



ECONOMIC WELL-BEING SUB-COMMITTEE

2nd October 2026

TITLE: Home Adoption of Renewables Programme (HARP)

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1 PURPOSE OF THE REPORT

- 1.1. To seek endorsement from the Economic Well-Being Sub-Committee for the development of the Home Adoption of Renewables Programme (HARP) across North Wales and approval to proceed with the required procurement activity.

2. DECISION SOUGHT

- 2.1. That the Sub-Committee endorses the development of the Home Adoption of Renewables Programme (HARP) for North Wales.
- 2.2. That the Sub-Committee authorises Ambition North Wales to lead the procurement activity to appoint a supplier on behalf of participating local authorities and to delegate to the Portfolio Director to undertake the necessary operational steps to complete this activity.

3. REASON FOR THE DECISION

- 3.1. The decision to progress with the Home Adoption of Renewables Programme is required to allow Ambition North Wales to procure a supplier to deliver the programme in North Wales.

4. BACKGROUND AND RELEVANT CONSIDERATIONS

4.1. The Project

- 4.1.1. The programme seeks to deliver a coordinated regional approach to household renewable energy deployment through targeted resident engagement, aggregated demand and competitive procurement. The programme is expected to support the deployment of technologies such as solar PV systems, battery energy storage systems and other domestic renewable energy technologies.
- 4.1.2. It will deliver local and regional actions set out in the Local Area Energy Plans (LAEPs) for each of the North Wales Local Authorities which detail targets for heat pump, EV charger and solar PV installations, as well as local energy generation and decarbonisation goals. It also contributes to national decarbonisation targets including the 2050 net zero target set by Welsh Government.

- 4.1.3. In order to achieve the targets set out in the LAEPs, the 'lowest hanging fruit' should be prioritised where possible, allowing time for more complex, longer term actions to be planned and delivered. The programme therefore targets the able to pay demographic in a direct mailout as the primary users of the scheme, although the programme is open to anyone resident in participating authorities. Whilst the able-to-pay are the primary target demographic, the programme does not prevent the use of grants to pay for some or all of the installations.
- 4.1.4. Similar schemes which are, or have been, available include:
- Iterations of the ECO scheme, most recently ECO4, which was open to vulnerable and low-income households provide energy efficiency measures such as insulation, new heating systems and updated glazing.
 - Warm Homes Nest scheme which provides advice and free home energy improvements to vulnerable and low-income households.
 - The Boiler Upgrade Scheme (BUS) grant which provides a grant to all eligible residents wanting to upgrade a gas or oil-powered boiler to an air source heat pump, ground source heat pump or biomass boiler (restrictions apply for the biomass boiler).
 - Optimised RetroFit Programme which provides support to registered social landlords to decarbonise social housing.
- 4.1.5. With the exception of the Boiler Upgrade Scheme grant (which has restrictions on heating type eligibility and technology), none of the schemes are available to the primary targets of the programme. The programme will not subsidise the cost of the installations directly but, through the reverse auction process, will offer competitive prices for all taking part in the scheme. In addition, households that meet relevant eligibility criteria may be able to access funding support through the schemes above. For example, Warm Wales enable some vulnerable and low-income residents to receive partial or fully funded energy efficiency and low carbon technology installations, helping to broaden access to the programme.
- 4.1.6. The initial phase is expected to include direct mailout to over 100,000 households across North Wales who fall into the 'able-to-pay' demographic (as described by data from Experian). Examples from other regions, such as Cardiff Capital Region, have confirmed that the use of physical mailouts is still an effective form of advertising such schemes. In addition, participating local authorities will market the scheme as they see fit, including via social media and to harder to reach areas and residents, including those in rural areas. Through aiming to advertise it to as many residents as possible the potential impact of the programme in North Wales will be maximised.
- 4.1.7. Whilst the primary focus of the programme is the domestic sector, the intention is that small and medium-sized enterprises (SMEs) and community centres will also be able to participate in the programme where appropriate. However, the initial resident engagement and marketing campaign will focus on households and therefore these organisations will not form part of the targeted regional mailout.
- 4.1.8. To cover the cost of the mailout, participating Local Authorities are asked to pay a small fee between £4,500 – £10,500 depending on the number of qualifying houses in the Local Authority (for further details see Annex A). The Local Authority will then receive approximately £82.50 back from the supplier for every house that signs up to and pays for an installation. From anecdotal evidence received from Cardiff Capital Region, the majority of Local Authorities in their region, when undertaking a similar scheme, broke even or made a small profit on this.

