

iChoosr.

Solar Together West Midlands 2025

End of Scheme Report

Summary of the 2025 Scheme

Solar Together West Midlands 2025 has delivered a total of **477** installations across the 2025 scheme.

The scheme delivered a registration rate of **3.7%** and an **acceptance rate of 16%**.

94% of participants across the scheme opted to add a battery to their solar panel installation following the survey.

The scheme has delivered **total private resident investment in renewables of over £3.4 million.**

We estimate that the installations delivered through Solar Together West Midlands 2025 will deliver **more than 378 tonnes of carbon reduction in the first year.**

Introduction

With all installations now complete, we are pleased to share with you the End of Scheme report for Solar Together West Midlands 2025, which covers:

- 2025 Scheme Overview
- Scheme Context
- Performance: Registration and Acceptance
- Installation Results
- EV Charging Points
- Small and Medium-Sized Enterprises
- Cancellations and Drop-out
- Complaints and Customer Satisfaction
- Fees Due

Scheme Context

The Solar Together 2025 scheme launched during a period when UK-wide cost-of-living pressures continued, even though energy prices had become more stable compared to the volatility of previous years. Homeowners continued to seek ways to lower their energy bills, reduce dependence on the grid, and transition to clean energy solutions.

The UK solar market has continued to grow in 2025, although it should be noted that a significant driver of this growth has been installations for new build properties. Prices for solar PV continued to decrease, but prices are expected to rise in 2026 due to increasing material costs and global policy changes.

iChoosr has investigated the Mosaic profiling and is proposing changes to some of the target groups for future schemes to improve registration rate performance.

Performance: Registrations

The scheme campaigning delivered a total of 4,660 registrations from 125,063 letters sent. This is a 3.7% registration rate.

The scheme delivered 4,515 registrations for Solar PV and 145 registrations for retrofit storage only.

Please see below the breakdown of registrations by council:

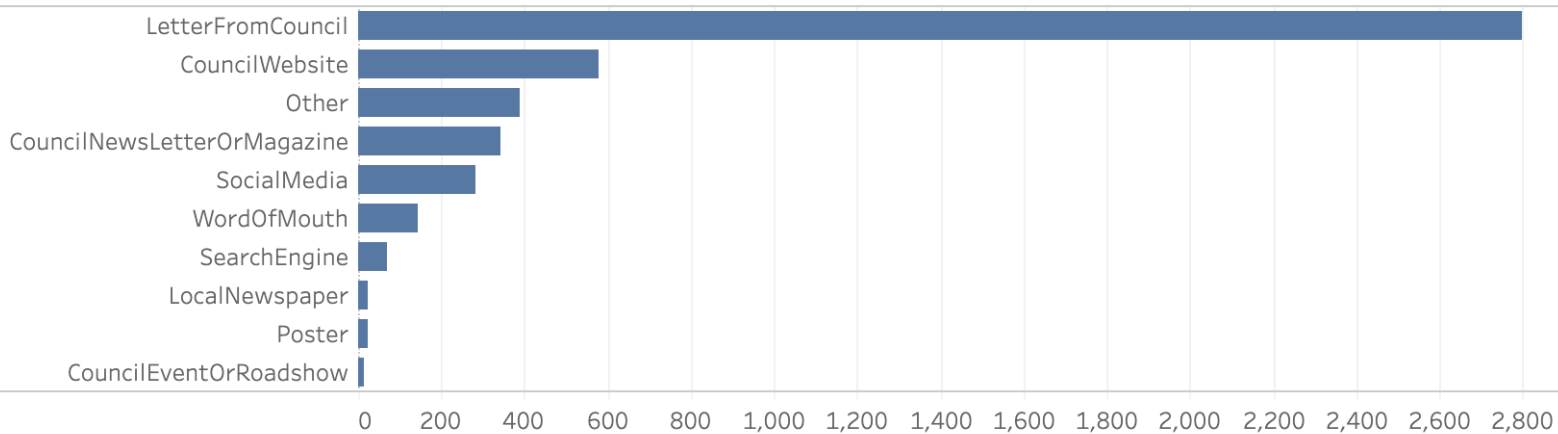
Community	Total Registrations	Solar Registrations	Retrofit Battery Registrations
Birmingham City Council	1,339	1,283	56
City of Wolverhampton Council	22	21	1
Coventry City Council	34	31	3
Dudley Metropolitan Borough Council	1,089	1,059	30
Sandwell Metropolitan Borough Council	663	655	8
Solihull Metropolitan Borough Council	1,419	1,376	43
Walsall Metropolitan Borough Council	90	87	3
West Midlands Combined Authority*	4	3	1
Grand Total	4,660	4,515	145

*Please note, this registration was allocated to the correct district in the installation phase

Channel Reporting

60% of respondents to the question 'how did you hear about the scheme' said they heard about the scheme via the letter or leaflet from the council, demonstrating the ongoing importance of this channel.

