



**CENTRE FOR
SUSTAINABLE
ENERGY**

Developing Effective Energy Advice for BME Communities

Final Report

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2 Partner details

- Centre for Sustainable Energy (Lead partner)
- Bristol City Council
- The Race Forum
- Black Development Agency
- VOSCUR (Council for Voluntary Services for Bristol)

Executive summary

Developing Effective Energy Advice for Black Minority Ethnic (BME) communities aimed to work with local partners in Bristol to increase engagement of the BME communities with the energy efficiency advice services available. Anecdotal evidence suggests that the number of BME households currently receiving advice from the Bristol & Somerset Energy Efficiency Advice Centre (EEAC), which is managed by CSE, is disproportionately low. This is despite the fact that nationally, 40% of BME households live in non decent homes, particularly those with insufficient thermal comfort.

It was assumed that one of the reasons for low up-take of the EEAC service by BME households was the fact that the majority of those that contact the EEAC receive advice in the form of a written home energy report for their home. These reports are currently only available in English and can be misleading and difficult to understand regardless of the householders' first language. Thus this study looked to develop other relationships and techniques that would enable us to deliver accessible and useful advice to BME households.

The study was considerably more difficult and time consuming than originally anticipated. As a result of this, what was initially planned to be a six month study with a strong focus on achieving calculable carbon savings during the course of the study changed quite dramatically. The length of the project was extended to nine months as it was quickly realised that six months was too short a time frame in which to build successful relationships with other partners and to deliver any representative results. Also, the focus of the study switched from achieving calculable carbon savings to building relationships within the community and developing the contacts and techniques required to be able to deliver meaningful and useful advice to BME households in the future, beyond the time frame of this study.

Building contacts and relationships within the BME community took considerably greater effort than expected from CSE. It was often very difficult to identify the most appropriate people to speak to and the most effective way of doing so appeared to be by spending as much time as possible in the local area talking to local community members and then having the time to follow-up their recommendations on who else it would be advisable to speak to regarding the project. Once identified or recommended many of the contacts were not willing to discuss the project in any detail over the phone and instead required a face to face meetings, even though they had little time available for these. All of this activity was incredibly time consuming but without the project would not have been possible.

The other significant change made early on in the study was to discontinue with the original plan to promote the study as 'The Energy-saving Drive in BS5'. This project name was chosen as it was decided to focus the study on a small area of Bristol with a large BME population (postcode area BS5). However, during the consultation stage of the study we realised the advantages of promoting ourselves as a well established, on-going advice service that would remain after the study ended, rather than as yet another short-term project focusing on the BME community that would soon cease to be. Thus we promoted ourselves as the local EEAC instead.

One of the key findings of this study has been that as with all community work, working with BME communities can be a long and slow process and it is essential that enough time is available to build relationships with possible partners. It is important that time is available for these meetings to be carried out face to face within the community setting. Although this can be very time consuming, the more standard methods of promoting a project via the phone and in writing appeared to have little impact. Also, it is very difficult to predict who the most successful relationships will be built with and thus it is essential that time is available to explore every opportunity.

In our case some of our biggest successes came from working with ESOL students (English for students of another language) and a local independent letting agent that is particularly focused towards helping members of the BME community find accommodation. It had not been planned to approach either of these contacts originally but they are now the two partners we are most looking forward to working with in the future as we believe they will both bring about a significant number of referrals to grant programmes, therefore improving housing conditions for BME households and also reducing carbon emissions.

This study has enabled CSE to develop relationships and approaches to the delivery of energy efficiency advice that will enable us to work with greater success with the BME community in the future. While CSE is not currently looking to fund this study on an ongoing basis we are aiming to fund and continue with aspects of it.

4 Description of the feasibility study

a) Scope of the study

The over arching aim of this study was to increase BME engagement with energy efficiency advice services, thus increasing grant referrals and the installation of energy efficiency measures in these households, leading to a reduction in fuel poverty and carbon emissions.

