

Review

from strategy to practical action



SevernWye
ENERGY AGENCY

Severn Wye launches new Green Deal ventures

A FEATURE of 2011 has been the ongoing debate about sustainable energy retrofit of existing homes and how to achieve this with severely constrained private incomes and public sector resources.

Severn Wye is rising to the challenge, using lessons we have learned in over a decade of strategic and practical activity to develop plans for the next phase. At a time of intense discussion within the industry, we have supported the development of the government's Green Deal concept through expert working groups, assisting with the National Occupational Standards for Green Deal Advisors, advice tools and methodologies and a competencies framework for relevant construction skills.

As a founding member of the Energy Advice Training Consortium, we have also devised and piloted learning materials in Wales and South West England.

While the Government's Green Deal and Eco consultation draws to a close, we are ready to play our part in delivering a low carbon future with the launch of two new ventures:

Countdown to Low Carbon Homes – a non-profit local delivery partnership for the Green Deal. With a group of local authorities at its core, the partnership



2011 ASHDEN AWARDS winners met Prince Charles at Clarence House before the awards ceremony. Pictured here are Catrin Maby, Chief Executive of Severn Wye and Ewan Bent of Midlands Wood Fuel. See pages 4 and 5

will include the first application of a 'revolving retrofit loan guarantee fund' approach to private housing in the UK, following the model developed and successfully rolled out in Hungary. Building on the success of the Stroud Target 2050 project and Pay As You Save pilot, the model aims to provide a flexible and affordable response to the needs of home-owners and the local housing stock and businesses. It will also support the local economy through an expansion of the work we have been doing with local and SME installers.

Green Deal Incubator

This exciting collaboration with the Centre for Sustainable Energy will provide the back-office functions to enable local delivery of Green Deal on a 'white label' basis, providing core systems and knowledge to which local providers can add their own distinctive detail and branding, anywhere in the country.

We are grateful to the Sainsbury Family Charitable Trusts and to local authority partners for their support for these two initiatives.

CATRIN MABY OBE
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STOP PRESS!

CONGRATULATIONS TO Severn Wye's Chief Executive Catrin Maby who received an OBE in the New Year's Honours for services to the environment and social equity.

News from Severn Wye
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Future-proofing homes in Stroud and beyond...

SEVERN Wye's Target 2050 Homes report for Stroud District Council presents the results of a four-year programme to promote deep energy savings in existing homes, including 20 case studies of what can be achieved in practice in a wide range of house types. Initiated in Stroud, and then expanded to neighbouring areas, the programme's detailed energy



surveys of nearly 250 homes found an average 57% savings in energy consumption could be achieved through applying tried and tested measures. Our local installer group grew to over 100 companies, covering all the main measures required. The Homes report was launched at an event organised by Severn Wye and the Centre for Sustainable Energy (CSE) to look at the opportunities and challenges of the Government's new Green Deal.

- Target 2050 Homes report: www.swea.co.uk/news.shtml#thomes
- Launch event presentations: www.cse.org.uk/pages/information/local-authorities/green-deal-event

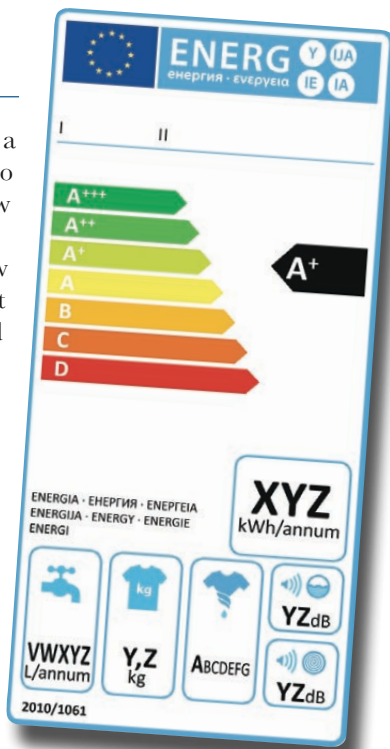
Read the label

SEVERN Wye is undertaking a range of marketing initiatives to increase the awareness of new EU energy labels.

The new labels are now mandatory on a whole host of domestic appliances and products manufactured after December 20th 2011. They are language-free with a greater emphasis on energy consumption with additional A+, A++ and A+++ categories reflecting the increased energy efficiency of selected products and the label's aim to help consumers make more informed purchasing decisions.

Severn Wye's Owen Callender said: "We have designed a new leaflet to explain how the label works, and a buyer's guide. We're already discussing national dissemination of the materials with regional and national organisations and we're keen to speak to any organisation interested in working with us."

The 'Come on Labels' Intelligent Energy Europe-funded project supports the new labelling scheme, aiming to enhance the visibility and credibility of the label and to improve the market for labelled products. To help



raise compliance levels among retailers, each EU project partner, including Severn Wye, will be undertaking shop visits to identify where further training might be needed.

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Bespoke Energy Advice

A 'BESPOKE Energy Advice' service has been launched by Severn Wye for homes, businesses, communities and schools. Professional, independent advice and follow-

up support is now available at cost where funded services are not available. For brochures and further information visit www.swea.co.uk/proj_BespokeAdvice



Energy Ambassadors save 4,500+ MWh across Europe



JON CLARKE with some of the trained Energy Ambassadors from the health service

OVER THE last 18 months, professionals from a wide range of community organisations including Gloucestershire Rural Community Council (GRCC) have been giving energy advice to their clients in their roles as Energy Ambassadors.