The graph below shows the other channels selected by customers responding to this question:



The Auction & Qualification:

The auction is the result of several months of preparation; much of the work for the auction is done before the auction day itself, as interested installers are subject to a strict qualification procedure to be able to bid.

During the qualification process, as well as verifying that the interested installers have the necessary certifications and insurances, we also investigate the financial stability of the businesses with an independent financial due diligence investigation and assess their customer satisfaction results.

As we progress through the qualification, we also work through each installer's detailed method of approach to ensure that they would be able to manage the logistics and operational demands of the scheme. This process also enables the installer to scope the delivery in detail and identify opportunities for efficiencies in the scheme, thus supporting their ability to offer competitive pricing.

After the auction, we meet with the winning installer(s) and review their bid before finally validating it. Bid validation involves a review of the product specifications of all the chosen products to ensure they meet our product standards, validation of the assumptions behind the bid and a review of the supply chain in place.

The qualification and bid validation process is a vital part of ensuring quality in the scheme.

Auction Result:

The winning installers for Solar Together West Midlands 2025 were Infinity Renewables and UPS Solar.

With a split region the pricing is levelled so all customers will pay the same price per installed kW for solar PV systems. This means that even where installers don't offer the same product sets, the customer pricing will be equalised across the region. However, it can mean for example that customers in sub-region A are offered 370Wp panels, and customers in sub-region B are offered 380Wp panels. The price per installed kW that each group of customers pays is the same, but the total price per panel will be proportionally higher for sub-region B to account for the additional 10W per panel.

Performance: Acceptance

Offers were sent out to all registered residents and at the end of the decision period 704 participants accepted the offer for Solar PV with 94% (661) of acceptors adding optional battery storage to their solar PV package at the point of acceptance. An additional 28 customers accepted an offer for retrofit battery storage only.

In total 732 customers accepted an offer from Solar Together West Midlands 2025, meaning the overall acceptance rate was 16%.

See below for a breakdown of acceptance by district:

Community	Total Registrations	Total Accepted	Solar Registrations	Solar Accepted	Retrofit battery registrations	Retrofit Battery Accepted
Birmingham City Council	1,339	238	1,283	225	56	13
City of Wolverhampton Council	22	3	21	2	1	1
Coventry City Council	34	3	31	3	3	0
Dudley Metropolitan Borough Council	1,089	139	1,059	135	30	4
Sandwell Metropolitan Borough Council	663	75	655	75	8	0
Solihull Metropolitan Borough Council	1,419	267	1,376	257	43	10
Walsall Metropolitan Borough Council	90	7	87	7	3	0
Grand Total	4,660	732	4,515	704	145	28

Decliner feedback:

298 participants across the whole scheme who did not accept their offer actively selected a decline reason; most customers who do not accept do not take any action at all.

Community	Total Decliners
Birmingham City Council	82
City of Wolverhampton Council	2
Coventry City Council	5
Dudley Metropolitan Borough Council	76
Sandwell Metropolitan Borough Council	36
Solihull Metropolitan Borough Council	94
Walsall Metropolitan Borough Council	3
Grand Total	298

See below for a breakdown of the decline reasons selected:

Community	Grand Total	%
Don't Understand Recommendation	14	2%
Don't Want Pay Deposit	20	3%
Higher Costs	220	37%
Moving House	20	3%
No Reason	110	18%
Personal Financial Situation	118	20%
Products Offered Not Expected	34	6%
Received Better Offer	42	7%
Unhappy With Installer	4	1%
Unhappy With Process	14	2%

37% (220 decliners) stated that the costs were higher than expected. However, all participants are provided with typical market pricing as part of the registration process and the level of discount was high.

Deposit Payment Rate:

It is expected in our schemes that of those people who accept their offer, a small number fail to pay the deposit. In the week after the scheme closure, the iChoosr helpdesk team contacts any participants who have accepted their offer to remind them that the deposit is due, however, it is normal to see between 5 and 10% drop-out at this stage.

At the end of the decision period, 635 of the 732 participants who had accepted their offer paid their deposit, resulting in a 13% drop-off from the acceptances.