The original objectives of the study were to

- Explore and develop new partnership working approaches between organisations delivering energy efficiency advice, installers of energy efficiency measures and BME community and umbrella organisations
- Involve representatives from BME communities in designing an appropriate consultation mechanism that will identify BME householders and ensure their views are central to the consultation process.
- Organise 3 consultation events, within local BME communities to explore current understanding of energy efficiency; barriers to take up of grants; improved/ novel methods of delivering energy advice; and identify potential community energy champions and eligible householders for participation in the pilot study.
- Train and support representatives from BME households as community energy champions to assist in developing and running the pilot advice programme.
- Develop a pilot programme for delivering energy advice in local BME communities incorporating community needs and issues gained in the consultation process.
- Run the pilot programme on a sample of 100 householders and track the subsequent take-up of grants, measures installed, and carbon savings achieved in the pilot.
- Compare pilot outcomes with those achieved using standard mechanisms for delivering energy advice.
- Feedback BME community issues to installers and embed community needs within the installation process
- Gain a greater understanding of the pattern of fuel poverty and property types, energy efficiency measures needed and measures perceived as needed in BME communities (via the pilot programme)
- Report on: the barriers for the take up of grants and installation of measures within BME communities; the success of different engagement approaches among different BME communities (if appropriate; the utility of adopting this multi-agency approach; whether lessons learned can be applied to other minority and disadvantaged groups that are currently under represented in energy advice services).
- Disseminate the outcomes of the project

During the early stages of the study it was realised that six months was not an appropriate time scale in which to achieve significant calculable carbon savings. Thus the study was increased to nine months and the focus switched from achieving actual carbon savings within the life time of the study, to making the essential contacts required to engage the community, as well as exploring the different possible techniques for delivering energy efficiency advice. As part of an ongoing city wide community project

will we now be able to use these contacts and techniques developed to continue to deliver energy efficiency to BME households in Bristol.

b) Background

Bristol has a very high percentage of BME households in certain wards in the city. These wards correlate with high levels on the Index of Multiple Deprivation. Locally and nationally many BME householders own their own homes, but the English House Condition Survey 2001 (pub. 2003) shows that 'only a minority of dwellings in poor neighbourhoods are decent, and 40% of ethnic minority households live in non decent homes', particularly those with insufficient thermal comfort. 'Ensuring access for all', published by National Energy Action (NEA), indicates a high incidence of fuel poverty in the BME communities which is compounded by the disproportionate incidence of some respiratory ailments, such as asthma, in minority ethnic communities.

CSE has been providing energy efficiency advice in Bristol since 1979. More specifically, CSE has operated an Energy Saving Trust funded Energy Efficiency Advice Centre (EEAC) since 1994 and the Bristol Energy Action Network (BEAN) (funded by Bristol City Council) since 2000. However, despite the large BME population in Bristol, at no time during the last twenty five years has CSE been able to focus energy advice towards them. Although no records are kept of ethnic origin, anecdotal evidence suggests that a disproportionately low number of BME households access the advice service. A contributing factor to this is no doubt the fact that the majority of the advice provided by the EEAC is provided in a written format, thus alienating those with low levels of English literacy. We know that among the general population, the more personal the contact, the more likely the householder is to act on energy efficiency advice ¹. For those with low levels of English, we can only assume that personal contact is even more important if energy efficiency advice is to be received and understood. Thus this study aimed to work with BME groups to assess how best to make energy efficiency advice more accessible to members of their community and to encourage as many as possible to install energy saving measures.

c) Purpose of study

The purpose of this study was to consult with local BME groups and organisations to assess how the accessibility of the EEAC service could be improved and to then work with them to implement the recommendations. The aim being that this would ultimately lead to a greater referral rate to the available grant schemes, thereby reducing carbon emissions and the number of BME households in fuel poverty.

d) Aims & objectives for the lead organisation and any partners (as distinct from the overall aims and objectives of the study, if appropriate)

During the study the main aim of CSE switched from achieving calculable energy savings over the life time of the study to developing the relationships within the BME community to allow CSE to continue working with them on an ongoing basis via the established BEAN project

e) Role of partners in the feasibility study

CSE was responsible for managing the study and delivering the majority of the work carried out including the consultation process, networking and communicating with other organisations and providing the advice services. The Race Forum worked with CSE to publicise the energy advice services to its members via its quarterly meetings and newsletters. Both the Race Forum and the Black Development Agency (BDA) provided valuable input on the potential barriers that CSE might face trying to deliver energy advice to the BME community and how best to overcome these. Bristol City Council and

1. EEAC Savings Study (2002), Energy Saving Trust

VOSCUR both assisted in identifying contacts for the study. CSE, VOSCUR and Bristol City Council will all be involved in the dissemination of the final report.

f) Programme of work/methodology

STAGE 1: PLANNING

The project started with a number of meetings between the project staff and the partners involved in the project to discuss a suitable programme of work for the next six months. These were carried out both face to face and over the phone. One of the first decisions made was that as the study was only a feasibility study the work would be focused on a specific area of Bristol with a relatively large BME population, namely BS5.

