



Green Deal – Learning Lessons for 2012

Matt Roberts – Salix Homes



Outstanding achievement in housing in the UK

Outstanding achievement in housing in England

Involving and empowering communities

Background to Salix Homes

- ALMO (Arms Length Management Company) responsible for 10,500 properties in central Salford
- Round 6 – commenced Decent Homes programme in 2010/11- complete 2015/16
- Have accessed over £4m CESP and CERT so far
- Over a third solid wall / system build
- Asked to be part of the process ‘Trailblazing’ The Green Deal

Salford Context

- The Department of Energy & Climate Change Annual Report 2010 estimated that in 2008 some 15.6% of households were in fuel poverty nationwide. The number of households experiencing fuel poverty in Salford is estimated to be 21,495, that represents 25.3% of households in Salford.

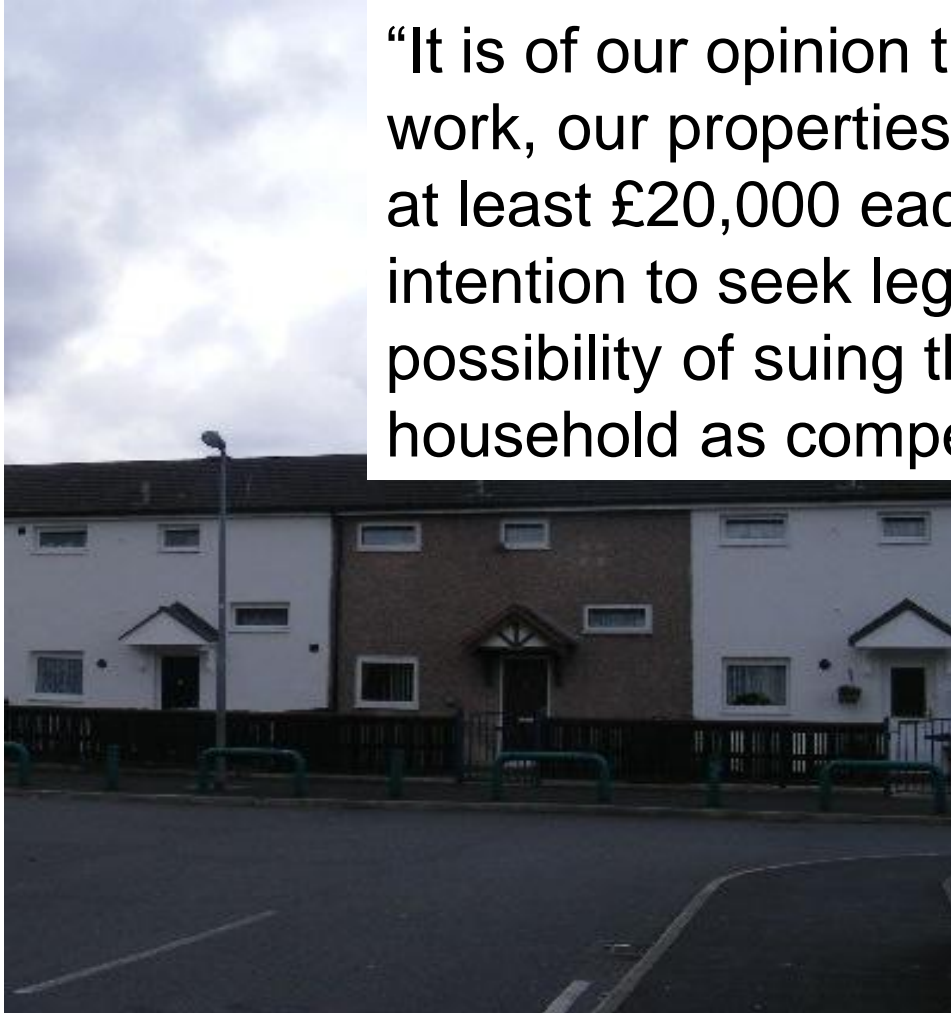
The benefits of External Wall Insulation



- Reduced bills
- Improved appearance
- Increased comfort

Or dis-benefits

“It is of our opinion that as a result of this work, our properties have been de-valued by at least £20,000 each, therefore it is our intention to seek legal advice on the possibility of suing the council for £20,000 per household as compensation”.