Please see below the breakdown by council:

Community	Total Accepted	Total Paid	% Paid
Birmingham City Council	238	206	87%
City of Wolverhampton Council	3	3	100%
Coventry City Council	3	2	67%
Dudley Metropolitan Borough Council	139	122	88%
Sandwell Metropolitan Borough Council	75	56	75%
Solihull Metropolitan Borough Council	267	240	90%
Walsall Metropolitan Borough Council	7	6	86%
Grand Total	732	635	87%

Installation Results:

In the installation phase, 477 installations were completed and finalised as part of Solar Together West Midlands 2025 – 453 solar PV installations totalling 4,413 panels or 2.1MW of installed capacity, and 24 additional customers installing retrofit storage.

In total 94% of the participants in the scheme opted to add a battery (424 solar PV customers added a battery to their installation). This indicates an extremely high appetite for battery storage and an increasing focus on self-consumption.

The scheme has delivered private resident investment in renewables of £3,417,505

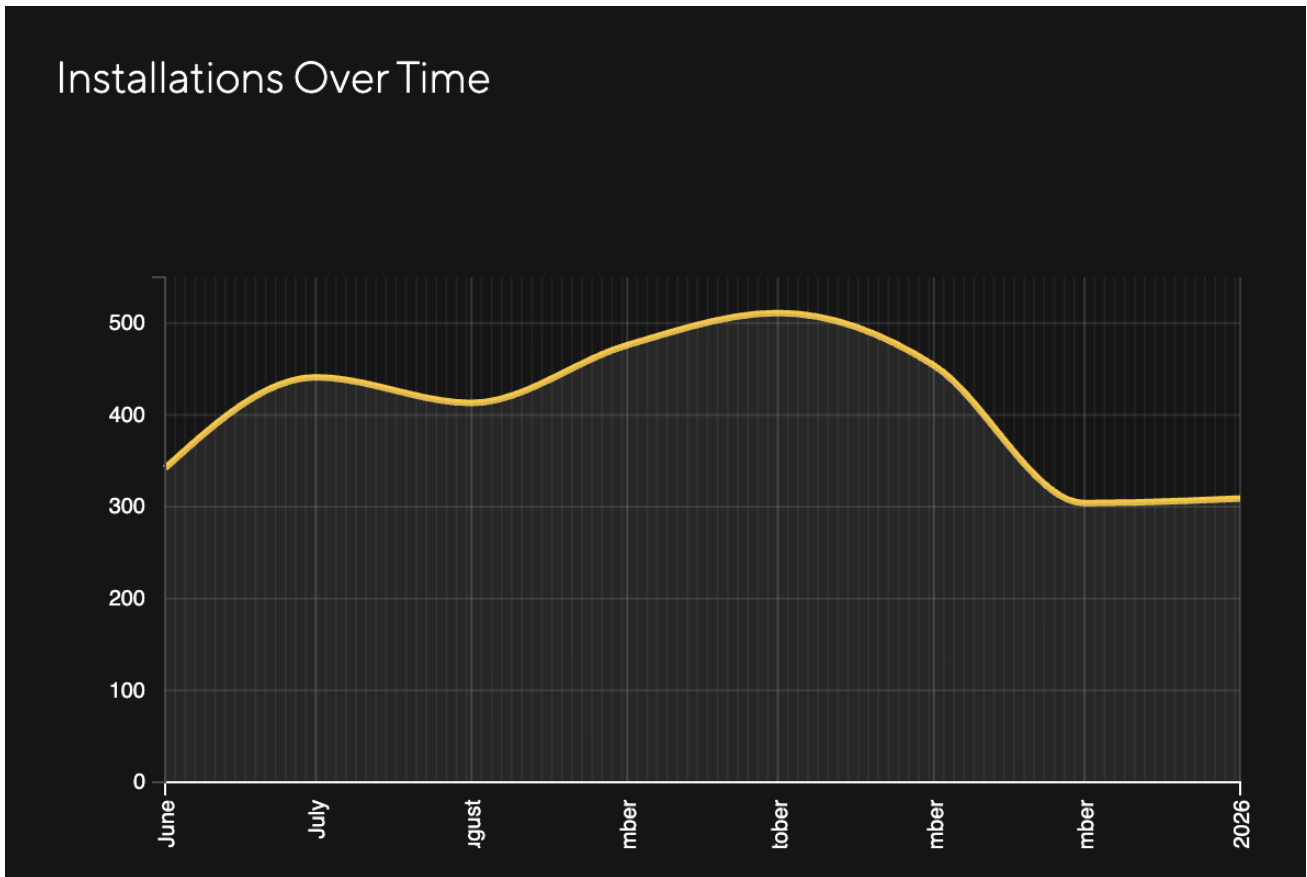
See below for a breakdown of PV installations by district:

