



24th October 2013

The **energy saving** **co-operative**

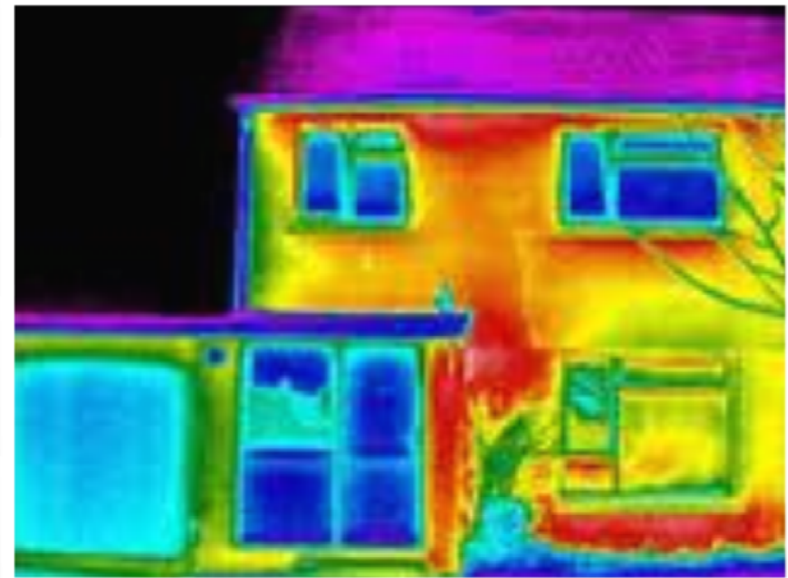
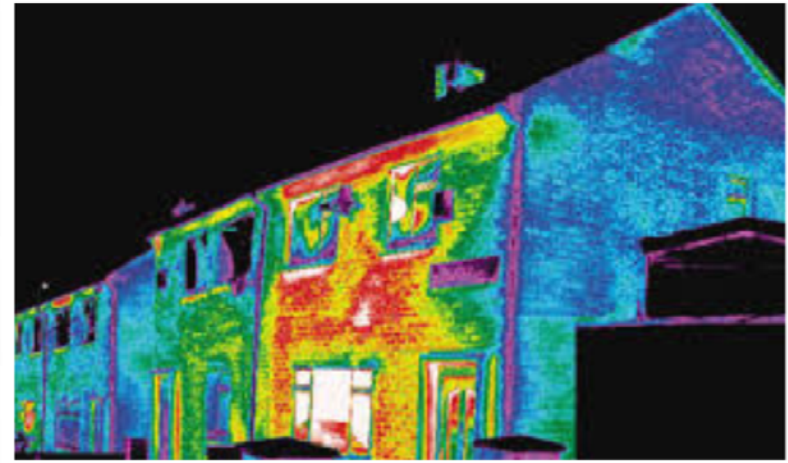
Scaling energy retrofit –

The power of showhomes and
community-led engagement

Today's presentation

- A bit about **The energy saving co-operative**
- How we work with community organisations
- The power of show homes – experience from South Staffs Community Energy

