

# Oxford Community Group buying scheme

## Memorandum of Understanding

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### Introduction

The Oxford Community Group buying scheme represents a partnership of OCG (Kidlington vs Climate Change, Sustainable Kirtlington and Sustainable Woodstock and EnergyMyWay (EMW), with the objective of giving homeowners and businesses in Kidlington, Kirtlington, Woodstock and the surrounding areas a group buying discount on Solar PV.

### Duration of the agreement

1 June 2011 - 31 March 2012

If the scheme is running successfully and both parties are in agreement, the duration may be extended beyond 31 March 2012.

### The Parties

The Oxford Community Group (OCG) is a consortium of local voluntary community groups in neighbouring geographical areas, developing ways of living lifestyles that have a lower impact on the environment.

EnergyMyWay (EMW) is an Oxfordshire based renewable energy consultancy and installation firm, specialising in a complete range of renewable technologies, including Solar PV.

The Oxford Community Group has chosen to partner with EnergyMyWay for the Community buying scheme based on their response to a tendering exercise run by representatives of the individual community groups.

### Scope

Solar PV installations on domestic and non-domestic buildings in the area covered by OX5 1, 2 and 3, OX 7, and OX20.

EMW are free to discuss, recommend and install other renewable energy technologies where appropriate. The agreed discount will also apply for properties outside the agreed area as shown in the following table.

Properties outside the designated area	Discount
1) OCG provides a direct referral to EMW	Yes, but OCG to apply discretion and limit to friends, acquaintances and colleagues within a reasonable proximity of EMW's HQ in Oxford (say 30 miles).
3) Other customers outside the area that have been referred to EMW by an OCG customer	No (though EMW to use its discretion)
4) Other customers outside the area that find EMW through the groups' websites	No (though EMW to use its discretion)

### Nature of partnership

OCG and EMW will together draft a "working document" for the scheme that provides more detailed information about the scheme. Quotations provided by EMW under the OCG

scheme to include the following statement: “This quotation falls under the terms of the OCG discount scheme. Full details of the scheme are included in a working document (located on the groups’ websites) which you are strongly encouraged to consult.”

**OCG role:**

To be the ‘face of the project’. All marketing communications will be branded OCG, with EMW referenced as the selected installation partner.

To organise and fund the scheme launch events

To promote the launch events as follows:

- circulate press release to local publications
- publicise the scheme on the groups’ websites
- place posters where appropriate
- engage local 3<sup>rd</sup> parties such as schools
- actively promote the event to own networks

To set up system monitoring tool and to develop performance report.

OCG will feed all leads through to EMW (including possible approaches from outside the designated area)

**EMW role:**

To respond to leads in a timely manner and manage customers throughout the survey and installation process:

- provide property surveys
- give property-specific consultancy and return on investment forecasts
- provide quality installations
- provide handover packs and register systems with MCS for FiT
- Invite customers to email system performance monthly to OCG for monitoring

To provide a brief monthly report to OCG on number of enquiries, surveys and contracts secured.

To create and manage the distribution of the promotional leaflets.

To attend and ‘co-present’ at the launch events.

To promote the scheme on the EMW website.

**Marketing Tools**

**Mailshot**

- A4 4/2 leaflet on 100% recycled paper, designed and produced by EMW, distributed via Royal Mail.
- 11,335 leaflets delivered to OX5 1, 2 and 3, OX 7, and OX20 postcodes.
- Call to action i<sup>s</sup> to attend planned launch event, and/or go to the OCG participating groups websites.
- Any property specific leads or requests for survey to be directed to EMW website [www.energymyway.co.uk/](http://www.energymyway.co.uk/)

**Press releases**

OCG will contact relevant media in each area

**Website information**

OCG groups' websites to contain further information and link to EMW web page. The OCG websites will also host the previously mentioned 'working document' for the scheme. EMW website to contain scheme outline and opportunity to register for survey.

**Posters**

OCG will produce and put up a limited number of posters in advance of their individual launches.