Community	Total Paid	Total Installations	Panels Installed	Total mW Installed	Estimated Co2 Reduction Year 1 (kg)	Total Investment	Battery Installed	Total mWh Installed Battery
Birmingham City Council	193	134	1,201	0.58	105,354	£961,385	124	0.82
City of Wolverhampton Council	2	1	9	0.00	867	£7,014	1	0.01
Coventry City Council	2	2	16	0.01	1,108	£12,955	2	0.01
Dudley Metropolitan Borough Council	118	98	1,038	0.47	77,809	£709,323	93	0.55
Sandwell Metropolitan Borough Council	56	45	436	0.20	35,438	£309,405	43	0.24
Solihull Metropolitan Borough Council	231	168	1,661	0.82	152,914	£1,286,582	156	1.15
Walsall Metropolitan Borough Council	6	5	52	0.02	4,717	£35,387	5	0.02
Grand Total	608	453	4,413	2.10	378,206	£3,322,051	424	2.80

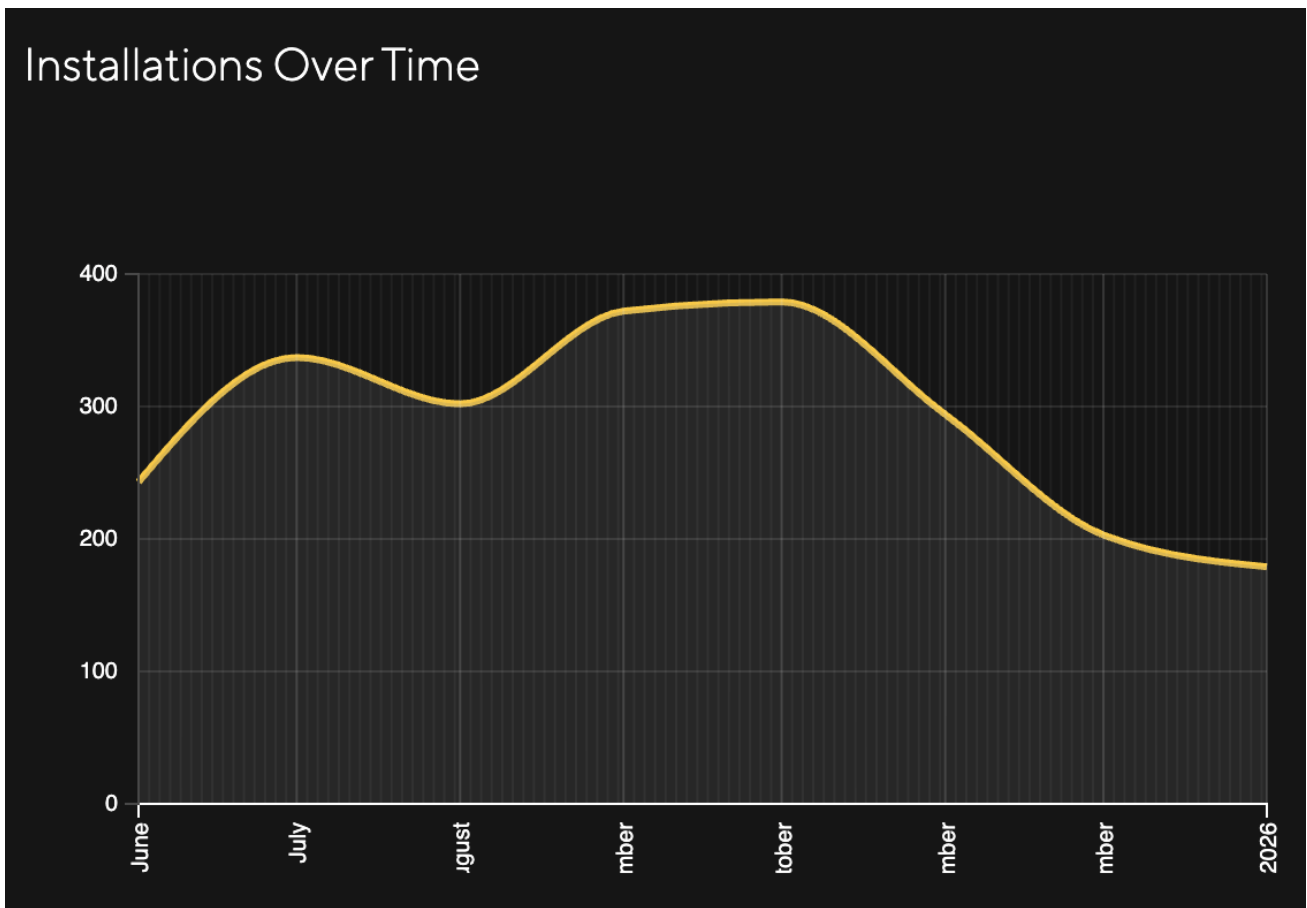
See below for a breakdown of retrofit storage (adding storage to an existing PV installation) by district:

