

Community Energy Action (Less is More)

Appendices

Funded by Western Power Distribution via Ofgem

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COMMUNITY ENERGY ACTION (LESS IS MORE)

Final report of the LCNF Community Energy Action project.

Final report of the Community Energy Action project, funded by WPD via the Ofgem LCNF, which ran from November 2012 to December 2014.

The project was managed on behalf of WPD by the Centre for Sustainable Energy, and was re-branded as 'Less is More' for the purposes of publicity.

Rachel Coxcoon, Harriet Sansom, Joe McMullen, Caitlin Ballard.



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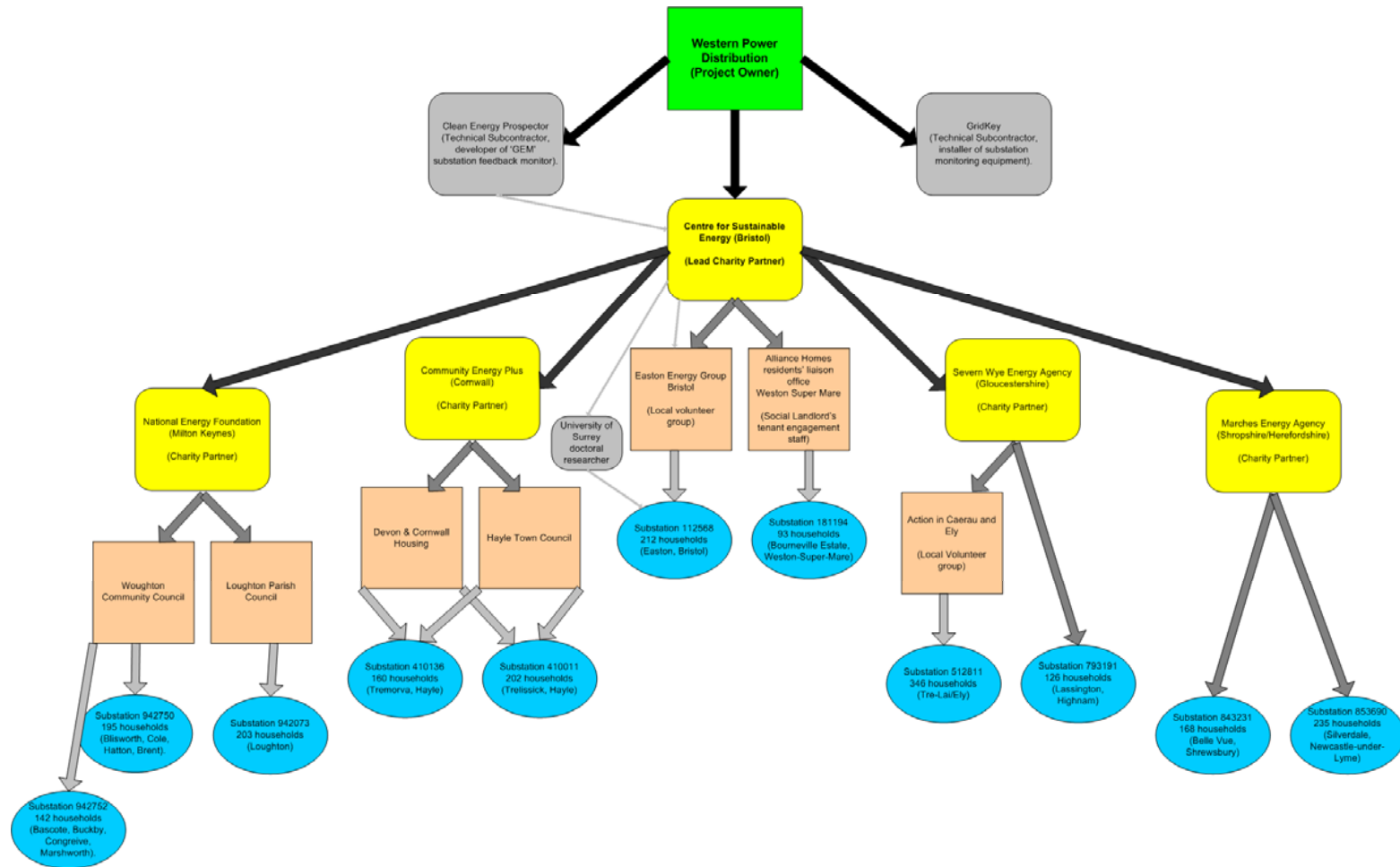
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APPENDIX 1- DETAILS OF PROJECT STRUCTURE AND PARTNERS

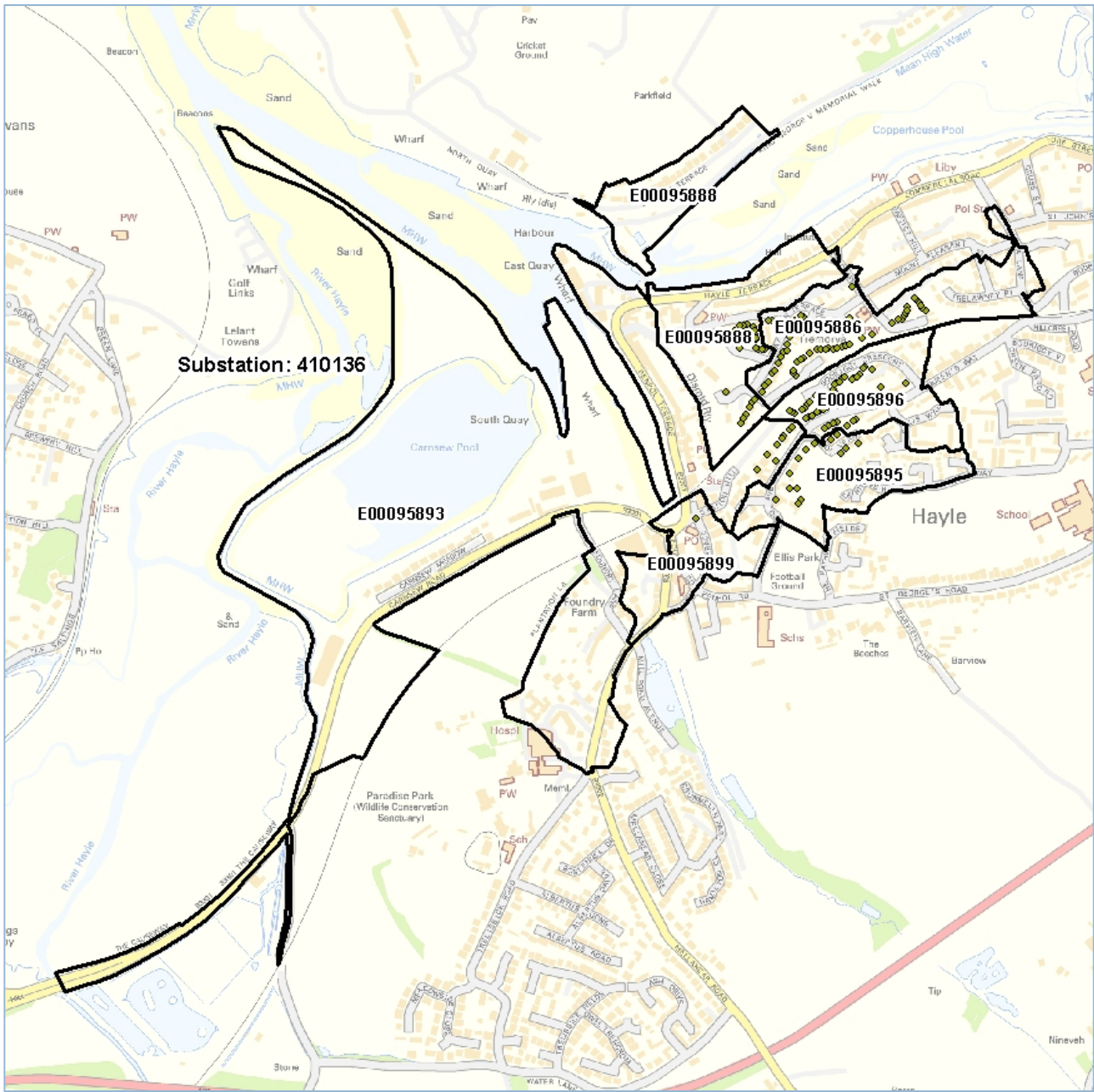
MCU_Number	Substation_Number	Substation_Name	Number of homes	City	Area Name (for website)	Partner Name
303230107	112568	Co-operation Road	212	Bristol	Greenbank	CSE
303220029	181194	Rydal Road	93	Mendip	Bourneville Estate	CSE
303230244	512811	Caerau Square Ely	346	Cardiff	Ely	SWEA
303230097	793191	Wetherleigh Drive, Lassington	126	Gloucester	Highnam	SWEA
298350059	942073	Common Lane, Loughton	203	Milton Keynes	Loughton	NEF
303230075	942750	Aldenham West, Tinkers Bridge	195	Milton Keynes	Tinkers Bridge West	NEF
303230044	942752	Aldenham East, Tinkers Bridge	142	Milton Keynes	Tinker's Bridge East	NEF
303230163	843231	Oakley Avenue, Belle Vue	168	Shrewsbury	Belle Vue	MEA
303230085	853690	Peebles Road, Silverdale	235	Stoke	Silverdale	MEA
33230106	410011	Albertus Road	202	Redruth West	Hayle, Tremorva	CEP
303230203	410136	Bay View Terrace	160	Redruth West	Hayle, Trelassick	CEP