**Launch events**

To take place at central locations in each group's area. EMW to provide product samples and contribute to a powerpoint presentation to introduce the scheme.

**Ongoing publicity**

OCG will continue to publicise the Solar PV scheme throughout its lifetime, through its other activities and network connections.

**PV System Pricing structure**

System Size (kWp)	No. Of Modules	Module Output (W)	Inverter	Price (£)	VAT 5%	Total (£)	Annual FiT
1.11	6	185	SMA SB1200	5,506	275	5,781	427
2.1	10	210	Fronius IG20	8,131	406	8,537	807
2.96	16	185	Fronius IG30	10,017	501	10,518	1138

The system specification is as per EMW's proposal to OCG of April 2011. The prices are for guidance only and are based on a typical, straightforward installation. Each property is unique and therefore each would require a site survey and a bespoke quotation is provided after a survey is carried out. There is no charge for this survey.

Prices are based on a property with:

- A roof in good condition and structurally sound
- Minimum of 10m<sup>2</sup> area of roof available with no shading or obstructions per Peak kW
- Average scaffolding cost with ease of access and straightforward installation
- Dependent on roof setup and tile type
- Easy loft access (for installers and equipment)

- Space for inverter and AC/DC isolators, and a spare way on the distribution board
- Distribution board and earthing compliant with 17<sup>th</sup> Edition electrical regulations
- A distance of no more than 15 metres from panel location to inverter

Solar PV is not suitable for properties with thatched roofs.

## **Methodology**

All leads to be passed to EMW who will:

- Carry out a pre-qualifying questionnaire
- Book and confirm property survey
- Conduct survey
- Provide quote and FiT calculations
- Provide advice on additional ways to save energy where appropriate
- Confirm installations and provide contracts
- Arrange customer deposit, which, in line with MCS accreditation is 25% of the install amount payable 21 days prior to installation date.
- Carry out installations
- Provide system training, commissioning and hand over pack
- Take payment for the remaining 75% once commissioning is complete
- Provide a monthly report to OCG on numbers of leads, surveys and installations. The report will include total value of installations and commission due. The report will also indicate where other renewable energy technologies have been installed and associated commission due.

EnergyMyWay is committed to using Standard Assessment Procedure (SAP) calculations as a mandatory requirement of the Microgeneration Certification Scheme (MCS), however all customers are given verbal explanations of the limitations of SAP. Where roof spaces are affected by shading the customer will have the impact explained, and this will be documented in their quotation. Advice will also be given as to the positive impact of having the shading removed. EnergyMyWay will provide a clear statement on their quotations about likely output degradation over the lifetime of the system and a statement to the effect that it is likely that customers will need to replace the inverter at some point over the lifetime of the system (with an indication of the scale of cost involved).

## **Communication**

Monthly reports as above and quarterly meetings.

## **Monitoring**

Monitoring of PV outputs to be undertaken by OCG, based on voluntary supply of information by customers.

## **Copyright**

EMW reserve the right to use their leaflet design and copy for other community schemes but have no right to use or to copy any elements from the OCG members' logos.

### **OCG disclaimer**

OCG has been advised to include the following disclaimer in the working document for the scheme:

*Please note that The Oxford Community Group (OCG) or any individual or individuals working to promote the OCG scheme cannot accept any liability whatsoever in respect of any loss or damage suffered by a purchaser or any other person in respect of any goods supplied or installed under this scheme, including any loss or damage suffered as a result of the quality or lack of fitness for purpose of any goods supplied or installed, or any failure by the supplier to deliver or install the goods or to install them to the purchaser's satisfaction.*

### **Termination**

If either party is deemed to have brought the scheme into disrepute through this association then each party has the right to terminate the agreement in writing. All outstanding customer work will be completed.

### **Acknowledgements**

We gratefully acknowledge assistance from Sustainable Wantage and Transition Town Marlow who provided their own partnership agreements as examples.