



# **COMMUNITY COUNCILS AND GREEN DEAL – WORKSHOP REPORT**

7<sup>th</sup> July 2011, Glasgow

## **Background**

Community Councils are uniquely placed to work on energy action at a very local level with their communities. Eaga Charitable Trust is funding a project, being carried out by Impetus Consulting Ltd and Dr Joanne Wade in partnership with the Association of Scottish Community Councils and the National Association of Local Councils, which will provide information to councils interested in working in this area. The project aims to encourage and enable local councils to engage in local energy action that helps to cut fuel poverty, and also to explore the extent to which such action can help potentially excluded local communities to benefit from the Green Deal. Linked to this, the project will explore what more is needed to enable local councils to play a full role in the equitable implementation of Government sustainable energy policy.

On 7<sup>th</sup> July, a workshop was held in Glasgow, with participants from a range of community councils, community development trusts and other Scottish stakeholders. The purpose of the workshop was to explore the potential role for Scottish community councils in relation to energy action and will look at the opportunities and barriers. We also discussed what kind of support is needed to enable community councils to fully capitalise on these opportunities.

## **Opening presentations**

The workshop began with a welcome from Christine McNally from the Association of Scottish Community Councils followed by presentations from:

- Emma Jones, Impetus Consulting – introducing energy efficiency and the Green Deal scheme.
- Liz Marquis, Energy Agency – explaining the role of community councils in the Energy Agency's 'Hadyard Hill' community energy project. We heard how a key factor in the success of this project was the close involvement of the three community councils.

## **Workshop 1 - Potential role for community councils**

In the first workshop, participants, working in four groups, were asked to identify potential roles for community councils to play in terms of helping their communities

access Green Deal finance, as well as the pros and barriers. The full results can be found in Appendix C, with a summary of the roles and barriers provided below.

### Summary of roles and barriers

ROLE	BARRIER
1. Identifying opportunity – local housing opportunity, plus identification of fuel poor/those in need of measures	Technical skills and physical evidence. Knowing who to refer the fuel poor to, and finding them!
2. Tap into existing networks, generate awareness and credibility of scheme	Not always very accessible, not always consulted, not always representative. Massive diversity. Political issues e.g. re: allegiance
3. Engaging /negotiating with GD providers; giving the scheme credibility, householder liaison role (to overcome provider barriers)	Lack of info on GD. Risk or damaging CC's credibility. Need a key holder and resources
4. Developing a social enterprise – keeping the money local	Resources – inability to access finance like private organisations can.
5. Quality control	Checking local people happy with service/outcome

(An additional issue that was identified was that community councils have not being consulted on the design of Green Deal – and they would like to be.)

## Workshop 2 – support required

In the second workshop, the same groups each looked at one or two barriers and identified the kind of support that they would need to take on that role. The full outputs are presented in Appendix C, with a summary of the findings presented below.

### Role – engaging suppliers and householders

To undertake this role, community councils need:

- Information about Green Deal and how it works.
- Training on e.g. negotiation skills.
- Information about potential risks to credibility (from promoting a scheme that is as yet unproven).
- Advice on how to establish a good working relationship with a Green Deal provider, and assistance (from local authority or Energy Agency) with assessing their credibility.
- A network of volunteers to help provide information to householders.

### Role – tapping into available resources and awareness raising

To undertake this role, community councils need:

- Advice on setting up a stakeholder strategy group, involving for example local energy experts and partners such as the NHS, Citizens Advice.
- Information on best practice examples.
- The establishment of a forum like 'SHON' (the Scottish HECA officers network)
- Training, advice and support on awareness raising and creating local energy champions

### **Role – identifying housing – scale and need**

To undertake this role, community councils need:

- Technical skills – e.g. an ASCC toolkit that can provide proformas etc?
- Information, advice and support on how to engage with the fuel poor.
- An income stream!

### **Role – developing a social enterprise**

To undertake this role, community councils need:

- Set up capital
- Business training (e.g. on accountancy, data protection); potential to involve people in the community with relevant skills
- Strict guidelines about credibility of GD providers and how to assess this
- Code of ethics/conduct and rules and regulations.
- Access to available market research

## **Next steps**

The next step involves Impetus Consulting and Dr Joanne Wade developing guidance for local councils on the role they can play in helping their communities to access Green Deal finance. This guidance will be 'tested' with a number of councils before being published.

## **Feedback**

Everyone who attended the workshop found it useful, with 5 stating they found it very useful.