Project structure

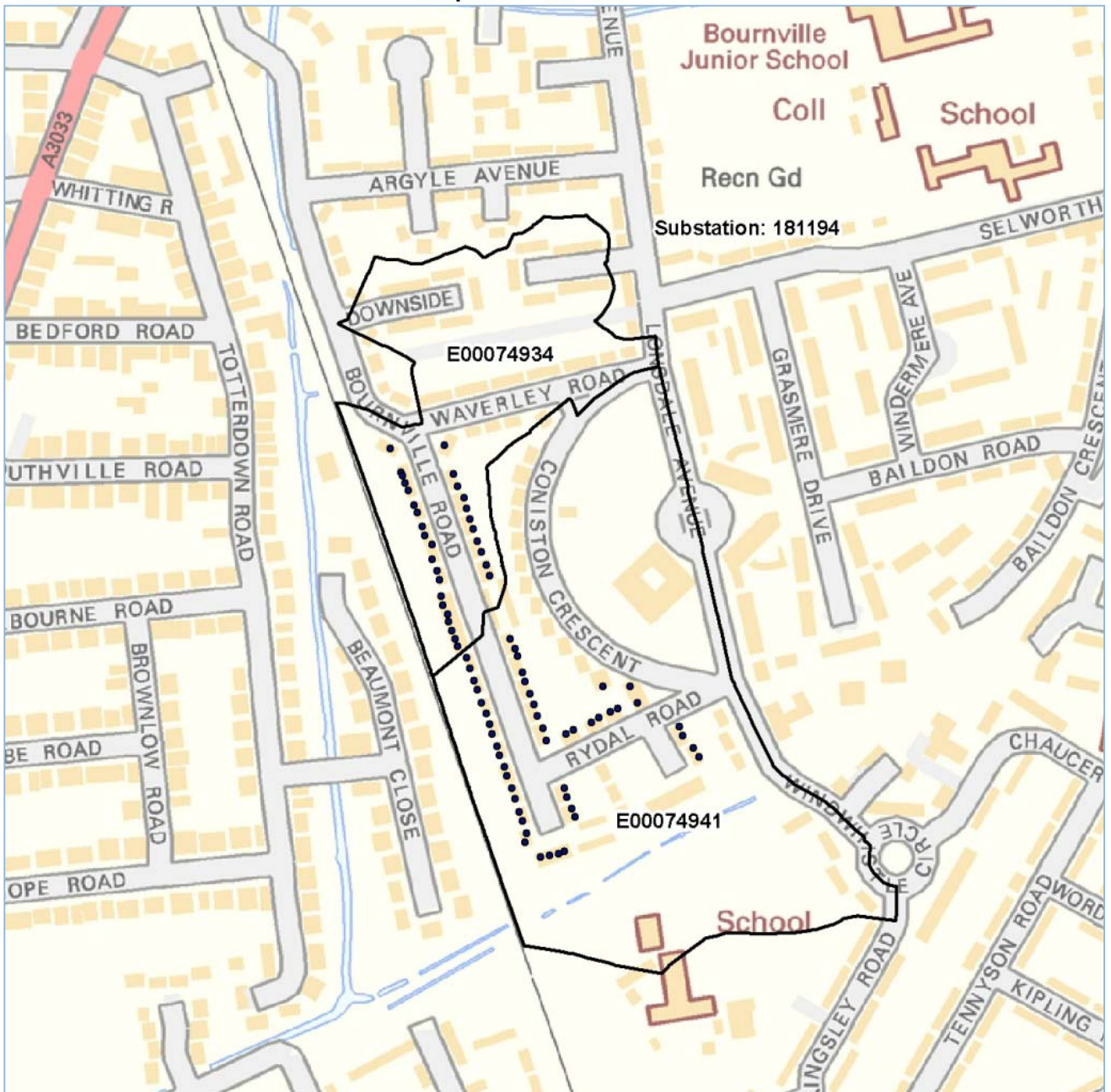


APPENDIX 2 - DETAILED MAPS OF MONITORED SUBSTATIONS

CEP, 410136, Tremorva, Hayle



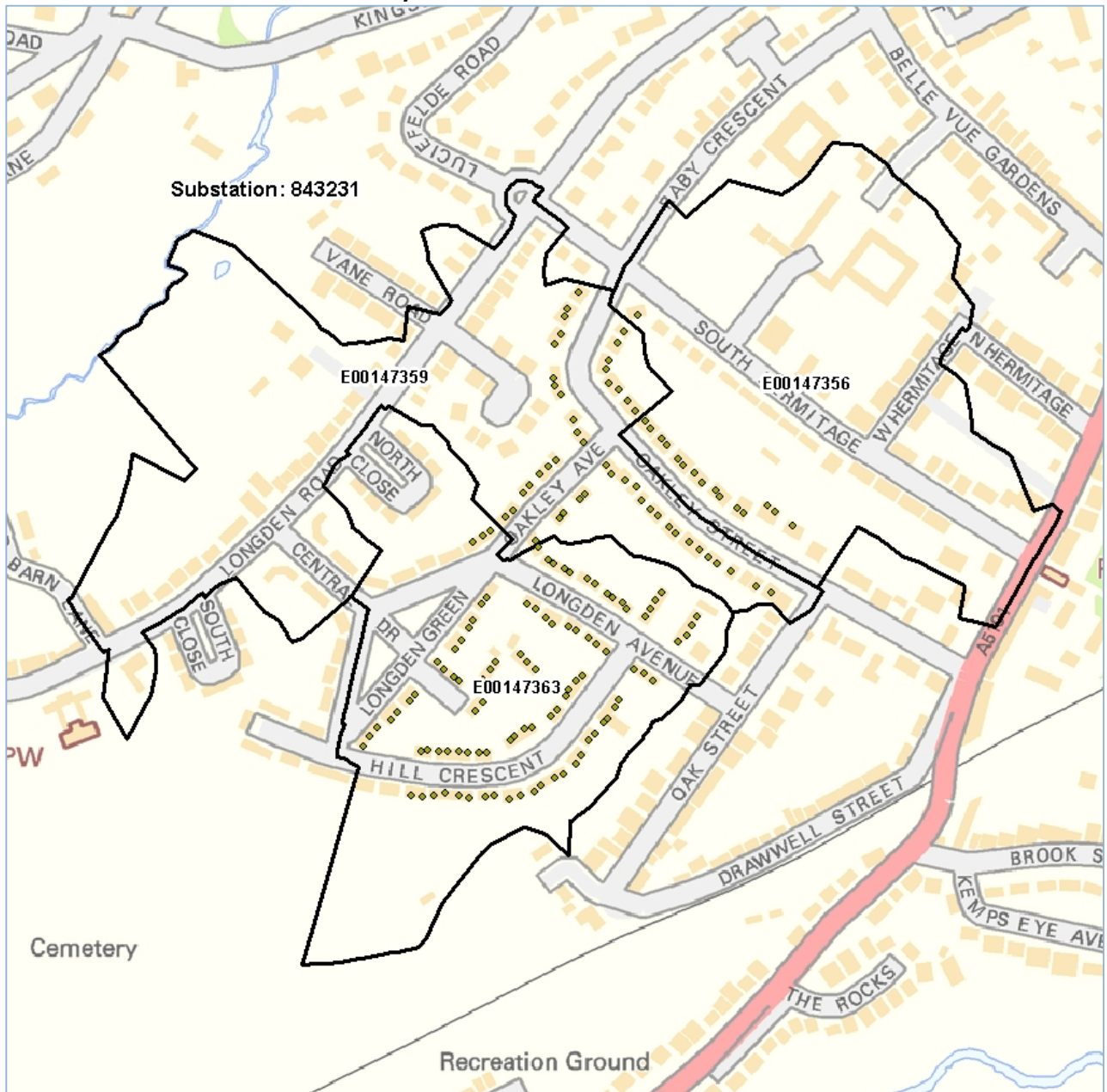
CSE, 181194, Bournville Estate, Weston-super-Mare



