



Bah humbug? Not this year!

Dave Stevenson, Mole Energy

I can't remember a more surprising year than 2020.

Nearly every aspect of our lives was replaced by a 'new normal' that changed almost weekly. I worried, like many, that our business would suffer in these rollercoaster conditions. Yet this was the biggest surprise of all; in 2020 interest in home and business solar didn't fall - it soared.

Why did so many of us open up to solar, in a year when we were forced to batten down the hatches? I looked to the Ghosts of Solar Past, Present and Future to find out why?

Solar Past

The UK solar industry grew from humble beginnings. Compared to today, early panel systems were low on features and high on price. Still, solar sales grew, helped along by the Government's Feed-In Tariff and an attractive rate of return on investment.

Solar Present

Since we opened our doors in 2010, four things happened to solar that help explain its surging popularity today.

First, costs fell. **Panels today are at least 65% cheaper than they were ten years ago.** With energy bills rising, solar has never been a better investment for homeowners and businesses.

Controlling costs is key here. In 2020, the Feed-In Tariff was replaced with the new **Solar Export Guarantee (SEG)**, a mechanism that allows solar-owners to sell their energy back to the highest-bidding energy supplier on the National Grid. Even

Scrooge would approve. **Visit OFGEM's website and search SEG to find out more.**

Next, **solar got smart and stylish.** Today's panels work hand-in-hand with electric vehicles, home batteries and intelligent water heating systems; with many of us wanting to build comfortable, efficient 'smart homes', that benefit from new types of solar technology; managed by a smartphone.

And finally there was a major shift in the sector, and the biggest reason solar took off in 2020: greater control. In this topsy turvy world, **installing solar panels is one way for us to take back the power in our everyday lives.** For homeowners, solar helps them save money whilst helping the planet too. For business owners, **installing panels insures their company against spiralling energy prices**, while demonstrating their eco-conscious credentials to increasingly discerning customers.

Today, we have customers that **generate free energy** via their solar panels; spending much of the year living off-grid, via their home battery. They're also driving for free using their electric vehicle and earning money from the power they send back to the Grid.

Solar Future

The 'feel good' factor, that solar provides, continues to grow, as **solar help us to cut costs, reduce our carbon footprint and keep us independent.**

But it's batteries, not panels, that will drive even more of us towards solar in the coming

years. Over the last 36 months, demand for home batteries among our customers has grown 218%.

Energy suppliers have recognised this shift and know more is yet to come. Many are updating their Solar Export Guarantee (SEG) products to make them more attractive to homes and businesses with batteries.

Tesla have partnered with energy supplier, Octopus and have just launched an exciting new energy plan, unique to all residential customers and will **pay 11p/kWh** - provided they own a Tesla Powerwall and have solar too. **Visit: <https://octopus.energy/tesla-energy-plan-faq/>** to find out more.

As cost-effectiveness increases, businesses will be next to benefit from the advancement in battery technology and energy partnerships.

In A Christmas Carol, Scrooge famously refused to add more than a single coal to his fire on Christmas Eve. But this winter, even the most miserable miser would be looking to solar energy as an enviable investment for their business.

For many of us, it's enough that solar power, battery storage and intelligent technology help us do better by the planet, win back control and independence, and feel good about ourselves.

From all of us here at Mole Energy, wishing you a very happy Christmas!



4kW home solar systems installed from: **£4,995***

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