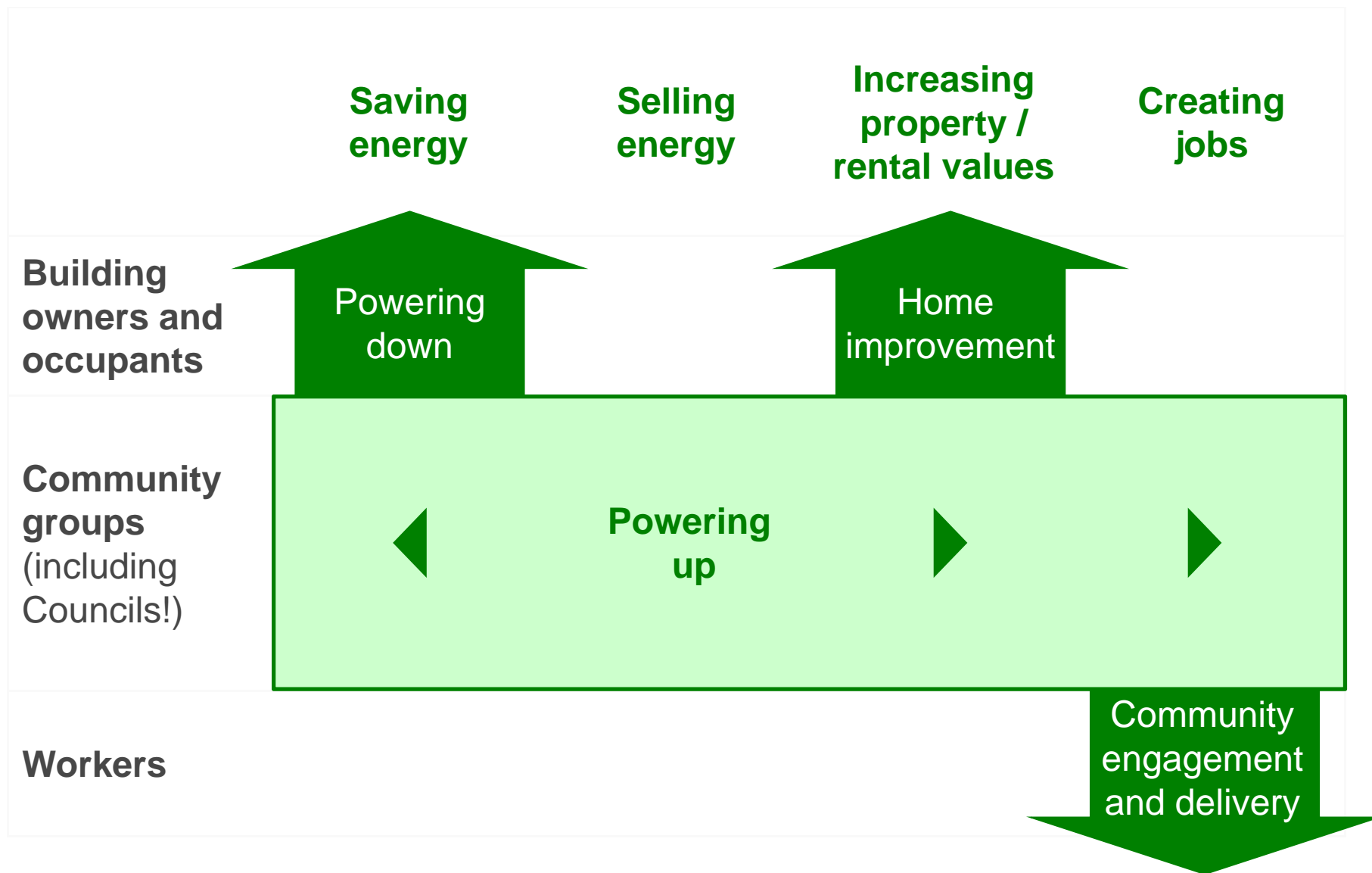
The scale of the challenge



The barriers

- Awareness
- A personalised one-stop shop for energy retrofit
- First-cost finance
- **Trust**

The UK's collective and co-operative interest



Supplying and saving energy –

A co-operative **opportunity** to transform the marketplace

The **co-operative** energy

The **energy saving**
co-operative

Who we are

The **energy saving co-operative** is a multi-stake-holder co-operative; a **pioneering partnership** between:

1. **People** who want to **save energy**
2. **Co-operatives** and **community groups**
3. **Tradespeople** such as **energy assessors** and **installers**

Working together, we will **maximise our impact** – combining the **best of ‘*Big*’** with the **best of ‘*Local*’**

We are a **co-operative retailer** of energy saving measures, **providing people with the power to save energy.**

The energy saving co-operative is open for business!