CSE, 112568, Easton, Bristol



MEA, 843231, Belle Vue, Shrewsbury



MEA, 853690, Silverdale, Newcastle-under-Lyme



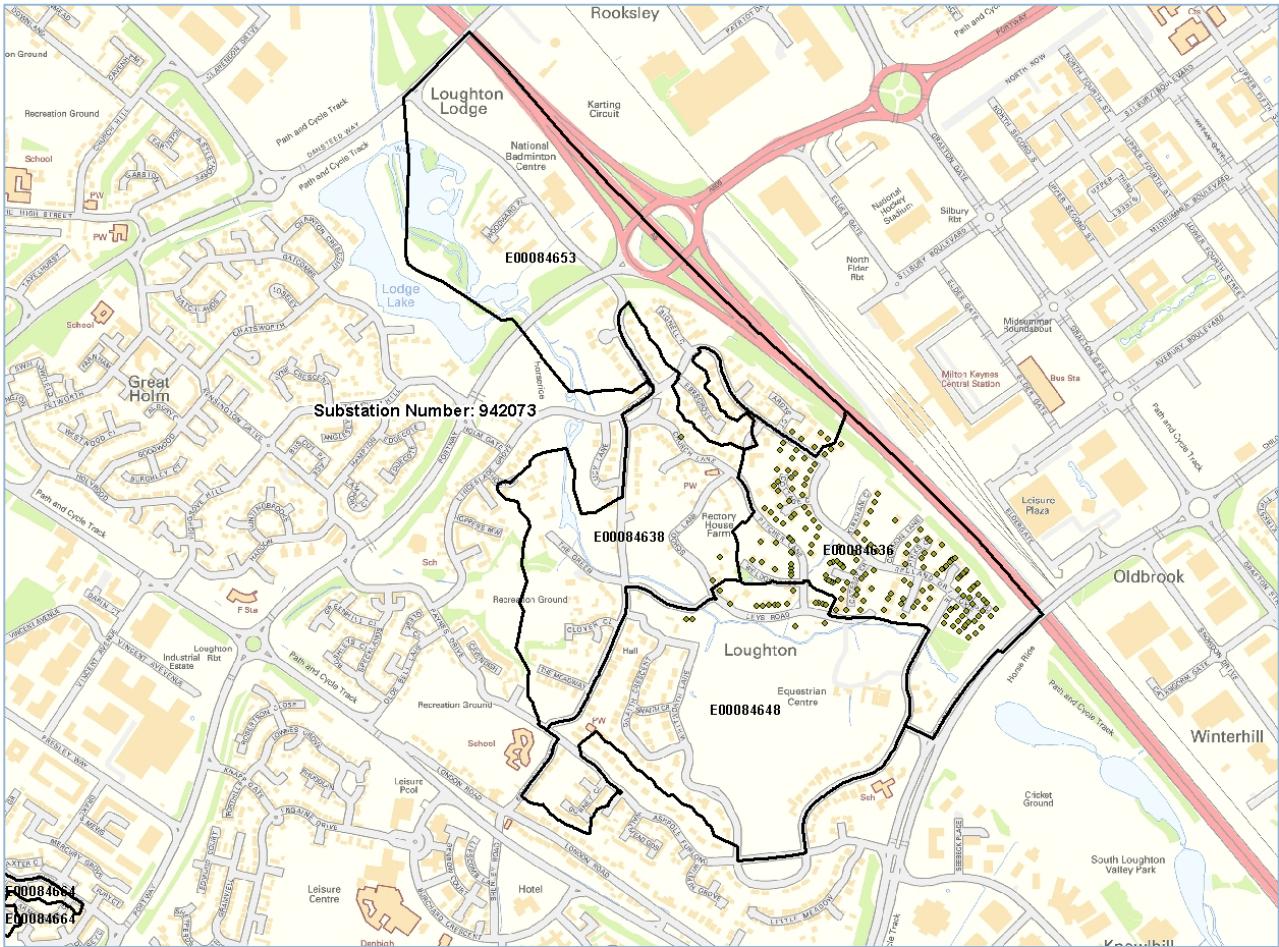
NEF, 942750, Tinkers Bridge, Milton Keynes



