



iChoosr.

UK Annual Report

2025-2026

Empowering People,
Energising Society.

We accelerate the energy transition together, by empowering millions of households to boost their energy self-sufficiency.

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Foreword & Switch Together Announcement

Many more milestones were passed in 2025 as we, together with our council community leaders, helped more households take their next step in making their homes more sustainable, reduce carbon and accelerate the energy transition. We ran our final schemes under the Solar Together and Big Community Switch brands and have now successfully introduced the Switch Together brand which brings together our PV, heat pump and energy switching services under one name. Households can now be better signposted to continue their sustainable journey across multiple services all through the trusted brand associated with their council.

We have now run pilots including a finance offering and have plans in place to deliver funded PV installations for a council in 2026. Historically the focus of our solar schemes has been exclusively for the able to pay and we are now moving to a position where we can help councils to help their residents to install PV whether they are able to pay, want or need finance and even require funding. The councils choosing to work with Switch Together continue to grow with four new regions launching PV schemes in 2025: Dorset, Lincolnshire, West Midlands and South East Wales. We have more new regions lined up for 2026 in England and Wales and it is a reflection of the success that so many regions repeat every 12-18 months.

Over 8,000 households have had PV installations through our schemes in 2025 representing a private investment of over £24 million and seeing more than 2,724 tonnes of carbon avoided in the first year of their installation alone. These figures only take in 2025 however, as some regions enter the 9th year of running schemes, the environmental impact balloons exponentially. Over time the PV installations through our schemes total 124MW and would be equivalent to a solar farm covering more than a square kilometre.

We have now completed 99 heat pump installations as a result of the 2024 Switch Together Essex scheme which represents 10% of the total installs in the region over the period. And in 2025 we have launched new heat pump schemes in Essex and Surrey with more lined up for 2026. 2025 saw a return to volume of energy switching as market competition accelerated and suppliers were more acquisitive with compelling fixed tariffs, paper billing tariffs for the off line as well as prepayment tariffs. At the time of writing in early 2026, the market has been set back again with another energy crisis so we look forward to rebuilding the switching momentum and helping households to find a competitive offer where they might otherwise not switch.

The 2026 milestones are lining up. Watch this space.



George Frost,
UK Country Manager

About Us

We are iChoosr, experts in engaging people to switch to sustainable energy products and contribute towards the energy transition. With iChoosr, consumers and suppliers are brought together on a large scale to help people make an informed decision where they might otherwise not act. We work hand-in-hand with forward-thinking local councils and community leaders across the UK to bring trusted, affordable, and impactful green home upgrades to residents.

Our group buying schemes began in 2012 with collective energy switching. Solar Together launched in 2015, our group-buying scheme for solar PV and storage. In 2024, we added a group buying scheme for heat pumps and in 2025, commenced our transition to one brand that encompasses all our schemes: Switch Together.

Throughout this time, our group-buying energy switching, solar and heat pump schemes have partnered with more than 210 councils.

What We Promise

- 

A competitive price
Together we are stronger. The combined purchasing power of thousands of households helps get residents a competitive offer.
- 

No hassle
Registration is easy, free and without obligation.
- 

High-quality
iChoosr places high demands on suppliers: their service and their products.
- 

Tailored support
iChoosr provides marketing support including a bespoke registration portal.

iChoosr likes to make it easy for people so we take the time-consuming administrative hassle out of their hands. We always aim to provide all the necessary information to help them make an informed decision in a safe environment.

Who We Are

The iChoosr team has grown significantly since its inception, with more than 150 staff members now operating in the UK, Europe, Asia, and North America. We are proud to have offices in Amsterdam, Antwerp, London, Warsaw, Washington and Tokyo.



George Frost
Country Manager



Marie-Louise Abretti
UK Solar Business Manager



Fraser Balaam
Installer Management Lead



Jojo Thompson
Installer Manager



Jemma Fordham
Installer Manager



Sabrina Pieraccioli
Installer Manager



Layla Newby
Relationship Management Lead



Rhiannon Kallio
Relationship Manager



Christie Berwick
Relationship Manager



Ela Ural
Customer Service Specialist



Adam Parvez
Behaviour Lead



Safiye Poyraz
Operations Lead



Daniel Snushall-Smith
Project Manager



Oliver Kenyon
Project Manager



Annicia Thompson
Project Manager



Mathew Williams
UK Marketing Strategist



Grace McKenna
Performance Marketer



Ana Vidotti
Content Marketer



Gina Stansfield
Performance Marketer



Olivia Turner
UK Marketing Officer

The iChoosr Approach: Providing A Safe Environment To Make An Informed Choice

The power of group buying can be harnessed by engaging a group to come together so that its collective buying power can be shared. The iChoosr approach is to make this as easy and hassle-free as possible.