Established. 2011

Strong Co-operative backing:

Midlands Co-operative
The **co-operative** good for everyone

The **co-operative** energy

The **co-operative**
phone & broadband

The **Midcounties Co-operative**

- Trading for just over 1 year
- 5 >17 members of staff since early 2012
- Strong early pipeline and supply chain
- Installing ECO-funded EWI in private homes
- Actively recruiting in West Midlands

How it works

Community groups – Outreach and engagement

The **energy-saving co-operative** – Local Customer Programme Manager

1

Community
engagement

2

Energy saving
advice and
contracting

3

Installation

4

Quality control
and impact
measurement

The offer to the customer

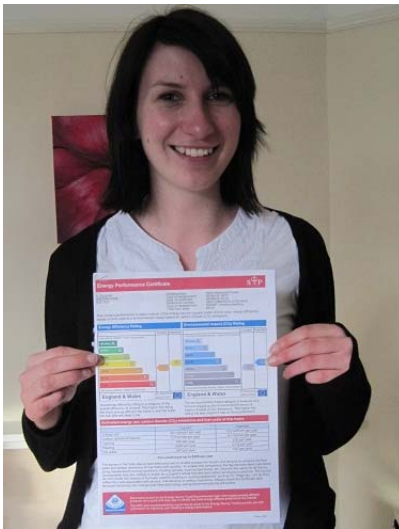
We give free, honest and straightforward advice on which energy saving improvements make sense for you and your home.

Install through trusted, local tradespeople, benefitting your community.

Help access fair and ethical finance for those who need it, and grants for those who are eligible.

- Access to ECO funding for eligible measures
- Access to Green Deal Cashback for eligible measures
- Sign-posting to alternative sources of finance

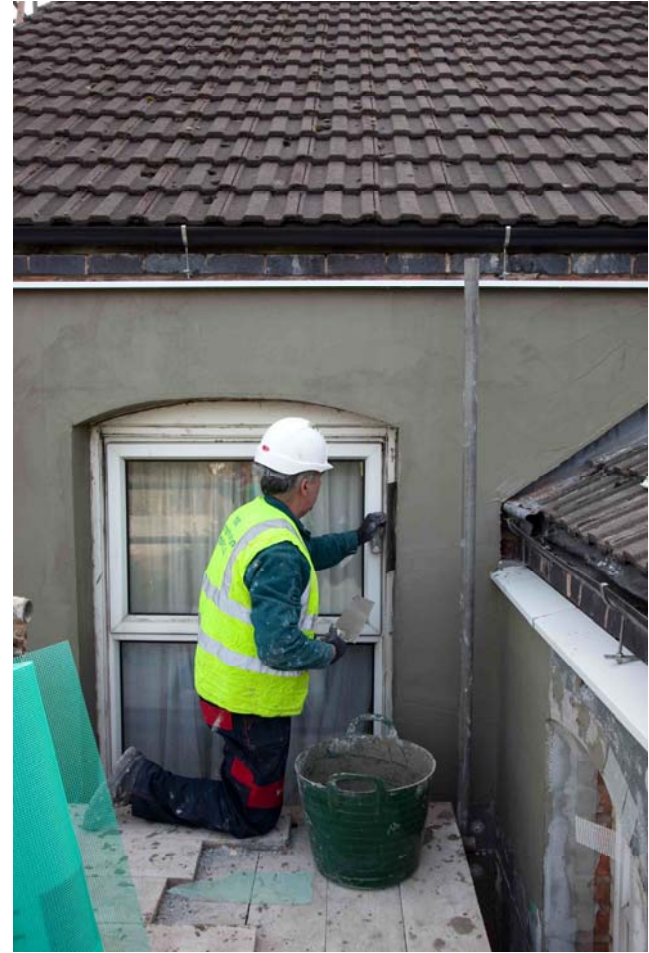
Eastville, Northfield





No home would need all of these energy-saving features, but all homes would gain from having many of them.