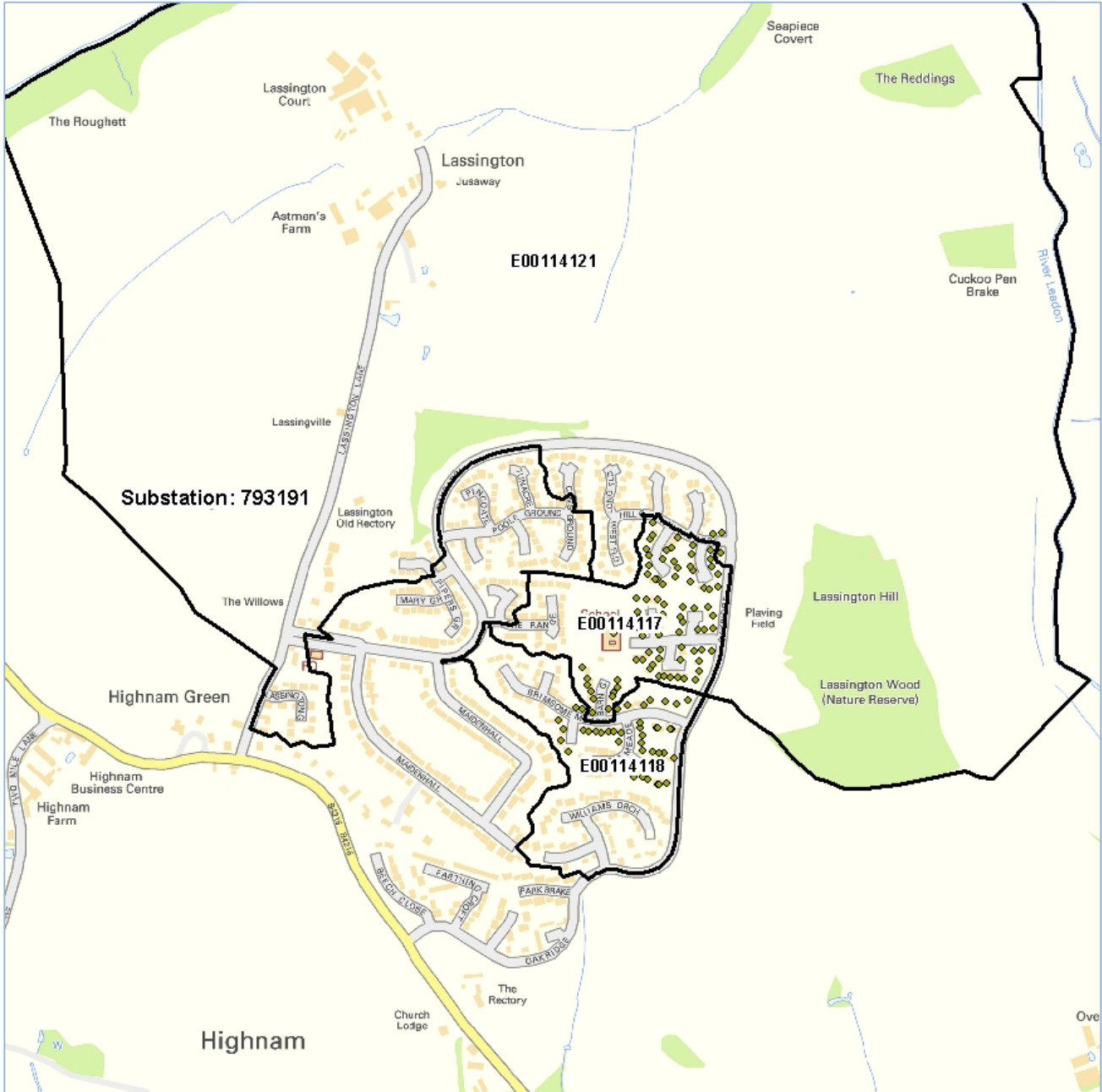
NEF, 942752, Tinkers Bridge, Milton Keynes

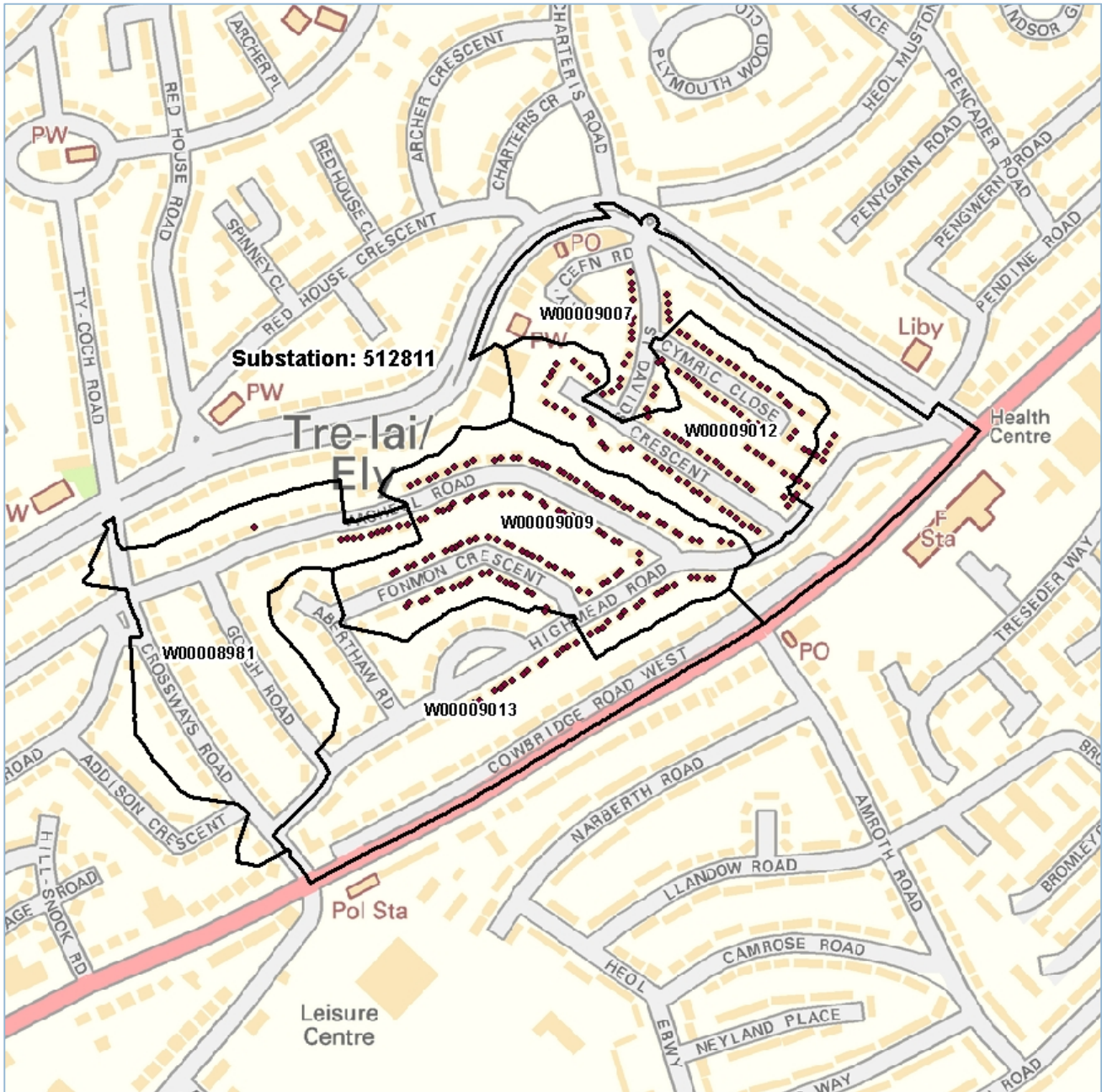


NEF, 942073, Loughton, Milton Keynes



SWEA, 793191, Highnam, Gloucester





APPENDIX 3 - SUMMARY CHARACTERISTICS OF EACH SUBSTATION AREA

BACKGROUND TO THE DATA

Figures presented here are based on Census 2011 data; DECC Lower Super Output Area (LSOA) energy consumption statistics; and Experian UK Mosaic Public Sector Classification (2011).

