

Less hot air, more energy action

Majority of UK voters call for incoming Government to lead by example and reduce their energy consumption

Under embargo until 00:01 on Tuesday 10th December 2019

Three quarters of UK voters have called on the next Government to reduce Parliament's energy consumption in 2020 – after a substantial increase in recent years.

Pay-as-you-go smart energy provider Utilita carried out the research as part of its #EnergyHigh5 campaign, which is due to launch in January 2020 – a campaign created to help five million households reduce their energy usage by at least £163 per year.

During the week of the general election, Utilita has projected a call to action on the side of Parliament – asking MPs to 'turn off the lights'. This comes as 75 percent of those surveyed told Utilita our Government must lead by example – and start saving more energy.

Publicly available data shows that the Houses of Parliament increased its energy usage by almost a third (28%) in 2017/18.

Utilita Founder and Managing Director, Bill Bullen, said: "The greenest and cheapest energy is the energy we don't use. There's just no excuse for using a third more energy each year.

"Our politicians must lead by example by demonstrating how we can be more energy efficient, and the importance of doing so.

"My personal mission is to help at least 20 percent of the UK's households reduce the amount of energy they waste by 2025 – that's 5 million homes, but we hope to reach more than that. We've paved the way since launching 11 years ago as the first company to install energy-saving smart meters into 90 percent of our customers' homes, putting them in better control of their usage from day one.

"It is my belief that it's the responsibility of the UK Government to educate and support the reduction of energy wastage to ensure that their investments in green energy are best spent. Renewable energy is expensive to create, making it a false economy if it's being wasted – if the Government has given up on educating the nation, then we are in big trouble."



Utilita's #EnergyHigh5 campaign, which officially launches in early January, is a positive behaviour change campaign designed to educate the nation on how every household can waste less energy and save approximately £163 on their annual energy bill by making five simple and free-of-charge adjustments to the way we use energy at home, including :

1. Turning the heating off, when out (£80)
2. Turning lights off in unoccupied rooms (£14)
3. Using a 30C wash instead of 40C / 60C (£9)
4. Avoid using standby model (£30)
5. Unplug unused electrical items (£30)

The campaign will include school and sports team education programmes, access to subsidised energy saving items and white goods, and will put pressure on the UK Government for new rules to support consumer choices - all of which will be supported by some of the nation's best known personalities. To sign up to the Utilita #EnergyHigh5 Pledge and access simple-to-follow advice on reducing energy wastage, visit www.utilita.co.uk/energyhigh5.

For more information about attending the photocall or to arrange an interview with Bill Bullen, please contact Lisa Malyon on **07525204402** or email Lisa@sensecommunications.co.uk

Notes to editor

SURVEY METHODOLOGY

- ✓ Utilita commissioned OnePoll to survey 2,000 UK adults on their energy usage, behaviours and beliefs from 22-25 November 2019.

ABOUT UTILITA

- ✓ Utilita is a smart PAYG energy company that was founded in 2007 by Managing Director Bill Bullen, a conservationist who wanted to create an energy company that helped households consume less energy, and pay less.
- ✓ Utilita has 750,000+ customers today, right across the UK.
- ✓ Utilita was the first energy company to rollout smart meters in 90% of their customers' homes, helping to put their customers in better control of the energy they use.
- ✓ Utilita's market-leading 'My Utilita' app takes away the need to leave the house in order to top up, and gives households data to enable them to make positive energy-saving decisions.