Installations



Financing energy saving retrofitting

1

ECO Grants

2

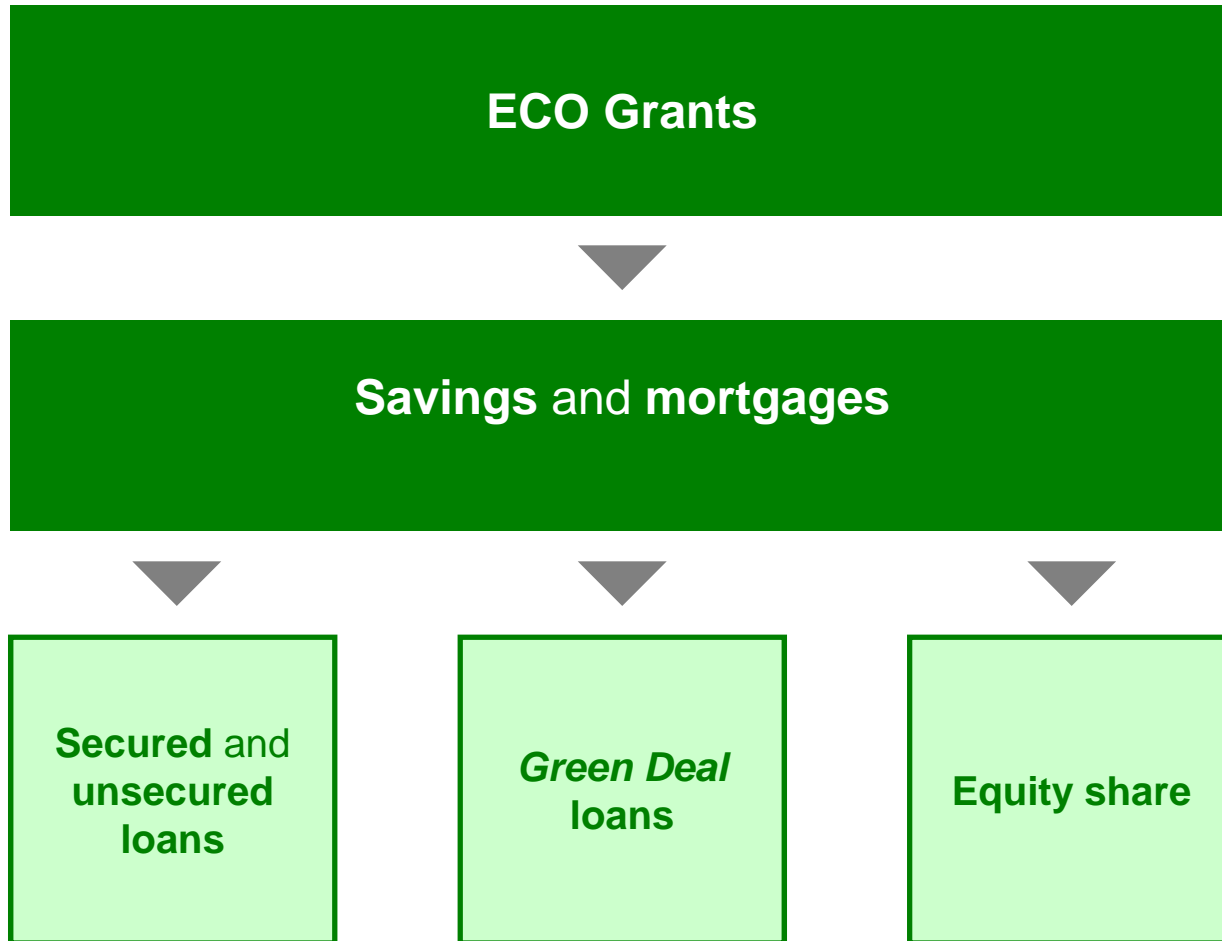
Savings and mortgages

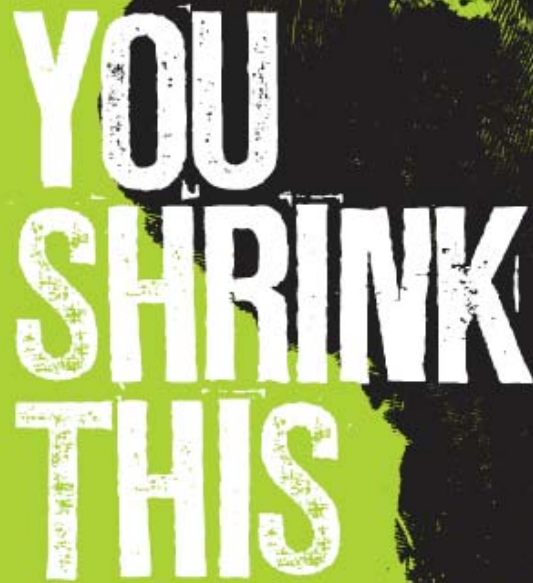
3

Secured and
unsecured
loans

Green Deal
loans

Equity share





**YOU
SHRINK
THIS**

**AND
WE'LL
SHRINK
THIS**



turn over to
find out how
energy saving
co-operative
members
can benefit
from the
C-Change Retrofit
mortgage
from Ecology
Building Society

Our community partners



Why we work with community groups

Supporting the work and sustainability of local community groups is built into our business model

- which is why we encourage groups to join as members.

The trust and networks that many community groups are able to draw upon make them extremely effective at spreading our message, particularly as we move into new areas.

This makes them an essential part of our marketing strategy, and we believe that they should be fairly rewarded for this.

How we work with community groups

The ESC will pay the community group **up to 5%** of the gross sale value (exclusive of any VAT) for each referral which results in a sale.

- 3% for each lead
- an extra 2% where that lead comes with a filled in customer questionnaire

The ESC will provide a monthly report on referral fees due to each referral partner, and issue payment accordingly.

The ESC will support community groups with promotional literature, marketing and communications materials where necessary

Building on what the group already does well, we can support the group with developing a well-targeted marketing strategy

Your Neighbour
is making their home **warmer**