MATCHING CENSUS DATA TO SUBSTATION NEIGHBOURHOODS

The neighbourhoods do not fall within a single Census output area (nor in some cases a single LSOA) but instead span several different OAs – see maps at the end of this document. Census data has therefore been collated for all OA's within which any one (substation-metered) household lies. A summary statistic is generated for the substation area by weighting the Census output area level data according to how many households within each OA are connected to the substation – see table 1 below. The figures presented are therefore an estimation and intended to be indicative of the characteristics of the neighbourhoods, rather than an exact representation.

Table 1. Matching Census Output Area data to substation areas

Org.	Neighbourhood	Substation Number	Count of Households on Substation*	LSOA CODE	Census OA Code	Total Households In Census OA	weight
CEP	Hayle	410011	65	E01018983	E0009589	155	0.42
CEP	Hayle	410011	66	E01018983	E0009589	124	0.53
CEP	Hayle	410011	71	E01018983	E0009590	119	0.60
CEP	Hayle	410011	1	E01019007	E0009603	112	0.01
CEP	Hayle	410136	62	E01018982	E0009588	141	0.44
CEP	Hayle	410136	21	E01018982	E0009588	130	0.16
CEP	Hayle	410136	12	E01018983	E0009589	160	0.08
CEP	Hayle	410136	14	E01018984	E0009589	130	0.11
CEP	Hayle	410136	50	E01018984	E0009589	125	0.40
CEP	Hayle	410136	1	E01018984	E0009589	106	0.01
CSE	Easton	112568	38	E01014569	E0007356	150	0.25
CSE	Easton	112568	120	E01014570	E0007355	144	0.83
CSE	Easton	112568	54	E01014570	E0007356	162	0.33
CSE	Bournville	181194	38	E01014831	E0007493	112	0.34
CSE	Bournville	181194	55	E01014833	E0007494	108	0.51
MEA	Belle Vue	843231	20	E01028938	E0014735	147	0.14
MEA	Belle Vue	843231	49	E01028940	E0014735	124	0.40
MEA	Belle Vue	843231	99	E01028940	E0014736	131	0.76
MEA	Silverdale	853690	114	E01029593	E0015079	112	1.02
MEA	Silverdale	853690	120	E01029593	E0015079	112	1.07
NEF	Loughton	942073	165	E01016774	E0008463	181	0.91
NEF	Loughton	942073	3	E01016774	E0008463	123	0.02
NEF	Loughton	942073	5	E01016774	E0008465	125	0.04
NEF	Loughton	942073	29	E01016775	E0008464	148	0.20
NEF	Tinkers	942750	141	E01016843	E0008498	132	1.07
NEF	Tinkers	942750	54	E01016843	E0008499	130	0.42
NEF	Tinkers	942752	141	E01016843	E0008498	132	1.07
SWEA	Ely	512677	96	W0100174	W000090	117	0.82
SWEA	Ely	512677	59	W0100174	W000090	139	0.42
SWEA	Ely	512677	1	W0100174	W000090	118	0.01
SWEA	Ely	512677	87	W0100174	W000090	130	0.67
SWEA	Ely	512677	18	W0100174	W000089	117	0.15
SWEA	Ely	512677	53	W0100174	W000090	108	0.49
SWEA	Ely	512811	41	W0100173	W000090	126	0.33
SWEA	Ely	512811	26	W0100174	W000089	150	0.17
SWEA	Ely	512811	130	W0100174	W000090	120	1.08
SWEA	Ely	512811	132	W0100174	W000090	142	0.93
SWEA	Ely	512811	17	W0100174	W000090	134	0.13
SWEA	Highnam	793191	83	E01022443	E0011411	111	0.75
SWEA	Highnam	793191	3	E01022443	E0011412	124	0.02
SWEA	Highnam	793191	40	E01022444	E0011411	116	0.34

* NB. The count of 'households' connected to the substation represents all non-domestic (profile 1 or profile 2) addresses. This may include some small businesses (hence the count of households on the substation for Silverdale exceeds the Census count).

1.1 SUMMARY CHARACTERISTICS FOR EACH SUBSTATION

Charity Partner	CEP
Neighbourhood Name	Trelissick (Hayle)
Substation Number	410011
Location/ description of neighbourhood (Source: Wikipedia)	Hayle is a small town, civil parish and cargo port in west Cornwall. It is situated at the mouth of the Hayle River and is approximately seven miles northeast of Penzance.
Short listing data	
Number of domestic customers	202
Number of Profile 1 customers	190
Number of Profile 2 customers	12
Percent E7	6%
Number of small businesses	4
Other Profile classes	8
Installed PV capacity (kW)	2.31
Deprivation (IMD Score)	19.2
Carbon Saving Community (LSOA)	0
ECO Score	346
Main Mosaic group	H
Main Mosaic Group Description	Couples and young singles in small modern starter homes
Main Mosaic Type	H35
Main Mosaic Type Description	Childless new owner occupiers in cramped new homes
Rurality	R
Environmental awareness	Low
Existing relationship	Low
Census Data	Summary - predominant characteristics
Baseline estimated total domestic electricity consumption for substation (MWh per year)	762,372
Average household electricity consumption - standard (kWh)	3567
Average household electricity consumption - E7 (kWh)	7,051
Tenure	Owner occupied (53% owned outright, 34% with mortgage)
Dwelling size (no. of bedrooms)	Small - medium sized: mostly 3-bed (51%) or 2-bed (27%)
Household size (occupancy)	Small: 2 (49%) or 1 adults (23%)
Household composition	Couples without children (51%) or single-adults
Economic activity	Mainly full-time employed (33%) or retired (25%)
Dwelling type	Mainly detached (65%)
Central heating type	Gas (82%) or Electric (10%)
Age of HRP	Aged 65 or over (40%) or 35 to 54 (35%)
Education levels	Mixed: Degree equivalent or higher (26%) or No qualifications (23%)
Fuel Poverty Indicator (expected % fuel poor)	12%

Charity Partner	CEP
Neighbourhood Name	Tremorva (Hayle)
Substation Number	410136
Location/ description of neighbourhood (Source: Wikipedia)	Hayle is a small town, civil parish and cargo port in west Cornwall. It is situated at the mouth of the Hayle River and is approximately seven miles northeast of Penzance.
Short listing data	
Number of domestic customers	160
Number of Profile 1 customers	139
Number of Profile 2 customers	21
Percent E7	13%
Number of small businesses	3
Other Profile classes	3
Installed PV capacity (kW)	0
Deprivation (IMD Score)	28.1
Carbon Saving Community (LSOA)	0
ECO Score	485
Main Mosaic group	K
Main Mosaic Group Description	Residents with sufficient incomes in right-to-buy social houses
Main Mosaic Type	K49
Main Mosaic Type Description	Low income older couples long established in former council estates
Rurality	R
Environmental awareness	Low
Existing relationship	Low
Census Data	Summary - predominant characteristics
Baseline estimated total domestic electricity consumption for substation (MWh per year)	562,813
Average household electricity consumption - standard (kWh)	3,190
Average household electricity consumption - E7 (kWh)	5,684
Tenure	Social rented (38%) or Owner-occupied (28% owned outright)
Dwelling size (no. of bedrooms)	Small - medium sized: mostly 3-bed (44%) or 2-bed (29%)
Household size (occupancy)	Small: 1 (36%) or 2 adults (29%)
Household composition	Single-person households (40%) or couples without children (29%)
Economic activity	Full-time employed (24%) or retired (21%)
Dwelling type	Terraced (43%) or semi-detached (40%)
Central heating type	Gas (80%) or Electric (8%)
Age of HRP	Aged 65 or over (36%) or 35 to 54 (33%)
Education levels	Low (No qualifications (37%))
Fuel Poverty Indicator (expected % fuel poor)	17%