Comments included:

- Lots of questions to be answered. Today was a good starting point and a wakeup call to make sure we get involved.
- More suggestions on potential roles for CCs would have been good. Many of the suggestions are more appropriate for others such as Development Trusts.
- Information on what role Green Deal providers want community councils to take would be useful.
- Interesting to learn that community councils could engage in such a project.
- Very interesting and await more information from the Government regarding exact criteria of how Green Deal works and in what benefits the communities can gain from this.
- Good mix of interests and geographical spread amongst participants. Interestingly attendees mostly travelled quite long distance for workshops.

Participants were also invited to provide some details about the kind of activities their organisation is involved in; full details can be found in Appendix D. Examples include:

#### *Glenfarg Community Council*

Helping householders in off gas areas to access cheaper fuel by developing buyer group.

#### *Muthill and Tullibardine Community Council*

Community Development Association has done surveys of houses concerning energy use etc (with slightly trained advisors). CDA also looking at communication, renewable energy potential e.g. anaerobic digestion.

*Fauldhouse and Breich Valley Energy Service*


A project of the Fauldhouse Community Development Trust; looking to alleviate fuel poverty but we also have the capacity to give renewable energy advice to more affluent residents.

## APPENDIX A - AGENDA

- 12.30pm Arrival, registration, light lunch
- 1.00pm Welcome, Emma Jones, Impetus Consulting Ltd  
Christine McNally, Association of Scottish Community Councils
- 1.10pm Presentation: Home energy efficiency and the Green Deal scheme,  
Emma Jones, Impetus
- 1.30pm Presentation: Community councils and energy projects, Liz Marquis,  
Energy Agency
- 1.45pm Questions
- 2.00pm Tea/coffee
- 2.15pm Workshop 1: Potential role for community councils in helping their  
communities access Green Deal funding  
*Working in tables of 5 or 6, participants discuss the potential role for  
community councils; pre-prepared flipcharts listing against each role  
the pros and the barriers*
- 3.00pm Feedback to wider group
- 3.15pm Workshop 2: Support required  
*Still working in tables, participants look at each barrier identified and  
discuss how this could potentially be overcome and what kind of  
support/assistance would help with this*
- 3.50pm Summing up and next steps

# APPENDIX B - PRESENTATIONS


## Introduction to energy efficiency and the Green Deal



**Community councils:  
Helping communities  
access Green Deal finance**

Workshop - 7<sup>th</sup> July 2011

Emma Jones  
Impetus Consulting Ltd




**Format for the day**

- 1.00pm Welcome from Christine McNally, ASCC
- 1.05pm Introduction to energy efficiency and the Green Deal, Emma Jones
- 1.30pm Presentation from Liz Marquis
- 2.00pm Tea/coffee
- 2.15pm Workshop: Potential role for community councils in helping communities access Green Deal
- 3.00pm Feedback
- 3.15pm Workshop: Support required
- 3.55pm Summing up and feedback forms

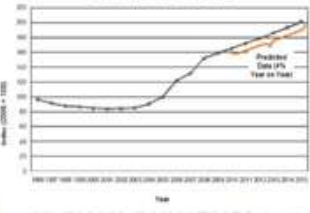
**Why reduce energy in the home?**

- Reduced fuel bills
- Improved comfort & health
- Reduced carbon emissions



**Fuel bills**

Electricity Prices - 1996 to 2015




**Comfort and health**

□ 1/3 of Scottish households are in fuel poverty, caused by:

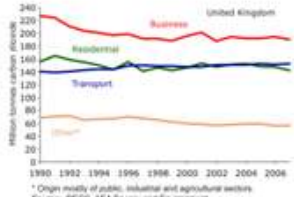
- Low income
- Energy inefficient homes
- Size of home and under occupancy
- Price of fuel

□ Leads to:

- Debt
- Inadequate heating
- Health issues



**UK carbon emissions**



\* Origin mostly of public, industrial and agricultural sectors  
Source: BECC, NEA Energy and Environment

### How to improve energy efficiency



### Maximising energy efficiency

#### Measures:

- Draught proofing
- Wall insulation
- Loft insulation
- Double or secondary glazing
- High efficiency condensing boilers
- Energy efficient lighting/appliances



### Maximising energy efficiency

#### Behaviour change:

- Not leaving appliances on standby
- Using heating systems effectively
- Turning off lights
- Only using the energy needed e.g. not overfilling the kettle, using a washing line



### Green Deal

- Key barrier to energy efficiency is upfront cost
- Green Deal scheme
- Provides for energy efficiency improvements at no upfront cost
- Market-led mechanism funded by private capital