CSE's experience gained from managing other community projects suggests that an easily accessible project name is beneficial to the project and creates a greater understanding of what the project is about amongst the community. Thus the project title 'The Energy-saving Drive in BS5!' was chosen. The project title was purposely designed not to mention 'BME' as although we would be focusing on working with BME groups and individuals, we did not wish to alienate other residents of BS5 that were equally in need of energy saving advice. A draft flyer outlining the aims of 'The Energy-saving Drive in BS5!' and inviting people to get involved was developed.

Later on it the study is was realised 'The Energy-saving Drive in BS5' was not after all a suitable name and instead it would be more appropriate to promote ourselves as a well established, on-going advice service that would remain after the study ended, rather than as yet another short-term project focusing on the BME community that would soon cease to be. Thus we promoted ourselves as the local EEAC instead.

STAGE 2: CONSULTATION

This stage focused on the consultation process with the BME community. Initially these had been planned to be large high profile events but on further discussions with the project partners it was felt that there were other mechanisms more suitable for gaining feedback. One of the main reasons being that energy efficiency is low down on the list of priorities for many members of the community and they would be unlikely to attend an event focusing only on this subject.

The first consultation event was held at the Race Forum AGM. A presentation was given to the group outlining the importance of energy efficiency and the aims of the project. An information stand was also present and individuals were asked to complete a questionnaire to assess how many had accessed energy efficiency advice in the past and which of the three key messages – saving money, helping the environment and improving health – would be most likely to encourage them to seek further information. The questionnaire included asking for their feedback on the flyer that had been developed to promote 'The Energy-saving Drive in BS5!' After this event their feedback was used to amend the flyer slightly, which was then printed ready for distribution. Further consultation was carried out in the BS5 area by interviewing local residents and shop keepers.

The views and opinions gained from these consultations were used to tailor the provision of advice during the subsequent months. This included the development of a verbal Home Energy Check (HEC). HECs are one of the most widely used methods of advice provision by the EEAC network and involve the householder completing a questionnaire about their home. The completed HEC results in the householder being sent a personalised home energy report for their home as well as information about the grants and discounts available for energy saving measures. HECs typically ask over 20 questions and are often misunderstood by the general public, regardless of what their

first language may be. The HEC reports are even more frequently misunderstood and currently only available in English and not in any other language. Thus the verbal HEC asked only a reduced number of key questions and rather than resulting in a written report being sent to the householder, it acted as a template for verbal advice provision to ensure that all appropriate areas of energy efficiency were covered. Where appropriate the verbal HEC was used in conjunction with an interpreter to ensure that the householder understood the questions asked and the advice given. The verbal HEC was found to be useful although very time consuming and thus only appropriate in certain situations such as home visits and drop in advice sessions; rather than busy events and presentations.

STAGE 3: INTRODUCING THE PROJECT

The next stage of the study was to send a letter and copies of the flyer to the relevant organisations and community groups. The letter outlined the aims of the project and asked people to get in touch if they required any further information or would like to be involved in the project. It was sent to the key organisations working BME communities through out the city and also to local groups in the BS5 area.

Direct contact as a result of the letter was very poor and thus many of those perceived to be the most appropriate were contacted by telephone. Although some were interested in the project many were often wary of what it could offer their community and concerned about continuity, bearing in mind that it was only a six month study. Thus many of the phone conversations lead to a follow-up face to face meeting in the office of the organisations to outline the project in greater detail and discuss how it could benefit them. This led to the key project worker spending much time in the local area both attending arranged meetings with individuals but also dropping into community buildings and advice centres to find out who was the most appropriate person to speak to in each and to introduce the project. Although very time consuming this approach led to a number of very useful contacts, not necessarily with organisations we had previously tried to contact or even knew existed. This included contact with the BS5 neighbourhood wardens who agreed to distribute over 500 flyers directly to households in the area and to promote the project wherever appropriate.

