



Press release for immediate release on Wednesday 8th April 2026



**Caption:** Lisa Malyon, Co-founder and CEO of WattsWatt.co.uk (right) and Alec Bastian, CEO of Outfox Energy (left) announce their joint mission for a #BetterBritain

## **Outfox Energy Backs WattsWatt's Mission to Unlock £3.8bn Heat Hours for Households Across Great Britain**

Outfox Energy has joined forces with [WattsWatt.co.uk](https://www.wattswatt.co.uk) to help unlock heat hours for households across Britain and end the anti-consumer price comparison website status quo.

Outfox Energy, an energy supplier to 180k households, is the first UK energy retailer to back the new service in its mission to replace the UK's price comparison platforms' status quo and put an end to the £3.8bn #TariffPoverty bill.<sup>1</sup>

### **Alec Bastian, CEO of Outfox Energy, said:**

*"With energy prices still 40% higher than they were, WattsWatt's 'Never Overpay Guarantee' will come as a breath of fresh air for households.*

---

<sup>1</sup> Today, around 7 in 10 households are overpaying for energy by 5-14%. (Ofgem 2025)

*"We are proud to be the first energy supplier to back WattsWatt's incredible mission to unlock £3.8bn in heat hours for households each year - a movement that will materially improve health, security, and dignity for millions of people."*

### **The *only* ones to show households 'WattsWatt'**

WattsWatt is a free national energy service that helps households to unlock more energy, check eligibility for free or subsidised energy support grants, and for those who want to invest in generating their own energy - guides households in choosing the best technology and service providers.

### **Alec Bastian continues:**

*"We have made a pledge to avoid any pay-per-switch schemes, such as those pushed by price comparison sites. They are incredibly expensive to compete in, and suppliers have little choice but to pass those costs on to customers."*

*"The only consistent winners are the price comparison sites, while consumers too often end up on more expensive tariffs. We have been able to deliver more value to our customers by avoiding these unnecessary costs. "The WattsWatt model, which ranks tariffs based on the amount of energy it will unlock for the household, will help create a fairer energy market by providing transparency to the consumer."*

### **Lisa Malyon, Co-founder and CEO of WattsWatt, comments on Outfox Energy being the first energy support to back the service:**

*"Affordable warmth is fundamental to a healthy home and a strong economy, so I couldn't bear to watch the price comparison status quo take advantage of consumers any longer. Consumers are scared to make the wrong move, and price comparison sites are designed to bamboozle households into overpaying while the price comparison site makes a profit on each switch."*

*"Wattswatt is fully independent and impartial - we only show households the tariffs that will buy them the most energy."*

### **A fair and equitable model**

As well as not showing the cheapest tariffs by default, most price comparison sites charge suppliers to appear in listings and suppliers also pay ~£60 every time a household switches to them. Suppliers have no choice but to pass these acquisition costs on to consumers through unit rates - where customers are overpaying for energy, they are now paying twice as a result of the anti-consumer price comparison model.

## **Lisa Malyon explains why the current price comparison sites are damaging for Great Britain:**

*"The only consistent beneficiaries of this system are the price comparison sites themselves, while households ration heat unnecessarily. It's astonishing that a system with such clear consequences for people's ability to stay warm has been allowed to persist for so long."*

### **A fair and sustainable model**

To safeguard impartiality and independence, WattsWatt, which is a social enterprise, has invited all energy suppliers to support the #BetterBritain energy service through a flat, annual contribution of four pence per electricity meter they serve.

### **Lisa Malyon explains:**

*"A flat, annual contribution ensures the service remains free from tariff bias or commercial influence while sustaining the operational costs of running the service for all 28 million households."*

Outfox is the first energy supplier to sign up, with a further three of the UK's largest energy suppliers due to be announced this spring.

### **Fixing, not switching**

To avoid the high administration cost of losing a customer and needing to replace them being passed onto bills, WattsWatt invites households to see the cheapest fixed tariff with their current supplier, before comparing against other suppliers' fixed tariffs.

### **Lisa Malyon continues:**

*"The Price Comparison Sites encourage switching because that is how they make their money - but, again, this bumps up the price for households. Suppliers inform me that the cost of losing and onboarding a new household is around £120 - which is baked into the cost of energy for consumers. By cutting expensive admin we can unlock even more heat hours."*

### **Access for all**

To ensure everyone can access the new support service, WattsWatt also has a phone line enabling households to call and share a few details from their latest energy bill - 03306338811 (local rate).

More information and further context on unlocked heat hours and ending #TariffPoverty can be found at [www.wattswatt.co.uk](http://www.wattswatt.co.uk).

Households can access [WattsWatt.co.uk](https://WattsWatt.co.uk) with immediate effect.

**-ENDS-**

For more information, images or to arrange an interview, please contact  
[Lisa@wattswatt.co.uk](mailto:Lisa@wattswatt.co.uk) / 07525204402.

## **NOTES TO EDITOR**

- WattsWatt launched in December 2025 and has since helped households unlock almost 70,000+ heat hours.
- WattsWatt is underpinned by a CIO-accredited privacy policy to ensure all users' data is protected at all times.
- WattsWatt.co.uk is independently owned by WattsWatt Technologies Ltd - it is a social enterprise.
- [WattsWatt.co.uk](https://WattsWatt.co.uk) exists alongside other social good projects ran by Lisa and the team:
  - [Indoor Air Aware](#) - helping families to improve their indoor air quality.
  - [UK Centre for Mould Safety](#) - educating the nation on the safe mould removal.
  - [Mums Versus Mould](#) - A free, supportive online community where building pathology experts help thousands of families to tackle mould and damp at home.
  - [BetterBritain.org](#) - A public health movement enabling healthier homes.