



**Bristol Energy**

Heat as a Service

@BristolEnergy

[www.bristol-energy.co.uk](http://www.bristol-energy.co.uk)

# Bristol Energy

We're a sustainable energy company, renewable energy to local and national customers.

We've given £12,000,000 of social value back to the city since we launched in 2015. Our mission is to create profit for purpose, by giving back to communities.



# Heat as a Service

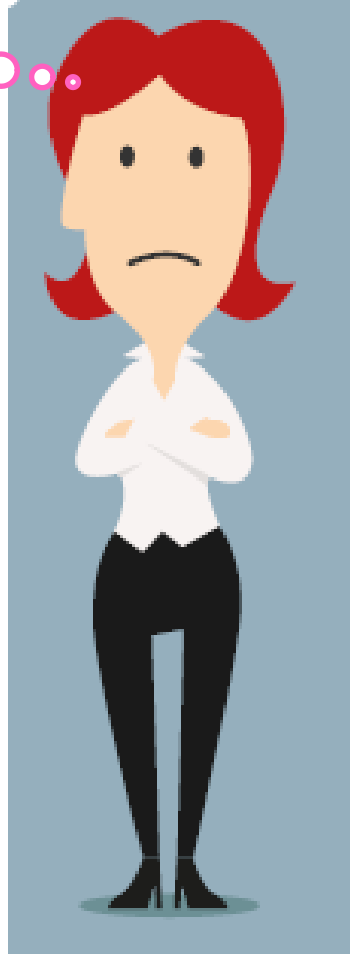
Opportunity to unlock better consumer experiences and drive uptake of low carbon technologies

*Last year I spent*

- £1,380 on
- 14,983kWh of gas and
- 4,125kWh of electricity.

*Next year, I've no idea*

- How much fuel I need
- What it will cost, or
- What experience I will get.



*I want to warm*

*the rooms I choose...*

*...to the temperatures I like...*

*...when I am home.*

*For a fixed monthly price!*

# Heat as a Service could unlock low carbon heat...

## Could Heat Plans help 'sell' low carbon heat?

**77%**

Preferred the idea of a heat pump bundled with a heat plan vs. 23% for a heat pump alone

## Would services be a more popular approach to decarbonising heat?

**45%**

were positive to energy services vs. 38% for a home improvement loan, 30% for a boiler ban and 22% for a carbon tax

## Does experience of a Heat Plan make people open to low carbon heat?

**85%**

of people who bought heat plans were open to alternatives to gas when replacing their boiler (vs. 1/3 for people who have not)

## People with experience of Heat Plans were more likely to want a heat pump



<0.1% of people who read an on-line advert wanted a free heat pump compared with >15% of people who stayed on the trial

**sarah.diver@bristol-energy.co.uk**

**Search: Bristol Energy**

[www.linkedin.com/company/bristol-energy/](http://www.linkedin.com/company/bristol-energy/)

<https://es.catapult.org.uk/impact/projects/bristol-energy-heat-plan-trial/>

The logo for Bristol Energy, featuring the word "BRISTOL" in a bold, dark blue, sans-serif font above the word "energy" in a lighter, pinkish-purple, sans-serif font. The logo is positioned in the bottom right corner of the slide, partially overlapping a large, stylized graphic element consisting of a thick, curved band of pink and purple dots that forms a partial circle.