### Green Deal

- Fuel bill savings to exceed repayment charge: 'Golden Rule'
- Charge is tied to the property
- Repayments attached to energy meter



### Green Deal

- Accredited installation
- Product certification
- Codes of practice
- Official quality mark



### 'Energy Company Obligation'

- There will be households for whom Green Deal finance is not ideally suited
- ECO to integrate seamlessly with the Green Deal, with a focus on:
  - Hard to treat properties
  - Vulnerable and poor households



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### Potential role for community councils

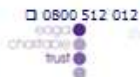
- Providers will want to operate in areas where it is easy to contact interested households
- Local role for organisations to explain scheme/generate trust
- Roles could include:
  - Raising awareness/ organising meetings
  - Helping to identify those in fuel poverty
  - Helping vulnerable people to participate
  - Organising bulk buying groups



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### Free advice and information about grants

- Local energy saving advice
  - Free, impartial and expert advice about making your home more energy efficient from your local Energy Saving Trust advice centre
  - Can advise you on which energy saving measures are most suitable for your home as well as on any local grants that are available such as the Home Energy Assistance Package



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### This project

- Funded by Eaga Charitable Trust
- In partnership with NALC and ASCC
- To investigate potential need / opportunities for local councils to help communities access Green Deal
- Involves interviews with national stakeholders, workshops with local council representatives, an online survey
- → production and testing of guidance



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### Workshop 1

- Potential role for community councils in helping their communities access Green Deal funding
- Working in tables, participants discuss the potential role for community councils; pre-prepared flipcharts listing against each role the pros and the barriers



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### Workshop 2

- Support required
- Working in tables, participants look at each barrier identified and discuss how this could potentially be overcome and what kind of support/assistance would help with this



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### Next steps

- In depth phone interviews with a few local council representatives
- Production of guidance
- Testing of guidance with pilot authorities
- Guidance finalised and published
- Please indicate on evaluation form if interested in being interviewed further or testing the guidance



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## B. Community Councils and energy projects

**energy agency**  
Reducing CO<sub>2</sub> and greenhouse gas emissions in Eastland



### Community Councils and Energy Projects

7<sup>th</sup> July 2011  
Liz Marquis

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**energy agency**  
Reducing CO<sub>2</sub> and greenhouse gas emissions in Eastland

### Current Status

- Energy Agency – Charitable status
- Warm Homes – Trading Company
- 30 Staff
- Management Board – 10 Directors
- Annual turnover 2.9M

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**energy agency**  
Reducing CO<sub>2</sub> and greenhouse gas emissions in Eastland

### Hadyard Hill

A key factor in the success of the Hadyard Hill Community Energy Project was the close liaison with the 3 Community Councils

- Dailly
- Barr
- Pinwherry and Pinmore

Each community council received a presentation at the start of the project to explain what was planned and at the end to summarise the outcome.

A representative from each Community Council sat on the steering committee.

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**energy agency**  
Reducing CO<sub>2</sub> and greenhouse gas emissions in Eastland

### Hadyard Hill Timeline

- Project established and funded - September 2006
- Thermal Imaging - December 2006
- Doorstep surveys - February 2007
- Measures installed - March 2007
- Final Report issued - March 2008

Outcome

- 95% of households targeted were actively involved in survey and received energy report.
- 51% of households targeted received free cavity wall and / or loft insulation.

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Reducing CO<sub>2</sub> and greenhouse gas emissions in Eastland

### Hadyard Hill Images



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Reducing CO<sub>2</sub> and greenhouse gas emissions in Eastland

### Climate Champions' Network

Following an initiative from Barrhill Community Council, a voluntary association was constituted in 2006 in order to promote local rural development, and to do so by engaging with the community.

During 2006, the community prepared an action plan and became Barrhill Community Interest Company in order to implement the plan more effectively.

Within the plan, energy generation and conservation were identified as important development themes.

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## Climate Champions' Network

The objective was to create a network of climate champions from residents within Barrhill and neighbouring villages who would promote ways to achieve a sustainable environment and make a collective, local response.

The Energy Agency were invited to apply their expertise to assist with the theme of energy conservation through insulation and behavioural change.