Charity Partner		CSE
Neighbourhood Name		Easton Energy Group
Substation Number		112568
Location/ description of neighbourhood (Source: Wikipedia)	Easton is an inner city area of the city of Bristol. It has a younger average age than that of England and Wales, and around 35% of the population is of Black or Asian origin. Easton is one of the most deprived areas in the south west of England. Despite this, it also has a bohemian aspect and is home to many of Bristol's younger creative people, looking for affordable housing and a sense of community. Easton is a vibrant community with local community and pressure groups, local bands, political groups, housing and workers cooperatives and some anarchist communes. It also has three mosques, a synagogue, a Sikh temple and several churches of different denominations.	
Short listing data		
Number of domestic customers		212
Number of Profile 1 customers		202
Number of Profile 2 customers		10
Percent E7		5%
Number of small businesses		3
Other Profile classes		1
Installed PV capacity (kW)		0
Deprivation (IMD Score)		23.9
Carbon Saving Community (LSOA)		0
ECO Score		131
Main Mosaic group		I
Main Mosaic Group Description		Lower income workers in urban terraces in often diverse areas
Main Mosaic Type		I40
Main Mosaic Type Description (Source: Experian UK)		Multi-ethnic communities in newer suburbs away from the inner city
Rurality		Urban
Environmental awareness		NULL
Existing relationship		M
Census Data		
		Summary - predominant characteristics
Baseline estimated total domestic electricity consumption for substation (MWh per year)		680,561
Average household electricity consumption - standard (kWh)		3,086
Average household electricity consumption - E7 (kWh)		5,724
Tenure		Owner-occupied (38% with mortgage, 28% owned outright) or Private rented (27%)
Dwelling size (no. of bedrooms)		Small - medium sized: mostly 3-bed (44%) or 2-bed (43%)
Household size (occupancy)		Mixed: 2 person (34%)
Household composition		Mixed (Single-person households dominate (33%) but higher than average multi-person households (11%)
Economic activity		Full-time employed (40%)
Dwelling type		Terraced (77%)
Central heating type		Gas (86%)
Age of HRP		Younger: under 35 (25%)
Education levels		High (43% Degree equivalent or higher)
Fuel Poverty Indicator (expected % fuel poor)		22%

Charity Partner	CSE
Neighbourhood Name	Bournville Estate
Substation Number	181194
Location/ description of neighbourhood (Source: Wikipedia)	Bournville is a residential area outside of the centre of the town of Weston-Super-Mare - a seaside town in the unitary authority of North Somerset. Bournville Estate is a housing estate built in the mid to late 20th century.
Short listing data	
Number of domestic customers	93
Number of Profile 1 customers	88
Number of Profile 2 customers	5
Percent E7	5%
Number of small businesses	2
Other Profile classes	2
Installed PV capacity (kW)	0
Deprivation (IMD Score)	59.2
Carbon Saving Community (LSOA)	1
ECO Score	125
Main Mosaic group	O
Main Mosaic Group Description	Families in low-rise social housing with high levels of benefit need
Main Mosaic Type	O67
Main Mosaic Type Description	Older tenants on low rise social housing estates where jobs are scarce
Rurality	Urban
Environmental awareness	Low
Existing relationship	NULL
Census Data	Summary - predominant characteristics
Baseline estimated total domestic electricity consumption for substation (kWh per year)	313,992
Average household electricity consumption - standard (kWh)	3,293
Average household electricity consumption - E7 (kWh)	4,848
Tenure	Mainly social: 61%; or owned with mortgage (20%)
Dwelling size (no. of bedrooms)	Small - medium sized: mostly 3-bed (60%) or 2-bed (23%)
Household size (occupancy)	Mixed: though 35% 1 person
Household composition	Mixed: though high % single adults (40%), or lone parents (17%)
Economic activity	Mix of employed (44%), retired (11%), looking after family, unemployed
Dwelling type	Semi's (54%), terraced (20%) and flats (20%)
Central heating type	Gas (93%)
Age of HRP	Mixed (46% working age)
Education levels	Low (38% no qualifications, 20% Level 1)
Fuel Poverty Indicator (expected % fuel poor)	19%

Charity Partner	MEA
Neighbourhood Name	Belle Vue, Shrewsbury
Substation Number	843231
Location/ description of neighbourhood (Source: Wikipedia)	Belle Vue is a suburb of the town of Shrewsbury, Shropshire. It is located about a mile south of the town centre. Built up during the 19th and early 20th Centuries, it is now mainly residential. "Belle Vue Road" runs through the middle of the area, which has many public houses. It also has a selection of small shops, though many have become houses in recent decades.
Short listing data	
Number of domestic customers	168
Number of Profile 1 customers	164
Number of Profile 2 customers	4
Percent E7	2%
Number of small businesses	0
Other Profile classes	1
Installed PV capacity (kW)	0
Deprivation (IMD Score)	13.0
Carbon Saving Community (LSOA)	No
ECO Score	242
Main Mosaic Group Description	(K) Residents with sufficient incomes in right-to-buy social houses
Main Mosaic Type Description	(K51) Often indebted families living in low rise estates
Rurality	Urban
Environmental awareness	Medium
Census Data	
Summary - predominant characteristics	
Estimated annual domestic electricity consumption for substation (kWh)	623,198
Average household electricity consumption - standard (kWh)	3,653
Average household electricity consumption - E7 (kWh)	6,034
Average household electricity consumption (kWh)	3,710
Tenure	Mainly owner-occupied (34% with mortgage, 31% outright) but 25% social rented
Dwelling size (no. of bedrooms)	Medium-sized (71% 3-bed)
Household size (occupancy)	Medium occupancy levels (35% 3-4 people)
Household composition	Couples with (31%) or without children (23%). A third single-person households.
Economic activity	Mixed: Mostly employed (38% FT, 16% PT, 11% self), but 13% retired
Dwelling type	Semi-detached (57%)
Age of HRP	35 to 54 (49%) and over-64 (27%)
Education levels	High (31% degree equivalent or higher)
Fuel Poverty Indicator (expected % fuel poor)	25%

