

Energy News

First Utility knocks British Gas off cheapest deal podium

First Utility cuts energy prices

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Gas and electricity price cuts from First Utility could start an energy price war.

First Utility is cutting its **gas and electricity** prices.

The energy firm has trumped price cuts from British Gas earlier this month and is now urging customer to look beyond the 'Big Six' providers.

First Utility claims its Standard tariff is now on average £8.35 cheaper for those paying by direct debit and £20.28 cheaper for those paying by cheque or cash.

Mark Daeche, First Utility chief executive, said: "We see this Standard tariff as a continued commitment to our original pledge when we launched the company – to give consumers greater choice when it comes to choosing an energy supplier.

"We know that what matters to UK households is that they can keep their energy costs as low as possible and we believe that this Standard tariff will help them achieve this."

He added: "Consumers should not dismiss independent energy companies."

First Utility aims to set itself apart from the competition through its roll-out of smart meters, starting in the West and East Midlands.

Customers without **smart meters** are encouraged to submit meter readings online once a month with the offer of £20 credit for providing readings once every three months on the iSave tariff.

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