Funding was gained from LEADER, Climate Challenge Fund, ScottishPower Renewables and Scottish Hydro

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## Climate Challenge Fund projects

- Scottish Government fund
- Administered by Keep Scotland Beautiful
- £27.4 million 2008/11
- £10.3 million 2011/12
- Projects to reduce carbon emissions – energy efficiency, renewable technologies, transport, food, waste
- Applicants must be legally constituted, not-for-profit community groups

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## CCF groups

- Assistance with applications
- Staff training
- Micro-generation events
- Insulation hotspots
- Business audits
- Leaflets, promotional goods
- Driving simulator

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## Other Projects

Often a community will already have a core group of volunteers in place before the Energy Agency is approached.

CC may lead projects or may have minimal involvement.

Either way, being able to indicate in a letter to households that a project has the support of the local community council results in a higher uptake due to the associated credibility.

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## Community Councils

The following Community Councils have been involved in area based insulation projects managed by the Energy Agency.

Girvan	Fintry
Killin	Moffat
Barrhill	Colmonell & Lendalfoot
Ballantrae	Bargrennan (Cree Valley)
New Luce	Tarbolton
Crosshouse	Symington
Dalry	Barr
Pinwherry & Pinmore	

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## Energy users of the future



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## APPENDIX C – WORKSHOP OUTPUTS

ROLE	PROS	BARRIERS
<b>Table 1</b>		
Information dissemination	Engage with community, benefit check	Cost, resource, time
Engaging on equal level/talking their language	Understanding, more interest, acceptance of process	
Social enterprise	Local benefits, jobs, equitable	Skills to operate the Social Enterprise, and funding
Community council – affiliated members	Easy access to all groups (interests)	
Sell idea to community councils and community groups		Lack of info on Green Deal
Negotiating, community benefit		Risk loss of credibility. Need training
Community partnership – public consult		Cost – private sector provider fee
<b>Table 2</b>		
Involve stakeholders	Greater engagement	Local politics
Raising awareness	Greater knowledge	Lack of knowledge Volunteers time to promote this
Identifying target audiences	Help goes to where it's needed	Obtaining backup knowledge
Income generation	Give credibility to a scheme	Getting community go 'buy-in'
Bargaining tool	Create employment and enterprises through Community Development Trusts	
Influencing local authorities, and private companies	Strengthen local economy	
<b>Table 3</b>		
Identify scale and nature of housing need	Help installers make area more attractive – bulk discounts	Technical skills needed to do properly
Identify levels of interest among population	Ditto	None
Joint management e.g. facilitating entry, loft clearance	Ditto	Staff
Door knocking, referrals	Access by householders to most appropriate scheme	Staff/training
<b>Table 4</b>		
Tapping into existing resources	Effective communication and better engagement	Comprehensive list of CCs easily available?? CCs aren't systematically

		consulted CCs have varied levels of local involvement
Helping to identify those in fuel poverty in need of energy efficiency measures	Ensure measures are reaching the community in an effective way	Unclear who to refer people to. Not everyone knows the CC/what they do
Helping to develop programmes to ensure a good fit with the community	Ditto	CCs aren't systematically consulted or brought in at the beginning
Adding credibility to programmes	Tangibly lend support to a programme  Credibility	CC work is sometimes 'invisible' to communities Suspicion of vested interest/conflict of interest (e.g. private landlords). Hard to recommend private company especially as CCs are elected representatives. And there is high scepticism in the community for large private companies.
Social enterprise	Overcomes concerns around private sector involvement	Initial set-up capital (business loans are not available to the third sector).
Quality control	Quality control	Big concerns around reporting and monitoring. Who will control? CCs not best placed, don't have capacity.
Help to shape the final decisions of the Green Deal	Improve suitability and credibility	No mechanism for CCs to be part of consultation development

<b>ROLE AND BARRIERS</b>	<b>SUPPORT REQUIRED</b>
<b>Engaging with suppliers/householders</b>	
Lack of information/negotiation skills	Training and information
Corporate/local communities	Share of skills in community
Corporate cherry pick	Bring affluent/deprived communities together to negotiate package. Coordination? Local authority?
Information from provider to householders	Cc/community group to support
Credibility risk	Information/skills/negotiation Continuous support from providers to CC. Good working link between provider and CC. LA or EA