STAGE 4: ADVICE PROVISION USING DIFFERENT APPROACHES

Through these contacts many events and presentations were arranged. Some were more formal than others, some required the assistance of interpreters while others depended more on the organisation's worker to assist with interpretation, and on written, translated material. In total these events reached approximately 175-200 people and while they were aimed at BME organisations, few organisations have an exclusively BME membership and advice was provided to both BME and non-BME individuals. Also as a result of these event and other contacts, three home visits were carried out for householders who either had difficulty understanding their central heating controls or had damp and mould problems. All of these home visits required not only the home owner/tenant to be present but also a family member/other contact to assist with the translation of the advice provided. A number of articles were also written for local community newsletters. These were mainly printed in English although some were translated into the appropriate language.

As well as presentations, an informal training session was provided for the St Pauls Advice Centre. Although St Pauls is not in the BS5 area it does also have a large BME population and many residents from both the local area and BS5 use the service. The advice centre is keen to promote the EEAC service where appropriate, particularly the existence of grants. To make this as simple as possible for the householder, where appropriate the advisor will complete a simple referral card with the householders details and outlining the problem/area of advice required. This will then be sent freepost to the

EEAC and the householder will be contacted by an energy efficiency advisor. This process enables the promotion and provision of energy efficiency advice on a focused basis by staff at the Advice Centre who deal with large numbers of householders and cover a huge range of issues. The referral card removes the requirement of the householder to follow the recommendation of the St Pauls advisor to contact the EEAC, something which in our experience, the householder will often fail to do.

During the course of the numerous visits to local organisations it was suggested that we attempt to engage the faith groups with the project. Faith groups appear to have great respect and position within BME communities and working with them was not something we had previously considered. However, as with many of the contacts, working with them proved particularly difficult due to the lack of sufficient time that was needed to build up relationships and trust. Also, not all the groups had social groups that met outside of church and this limited the number which it was appropriate to visit. Another factor which contributed to the difficulties was identifying faith groups which mainly consisted of BME community as it was essential not to alienate non-BME groups by negative discrimination during this project.

During a previous project CSE developed two study sessions aimed at ESOL students. The first of these focused on improving basic literacy levels whilst learning about energy efficiency, heating controls and the grants available to install measures. The second focused on improving basic numeracy by working to improve the understanding of fuel bills. These sessions were delivered by CSE at the Bristol Community Education Centre in Easton (BS5) and were extremely popular with both the students and their tutor as they worked towards the aims of improving basic literacy and numeracy while providing the students with valuable practical information.

Following on from this success it was decided to repeat the sessions at the St. Pauls Community Education Centre with a different group of students. The structure of the sessions was reviewed and tailored to the new group of students and sessions had the same degree of success and popularity as those in Easton

g) Results

Very few direct referrals to grant schemes were made within the timeframe of this study as the focus of the study soon became improving relationships with BME organisations and developing new approaches and techniques to delivering energy efficiency advice; ensuring a higher referral rate to grant schemes in the future. Therefore this section focuses not on tonnes of carbon saved but on the most successful relationships and approaches developed that are expected to lead to future referrals.

Working with ESOL students

The basic numeracy and literacy sessions carried out with ESOL students proved be incredibly popular with both the tutor and students. As a result of this the tutor has requested follow-up in-depth sessions for most interested individuals from the original sessions and the ones carried out as part of this study. These sessions are now being planned for early 2005 and will be funded by the BEAN project. The three main areas to be covered are

- Grants and discounts for energy efficiency measures
- Understanding fuel bills and fuel payment methods
- Heating systems and their controls

The majority of those expected to attend are Somali women who are particularly keen to learn more about practical energy saving measures they can implement in their own home and the grant schemes available to help them. Once they have this knowledge they intend to help friends and family improve their household energy efficiency, thus

acting as 'energy champions' in their local community. In addition we will also work with them to ensure that they have the appropriate resources to do this. Prior to these sessions they will also visit the EEAC and the adjoining ecohome at the CREATE centre.

