

CABINET

Red Rose Fairerpower 5th December 2017

Report of Assistant Chief Executive

PURPOSE OF REPORT				
The purpose of this report is to seek Cabinet's approval to it supporting participation in an affordable energy initiative available across Lancashire.				
Key Decision	<input type="checkbox"/>	Non-Key Decision	<input checked="" type="checkbox"/>	Referral from Cabinet Member
Date of notice of forthcoming key decision	N/A			
This report is public				

RECOMMENDATIONS OF Councillor Eileen Blamire

- (1) Cabinet agree to support this initiative and that the necessary steps are taken to seek approval through the appropriate decision making processes for the Council to support this scheme.

1.0 Introduction

- 1.1 The purpose of this report is to seek Cabinet's approval to it supporting participation in an affordable energy initiative available across Lancashire. The Leader recently received correspondence regarding the imminent launch of an affordable energy initiative which is known as Fairerpower Red Rose, the development of which was briefed out to districts earlier in the year. This has been led by Preston City Council building on an earlier arrangement between Ovo a north-west based energy provider and the Skills and Growth Company which is the trading arm of East Cheshire District Council.

2.0 The Current Position

- 2.1 Fairerpower Red Rose was launched on 25th September. However there is no deadline or cut-off date to meet in terms of Lancaster CC's membership. From that date onwards, residents will be able to switch to the tariff, supplied by Ovo, and be guaranteed a fairer and simpler energy tariff, supported by high levels of customer service.

3.0 Should We Participate?

- Lancashire has over 600,000 households. The whole area should be able to attract 3% of households in the first year to Fairerpower Red Rose which would result in there being over 18,000 customers. With an average saving say of £250 p.a. this would equate to a social value of £4.5million into the local economy.
- Levels of fuel poverty in Lancashire are still above both England and North West averages, with the latest statistics showing that over 77,000 households in the county are classed as fuel poor.
- With our trusted position within our communities we can introduce our residents to the benefits of switching to help them save money.

4.0 How Would We Participate?

- 4.1 All we are being asked, in essence is to demonstrate our commitment to raising awareness of the opportunity to access energy supplies that are less costly and so benefit any member of the community who subscribe. Whether we invest in promotion is our choice but we are talking here about low cost flyers, stickers on vehicles, banners etc. In addition a copy of the standard presentation from Preston CC is attached.
- 4.1 Initially it was proposed by Preston CC that we would sign up via a side letter linking in to the wider legal agreement Preston CC has. We are proposing a more straightforward arrangement we allow Preston CC as the lead to promote this locally. In return and we would licence our brand to them to allow it to be included on promotional material there by achieving the same end described above by a less complicated route
- 4.2 For the avoidance of doubt, we will not be involved in any supply or purchase deals in relation to energy. We are simply signing up literally and in spirit to the initiative by agreeing to actively promote the offer. Fairerpower will arrange an individual launch in the district, working with our officers.
- 4.5 All we are being asked, in essence is to demonstrate our commitment to raising awareness of the opportunity to access energy supplies that are less costly and so benefit any member of the community who subscribes.

5.0 Details of Consultation

- 5.1 Consultation is not required in these circumstances.

6.0 Options and Options Analysis (including risk assessment)

	Option 1: Promoting the Fairer Power Red Rose Scheme
Advantages	Opportunity for citizens to access affordable warmth
Disadvantages	Very few as described above little cost attaches to this initiative.
Risks	Very few

7.0 Officer Preferred Option (and comments)

7.1 The options are limited to participating or not

8.0 Conclusion

This represents a low risk opportunity to support access to affordable energy.

RELATIONSHIP TO POLICY FRAMEWORK

Supporting wellbeing.

CONCLUSION OF IMPACT ASSESSMENT

(including Health & Safety, Equality & Diversity, Human Rights, Community Safety, HR, Sustainability and Rural Proofing):

Not undertaken however social value element is significant

LEGAL IMPLICATIONS

It is anticipated that support for this scheme would be by way of a licence authorising use of the council's logo

FINANCIAL IMPLICATIONS

Any minor costs would be met from existing budgets.

OTHER RESOURCE IMPLICATIONS, such as Human Resources, Information Services, Property, Open Spaces:

N/A

SECTION 151 OFFICER'S COMMENTS

No further comment.

MONITORING OFFICER'S COMMENTS

The Monitoring Officer has been consulted and has no further comments

BACKGROUND PAPERS

Fairerpower presentation

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