Charity Partner	MEA
Neighbourhood Name	Silverdale, Newcastle-U-Lyme
Substation Number	853690
Location/ description of neighbourhood (Source: Wikipedia)	Silverdale is a suburban village and civil parish in Staffordshire, west of Newcastle-under-Lyme. Historically the village has been dominated by the coal industry. The last colliery, Silverdale, closed in 1998.
Short listing data	
Number of domestic customers	235
Number of Profile 1 customers	223
Number of Profile 2 customers	12
Percent E7	5%
Number of small businesses	1
Other Profile classes	0
Installed PV capacity (kW)	0
Deprivation (IMD Score)	37.7
Carbon Saving Community (LSOA)	0
ECO Score	159
Main Mosaic Group Description	(O) Families in low-rise social housing with high levels of benefit need
Main Mosaic Type Description	(O69) Vulnerable young parents needing substantial state support
Rurality	Urban
Environmental awareness	Low
Existing relationship	M
Census Data	Summary - predominant characteristics
Estimated total domestic electricity consumption for substation (kWh per year)	815,526
Average household electricity consumption - standard (kWh)	3,390
Average household electricity consumption - E7 (kWh)	4,963
Average household electricity consumption (kWh)	3,470
Tenure	Mixed, but higher than average % private rented (29%)
Dwelling size (Number of bedrooms)	Medium-sized houses: 3-bed (70%)
Household size (Occupancy)	Higher occupancy: 19% 4-person households
Household composition	Mixed: couples with or without children mainly
Economic activity	Mixed - working and students (not shown below but high % students ~16%)
Dwelling type	Semi-detached (88%)
Age of HRP	Younger (29% under 35)
Education levels	Medium (35% none, but ~15% level 3 & 4)
Fuel Poverty Indicator (expected % fuel poor)	27%

Charity Partner	NEF
Neighbourhood Name	Tinkers Bridge (1)
Substation Number	942750
Location/ description of neighbourhood (Source: Wikipedia)	Tinkers Bridge lies to the south of Milton Keynes, alongside the Grand Union Canal. It consists of a narrow housing grid square alongside the canal and was one of the first areas in the new city to be constructed. The main development is of two storey terraced houses built between 1972 and 1974. There is a local park, a general store and a meeting place.
Short listing data	
Number of domestic customers	195
Number of Profile 1 customers	165
Number of Profile 2 customers	30
Percent E7	15%
Number of small businesses	0
Other Profile classes	1
Installed PV capacity (kW)	NULL
Deprivation (IMD Score)	49.1
Carbon Saving Community (LSOA)	Yes
ECO Score	115
Main Mosaic Group Description	(N) Young people renting flats in high density social housing
Main Mosaic Type Description	(N61) Childless tenants in social housing flats with modest social needs
Rurality	Urban
Environmental awareness	Low
Existing relationship	Medium
Census Data	
Summary - predominant characteristics	
Estimated total domestic electricity consumption for substation (kWh per year)	744,720
Average household electricity consumption - standard (kWh)	3,664
Average household electricity consumption - E7 (kWh)	4,672
Average household electricity consumption (kWh)	3,819
Tenure	Rented: 50% social, 24% private
Dwelling size (Number of bedrooms)	Medium-sized: 58% 3-bed
Household size (Occupancy)	Higher occupancy: 34% 4 or more people
Household composition	Lone parents (22%) or couples with children (24%)
Economic activity	Unemployment/ looking after family above average (10% & 8%); 35% employed FT
Dwelling type	Terraced (71%)
Age of HRP	Younger (51% 35-54; 26% under 35)
Education levels	Low to medium (31% none; 38% level 1 or 2)
Fuel Poverty Indicator (expected % fuel poor)	12%

Charity Partner	NEF
Neighbourhood Name	Tinkers Bridge (2)
Substation_Number	942752
Location/ description of neighbourhood (Source: Wikipedia)	Tinkers Bridge lies to the south of Milton Keynes, alongside the Grand Union Canal. It consists of a narrow housing grid square alongside the canal and was one of the first areas in the new city to be constructed. The main development is of two storey terraced houses built between 1972 and 1974. There is a local park, a general store and a meeting place.
Short listing data	
Number of domestic customers	142
Number of Profile 1 customers	106
Number of Profile 2 customers	36
Percent E7	25%
Number of small businesses	1
Other Profile classes	1
Installed PV capacity (kW)	NULL
Deprivation (IMD Score)	49.1
Carbon Saving Community (LSOA)	Yes
ECO Score	115
Main Mosaic Group Description	(O) Families in low-rise social housing with high levels of benefit need
Main Mosaic Type Description	(O69) Vulnerable young parents needing substantial state support
Rurality	Urban
Environmental awareness	Low
Existing relationship	Medium
Census Data	
Summary - predominant characteristics	
Estimated total domestic electricity consumption for substation (kWh per year)	552,576
Average household electricity consumption - standard (kWh)	3,664
Average household electricity consumption - E7 (kWh)	4,672
Average household electricity consumption (kWh)	3,920
Tenure	Social rented (46%)
Dwelling size (Number of bedrooms)	Mixed: 1-bed (26%) or 3-bed (45%)
Household size (Occupancy)	Mixed: 1-person (30%); 4(+) people (28%)
Household composition	Mixed: single-adult (36%), couples without/with children (25%/21%)
Economic activity	Unemployment/ looking after family above average (10% & 8%); 35% employed FT
Dwelling type	Terraced (60%) or semi-detached (23%)
Age of HRP	Mixed but generally younger: 37% 35-54; 23% under 35
Education levels	Mixed (25% none, 36% level 1 or 2; 28% level 3 or 4; 11% other)
Fuel Poverty Indicator (expected % fuel poor)	13%

Charity Partner	NEF
Neighbourhood Name	Loughton
Substation Number	942073
Location/ description of neighbourhood (Source: Wikipedia)	Loughton is an ancient village, modern district and civil parish in Milton Keynes, Buckinghamshire. The original village has now been incorporated into the modern 'grid square' of Loughton. However much of the character of the old village remains with the Church and a cluster of several sixteenth century buildings. Today Loughton is a mainly residential area but is also home to a large Equestrian Centre.
Short listing data	
Number of domestic customers	203
Number of Profile 1 customers	165
Number of Profile 2 customers	38
Percent E7	19%
Number of small businesses	3
Other Profile classes	1
Installed PV capacity (kW)	0
Deprivation (IMD Score)	5.4
Carbon Saving Community (LSOA)	No
ECO Score	194
Main Mosaic Group Description	(F) Couples with young children in comfortable modern housing
Main Mosaic Type Description	(F23) Early middle aged parents likely to be involved in their children's education
Rurality	Rural
Environmental awareness	Medium
Existing relationship	Medium
Census Data	
Summary - predominant characteristics	
Estimated total domestic electricity consumption for substation (kWh per year)	1,095,181
Average household electricity consumption - standard (kWh)	5,513
Average household electricity consumption - E7 (kWh)	4,883
Average household electricity consumption (kWh)	5,395
Tenure	Owned with mortgage
Dwelling size (Number of bedrooms)	Larger dwellings: 65% 4 or more bedrooms (39% 5+ bed)
Household size (Occupancy)	Higher occupancy: 38% 4 or more people
Household composition	Couples, 39% with children, 35% without
Economic activity	Full-time employed (above average self-employed)
Dwelling type	Detached (71%)
Age of HRP	Aged 35-54 (62%)
Education levels	High (51% Degree equivalent or higher)
Fuel Poverty Indicator (expected % fuel poor)	4%

