

APPLICATION FOR GRANT FUNDS

TITLE: HOME ENERGY ACTION TOGETHER (HEAT)

ORGANISATION:

SOUTH LAKES ACTION ON CLIMATE CHANGE (lead organisation)
TRANSITION SOUTH LAKES (partner)
ENERGY SAVING TRUST (partner)
SOUTH LAKELAND DISTRICT COUNCIL (partner)

CONTACT:

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TOTAL COST: £7,125

REQUEST FOR GRANT: £3,400

CARBON SAVINGS: 94TONNES CO2

PROJECT START: OCT 2009

PROJECT COMPLETION: JAN 2009

SUMMARY

Working in conjunction with the Energy Saving Trust and South Lakeland District Council, South Lakes Action on Climate Change and Transition South Lakes aim to run a community project to engage households in reducing their energy use, switching to a 'green' electricity supplier and in monitoring their energy use using a digital electricity monitor.

Volunteers will visit up to 1000 houses and aim to engage the households to take part in the project by asking them to complete one of three 'asks'. Those households that take part will then be contacted by volunteers with the required information. A further follow up survey will be undertaken to gauge the success of the project.

What is a digital electricity monitor?

"A wireless digital electricity monitor provides up to the second information on the amount of electricity you are using in terms of power, cost and carbon footprint. This means you can see in real time the benefits of turning off electrical devices. Whether it's turning off at the plug, or simply turning off a light, it shows you the cash impact of changing your habits and behaviours which could amount to savings of hundreds of pounds each year."

Relevant Section of Cumbria Climate Change Action Plan

EO1 – to reduce carbon dioxide emissions by reducing the demand for energy, improving energy efficiency and transferring to a 'green energy' supplier.

HBO3 – to reduce carbon emissions from existing homes and non-domestic buildings.

Aims & Objectives

1. To get at least 50 households to switch to a 'green' electricity tariff.

2. To get at least 100 households to take action at home to reduce their energy using the Energy Saving Trust Energy Advice Centre.
3. To get 50 households to monitor their energy use using a digital smart meter.

Initial Phase

This phase is centred on visiting up to 1000 households in Kendal with the aim of enabling them to reduce their household emissions. The aim will be to get at most 150 households to sign up to take action.

We will put together a team of volunteers to go door to door over the course of a week engaging households. We will be asking them to fill in a card centred around "3 asks" (see below).

The households will then receive a follow up phone call to dispense personalised advice on the topics the household has chosen. We will then complete a follow up survey to establish what actions the households have taken and the effectiveness of the approach.

Prior to going door to door the households will receive a letter informing them of the project and explaining that they will shortly be visited by a volunteer member of the community.

Target Audience

Targeted marketing is known to be far more effective than using a 'scatter gun' approach. To this end we will be working with the Energy Saving Trust who will be using their datasets to help us to target appropriate areas in Kendal.

The 3 Asks

The most effective campaigns have simple, clear messages. We will produce a freepost card of attractive design that will encourage householders to select up to 3 options:

- Yes – I would like to make the BIG SWITCH to a renewable energy supplier at no extra cost.
- Yes – I would like free advice on how to reduce my monthly fuel bills.
- Yes – I would like to use a free smart meter to monitor my energy use.

Door to Door

Over a period of a week a team of volunteers will go house to house over a selected area in Kendal engaging residents in the project, explaining to them what it is about and asking them to fill in the card. For those households who are not in we will post the card through their letter box. We know a personal approach by volunteers is highly effective – during the Staveley Green Travel Initiative we found talking to people on the doorstep five times more effective than any other method.

Follow Up Phone Calls

We will begin follow up phone calls shortly after going door to door to ensure there is minimum time lag and thus minimal loss of interest from those households we have successfully engaged. We will arrange a training day for the volunteers so that they are empowered and able to deliver effective follow up calls and provide the necessary advice required.