Community	Total Paid	Total Installations	Total Investment	Total mWh Installed Battery
Birmingham City Council	13	13	£52,207	0.11
City of Wolverhampton Council	1	1	£4,335	0.00
Coventry City Council	0			0.00
Dudley Metropolitan Borough Council	4	4	£15,145	0.02
Sandwell Metropolitan Borough Council	0			0.00
Solihull Metropolitan Borough Council	9	6	£23,768	0.05
Walsall Metropolitan Borough Council	0			0.00
Grand Total	27	24	£95,455	0.19

Solar Together has installed 14% of all MCS-registered domestic solar panel installations in West Midlands during the 2025 scheme installation period. You can see in the graph below showing all MCS registered installations in this time. (Based on 3,250 MCS installations between June 2025 to January 2026).



If looking solely at participating regions within West Midlands, this increases to 20%.
(Based on 2,309 MCS installations between June 2025 to January 2026).



EV Charging Points

1,861 registrants of the 4,660 total (40%) noted that they were interested in receiving more information on EV charging points in their registration form.

175 accepted customers, of the 732 total (24%), noted that they were interested in EV charging points when they accepted their personal offer.

In total 49 EV charging point installations were completed in the West Midlands 2025 scheme (28% of the accepted & paid that indicated an interest).

See below for a breakdown of EV installations per community:

Community	Registered EV charging	Accepted & Paid EV charging	EV charging point Installed
Birmingham City Council	595	60	19
City of Wolverhampton Council	7	1	1
Coventry City Council	13	0	0
Dudley Metropolitan Borough Council	341	30	14
Sandwell Metropolitan Borough Council	235	18	4
Solihull Metropolitan Borough Council	629	63	10
Walsall Metropolitan Borough Council	41	3	1
Grand Total	1,861	175	49

Small and Medium-Sized Enterprises:

85 registrations of the 4,660 total (1.8%), were from small and medium-sized enterprises (SMEs).

15 SMEs accepted their offer, of which 11 paid their deposit – out of the 635 total (1.7%).

In total 8 SMEs went ahead with an installation – a 73% installation rate of those that accepted and paid the deposit.

See below a breakdown by Council of installations for SMEs:

Community	Total SME Registrations	Total SME Accepted & Paid	Total SME Installations
Birmingham City Council	25	2	2
Dudley Metropolitan Borough Council	20	1	1
Sandwell Metropolitan Borough Council	9	1	
Solihull Metropolitan Borough Council	30	6	4
Walsall Metropolitan Borough Council	1	1	1
Grand Total	85	11	8

Cancellation and Drop-Out

We forecast that 40% of accepted and paid customers will drop out of the scheme. The winning installers for the Solar Together Wet Midlands scheme delivered a lower than expected dropout rate with 25% (158) of the customers dropping out at the survey stage.

Please see below breakdown of cancellation figures by council:

Community	Accepted & Paid	Cancelled	% Cancelled
Birmingham City Council	206	59	29%
City of Wolverhampton Council	3	1	33%
Coventry City Council	2	0	0%
Dudley Metropolitan Borough Council	122	20	16%
Sandwell Metropolitan Borough Council	56	11	20%
Solihull Metropolitan Borough Council	240	66	28%
Walsall Metropolitan Borough Council	6	1	17%
Grand Total	635	158	25%

Please see below the breakdown of the provided cancellation reasons:

Cancellation Reason	Total	Total %
No Contact from Customer	61	39%
Roof Unsuitable	40	25%
Change In Financial Circumstance	33	21%
Fewer Panels Than Offer	9	6%
Additional Mandatory Costs	7	4%
Change In Health Circumstance	3	2%
Planning Permission	2	1%
DNO Application Not Approved	1	1%
Found Better Offer Elsewhere	1	1%

Complaints

iChoosr provides a Solar Together West Midlands helpdesk for customers to reach out to us at all stages of the process and support with queries. We measure complaints as a percentage of the total customers handed to the installers and forecast approximately 10% of customers will contact us for support during the scheme.