As a result of the ESOL sessions one of the students requested a home visit as she was having trouble understanding her heating controls. A home visit was carried out and the heating controls found to be broken. This has now been rectified. Also, the student was identified as being eligible for the national Warm Front grant scheme and has now been referred for a 100% grant for loft insulation and draught proofing. Since being referred herself, the same ESOL student identified her neighbour as also being eligible for a Warm Front grant and arranged for her to be referred to the scheme, thus already starting to act as an 'energy champion' despite not having yet completed the additional sessions.

Working with the local letting agent

One of the other significant successes resulting from the work with the ESOL students was the relationship developed with local independent letting agent, Liv 'n' Let: Liv 'n' Let is the agent through which both the ESOL student and her neighbour rent their properties and were initially contacted as the landlord's permission is required before any measures can be installed through the Warm Front scheme.

Liv 'N' Let are based between Easton and St Pauls and have many BME tenants. They are particularly concerned with issues affecting this community so are one of few letting agencies to accept people and families (particularly those who are new to the country) on housing benefit so that they can find adequate housing. This means potentially many of their tenants will be having trouble paying their bills, not be familiar with heating systems and be eligible for energy efficiency grants. The staff at Liv 'n' Let are keen to be involved with applications from other tenants to grant schemes and in the future we will be working with them to make sure that both they and the landlords understand the benefits of increased heating and insulation measures to tenants and properties alike.

We will also work to ensure that they are aware of not just the grants available to install energy efficiency measures, such as Warm Front and HEAT Bristol, but also schemes available to help households escape existing fuel debt such as the EDF Energy Trust and the British Gas Trust. Liv 'n' Let have already successfully contacted the landlord of the ESOL student and her neighbour and encouraged them to agree to the work. They have since referred two more households to the EEAC for a grant application

CSE's previous experience of managing a grant scheme that provided grants for private landlords to improve the energy efficiency of their home has shown that many estate agents are unwilling to promote energy efficiency and the grants available to their landlords. Thus the success of engaging with Liv 'n' Let is particularly significant.

Forthcoming event with the Bristol Chinese Womens Group

As a result of activities carried out as part of this study, the Bristol Chinese Womens Group approached us and requested a presentation or similar for their members. This idea was developed further and the aim is now to organise an event which will involve an energy efficiency presentation but also advice and information from other local organisations such as the local fire service and Bristol Care & Repair. We will also support the group to submit a funding bid to 'Awards for all' (a lottery funded grant scheme aimed at community groups) to cover the cost of promoting the event and providing interpreters and lunch on the day.

h) Key issues and lessons learnt

The key lesson learnt from this study is that six, or even nine months, is not the ideal

time period within which to build lasting relationships with the BME community. Attempting to engage community members with a study such as this is hard work and time must be available to develop suitable and tailored approaches. However, despite the time restrictions we did manage to develop a number of contacts, mostly toward the end of the project that we hope will assist us in delivering practical energy advice in the future. These contacts were not necessarily organisations that we had originally planned to work with, but resulted from our acknowledgement of the need to consider varied and lateral approaches to the delivery of energy advice

As well as providing delivery problems, the time frame also caused some resentment and suspicion towards the study. There is a strong feeling amongst the BME community that 'white' organisations frequently 'parachute projects in, tick boxes and leave'. This short term unsustainable approach to the provision of services for BME community has led them to be wary of organisations trying to 'sell' them a service that focuses specifically on them. Having established this early on in the study we quickly discontinued promoting 'The Energy-saving Drive in BS5' as a new project and instead promoted ourselves as the local energy efficiency advice centre, working throughout the city with support from the City Council. Thus selling ourselves as a well established advice service with a permanent presence in the city and in their community. Other organisations looking to carry out a similar project would be well advised to carefully consider how they promote themselves and what branding they use.

It would also be recommended that any future project be at least two years in length and that during the first year there are very low, or ideally no, targets for carbon savings. This is due to the fact that while working with community groups is often a slow, labour intensive process, this can be even more so when working with BME groups. This is partly due to the afore mentioned fatigue towards new projects aimed at the BME community and run by non-BME organisations. Also, within the BME community there are frequently far more pressing concerns than energy efficiency and thus it can be very difficult to get it on the agenda with out much perseverance, follow-up and face to face meetings.