As experts, we invest a lot of time looking into the reasons why people are not doing something they know deep down might be the right thing for them to do. Whether it is taking the time to find a better energy tariff, or finally looking into all the different options for those solar panels they may have been thinking about for a few years.

Breaking down what happens between where people are now and their desired outcome, we investigate the pains, gains, anxieties, and habits that stand between the two. Through detailed and repeated consumer research we uncover real human insights to help people take action.

Common reasons people feel unable to act are that they are afraid of the process, have a lack of time to compare their options, have a lack of trust in suppliers and are deterred by the complexity associated with the process.

The iChoosr model reduces the perceived barriers to action, and throughout our customer journey we put the customer firmly in control of their decision. By providing people with enough information at every stage, we take away the hassle and enable people to take charge.

- 1

They are afraid of the process
- 2

A lack of time to compare their options
- 3

A lack of trust in suppliers
- 4

The complexity associated with the process



The iChoosr Process

The general approach for our energy, solar and heat pump schemes is the same – a simple five-step process that that we has developed over the years across product lines in Europe, North America and Asia.





5. Solar

Roof Survey

Before the installation is finalised, the winning installer will survey their roof to check if the recommended number of panels will fit and if the expected generation will be reached. There is also the option to add a battery and/or an electric vehicle charging point.

Installation

After the resident approves their survey report, their installation can take place. They will then have a complete and working solar PV system installed on their roof.



5. Heat Pumps

Survey

Before the installation is finalised, the winning installer will survey their home and conduct a heat loss survey.

Installation

After the resident approves their survey report, their installation can take place. They will then have a complete and working heat pump system installed.



5. Energy

Take Control Of Energy Costs

We will handle the entire switching process for residents, so they don't have to do anything. They will then be one of the thousands who have taken control of their energy costs through our collective energy switches.

Switch Together: Group-Buying For Solar Panels

In 2025 we worked with Local Authorities and Combined Authorities around the UK to deliver solar schemes in 15 regions. This included the milestone of launching the first scheme in Wales, with Solar Together South East Wales going live in Spring 2025.

It was exciting to continue to grow the network of vetted installers across the UK, engaging with more local installers in both new and repeating regions. Together we helped more than 8,000 UK homes go ahead with solar and storage installations last year, with more than 90% of households installing solar opting to add a battery to maximise their self consumption.

Continuing a year of firsts, we also piloted finance offerings for several of our Solar Together regions last year, enabling residents participating in Solar Together to access tools such as finance calculators, and explore options to help spread the cost of their solar installation. This is something that we are continuing to work on and optimise for 2026 scheme participants.

2026 has started with more excitement, as we launched our brand update bringing Solar Together under the Switch Together name. This brand refresh has made it easier and simpler for residents to access renewable energy choices in one place.

With many UK homeowners experiencing uncertainty around energy prices, and seeking greater energy security, we are seeing rising interest in solar and storage this year, and we will continue to work with our Local Authority and Combined Authority partners to deliver solutions that allow more residents more ways to access these sustainable energy solutions for their homes.



Marie-Louise Abretti,
UK Solar Business Manager

Where We Work

Over the last 14 years, we have worked with more than 210 Councils across the United Kingdom. We continue to work with over a hundred local authorities across the UK on solar, heat pumps and energy projects.

