The “Robin Hood” of energy suppliers is urging Southampton-based residents to switch and save

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An ethical energy brand developed by Southampton City Council is urging residents to switch their gas and energy supplier.

Dubbed as the *“Robin Hood”* of the energy industry, CitizEn Energy’s main aim is to provide residents within the Southampton area with competitively priced electricity and gas products that are fairer for consumers. CitizEN is operated as a not-for-profit so all surplus revenue will be reinvested back into energy savings initiatives that help the consumers.

CitizEN Energy is targeting the thousands of residents who are struggling to keep their home warm otherwise known as “fuel poverty”, the initiative is not their for making shareholders richer, it solely exists to help residents get fairer, cheaper priced fuel.

“For years the UK gas and electric industry has been dominated by “the big six” (British Gas, EDF Energy, E.ON, Npower, scottish Power and SSE plc.) that solely exist to make a profit for their shareholders*, CitizEN has already started to change the industry with twenty one councils already on-board providing cheaper, greener and ethical sourced energy to consumers" said Mike Mills co-founder of* Energy Switching

CitizEn Energy is already breaking the status quo in the consumer energy market with twenty one other councils across the UK using the firm to provide competitively and ethically sourced gas and electric to residents. These include: Stoke-on-trent, Shrewsbury, Birmingham, Worcester, Hereford, Swindon, Oxford, Bristol, Bath, Reading, Basingstoke, Winchester, Southampton, Bournemouth, Portsmouth, Weymouth, Exeter, Torquay, Plymouth, Bodmin, Barnstable,

The green electricity tariffs are certified as being sourced from wind and solar generators based in the UK.

The new energy tariff will hopefully save residents hundreds of pounds on their gas and electric bill and is urging customers to switch to avoid the squeezing price increases of the "Big Six".

Southampton City Council is urging residents to see if they could save hundreds on their energy bills following the launch of CitizEn Energy's new gas and electricity tariff.

"Whether you are finding money a challenge, or you just want a better deal, this is a great tariff available to all our Southampton households.

"Many could see savings of hundreds of pounds, especially if they’ve not switched for a while.

"Another important factor is that the electricity supplied is from sustainable sources, so there is a good reason for all to get involved.”

Only 18 per cent of British households changed energy suppliers with more than 50% of them never having switched, this means that consumers are often stuck on old tariffs or not taking advantage of new energy firms like CitizEN who are bucking the industry with a not-for-profit setup.

Often many new energy suppliers are initially noted as good companies but as they grow customer service often lacks, but CitizEn Energy’s was recently voted the 2nd best in the UK.

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