	to support CC to assess credibility of provider.
Information to householder Vulnerability Liability Support on delivery	Provider and CC to facilitate Relative/volunteer Property safety Provider to fund liability insurance
<b>Tapping into available resources</b>	
Lack of resources	Local support LA records Development Trusts Local energy experts – independent NHS, Citizen Advice Create stakeholder strategy group Wider support – collection information Best practice – adapting for purpose Forum – like 'SHON' (Scottish HECA officers group) Newsletter from EAS highlighting best project of month, and web based
Awareness raising	Local campaigning FOR ALL – vulnerable groups (first time tenancy, elderly) Create local energy champions Ecoschools Access to training package
<b>Identifying housing – scale and need</b>	
Technical skills	Proforma exists ASCC toolkit – support role?
How to engage with fuel poor?	'Touch and feel' role (?? Can't read it!) Need the income stream
<b>Developing a social enterprise</b>	
As a Green Deal provider (risks credibility of provider is unsatisfactory). Need to know more about the GD before knowing if this would be appropriate.	Set up capital for third sector organisations. Role for new Green Investment Bank? Could the larger provider fund the start up cost? Business training – accountancy etc. Available market research. Are there people in the community who can contribute skills? Understanding of Data Protection issues Reassurance of credibility of GD providers – strict guidelines Code of ethics/conduct/rules and regulations

## **APPENDIX D - FEEDBACK**

### **Comments**

- It seems at this stage there are more questions than answers. But it was really good to start thinking about this. We need to have something to believe in before we can convince others.
- A lot of the issues discussed today exist already. It was interesting to hear about Green Deal providers and assessors.
- Need more community leaders to talk to.
- Good for getting familiar with Green Deal
- More suggestions on potential roles for CCs would have been good. Many of the suggestions are more appropriate for others such as Development Trusts.
- Raises more questions and issues that there are answers at present! Clearly more discussion consultation required.
- Information on what role Green Deal providers want community councils to take would be useful.
- Interesting to learn that community councils could engage in such a project.
- Very useful networking opportunity
- Very interesting and await more information from the Government regarding exact criteria of how Green Deal works and in what benefits the communities can gain from this.
- Good mix of interests and geographical spread. Interestingly attendees mostly travelled quite long distance for workshops. Very clear instructions from facilitator.
- Lots of questions to be answered. Today was a good starting point and a wake up call to make sure we get involved.

### **Activities**

#### *Callander and Climate Change*

Energy efficiency meetings and workshops with community householders trying to create a PV solarpanel scheme. Hard to treat properties such as traditional houses and how efficiency measures can work from them.

#### *Lambhill Stables*

We are a community owned charity in North Glasgow. We deliver a series of programmes in employment, eco-living, healthy living, local heritage, arts and crafts and sustainable technologies. We also run a social enterprise that simultaneously creates new community spaces (e.g. allotments) from derelict land while also creating local jobs for local people.

#### *Fauldhouse and Breich Valley Energy Service*

We are a project of the Fauldhouse Community Development Trust. We look to alleviate fuel poverty but we also have the capacity to give renewable energy advice to more affluent residents. We conduct FREE home energy assessments which cover property details, personal details, energy bills, heating and hot water systems, insulation, draughtproofing, appliance and lighting use. We also discuss climate change and carbon footprint with clients. We are funded by the West Lothian Council and LEADER.

*Carillion Energy Services*

Delivering energy efficient solutions; cavity, loft, IWI, EWI, survey, ASHP, solar, PV etc

*Muthill and Tullibardine Community Council*

Community Development Association has done surveys of houses concerning energy use etc (with slightly trained advisors). CDA also looking at communication, renewable energy potential e.g. anaerobic digestion.

*Consumer Focus Scotland*

Consumer Focus Scotland publication 'Energising Communities' covers area based schemes and good practice at local level.

*Energy Saving Scotland Advice Centre*

Involved in providing free and impartial advice to householders through one to one advice or through our community team who deal with organisations, local authorities and housing associations and CCF groups.

Offer advice and signpost householders to insulation companies, allowing them to decide on outcome re: referral.

Refer householders for government grants.

Allow householders and communities to build on climate change and how this impacts on CO2 emissions.

Maximise income.

*Clackmannanshire Council*

Renewable energy initiatives – PV etc

Scottish Government – action learning set on renewable energy

Review/development of fuel poverty strategy, climate change and sustainability strategy

Fuel debt campaigns

Partnership working with local community groups

Seeking funding for local energy champions

EAP promotion

*Mayfield & Easthouses Community Council*

As chair of a social enterprise in Midlothian, we have set up several companies and work alongside other companies on a wide range of energy efficiency projects.

We own our own business bank which has its own conference centre and our own business units rented out to start up businesses within the community.

All profits are invested in new projects to create jobs in the community and invest in the business and benefit the community through community projects.

*Energy Agency*

Provide specialist support to community groups and individuals to deliver quality impartial advice and the installation of measures at the best available price.

*Glenfarg CC*

Helping householders in off gas areas to access cheaper fuel by developing buyer group.