Research (there's a lot out there).

- B&Q, Bio Regional, London Borough of Sutton – audits and PAYS.
- Gentoo - PAYS
- British Gas Smart Homes – energy useage
- Homebase and Carillion – rewards scheme
- First Utility, OPower, DECC and Behavioural Insights Team – behavioural change
- E.ON – community rewards

Approach to retrofit

- ❖ Retrofit measures
- ❖ Measuring change
- ❖ Social return on Investment



SALIX RETROFIT STUDY

GM Procure Report



New Barracks Estate Retrofit

Social Return on Investment



BARRACKS ESTATE RETROFIT

Energy Saving Retrofit



ARUP



ARUP

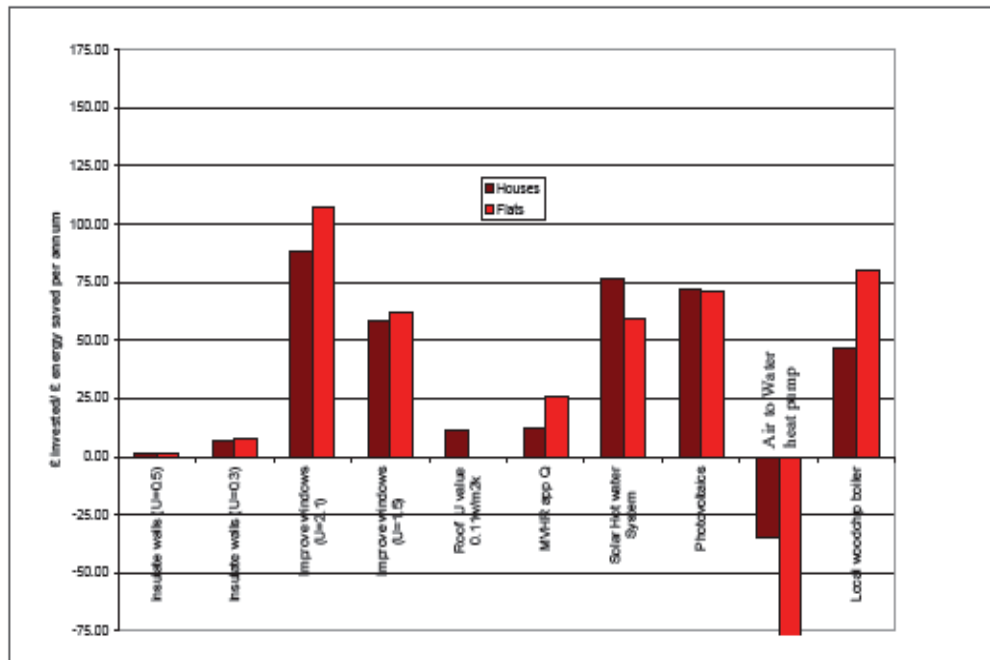
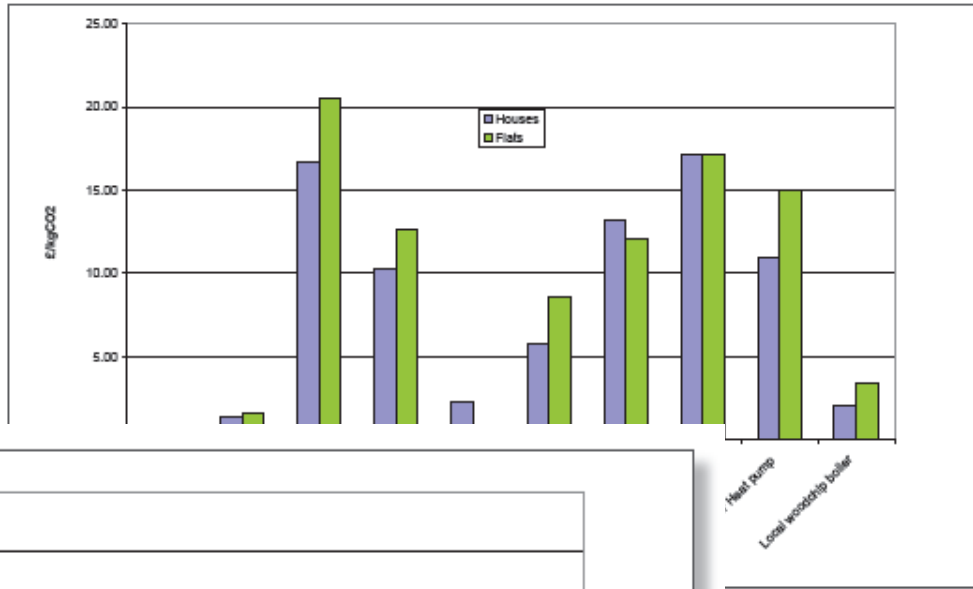
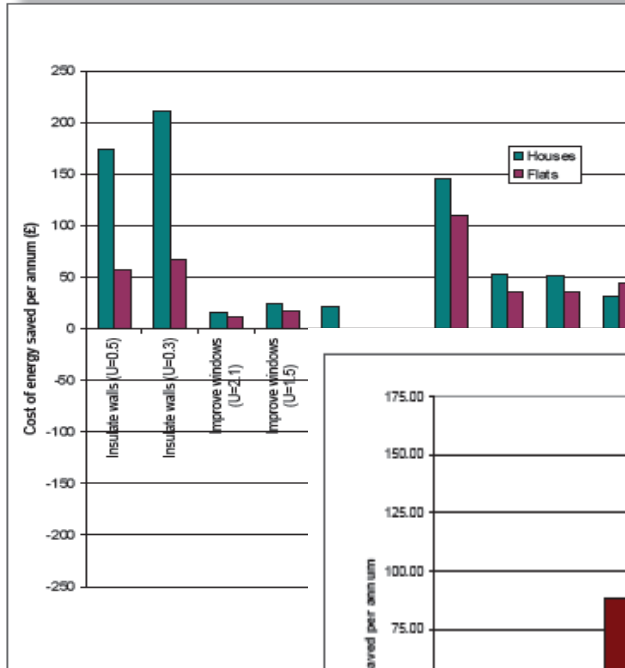