iChoosr Currently Active

Current Collective Energy Switch

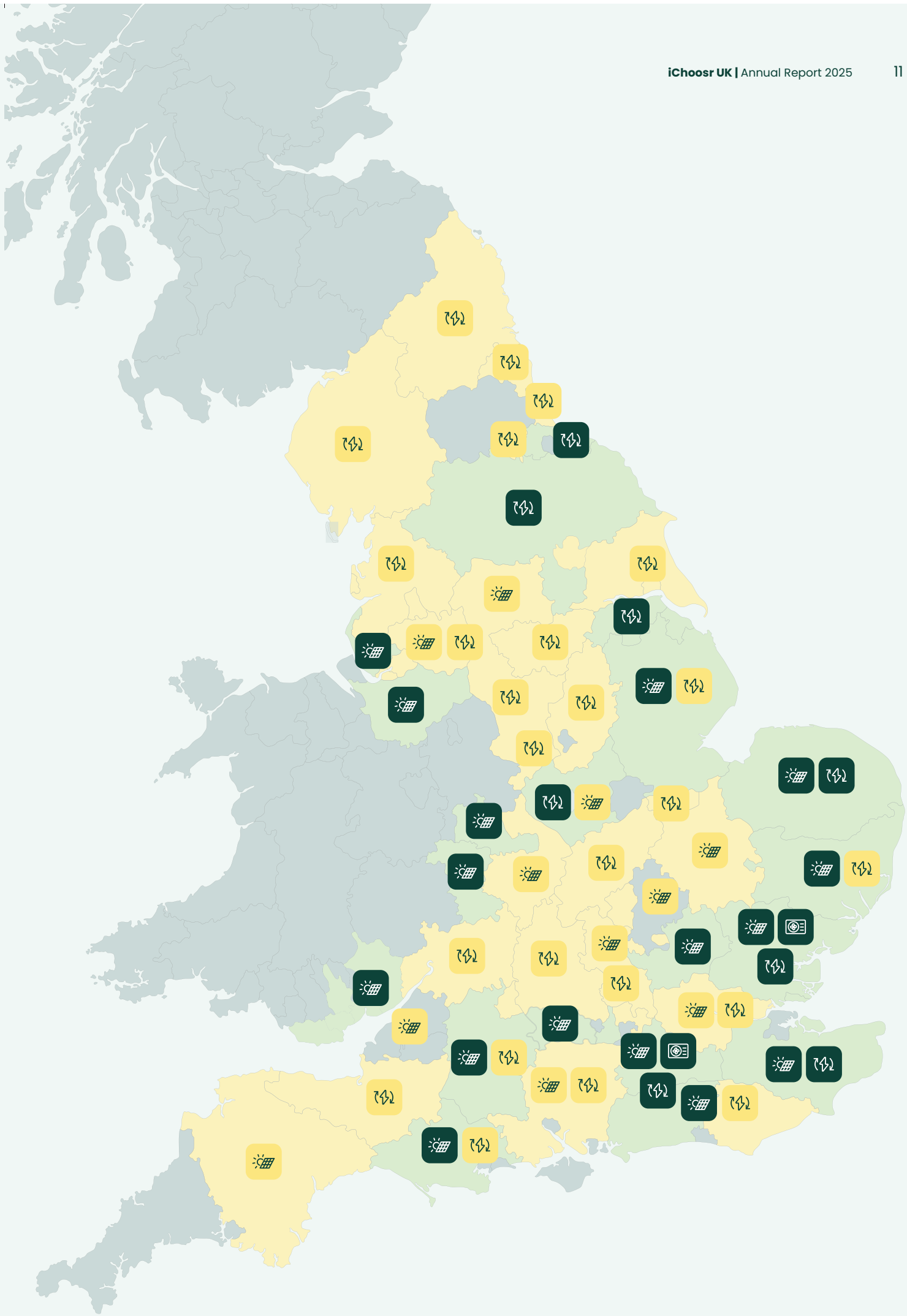
Current Solar Campaigns

Current Heat Pump Campaigns

iChoosr Previously Active

Previous Collective Energy Switch

Previous Solar Campaigns



Switch Together Solar

Switch Together Solar offers the councils we work with a straightforward and cost-effective way to make a significant impact on carbon reduction targets through private resident investment in renewable energy generation.

Switch Together Solar group-buying schemes make it easy for British homeowners to install solar panels and storage for a competitive price with a trustworthy, vetted installer.

iChoosr has been organising group-buying schemes for solar panels in the Netherlands and Belgium since 2013. And our United Kingdom schemes have resulted in over 380,000 panels since 2018.

