more meaning to consumers and can be used by stakeholders across the industry?

We are agnostic with regard to the term "Standards of Conduct" (SOC).

Question 3: Does our approach to enforcement mitigate stakeholder concerns about clarity and regulatory risk?

We are concerned that the SOC as currently defined are not sufficiently clear. The vagueness of the drafting means that it will be difficult for suppliers to be certain whether or not they are compliant. A "principles approach" based on what a "reasonable person" would consider to be honest and fair does not mitigate this risk.

Question 4: Do you have any information regarding potential costs this may impose on suppliers?

The vagueness of the SOC as currently drafted and the lack of clarity over precisely what factors would be taken into account and how we would need to prove compliance make it very difficult to estimate what this would cost us.

However we suspect that, assuming the SOC adhered to best practice based on a proper understanding of the issues, that we would find it relatively easy to comply with. Notwithstanding the potential for problems, caused by the vagueness of the proposed measure.

Chapter 9: Fixed term customer protection

Question 1: Do you agree with our proposal for rules to be applied to fixed term offers in the domestic retail market?

Although policies on fixed term tariffs will not affect us directly, as we do not have any - from a point of principle we strongly support customers on these tariffs having the same protections as all other customers.

Question 2: Do you agree with our proposed strategies to mitigate concerns regarding increases in network charges?

No. Rather than allow suppliers to derogate from a price commitment in event of an unexpected increase in network charges, Ofgem should give more focus to preventing such price rises at their source. Network charging volatility presents major risks to suppliers, and costs to consumers. We support Ofgem's ongoing work on network charging volatility but more needs to be done. Given that network operators are regulated regional monopolies, whose (huge) profits and prices can be regulated by Ofgem, far more could be done to keep these down and to remove all volatility.

Questions 3-5

We are agnostic with regard to Questions 3 - 5.

Chapter 10: Market Cheapest Deal

Question 1: Do you agree that we should trial a Market Cheapest Deal initiative?

We do not support the Market Cheapest Deal. A better proposal is simply to ensure that the Big Six make all customers aware of their right to switch, but if the Market Cheapest Deal must go ahead it certainly it must make sense to run a trial.

This measure is aimed at targeting the most "vulnerable" "sticky customers". The majority of customers that are supplied by independents have chosen to switch to their preferred supplier; they are therefore by definition not sticky. This is the case even if they choose to remain with that supplier for several years. Unlike consumers who are still with their incumbent supplier, customers of independents are aware of the possibility of switching and to remind them of this will only be considered irritating. Any proposal to introduce the market cheapest deal should be restricted to the Big Six in their incumbent region.

We are also concerned that, as with many of the proposals in this consultation, too much emphasis is placed on price. This will undermine the green sector and reduce room for brand identity and innovation on non-price features. Including great customer service.

Perhaps OFGEM should consider a 'market best service' message - and a 'market greenest company'

As mentioned in response to Question 1 of Chapter 3, applying the requirement to advertise competitor offerings would be considered absurd in the oligopolistic, supermarket industry, or telecoms industry or petrol stations. It is no less absurd in the energy industry.

Question 2: Do you consider there are other approaches we should consider to address the particular issues with engaging sticky and/or vulnerable consumers? If so, what are they?

We would like to stress that the problem with "Sticky Customers" lies entirely with the Big Six incumbents. Customers that choose to switch to independent suppliers are by definition engaged and therefore any measures to engage sticky customers should not apply to the independent sector: this will only stifle innovation and brand distinction; areas in which the energy sector is already far behind other industries.

As stated above – we believe that obliging the Big Six to embark on comprehensive campaigns, to communicate to their incumbent customer base; messages about their ability to switch and it's ease – will do the most to tackle this issue. People who have never switched, should surely be the target. They are the sticky customers – and they all live in the incumbent area of one of the Big Six. That's the root cause that Ofgem should tackle – 98% of the market and 100% of the sticky customers..

Question 3: Would you be willing to work with us in conducting the trial?

No. But we would be willing to engage on the issue of how to tackle sticky customers, in a campaign as suggested in this document. Or indeed on any of these issues.

Conclusion

We support the principle of making the energy market more accessible to consumers and thereby more competitive. But we believe that the majority of the current RMR proposals will reduce consumer engagement for the reasons set out above.