A vast proportion of all our initial contacts were made by visiting the relevant people at their organisation and having face to face meetings. Trying to promote the project in any detail via written material or a phone call was found to be ineffective. It was also found that organisations tended to be more wary of our aims until they had met us and discussed the project in greater depth in their own environment. Although this is of great value it can be very time consuming and involve long lead in times - more so than might be expected with a 'typical' community project. If a similar project is to be carried out it cannot be emphasized strongly enough the importance of allowing enough time to establish and maintain relationships not just with the key partners but also with any other groups or organisations to be involved. Allowing this 'networking' time can also lead to the development of other contacts and relationships that may not have been considered previously but may prove to be invaluable to the success of the project.

As we have previously worked throughout Bristol for a number of years, some organisations that were contacted were dismissive as we had already visited during the pervious two years and 'given out light bulbs'. This highlights the need for a more varied and practical activity approach to be taken where attendees of events or talks get as much benefit as possible.

A project such as this ideally requires the key staff to already have a strong knowledge and understanding of the issues faced by the BME community and previous experience of engaging with them. As this study was only a six month feasibility study it was not possible to recruit a new member of staff with this knowledge and train them in the

energy efficiency aspect. While the key staff involved with this study had a strong background of working with community groups they were lacking in knowledge of this specific area. Thus while time was spent equipping staff with basic knowledge covering working with BME communities, that can not compare with previous experience of actually working with them. If this project was to be implemented fully it would be recommended that staff from the BME community are recruited to work on it, and if possible, to have more than one key member of staff, each from a different ethnic background. This would increase knowledge of BME issues even further as those affecting one community may be very different from those affecting another.

As expected, the standard home energy survey used by the EEAC network was found to be inappropriate partly due to the English used in the questions asked, but mainly due to problems with the reports produced as a result of them. These problems include the complexity of the language used, the layout, the length and the fact that are only available in English. As an alternative, a verbal HEC was developed that used a much shorter set of questions and did not result in a final written report, only verbal advice. The verbal HEC provides a template and format to advice provision to ensure that all possible issues are covered even though the householder may not initially be sure what the issues are. This verbal version of the HEC was found to be extremely useful and will be continued to be used wherever appropriate.

Finally the study suffered in the early stages due to staff turnover and changes within CSE that led to an inadequate handover period between the original bid writer, who had intended to be heavily involved with the study, and the actual project manager. As a result of this the relationship with some of the key partners was not as strong as anticipated. This is also partly due to the fact that as it was originally planned to only be a six month study and no time had been written into the original bid for networking with other organisations. Thus not enough time was available, or was spent, re-establishing the contacts made during the bid writing stage.

i) Recommendations for implementation (or reasons why not to be implemented – as appropriate) including estimate of carbon savings possible if implemented

CSE is not currently planning to seek Implementation funding from the Innovations Programme. This decision is based on a number of factors including:

- The amount of time needed to build up networks and contacts could not necessarily be supported by the Innovations Programme implementation funding criteria.
- The methods of working with BME communities need to be much more practically based and again a huge amount of time is required in working with specific groups to determine the best methods for them.
- As with many community projects, tracking the successes and outcomes can be very difficult. This is particularly problematic where carbon savings need to be calculated.

If CSE were to consider looking for further funding in the future all of the above would have to be addressed and the funding applied for would not be focused on calculable carbon savings, but instead on the more community aspects such as advice and capacity building.

However, this study has helped us to expand the provision of our existing advice service and using the approaches and contacts developed as part of it we hope to achieve greater success in meeting the energy advice needs of the BME community in the future. One of the key areas that we plan to continue with in the immediate future is the work with ESOL students. This will initially be funded by the BEAN project which will enable us to complete the follow up sessions and provide further support for those that attend. In the longer term we will look into the possibility of seeking funding specifically

to provide the basic numeracy and literacy session to ESOL students throughout the city on an ongoing basis.

One of the other key activities planned for early 2005 and again to be funded by BEAN is the event to be organised in conjunction with the Bristol Chinese Women's group. Through BEAN we will then continue to work with them as appropriate. If successful we will also offer similar events to other community groups throughout Bristol.