Over the last ten years, iChoosr has delivered 74 Solar Together schemes in partnership with County Councils, Combined Authorities and Unitary Authorities across the UK. Regions where schemes have been delivered include in the South East, South West, Central and Northern England and the Midlands and Wales. Some of our council partnerships are now entering their eighth or ninth year of the scheme, growing their carbon reduction commitments through every single installation.

Essex County Council

“We’ve worked for many years to help residents save money and cut their carbon footprint through our solar group buying and collective energy switching programmes, extending this partnership into heat pumps as well. Working with Switch Together allows us to offer residents even more sustainable options, from solar panels and battery storage to competitive energy tariffs and modern low-carbon heating.

These group-buying schemes make a real difference by reducing costs and taking the complexity out of choosing cleaner energy solutions, helping more households across Essex access affordable, future-ready ways to power and heat their homes.”

Thomas Day, Head of Energy and Low Carbon Programme
Essex County Council



Households across the UK continue to embrace the transition to renewable energy. Residents are committed to seeking alternative energy sources as they search for security from rising electricity costs, reduce their reliance on the grid and generate their own clean energy.

In 2025, we launched solar group buying in Dorset, Lincolnshire, West Midlands and Cardiff, Wales. We grew schemes in repeating regions, with Solar Together Norfolk running for an ninth successful year and both Suffolk and Essex County Councils participating for a eighth time in 2025. Many other councils repeated their annual schemes with great success and increased engagement from residents including repeat participation from residents that previously installed solar taking up the option to retrofit battery storage.



Battery Storage

In 2025, we continued to include optional battery storage in our schemes and saw 95% of participating residents add a battery to their solar PV system.



Electric Vehicle Charging

In 2025, we continued to provide residents with the option to install an electric vehicle charging point as part of their solar installations. Approximately 28% of registrants added EV charging when they accepted their offer, and more than 500 electric vehicle charging points installed in 2025.



“There are so many different offers out there, it’s hard to know who to trust. Having the backing of Bracknell Forest Council really helped — it made it feel more official.”

Bleddyn, Bracknell Forest

Finance for solar

To help more homeowners make the switch to solar PV, this year we piloted integrating finance options for solar schemes.

Data from past solar scheme participants, UK consumers and industry stakeholders such as the Green Finance Institute (GFI) indicated that access to more payment options and finance for solar could remove significant barriers for some consumers. The inclusion of a finance option in the solar offering helps a broader group of homeowners access the scheme and its benefits.

The pilot took place in our 2025 schemes in Liverpool City Region and Cheshire and Warrington where participants in the schemes were able to register their interest in financing their solar installation when they registered for the schemes. These scheme participants were able to access loan calculators to help make an informed decision about the impact of the available finance on their solar installation costs. iChoosr’s role was to provide information and access to available finance, but not to make recommendations, or provide eligibility checks.

The winning installers for the pilot regions were approved individually to introduce finance options to customers that had registered this interest in order to ensure a seamless consistent approach across all stages of the customer journey.

We have worked closely with industry stakeholders including the GFI to deliver the pilot, and will continue to evolve this model and its integration in our schemes with more local authority partners over 2026 and beyond.

We welcome announcements of plans for a government backed loan in the Warm Homes Plan, and are exploring more ways to help Switch Together participants access any new offerings under these plans.

“The GFI has been delighted to support iChoosr to bring this market-first application of Demand Aggregation Finance to life.

By partnering with Phoenix Financial Consulting, a Green Home Finance Principles-aligned lender, iChoosr has connected its established group-buying model with tailored finance, creating the UK’s first Demand Aggregation Finance product.