The energy market needs sticky consumers to be educated and encouraged, to go shopping around. And it needs suppliers able to innovate, evolve best practice and differentiate themselves (on more than just price). We don't need homogenised communications or identical bills, or national price indexes in a market that has no national prices.

Much can be learned by considering the other markets in the UK which are dominated by oligopolies – but which are considered to function competitively, and to engage consumers. None seem to have done so with the aid of RMR type regulation.

We welcome any further contact in response to this letter. Please contact Emma Cook on 01453 769301 or emma.cook@ecotricity.co.uk.

Yours sincerely,

P.P.

Dale Vince
Founder, CEO

Your Electricity Bill

ecotricity

Green Electricity and Green Gas too!

Current Balance	**£3.72 DR**

This is your electricity bill for the period from 25th September 2012 to 19th December 2012.

As you pay by a regular monthly amount, there is no need to pay this balance. However if you think you are paying too much or too little, take a meter reading and give us a call on 0845 555 7200.

Account number

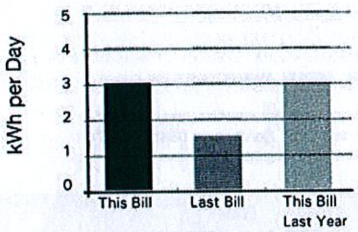
Bill number 487179

Date of bill 21 December 2012

Tariff - New Energy

Supply address

Historical electricity usage



The above includes estimated readings

Total consumption for last 12 months:
All Day: 1149 kWh

Predicted Cost for next 12 months:
£217 (based on previous 12 months consumption at current rates)

The above is based on estimated information.

Power Cut? Call: 0800 0280 247

Meter Point Number:

S

How we calculated your bill

	kWh	Price per kWh	Amount
Consumption	278	12.71p	£35.33
Standing Charge			£12.04
Sub Total			£47.37
VAT at 5.00%			£2.37
Total cost of electricity in this period			**£49.74**

Your account summary

Payment Date	Description	Amount
	Previous balance	£2.02 CR
25.10.2012	Direct Debit Payment	£22.00 CR
26.11.2012	Direct Debit Payment	£22.00 CR
	This bill	£49.74 DR
Current Balance		**£3.72 DR**

Your meter reading

	Previous	Current	Units used
Meter ID:			
All Day	1238 Customer	1516 Customer	278

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or visit **www.ecotricity.co.uk**

ecotricity

Paying your bill

Paying promptly helps us to keep our costs down.

By Direct Debit
It's easy and environmentally friendly.
To set up payment, please go to www.ecotricity.co.uk/setup-direct-debit or call us on call 0845 555 7 100.

By telephone or internet banking
Here are our bank details to set up payment:
Our sort code: 40-14-13
Our account number: 62606380
Our account name: The Renewable Energy Co. Ltd
Your payment reference: please use your account number from the front of this bill.

By standing order
Please call us on 0845 555 7 100 to agree your payment details.

By credit or debit card
We can take a card payment online or over the phone. Please go to www.ecotricity.co.uk/pay-my-bill or call us on 0845 555 7 100 with your credit or debit card details.

By post
Please make your cheque payable to Ecotricity and write your account number (from the front of this bill) on the back. Send it with your bill payment slip to: Ecotricity, Freepost SWC 3376, Stroud, GL5 3BR.

At any bank
Please make your cheque payable to Ecotricity and write your account number (from the front of this bill) on the back. Then take it with your bill payment slip to any bank. Some banks may charge for this service.

At any Post Office
Please make your cheque payable to Post Office Ltd and write your account number (from the front of this bill) on the back. Take it with your bill payment slip to any Post Office. The Post Office will charge for this service.

Business customers
Please email your remittance to: accountsreceivable@ecotricity.co.uk.

If you think your bill is incorrect
We will need an up-to-date meter reading. Please have this available when you call, but please do not return your bill to us.

Problems or concerns paying your bill?
Please talk to us! Call 0845 555 7 100 as soon as possible and we'll talk through payment options with you.

Reading your meter

Help us to make your bills accurate
Please read your meter regularly, we recommend once a quarter. The more information we receive, the more accurate your bills will be.