- 4.1.9. In order to encourage residents to sign up to the scheme, the programme proposes to offer them a reduced price for the installation as the result of buying as part of a group scheme relative to if they pursued an installation by themselves in the open market. To achieve this, the programme proposes to utilise a reverse auction model, enabling accredited suppliers to compete for aggregated installation opportunities across the region. This incentivises installers to offer lower prices per installation which is then passed on to the resident.
- 4.1.10. From Cardiff Capital Region's experience with their similar scheme, the installers which were successful in tendering in the reverse auction were all local to the South Wales region. Their close proximity to the work, as well as familiarity with the area, meant they were able to offer competitive rates relative to installers located outside Wales. In addition, the grouping of the work created an additional 40 new jobs in the region which we hope to replicate as part of the programme in North Wales. Through supporting the increase in installer jobs, the programme will also improve related supply resilience with each installer bringing their own supply chain to support the project, such as the provision of scaffolding.
- 4.1.11. The programme is a strategic Ambition North Wales project and does not form part of the North Wales Growth Deal. The officer time is funded and resourced through the Regional Strategic Energy Funding from Welsh Government to Ambition North Wales. A similar scheme has already been undertaken for the past two years in Cardiff Capital Region and work is progressing from the South West CJC and Growing Mid Wales. Ambition North Wales has been in contact with SPEN to advise them of the planned project. SPEN have raised no objections to the additional approximate 1.4MW generation which could be added to the grid across North Wales as a result of the project and are generally supportive of improving flexibility of supply in the region.
- 4.1.12. Participation in the programme was formalised through a Memorandum of Understanding between Ambition North Wales and each local authority.

Local Authority	MoU
Isle of Anglesey Council	17/09/2026
Cyngor Gwynedd	26/08/2026
Conwy County Borough Council	18/09/2026
Denbighshire County Council	25/09/2026
Flintshire County Council	27/08/2026
Wrexham County Borough Council	28/08/2026

- 4.1.13 Welsh Government are supportive of the project and have stated 'Welsh Government supports the proposal as it is directly in line with the delivery of Local Area Energy Plans and recognises the role of local authorities as place-makers with a wider role in enabling others to deliver on these plans. The programme contributes to our policy on increasing renewables in local ownership, putting more control over energy into the hands of Welsh citizens. It also closely aligns with our policy on economic development, where delivery maximises the use of Welsh installers, creating good jobs with local companies.'

4.2. Programme Timelines

Activity	Target Dates
Local Authority Engagement	May - July
Local Authority Endorsement (MoUs)	August - September
Market engagement notice	September
Public Procurement Notice (PPN)	September - October
Tender process and supplier procurement (if required following PPN and market engagement)	October - November
Agreement of Service Level Agreement (SLA)	November
Project kick off	November/December

5. FINANCIAL IMPLICATIONS

- 5.1. The home adoption of renewables programme work stream is undertaken through the Strategic Energy work funded by Welsh Government. This funding supports officer time to develop and run the scheme. There is no financial commitment from Ambition North Wales.
- 5.2. Participating Local Authorities are asked to pay a fee between £4,500 – £10,500 depending on the number of qualifying houses in the Local Authority (for further details see Annex A).
- 5.3. The Local Authority will receive approximately £82.50 back from the supplier for every house that signs up to and pays for an installation.

6. LEGAL IMPLICATIONS

- 6.1. A MoU has been signed with all six local authorities.
- 6.2. A Service Level Agreement has been drafted and is ready to distribute if the scheme is approved.
- 6.3. Ambition North Wales will undertake the procurement for the scheme and manage the delivery through the successful supplier.

The principal legal effect of the decision is to authorise progression of the programme into procurement and the subsequent contractual arrangements required to deliver the programme. The procurement must be undertaken in accordance with the applicable procurement legislation and the CJC's Contract Procedure Rules. The contractual arrangements must appropriately reflect the parties' respective responsibilities and liabilities.

BACKGROUND DOCUMENT (*Available upon request*) :

Home adoption of renewables programme Memorandum of Understanding

STATUTORY OFFICERS RESPONSE:

i. Monitoring Officer:

"I have no objection to the decisions sought. Appropriate procurement, contractual and data protection arrangements should be confirmed as part of implementation of the programme."

ii. Statutory Finance Officer:

"A financial contribution is not expected from Ambition North Wales towards this programme and I have no objections to the decision sought."