Retrofit Measures

Considered:

- Savings against fuel bills
- Cost per kgCO₂ saved per annum
- Cost savings against capital costs

Some graphs!!



What have we learnt?

- Get the basic measures in place
- Consider investment options
- Asset management strategy needs to consider longer term carbon reduction targets

Be realistic

Measuring Change

Findings

- Build standard affects fuel costs
- Different measures provide different returns
- High occupancy higher costs
- Bigger house, higher costs

Measuring change

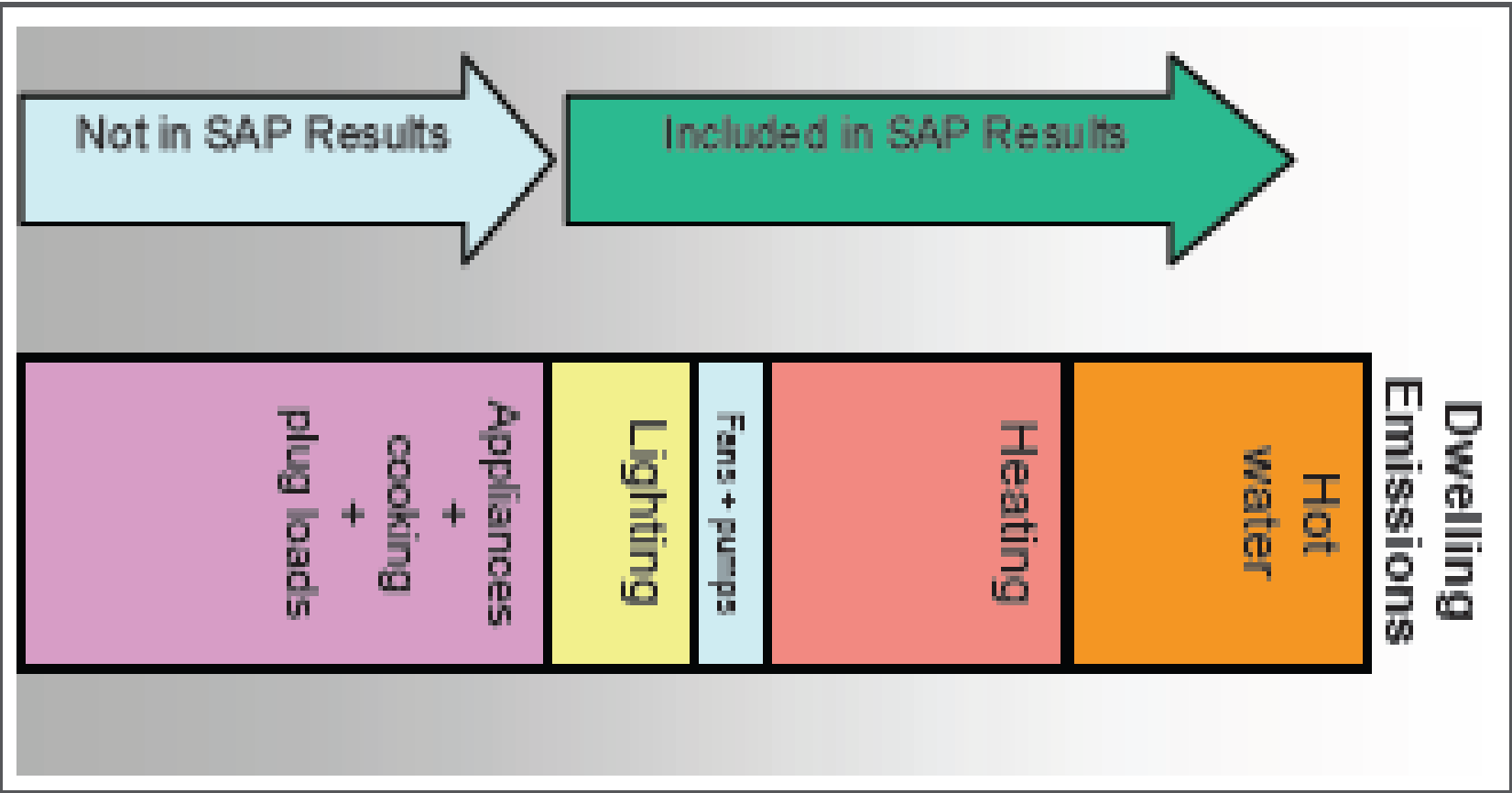
Behavioural – Will need to consider

- High electric users often high gas users
- Varying degrees of comfort (acceptable norms)
- Varying degrees of understanding
- Differing tariffs
- Differing payment mechanisms

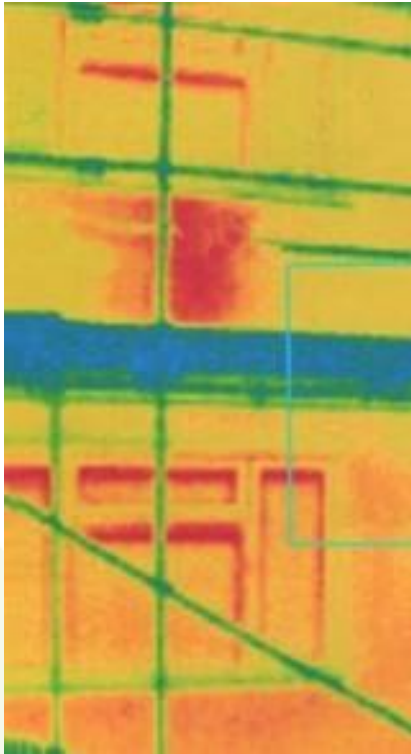
Testing the Key Areas of the Green Deal

- Marketing and Engagement
- Assessment and buy in
- Installation
- Payback

How to engage



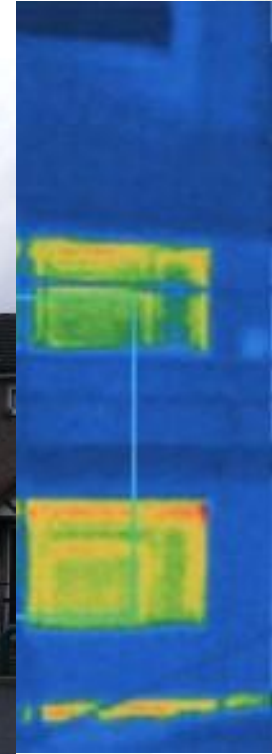
But maybe.....