If your meter has circles with pointers please read each circle from left to right.

To provide your meter reading:

- Visit our website at: www.ecotricity.co.uk/meterreading.
- Call us on 0845 555 7 100
- Text your meter reading to 0792 047 6 767 (include the word READ, your account number and the date of the reading. If you have a day and night reading, remember to indicate which read is day and which is night).

Estimated meter readings
Your energy consumption will be estimated if we don't have an up-to-date meter reading for you. Any difference between your actual energy consumption and the estimated amount will be corrected when we next receive a meter read. This will be shown on your next bill.

Contacting us

If we supply your home
Call us on 0845 555 7 100 (Mon - Fri 8.30am - 5.30pm)
Prefer not to use 0845 numbers? Call 01453 761482.
Email us on home@ecotricity.co.uk.

Textphone service
If you'd like to contact us by Textphone, please call us using Typetalk on: 18001 0845 555 7 100.

Moving – please contact us
Moving home? Take Ecotricity with you! We can supply your energy wherever you live. Before you move, please call 0845 555 7 500 or visit www.ecotricity.co.uk/movinghouse. We need at least two days notice. If you don't give this notice, we'll have to charge you for the energy used up until the first of these dates:
- the second working day after you contact us
- the date of the next meter reading
- the date when someone takes over the energy supply.

If we supply your business
Call us on 0845 230 6 102.
(Mon - Thurs 8.30am - 5.00pm, Fri 8.30am - 4.00pm)
Email us on business@ecotricity.co.uk.

If you use some of your energy for residential purposes or anything changes that might affect your VAT declaration or the amount of VAT you pay, please call 0845 230 6 102.

Priority Service Register
We realise that some of our customers, such as the elderly, disabled or chronically ill, need extra care and services. If you do, we recommend that you join our Priority Services Register and call 0845 555 7 100 or visit www.ecotricity.co.uk/priorityservices. You can also use textphone to contact us using Typetalk on 18001 0845 555 7 100.

Putting things right
If we're not meeting your needs or if you have a problem with our service, please call 0845 555 7 100 or visit us at www.ecotricity.co.uk/complaints.

Customer Champion
If you feel you're not getting the answers you need, please contact our Customer Champion who works outside the organisation and has access to team members at all levels. Simply email customer.champion@ecotricity.co.uk.

For more advice on your rights or making a complaint about your energy supplier, you can call the Citizens Advice Consumer Service on 08454 04 05 06 or visit their website www.adviceguide.org.uk.

If you're still not satisfied, you can call the Ombudsman Services on 0845 055 0760 or visit www.os-energy.org.uk.

Helpful information

Your bill explained
For a guide to understanding your bill, please go to www.ecotricity.co.uk/your-bill-explained.

Terms and conditions
We supply energy to you under our terms and conditions of supply. For a copy of our latest terms and conditions, please call 0845 555 7 100 or go to www.ecotricity.co.uk/terms.

Right to change
It's great to have you with us. We don't want you to leave, but we're obliged to tell you that other suppliers are available, although we think you'll already know that! If we're not meeting your needs for any reason please give us a call or for impartial advice about switching suppliers call the Citizens Advice Consumer Service on 08454 04 05 06 or visit www.adviceguide.org.uk.

Energy efficiency
We can help you save money on your bills and make a positive contribution to the environment. For free energy efficiency advice please call us on 0845 555 7 100 or go to www.ecotricity.co.uk/energyefficiency.

Codes of Practice
For a free copy of our Codes of Practice (including for complaints) please call us on 0845 555 7 100 or go to www.ecotricity.co.uk/codesofpractice.

Energy Consumer Information
You can access a copy of the Consumer Focus Energy Consumer checklist 'Staying Connected' here www.ecotricity.co.uk/know-your-rights.

Our Fuel Mix
For the latest information about our fuel mix, please go to www.ecotricity.co.uk/our-fuel-mix.

Gas safety
For information about the safe use of gas appliances and other gas fittings, gas safety checks and carbon monoxide poisoning, please go to: www.ecotricity.co.uk/gas-safety-info.

Standards of service
For details of the level of service you can expect from your energy distributor please go to: www.ecotricity.co.uk/standards-of-service.

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