and more **comfortable** with

The **energy saving** co-operative

Could we help you too?



Insulation • Efficient heating • Solar panels

Visit www.energysaving.coop/saveenergy
or call us on 0121 222 6325

Join us and save energy

IP 031331

Would you like your home to be
warmer and cheaper to run?

Your neighbour did, and the first step they took was to
book a free, no obligation home energy advice visit from

The **energy saving** co-operative

You will receive straightforward, honest advice on the energy saving
measures that make sense for you and your home, and **you could
even be eligible for government grants** towards the work.

Your home could benefit from a new boiler, solid wall insulation,
or even solar electricity/hot water panels – and if you choose to
go ahead, we can get the work done for you using trusted,
local suppliers, benefitting your community.

The energy saving co-operative buys local services on your
behalf, to deliver the greatest energy savings at the best price.



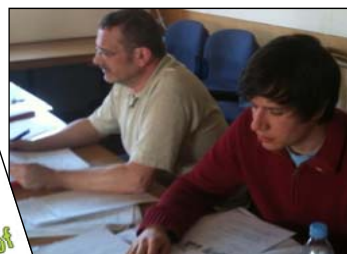
Interested? Call 0121 222 6325 or visit
www.energysaving.coop/saveenergy



The **energy saving** co-operative



Kate Sadler, Director



Green Deal Pioneer SWI Competition



Lichfield
district council
www.lichfielddc.gov.uk



The **energy saving**
co-operative

Eco Home Open Day



1. Penny & David Murcott

6 Osprey Close Whittington, WS14 9NB
1990s 3 Bedroom home

- Solar PV and thermal panels.
- Double glazing.
- Cavity and loft insulation.
- Heat reflectors behind radiators.
- Rainwater harvesting with six water butts.
- Own chickens and wildlife friendly organic garden.