Also funded by BEAN will be the ongoing work with Liv 'n' Let to support them in ensuring that as many of their tenants as possible are referred for grants. We will also target any other suitable independent letting agents in the city and attempt to build a similar relationship with them.

j) Conclusions

When focusing a project on the BME community it is important to carefully consider the time frame of the project and how it is to be branded. Getting this right is essential if the project is to be widely accepted within the community.

As with all community work, working with BME communities can be a long and slow process and it is essential that enough time is available to build relationships with possible partners. It is important that time is available for these meetings to be carried out face to face within the community setting. Although this can be very time consuming, the more standard methods of promoting a project via the phone and in writing appeared to have little impact. Also, it is very difficult to predict who the most successful relationships will be built with and thus it is essential that time is available to explore every opportunity. As with most community projects a long time frame is also essential if actual carbon savings need to be calculated as it can take a long time for a project to reach the stage where it is generating a significant number of referrals to grant schemes.

For CSE the real benefit of this study has been that it has allowed us to develop relationships and techniques that we believe will be key to generating referrals to grant schemes from BME households in the future. The most significant of these being the successes with Bristol Community Education and Liv 'n' Let. Although both of these are Bristol based and only work locally, we believe that similar organisations can be found throughout the UK with which equally successful relationships could be built.

Appendices

The double-sided flyer developed to promote the 'Energy-saving Drive in BS5!'. Printed in black and white on coloured paper.



Energy-Saving Drive in BS5!



Want to cut your fuel bills?
Want to make your home warmer?
English not your first language?
WE CAN HELP!



- Free advice on saving energy
- Information about grants
- Presentations to your community group

Bristol & Somerset Energy Efficiency Advice Centre

FOR MORE INFORMATION ON HOW WE CAN HELP YOU, OR TO GET INVOLVED IN THE PROJECT, CALL FREE ON

0800 512 012

Energy-Saving Drive in BS5!

Helping Householders to Access Energy-Saving Advice



Bristol & Somerset Energy Efficiency Advice Centre provides free and independent advice on all aspects of saving energy at home.

Energy-Saving Drive in BS5! is a new project targeting communities in the BS5 area of Bristol, with the aim of making our service more accessible, especially to people whose first language is not English.



Please contact us:

- For help with cutting your fuel bills and applying for grants for energy-saving measures
- For free presentations and advice surgeries to interested groups
- For free exhibitions at your local community event or information day
- If you or your community group are in the BS5 area and would like to work with us to help promote the project
- If you are interested in being a local Energy Champion to promote energy saving to friends, neighbours and the community and in acting as an interpreter.



Bristol & Somerset Energy Efficiency Advice Centre

If you would like to get involved or would like more information on the project, please call Cleo Wilson on 0800 512 012 or email cleo@ese.org.uk

Bristol & Somerset Energy Efficiency Advice Centre is supported by the Energy Saving Trust and independently owned and operated by the Centre for Sustainable Energy, The OSGATE Centre, Sionson Road, Bristol BS1 6DQ. Registered charity no.120146

The questionnaire used during the consultation process.

Date:

ENERGY-SAVING DRIVE IN BS5!

Bristol & Somerset Energy Efficiency Advice Centre is working in BS5 to provide advice and information on energy saving in the BS5 area. We would be grateful if you could spare 5 minutes to answer a few questions to help us reach as many people as possible. Thank you for your time.

1 Have you ever asked for any energy-saving advice or grants? If so, from where?

2 Which of these would make you think about saving energy?

Saving money Saving environment Improving health

Other:

3 Where would you go to get information on energy saving?

4 What would be the best way of promoting energy saving to you?

	Y/N	DETAILS – Where? Which newsletters/community groups/notice boards?
Face-to-face information		
Translated information		
Local newsletters/magazines/newspapers		
Posters/flyers		

5 What do you think of the poster on the back of this paper? Can you suggest improvements?

6 Additional comments

Respondent details:

Age: 18–25 26–35 36–45 46–55 56–65 65+

Ethnic Origin:

Bangladeshi Indian Pakistani Chinese Black African Somalian
Black Caribbean White Other (please describe) _____

Tenure:

Home owner Council tenant Private tenant Housing Association

Optional name & address (& telephone number) – if you would like to have further information about the project & events.