As the Europe-wide project, which is managed in the UK by Severn Wye comes to a close, evaluation shows that 4501.8 MWh of energy was saved across all partner countries – 708MWh in the UK!

The Energy Ambassadors project ran in seven EU countries and the UK. The starting point was that professionals working with clients in a health or social care capacity are likely to come into contact with people at risk of or living in fuel poverty. Ambassadors were trained to recognise this and to signpost to relevant organisations and, crucially, to give energy advice. Severn Wye developed practical tools

for the Ambassadors as well as support.

Many Ambassadors now integrate simple energy advice into their day-to-day roles. One client said: "I met my Energy Ambassador through the lunch group. There are things that I now do regularly, like turning all my appliances off at the switch, not standby, and only boiling as much water as I need in the kettle."

The project findings were presented at a European Conference in Brussels in September.

"Working with GRCC, we will roll the training out to its Village and Community Agents and incorporate new advice such as tariff switching," said Severn Wye's Jon Clarke. "We're also in discussion with a Wiltshire housing association about a resident advice project."

JON CLARKE
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Welcome to...

AUDREY HEALY who will develop the research element of Severn Wye's projects, including supporting our Green Deal development activity and working on the European Citizens Climate Change Cup. Audrey has an MSc in Sustainable Development and came from Gloucestershire County Council, where she led the Council's low carbon work with schools. She is a former policy advisor with the Government's watchdog for rural England and worked with the sustainability 'think tank' Forum

for the Future.

We also welcome **Rosa Garcia** and **Saskia Bagshaw** who have recently joined Severn Wye as Energy Advisors, along with graduate trainees **Lauren Scott** and **Sarah Harvey**.

Since starting our graduate training programme three years ago, we have welcomed six trainees. We continue to be impressed by the quality of the graduates and the enthusiasm they have shown in their various roles supporting a range of Severn Wye projects.

£3.4m funding to support activities

IN 2010/11, Severn Wye successfully secured over £3.4 million for its activities from European, national and local government and associated agencies, industry and charitable sources.

All our activities are designed to meet our charitable aims and objectives including the alleviation of fuel poverty and promotion of sustainable

energy through partnership, awareness-raising, innovation and strategic action.

Severn Wye Energy Agency trustees and staff would like to thank all those who have supported us during the year.

To view a summary of Severn Wye Energy Agency's annual accounts, visit www.swea.co.uk/downloads/Accounts_Mar11

Cleandrive



BMW COTSWOLD sales executives testing their Ecodriving skills

IN TODAY'S world, cars are a necessity for many - but it is also important that the natural environment is conserved. Cleandrive is a three-year project supported by Intelligent Energy Europe programme, to increase the sale of energy efficient, low carbon emission (120g of CO₂ per kilometre or less) vehicles.

Severn Wye and its partners from nine countries will be promoting standards due to be introduced via new EU legislation during 2012-2015.

Surveys of car dealerships suggested that information days and Ecodriving education are likely to be the most effective way to boost the sale of green cars. As a result, the Cleandrive event package was developed by Severn Wye to be rolled out across the UK.

More than 90 people have already tried a 45-minute Ecodriving session on a transport simulator, competing to achieve the best mpg at events at car dealerships across England and Wales.

The winners of the first Cleandrive 'Dealership of the Year' Award 2010-11 were the Warner's Motor Group, Peugeot of Gloucester and Tewkesbury. Warners have also made energy savings at their dealerships following recommendations from Severn Wye. Warner's Dealer Principal, Chris Smart, said: "We have now adopted a written energy policy which included cost considerations and addressed energy management issues, including low energy lighting and better heating controls."

www.swea.co.uk/proj_cleandrive

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Highlights 2010/2011

Providing advice and support

- advice to 13,127 customers with 7,174 referrals for energy improvement measures
- 74 home visits to social housing residents
- £171,000 European funding brought in for innovative behavioural change projects, Energy Neighbourhoods 2 and the European Citizens Climate Cup

Helping households upgrade their homes

- 101 home energy surveys, using NHER software, of which 51 households were helped to carry out complex energy improvements
- £443,175 of capital funding for retrofit work levered in for these homeowners
- successful completion of one of the five UK Pay As You Save pilots for long-term low-cost loans, in partnership with Stroud District Council, funded by the Department of Energy and Climate Change
- 5,587 domestic energy efficiency measures installed in 4,731 properties through Gloucestershire Warm and Well, saving 3,051+ tonnes of CO₂ per year

Community Buildings

We helped 30 local community buildings, village halls, church halls and sports pavilions become more energy efficient, warmer, and cheaper to run.

Schools

We supported 28 primary and secondary schools to raise awareness of energy issues and involve students in sustainable energy activities.

Businesses

We surveyed 85 local businesses, identifying energy saving measures worth a potential £870,000 in lifetime savings and 4,000+ tonnes of CO₂ per annum.

Working in Wales

Our Wales team won contracts worth £300,000 for sustainable energy activities and now has project officers covering the whole country.



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