3. June Thorne

12 Church Street, Whittington WS14 9JX
19th Century terrace home

- Recently installed internal wall insulation using 77.5mm Kingspan Xtratherm breathable board.



4. Sheila & Derek Upton

Whittington Hurst Cottage, Broad Lane, Lichfield, WS13 8QW
19th Century cottage in small terrace

- External wall insulation
- Large vegetable garden



7. Edward & Christine Windridge

93 Lower Lodge Park, Rugeley Road, Armitage, WS15 4BF
1960s Park Home

- Recently fitted with 60mm external wall insulation. Estimated saving of around 25% a year on heating bills or around £120.
- New boiler recently fitted – oil fired central heating.



8. Craig Poole & Paula Banks

185, Chase Road, Burntwood, WS7 0EB
19th Century detached cottage

- 100mm external insulation – expanded polystyrene on front and side walls
- Triple glazing.



2. Megan & Steve Barr

Rock Farm, Rock Farm Road, Whittington, WS14 9NN
19th Century farmhouse
(NB only open 12noon – 2pm)

- Renovated three years ago.
- Ground source heat pump.
- Double glazed throughout, with triple glazed conservatory.
- Toilets are flushed with grey water from a rainwater tank.

5. Van & Marcia Taylor

Broad Hazels, Beaudesert Park, Cannock Wood, WS15 4JJ
1920s Bungalow
(For access you enter Beaudesert Park via Chestall Road - next door to No.6)

- Thoroughly renovated in 2009.
- Internal solid wall insulation.
- Heating and hot water provided by air source heat pump.
- 3.96kW solar photovoltaic system.



6. Christine & John Polhill

Little Hayes, Beaudesert Park, Cannock Wood, Rugeley, WS15 4JJ
(To access you enter Beaudesert Park via Chestall Road - next door to No.5)
1912 Bungalow

- Wood pellet central heating
- 4kw photovoltaic system electricity.
- Recycled rain-water system for loos, washing machine & garden watering.
- Grow most of own vegetables.
- Wood burning hot tub.



9. Paul & Sharon Tennant

92 Gilbert Road, Lichfield, WS13 6AX
1960s Poured concrete terrace home

- 100mm external wall insulation recently fitted to front and back walls.
- Low energy lighting (including LEDs)



10. Robert & Annette Jackson

28 the Leasowe, Lichfield, WS13 7HD
Detached 1950s Dormer Bungalow

- 3kW Solar PV
- Solar thermal
- Immersun Solar Diverter to Immersion Heater
- Underfloor insulation
- Vegetable plot



What we learnt!

- the competition 'model' was engaging
- local networks are extremely valuable - community / media / business
- householders are reassured by the involvement of trusted organisations
- householders like the idea of local contractors
- householders need more than a quote!

Gilbert Road, Lichfield



The impact of the Gilbert Road Showhome - neighbours



2 immediate neighbours have now had EWI installed

The impact of the Gilbert Road Showhome – trusted networks

- One customer who attended a Gilbert Road open Day is just about to have EWI installed at her home in Boundary, an off-gas Staffordshire Village
- She has already referred her mother, and another friend from the village, plus two other friends from Biddulph, a neighbouring village
- Once works are finished she is ready to spread the word around her various networks in the community



As a community organisation we are well placed to give unbiased, practical information whilst promoting a ‘value for money’ local supply chain.

Making showhomes happen

- Energy retrofit, and EWI in particular is still a relatively new market
- People still need to 'see it in the flesh' - Showhomes make it real
- Where funding isn't available, need to find creative ways to make it happen
 - Ambassador customers
 - ECO funding for Electrically-heated solid wall properties!

<http://www.youtube.com/watch?v=O2QTsQ6V1go>

4:12

<http://youtu.be/27FMxiNKmw0?t=7m46s>

*“The best time to plant a tree
was 20 years ago.
The second best time is now.”*

– Chinese proverb