

Community Energy Efficiency Toolkit

Home energy advice visits delivery model

This is based on the experiences of 7 communities delivering home advice visits under Big Lottery's Communities Living Sustainably programme.

Aims

- Main drivers warmth and well-being, rather than energy consumption reduction
- Behaviour change
- Addressing fuel poverty
- Energy efficiency retrofit

Ways of reaching the target audience(s)

ECO-eligible people- Elderly

- Referrals –
 - Self-referrals
 - Via trusted referral partners (e.g. Age UK, Fire Brigade, local authority, DWP, GPs)
- Registered Social Landlord customers targeted (social housing)
- Rest homes targeted
- Leaflet drops through doors
- Drop in at Age UK centre in Sunderland city centre
- Service publicised through events (e.g. energy advice talks to groups)
- Distribution of leaflets in doctors surgeries and libraries advertising local events
- Ran articles in local magazine, circulated to every house
- press releases advertising project activities

ECO-eligible people- Low income

- Leafleting through doors with visit times or surgery times (if using advice surgeries to book appointments)
- Door-knocking
- Age UK referrals if client over 55
- Service publicised through events
- Referrals from Groundwork if under 55
- Word of mouth
- Ran articles in local magazine, circulated to every house
- Press releases advertising project activities
- Distribution of leaflets in target areas advertising local events

University students

- Ran articles in local magazine, circulated to every house
- Press releases advertising project activities
- Distribution of leaflets in target areas advertising local events
- Implemented 'Tech Tuesdays' on their project's Facebook page to encourage more residents to use free/ low cost ways to save energy and money

Non-English speakers

- Turkish-speaking Green Doctor reached customers through door-knocking who could not previously access the service
- Referrals through relevant support organisations

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Barriers to working with the audience

Elderly

- Refused to participate
- Couldn't recall being visited
- Changed phone number
- Moved house

Arranging visits

- Received referral from partner agency and then called resident to book visit
- Dropped translated leaflets in to all homes in the target area for visits
- Followed by a door-knock
- Home visit arranged and residents asked to have bills to hand
- Took booking sheets to events to book people in there and then

During visit- advice/discussion

- Visits carried out by trained energy assessors/ energy champions
- Discussions about water meters
- Also talked about One Planet Living
- Advice on energy use and switching supplier/tariff
- Also gave debt advice and did benefit check
- Talked through bills and using heating controls, behaviour changes
- Visits focused on saving money
- Home assessment and energy advice (talks through tariffs and behaviour)
- Residents compared energy use with neighbours
- Energy monitor fitted and demonstrated

Data collected

- Meter readings taken
- Residents asked to pledge energy saving behaviours
- Residents filled in a survey
- Home visit advice is based on the resident's response to assessment survey
- 'Prescription' of advice and measures given [Green Doctor]
- Residents presented with an individual report highlighting their usage and a thermal image
 - Showed how their household consumption compared to neighbours in similar-sized homes
- Report highlighted whether residents were high, medium or low energy users, aimed to encourage:
 - High energy users to think about energy reduction measures and behaviours and to refer them to other agencies for help to reduce energy use
 - Medium energy users to think about any other measures they could employ
 - Low energy users to either act as 'exemplars' on their street or identify if they were low users because they were struggling and therefore help them access interventions to help.

Referrals to other services

- Made referrals to ECO for insulations, boilers etc.
- or signposted to ECO and utility companies
- Referral for draught proofing service
- Anything more serious needed to be referred to Gentoo or Age UK – also keep them in the loop on progress

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Measures installed/things left with householder

- Offered installation of low cost measures
- £20 incentive for each household
- CFLs
- LED light bulbs
- Radiator reflectors
- Draught proofing
- Water saving shower heads
- Water saving tap inserts
- Water saving kitchen swivel tap
- saver flush bags
- shower timers
- energy monitors/ Owl monitors
- power down plugs
- Replaced appliances
- Winter Warmth pack left (drinking chocolate, rechargeable torch, blanket, room thermometer, shower timer)

Follow-up to check impact

- Telephone call after 3 months to do questionnaire
- Revisit household 3 months later
 - Check behaviours and collect owl monitor
- Follow up visit after 3-6 months
- Customer satisfaction survey and follow up– looked at impact
 - follow up visit to measure how much difference has been made
- Second home visit 4-6 weeks later to take further meter reading
- 6 months progress/ welfare check phone call
- 12 month follow up as – same questionnaire as 3 month call

Most projects seem to do follow-up by phone or return visits at 3, 6 and/or 12 months.

Examples

Sustainable Sheppey

Sustainable Sheppey worked with the Department of Work and Pensions to promote their home advice visits- all new benefit claimants received a leaflet signposting them to Sheppey's service. DWP partnership funds home visits for multiple services. Home visits were delivered by Groundwork's Green Doctor programme.

Sustain Eden 'Cold to Cosy Homes' draught proofing service

Sustain Eden contracted the maintenance team at Eden Housing Association to assist delivery of their draught proofing service.