For Solar Together West Midlands 2025, 0.6% of accepted customers contacted us with a complaint to escalate to the installer, which is well below our benchmark.

The complaint numbers are well below our expectations. Complaint categories are in line with what we expect to see:

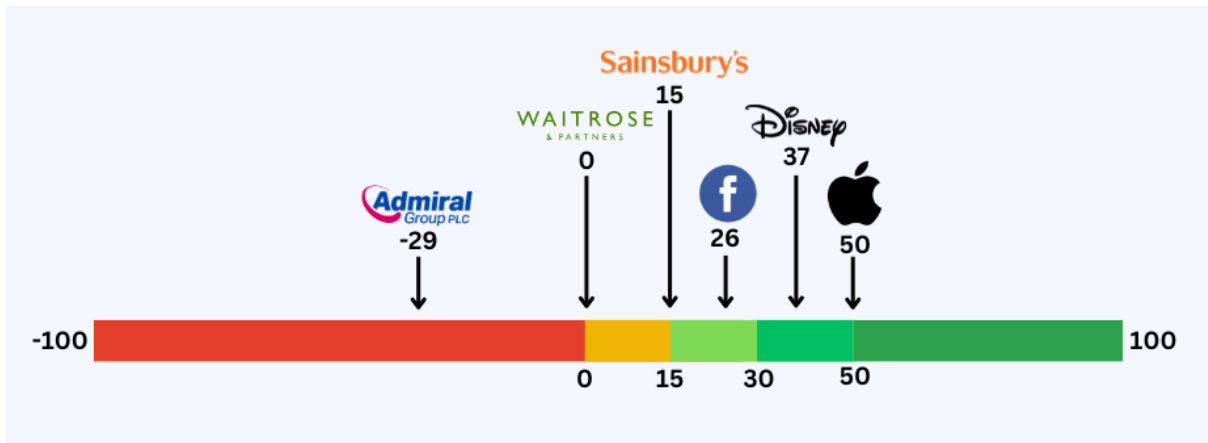
Type	Total
Technical Problem	1
Communication General	1
DNO	1
Scaffolding	1
Grand Total	4

Customer Satisfaction

We send a customer satisfaction survey to all installed customers within 2 weeks of their completed installation. Customer feedback regarding Solar Together West Midlands 2025 and the winning installer was exceptionally positive during this scheme.

NPS ranges from -100 to +100. Within the Solar industry, a score of below 0 is considered low, between 0-15 is average, between 15-30 is good, between 30-50 is very good and 50+ is excellent.

Please see below examples of NPS scores received for well-known brands:



The NPS achieved by Infinity Renewables during the Solar Together West Midlands 2025 scheme was 'excellent' at 60 (out of 47 responses).

The NPS achieved by UPS Solar during the Solar Together West Midlands 2025 scheme was 'excellent' at 73 (out of 37 responses).

The installer NPS score is one of the factors that determines if an installer can re-qualify for schemes with Solar Together. A negative NPS means that an installer can be excluded if they seek to re-qualify in our schemes.

Looking at the rest of the survey results from customers, the average overall satisfaction with:

- Infinity Renewables customers reported was 91%
- UPS Solar customers reported was 91%

The post-installation survey also asks the customers to rate various parts of their installation experience out of 10.

Please see below for the overview of average scores provided by Infinity Renewables customers:

On a scale of 1-10 (with 10 being the highest) how satisfied were you with the following:	
Average of NPS	9.0
Average of Information from installer	8.8
Average of Contact from the installer	8.7
Average of Response time	8.4
Average of the completeness of the answers	8.4
Average of Customer friendliness	9.1
Average of Overall proceedings of the installation	9.1
Average of the end result	9.0
Average of Handover after completion	8.8

Please see below for the overview of average scores provided by UPS Solar customers:

On a scale of 1-10 (with 10 being the highest) how satisfied were you with the following:	
Average of NPS	9.5
Average of Information from installer	9.3
Average of Contact from the installer	9.0
Average of Response time	8.7
Average of the completeness of the answers	8.8
Average of Customer friendliness	9.3
Average of Overall proceedings of the installation	9.1
Average of the end result	9.4
Average of Handover after completion	8.8