Before



After



How to engage

- Reduce the hassle
- Mixed approach

menu

- > What We Do
- > Green at Home
- > Green at Work
- > Hints & Tips
- > Useful Info

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Richard Hargreaves
Energy Efficiency
Manager

together we're taking steps towards **greener** living

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Encouraging energy efficiency through social networks

- There is a tendency for people to adopt the opinions, judgements and behaviour of others
 - ❖ For example, people are more likely to install an energy efficiency measures if one of their family or peers have done so.
 - ❖ Recent research suggests that engaging individuals as members of a community, rather than only as consumers of energy, is an important strategy for changing energy-related behaviours

Assessment

- Golden rule calculator – basic measures first?
- Qualification of assessors
- Change of circumstances / occupancy
- Standard archetypes

Will need to be simple, replicable and administered

Your current estimated costs

Current estimated Gas costs:

£ 465.60

Current estimated Electricity costs:

£ 465.60

Current estimated energy costs:

£ 931.20

Your potential estimated costs

Estimated Gas costs:

£ 377.08

Estimated Electricity costs:

£ 94.73

Total estimated costs:

£ 471.81

Total estimated energy savings:

£ 459.39

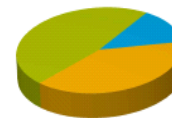
Find out where your money goes

So you can see exactly where you use the most energy (which is probably where you can make the biggest savings too), we've broken your energy costs down into the following categories:

Your current costs

Your potential savings

Fuel costs



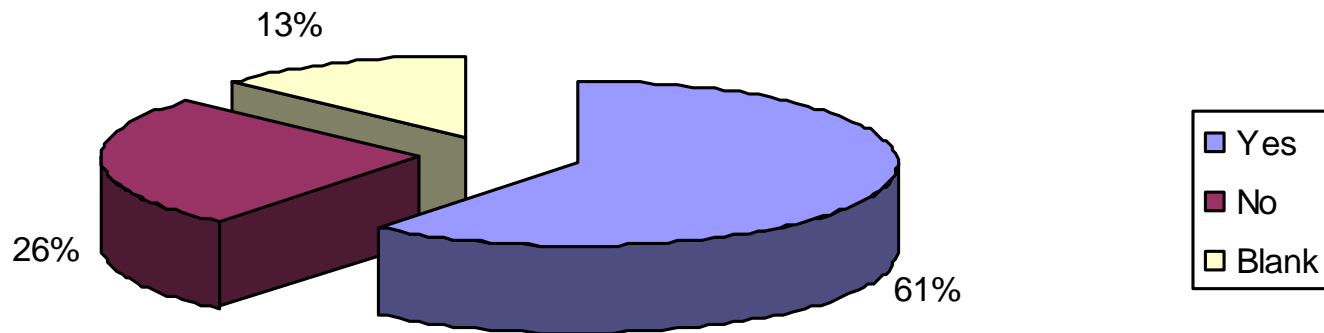
Hot Water	£ 128	£ 32
Lights / Appliances	£ 439	£ 315
Heating	£ 364	£ 112

Pay Back – The Pitch!

- No immediate upfront costs and long-term benefits.
- By deferring the costs of installation, the Green Deal is designed to make the uptake of these measures more appealing to individuals.

There is an appetite!

Would you be prepared to pay towards energy efficiency measures if you made a bigger saving as a result?



How?

- Private sector – through the fuel bill
- Public Sector – Who collects the payment?
 - ❖ Fuel bill
 - ❖ Service charge
 - ❖ Heat charge
 - ❖ Rent

And finally.....

Expectations of Green Deal partners

- Customer engagement
- Energy aware staff and operatives
- Local training and employment
- Corporate social responsibility

A Social Return on Investment