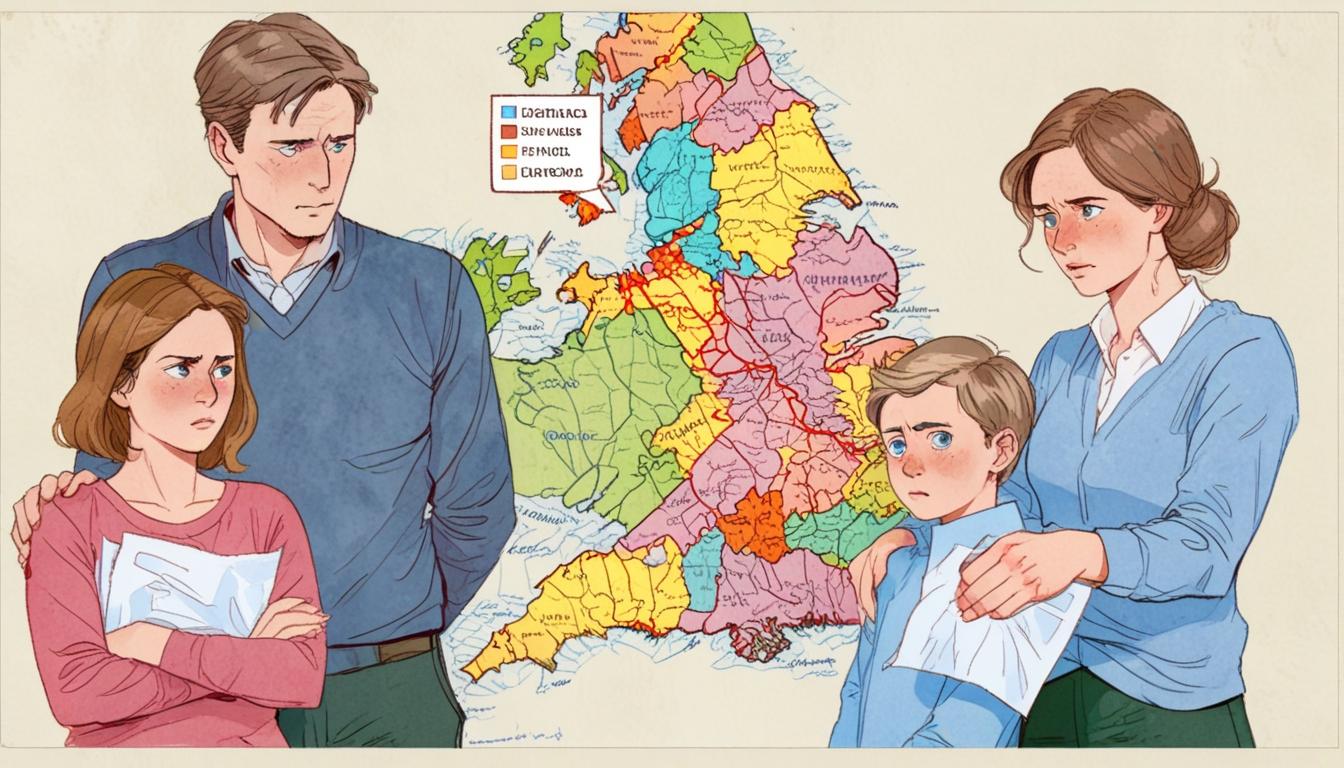
# Majority in England and Wales oppose government’s zonal electricity pricing plan



A recent survey conducted by Opinium Research, commissioned by RenewableUK, has revealed significant opposition among residents of England and Wales regarding the government's proposed introduction of a zonal electricity pricing scheme. The poll, which engaged over 3,000 participants between 6th and 11th March 2025, indicates that a substantial majority are concerned about the proposed changes, which could lead to uneven energy costs across different regions.

The zonal pricing scheme seeks to divide Great Britain into various zones where electricity rates would vary based on proximity to generation sources. This would essentially mean that households and businesses could face different charges for the same energy consumption, creating what some critics have termed a "postcode lottery" for billpayers. Analysis by LCP Delta suggests that the 60 million billpayers in England and Wales would be disproportionately affected, with only those residing in northern Scotland potentially seeing some benefits.

According to the polling data, an overwhelming 58% of respondents expressed opposition to zonal pricing, while only 14% were in favour. Furthermore, 59% of participants deemed the policy unfair, in stark contrast to the 16% who perceived it as equitable. A considerable 72% of those surveyed believe the government should focus on reducing energy costs uniformly across the country, while a mere 12% support the creation of regional power markets.

The potential introduction of zonal pricing represents a major reform of the electricity market. Notably, 72% of the public feel that such a significant change should have been part of the government's electoral manifesto, highlighting the perceived lack of transparency in decision-making. Concerns were also raised regarding the government's claims that zonal pricing could lead to overall lower electricity bills due to increased system efficiency; half of the respondents expressed scepticism regarding this assertion.

In response to the mounting concern, numerous letters have been sent to the government from an array of stakeholders, including prominent energy companies, industry trade associations, and trade unions. These communications urge the government to dismiss the zonal pricing initiative, citing its potential detrimental effects on clean energy investment, job creation, and manufacturing capabilities across the nation.

Jane Cooper, Deputy CEO of RenewableUK, commented on the findings, stating that the public is rightfully apprehensive about the implementation of a zonal pricing system, which could lead to increased energy bills for many. "The lack of fairness which lies at the heart of zonal pricing really concerns people," she noted. Cooper emphasised the need for the government to prioritise policy decisions that foster investor confidence, especially in the current climate where urgent action is needed to meet the target of achieving clean power by 2030.

The findings of this survey are likely to influence ongoing discussions within the government as stakeholders from various sectors advocate for a more equitable approach to energy pricing.

Source: [Noah Wire Services](https://www.noahwire.com)

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