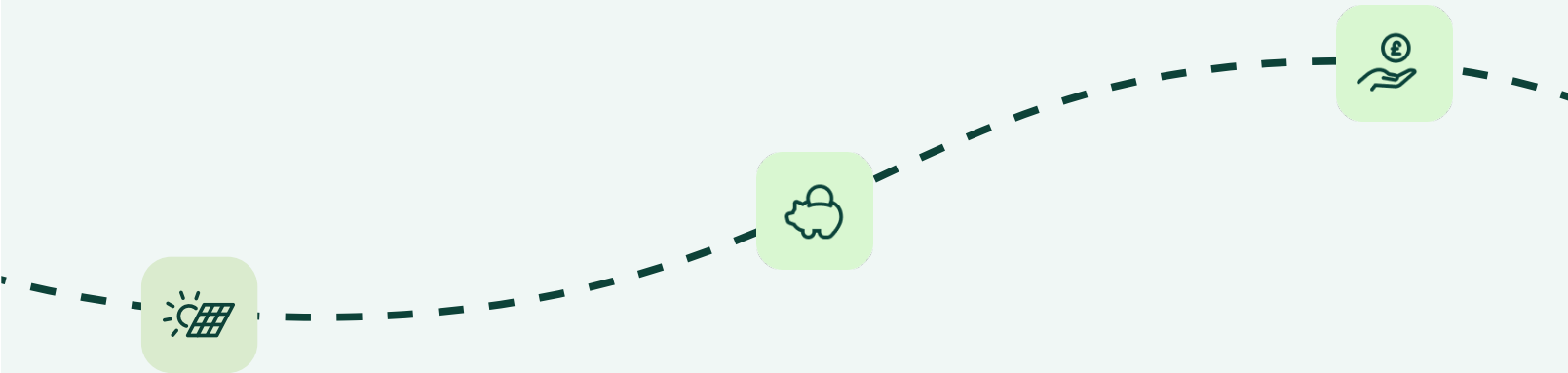
This integration of finance within the Solar Together model is a landmark moment for the UK green home finance market. First proposed by the GFI’s Built Environment Programme through the Zero Carbon Heating Taskforce’s December 2020 report, Demand Aggregation Finance has now moved from concept to market through iChoosr’s Solar Together scheme.

At a time when demand for solar and battery storage has grown significantly, the Solar Together model demonstrates how aggregating household demand at a local level can help bring down costs, while integrating finance can broaden accessibility further, enabling more homeowners to invest in technologies that can help them reduce and better manage their energy bills.

The model also reflects international examples such as Belgium, where finance has been integrated into group-buying schemes to support homeowner uptake.

As co-chair of the Green Home Finance Strategic Partnership, and chair of Working Group 2, which includes iChoosr partner Phoenix Financial Consulting among its members, GFI looks forward to bringing industry insight to help develop clear design recommendations for government-backed loan initiatives under the Warm Homes Plan, building on market-led innovations like this to support delivery at scale.”

Maria Dutton, Associate Director
Green Finance Institute



To Date We Have Delivered:



74 Schemes across the UK



More than **470,000+** registrants



124 MW of power output installed



£318M private investment in solar PV



Over **380,000** solar panels installed

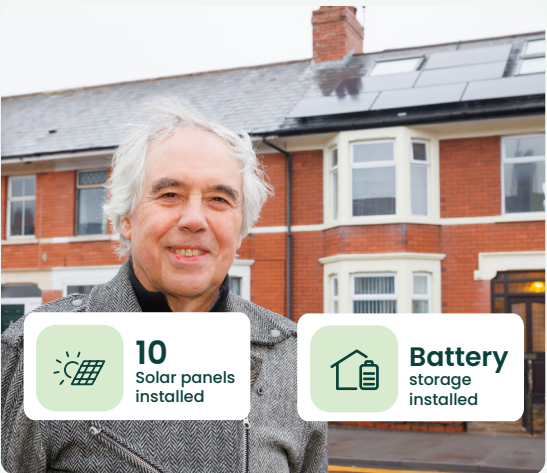


9/10 installed customers would recommend Switch Together



“We’re very glad we got solar panels. The installation was really thorough, and there’s been a phenomenal impact on the bills. The original price was very competitive so we knew it was going to be a good deal, we liked the reverse bidding process and thought it would end up being a good deal.”

Rob, Cheshire West



“I would definitely recommend solar panels to other people—we’ve had a massive saving on our electricity bills compared to last year. The council-backed scheme gave us real confidence, with pre-vetted installers and excellent communication throughout.”

Paul, Cardiff

Switch Together Heat Pumps

Since expanding iChoosr’s group-buying initiatives to include air source heat pumps, we have completed a pilot scheme in Essex. This initiative gives councils the opportunity to support their carbon reduction targets by helping private residents invest in heat pumps.

Switch Together Heat Pumps is designed to make high-quality heat pump installations more accessible—offering homeowners competitive pricing and expert guidance throughout the decision-making process.