The calls will be tailored to what the households have requested as follows:

- **The Big Switch:** we will provide households with advice on how to switch to a renewable energy supplier. Companies such as Ecotricity will provide 'green' electricity and will match the customers existing tariff. Most of the existing electricity companies also have a 'green' tariff available. A pack of information will also be sent out. No particular supplier will be favoured.
- **Reducing Fuel Bills:** we will encourage households to ring the Energy Saving Trust Advice Centre (ESTAC) and to get the free advice offered by them. We will also send the households a leaflet produced by the EST as further encouragement.
- **Monitoring Energy Use:** we will provide the households with a smart meter and advice on how to use it, as well as tips and advice on saving energy. This will be loaned for a fortnight in order to see how much energy they use on a day to day basis, and which appliances use the most energy. After that period we will collect the smart meter and pass it on to another household. Studies show that households can reduce energy use by as much as 25% using the meters.

Follow up Survey

One month after the original phone call we will again establish contact with the households and ask them to fill out a short survey. The aim of the survey will be to establish what actions the households took, how they have found the process and if they took no action, the reasons why.

In addition EST will be monitoring calls to gauge the level of response during the project.

Publicity

We will hold a publicity stunt to launch the project, the details of which are yet to be finalised. Further publicity will be staged throughout the project.

We will also be partnering up with EST in holding a week long event at the Westmorland Shopping Centre in November promoting energy efficiency at home. We will also use this opportunity to promote HEAT both on the ground and in press releases, and to gather more households into the project (for ongoing work).

We will also publicise the results of the project and include testimonials from those households that took part.

Future Legacy

A successful project opens the door to ongoing partnership work with EST and SLDC promoting HEAT further in Kendal. It will also play a big part in raising awareness of ESTAC, smart meters and 'green' energy in South Lakes and undoubtedly raise the profile and membership of the Energy & Buildings group of TSL, who will be carrying out the project in conjunction with SLACC. Further cementing ties with the community the project will undoubtedly serve as an exemplar of how community groups and larger organisations can work together effectively to deliver a more successful and higher quality service.

TOTAL PROJECT Costs: £7,125

Amount asked for: £3,400

In kind contributions:£3,725

COSTS		cash	in kind		total
	hourly rate	£	hours	£	£
Management Time (approx 8 days)	£15.00	£975.00			975
Volunteer Time (team of 10 volunteers)	£8.00		300	2,400	2,400
Professional Support (EST)	£15.00		35	525	525
Training	£15.00		20	300	300
Smart Meters		1200			1200
Printing & Design		500		500	1000
Publicity		200			200
Postage		125			125
Contingency		400			400
TOTAL COST		3400		3725	7125
INCOME SECURED					
Volunteer time				2280	2280
Energy Saving Trust				945	945
SLDC				500	500
BALANCE REQUIRED		3400	0	0	3400

*The EST will be providing training, professional support in the form of advice and monitoring, as well as resources.

**SLDC will be providing printing costs and staff time.

Projected Carbon Savings

Average household electricity use – 4200KWh

Average household gas consumption - 20,435 KWh

CO2 emissions in KgCO2 per KWh electricity 0.537

CO2 emissions in KgCO2 per KWh gas 0.185

(figures provided by BERR and DEFRA)

- **BIG SWITCH:** 50 households make the switch to a 30% 'green' tariff.
Carbon savings: $0.30 \times 4200 \times 0.537 \times 50 = \mathbf{33,850KGCO2}$.
- **REDUCING BILLS:** 50 households act on advice and make 10% savings on energy
Carbon Savings: $(0.10 \times 4200 \times 0.537 + 0.10 \times 20,435 \times 0.185) \times 50 = \mathbf{30,200KGCO2}$
- **MONITORING ENERGY USE:** 50 households use the meters and make 10% savings on energy
Carbon Savings: $(0.10 \times 4200 \times 0.537 + 0.10 \times 20,435 \times 0.185) \times 50 = \mathbf{30,200KGCO2}$

Total CO2 Savings: 94 tonnes CO2.