

# Case Study:

## Solar PV Panels Customer Leaflet

### Background

Platform's Sustainability team asked if we could speak to our Customer Sounding Board (CSB) members to seek their feedback on a draft solar PV panels customer leaflet.

The draft leaflet had been created to provide guidance to customers who have solar PV panels installed at their home and how they can benefit from them being fitted.

Colleagues had worked with an external technical contactor to write the content for draft leaflet and were keen to understand our involved customer's views on whether the information and guidance provided was:

- Clear
- Useful
- Easy to understand
- Missing content that should be included.

### Customer Engagement

Our Customer Engagement team put together a survey pack for our Customer Sounding Board members, which included:

- Covering email with explanatory information
- Copy of the draft leaflet
- Link to the feedback survey form
- Deadline date for providing feedback

### Customer Feedback



# Outcomes

As a direct result of our involved customers feedback, we:

- Added images to illustrate and help explain
- Updated the wording and added more information
- Increased the size of the text font to highlight the titles and headers to make it clearer to read.



Your home is fitted with Solar Panels - a modern system for generating clean, renewable electricity that saves you money and reduces your carbon emissions. This leaflet explains the best way to use the free energy from your solar panels.

### How does it work?

Solar panels, sometimes called Solar Photovoltaic or PV, work by converting sunlight into electricity. These are not the same as Solar Thermal panels, which heat water only. Solar panels only work during daylight hours and work best when it is bright or sunny.

Any electricity generated that is not used in your home goes back into the National Grid, so it is not lost or wasted. For some older systems Platform receives a repayment from the Government for any surplus electricity that goes to the National Grid.

### What are the savings for you?

On a sunny day when you switch on the kettle or sit down to watch TV, any electricity generated by the solar panels doesn't cost a penny. But on a dull day you will use a combination of solar electricity and electricity from the grid. You will only pay for any electricity from the grid, and the usual daily standing charge.

The potential savings could be between **£186 - £411 per year** depending on your usage\*, although this may be outweighed by rising energy prices. This is why it is a good idea to keep your electricity bills so you can see the actual reduction in electricity consumption in kilowatt hours, or kWh, even if the cost of electricity has increased.

[\*Usage ranges from 'out-anti-6pm' (saving £36 per year) to 'home-all-day' (saving £411 per year). Based on a 2kW south-facing solar array in the Midlands. Calculated using the Energy Saving Trust solar calculator available at [www.pvfitcalculator.energysavingtrust.org.uk](http://www.pvfitcalculator.energysavingtrust.org.uk)]



### How to make the most of your solar electricity

The best way to use solar panels is when they are generating electricity, because they cannot store electricity for use later. So the ideal time to use electrical appliances like an electric shower, washing machine, or dishwasher is when it is bright and sunny. You may need to change your daily routine so that you use electrical appliances during daylight hours whenever possible. But do not worry too much as the system will power your fridge and other appliances that are always on or used a lot.

To make the most of the savings try to reduce your electricity use, for example by drying clothes outside when possible and not leaving appliances on standby. The table overleaf shows you how much common appliances cost to run.

#### TOP TIP

Try not to switch everything on at once, or the solar panels may not match the demand.

**platform**  
housing group