Rising energy prices and a growing focus on sustainability have also encouraged more homeowners to adopt heat pumps—helping them improve energy efficiency while reducing carbon emissions.



99 Heat Pump Installations



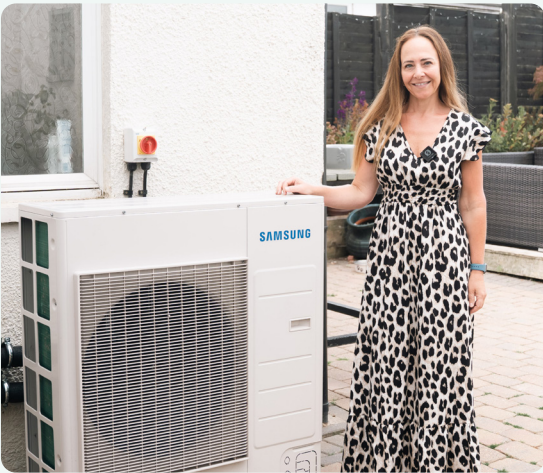
12% saving
(based on a comparison to the market price across heat pump systems ranging from 5kW to 13kW)



10% all MCS-registered air source heat pumps in Essex
(based on 968 domestic MCS installations in Essex from October 2024 to July 2025).



27% of installations were from homes with heating oil as their fuel type.



“The biggest benefit of having a heat pump for our household is having control over our heating and hot water.”

Jodie, Epping Forest



“The process of signing up started online—we registered interest, then had an initial survey where they measured the house, did a floor plan, and worked out what we’d need. They came back with a proposal and price, and we booked the installation. It was all done within about two months.”

Greg, Chelmsford



”

“Working with iChoosr through the Switch Together Heat Pumps scheme has been a strong fit for Eco Green Energy Solutions Group Ltd. The customer journey is clear and well managed; the leads are well qualified, and there’s a shared commitment to delivering high-quality heat pump installations at scale. It’s a collaborative approach that supports installers while helping households move confidently towards low-carbon heating.”

Elisha McNeil, Director
Eco Green Energy Solutions Energy Group Ltd.



Collective Energy Switching

The Big Community Switch, now known as Switch Together Energy, achieved three highly successful auctions, with more than 124,000 registrants from our communities. Of these, more than 14,600 individuals chose to switch to a fixed tariff priced below the Ofgem Price Cap. We welcomed new community leaders in 2025, with four auctions planned for 2026.

Navigating this ever-changing energy market can be a complex and daunting task for individuals. That's why Switch Together Energy is dedicated to empowering customers with the knowledge and resources they need to make informed choices.

A key factor in the success of the our energy switching schemes has been the unwavering support of our council partners. Their dedication to the programme and efforts in facilitating registrations have helped keep residents well-informed and engaged in energy-saving schemes, all while advancing their net-zero ambitions.

As we face these challenges together, working with our council partners helps us move toward a more sustainable energy future. By providing the right information and support, we aim to help communities make choices that meet their needs while also contributing to a stronger, more resilient energy landscape.

To Date We Have Delivered:



39 Schemes across the UK



More than **£51 million** has been saved by switchers



More than **2.2 million** registrants



More than **330,000** residents switching their energy supplier



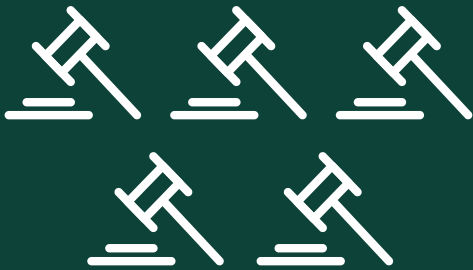
Our International Achievements



More than **13 million** households have joined our schemes so far.



More than **2.5 million** solar panels installed through our schemes.



iChoosr has organised more than **500** auctions.



Do you want to reduce carbon emissions in your area?

iChoosr can help you.

We are trusted and experienced experts in group-buying for solar panels and heat pumps, and collective switching for renewable energy. Through the power of collective action we can help.

No one does what we do, the way we do it. When you choose to work with us you will receive tailored support from our dedicated team on all aspects of the process.



www.ichoosr.com/en-gb



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