Charity Partner	SWEA - Wales
Area / Community/ Neighbourhood Name	Ely
Substation Number	512811
Location/ description of neighbourhood (Source: Wikipedia)	Ely is a community primarily dominated by council housing in western Cardiff, Wales.
Short listing data	Review with community/ add any further key info
Number of domestic customers	346
Number of Profile 1 customers	343
Number of Profile 2 customers	3
Percent E7	1%
Number of small businesses	1
Other Profile classes	1
Installed PV capacity (kW)	3.51
Deprivation (IMD Score)	--
Carbon Saving Community (LSOA)	1
ECO Score	174
Main Mosaic Group Description	(O) Families in low-rise social housing with high levels of benefit need
Main Mosaic Type Description	(O67) Older tenants on low rise social housing estates where jobs are scarce
Rurality	Urban
Environmental awareness	Low
Existing relationship	Medium
Census Data:	Summary - predominant characteristics
Estimated total domestic electricity consumption for substation (kWh per year)	1,095,693
Average household electricity consumption - standard (kWh)	3,167
Average household electricity consumption - E7 (kWh)	3,116
Average household electricity consumption (kWh)	3,167
Tenure	Social rented (54%)
Dwelling size (Number of bedrooms)	Small - medium sized: 49% 3-bed bu 26% 1-bed
Household size (Occupancy)	Small: 1 person (44%)
Household composition	Mainly single adult households (44%)
Economic activity	Mix of working (26% F/T), retired (15%) & unemployed (9%)
Dwelling type	Semi-detached (47%) & terraced (24%) & flats (25%)
Age of HRP	Mixed: 26% under 35 but 23% over 64
Education levels	Low (47% no qualifications)
Fuel Poverty Indicator (expected % fuel poor)	--

Charity Partner	SWEA - Glos
Neighbourhood Name	Highnam
Substation Number	793191
Location/ description of neighbourhood (Source: Wikipedia)	Highnam is a village and civil parish on the outskirts (3 miles NW) of the city of Gloucester. As a village, Highnam is fairly small, containing a few social amenities, including: the Church of the Holy Innocents, a school, a village hall, a day nursery, a village shop and a doctor's surgery.
Short listing data	
Number of domestic customers	126
Number of Profile 1 customers	120
Number of Profile 2 customers	6
Percent E7	5%
Number of small businesses	1
Other Profile classes	0
Installed PV capacity (kW)	17.85
Deprivation (IMD Score)	6.6
Carbon Saving Community (LSOA)	0
ECO Score	156
Main Mosaic Group Description	(D) Successful professionals living in suburban or semi-rural homes
Main Mosaic Type Description	(D16) Higher income families concerned with education and careers
Rurality	Town & Fringe
Environmental awareness	--
Existing relationship	Low
Census Data	Summary - predominant characteristics
Estimated total domestic electricity consumption for substation (kWh per year)	614,442
Average household electricity consumption - standard (kWh)	4,807
Average household electricity consumption - E7 (kWh)	6,273
Average household electricity consumption (kWh)	4,877
Tenure	Owner occupied (51% owned outright)
Dwelling size (Number of bedrooms)	Larger dwellings: 4-bed 51%
Household size (Occupancy)	Larger: 2 or more people (37% 2-person, 17% 4-person households)
Household composition	Couples without children (47%)
Economic activity	Working (37% F/T) or retired (22%)
Dwelling type	Detached (91%)
Age of HRP	Older (58% over 55)
Education levels	Higher (46% Degree equivalent or higher)
Fuel Poverty Indicator (expected % fuel poor)	5%

APPENDIX 4 - INTERVENTIONS MONITORING FRAMEWORK

This framework files were stored in Excel on a shared cloud server that could be accessed by all charity partners. Each substation community had a separate framework. The three tables below are screenshots from the framework, designed to be read from left to right (see top line A-Y column references for order).

A	B	C	D	E	F	G	H	I	J	K
Date and Time of Start and End of Activity						Where is the activity taking place? Where does the intervention relate to? Include postcode, street names if appropriate. Use 'Community area' to denote neighbourhood-wide targeted activity.	Drop down list	Brief description of the activity/ intervention.	More detailed description of the activity/ intervention.	What was the aim? Why was this activity chosen?
Entry ID	Date of Entry (DD/MM/YY)	Date start (DD/MM/YY)	Time start (24:00)	Date end (DD/MM/YY)	Time end (24:00)	Location	Activity type	Activity description	Activity details	Aim/ Purpose/ Rationale
	16/05/2013	16/05/2013	11:00:00	16/05/2013	13:00:00	Easton (BS99 9XX)	Meeting	Meeting with Community group members	Kick-off meeting with 3 community group members in the village hall	To review CG info sheet, demo the web app & discuss intervention options
	21/05/2013	21/05/2013	12:00:00	21/05/2013	15:00:00	Easton Community Area	Publicity	Leaflet drop to all households in neighbourhood.	Leaflet drop to all households in neighbourhood (covering X street, y street, z street)	Publicise project, including availability of web tool; engage wider community and advertise drop-in session
	30/05/2013	30/05/2013	12:00:00	30/05/2013	16:00:00	Easton Community Area (Event in village hall BS99 9XX)	Event	Drop-in session in village hall	Drop-in session in village hall. Computer and projector set up to demo web app; leaflets available about the project; CG reps on hand to answer questions; posters displayed with energy saving tips.	Demo the web app, provide information and engage wider community. Record information about attendees to gauge level of interest and by whom.

L	M	N	O	P	Q	R	S
Provide sample/ supporting documentation where appropriate (e.g. of any promotional material; articles; meeting minutes etc). <u>Save these to Google docs folder - just include file ref/name below.</u>	Estimate cost of intervention/ activity	What incurred the costs? Where did the funding come from? (Only need to note when funding source was something other than the WPD 'pot')	May be just a few hours or 1-day; but if (e.g.) an intervention or scheme, how long will it run for?	Who organised/ lead/ delivered the activity?	Who is the target audience? (not specific names, but e.g. core group members only/ project officer/ all local residents/ subset of local residents (e.g. school children)/ key stakeholders (with details)	Number receiving intervention/ taking up the incentive/ attending event. Exact number may not be known - where estimated please make it clear this is an estimate.	Outcome/ output (e.g. new intervention taken up by X households; new target set/ target achieved/ reviewed; project profile raised; x surveys completed)
Supporting documentation - file name/ ref	Cost	Details of costs	Duration	Organisers/ lead	Target audience/ recipients/ attendees	Actual Number of attendees/ recipients- total	Outcome/ Deliverable
Files "Meeting agenda 160513" and "Meeting minutes 160513"	£0.00	n/a	2 hours	PO	3 members of local community group.	3 (plus PO)	Web tool demo'd to CG. Agreed first intervention to be deployed: leaflet drop
File "Leaflet_1"	£50.00	Printing 500 leaflets at 10p each	Leaflet drop took 3 hours	CG - 3 members did the leaflet drop	Whole neighbourhood	250 households	Profile of project raised; event publicised; all households informed of the challenge.
Files "Launch event_1", "Launch event_2" "Launch event_photos" "Launch event_attendee info"	£50.00	Tea, coffee and biscuits	Drop in session ran for 4 hours (12 - 4pm)	CG (5 individuals on hand to talk to residents on the day and demo the app)	Whole neighbourhood	50 individuals attended over the day	Profile of project raised; web app demo'd to 50 individuals; information given out about how to reduce consumption/ shift peak; information collected about attendees

S	T	U	V	W	X	Y
Outcome/ output (e.g. new intervention taken up by X households; new target set/ target achieved/ reviewed; project profile raised; x surveys completed) Note any expected impact on substation meter data or web traffic that may stem from the activity Note any impact observed that may relate to activity Are there are dependencies/ risk/ success factors that will affect whether the activity achieves it aim and deliverables? What lessons were learned from this activity if any? Next steps - how will the outcome be used? Any additional information of relevance						
Outcome/ Deliverable	Expected impact on Substation Metering Data and/or Web traffic	Actual Impact on Substation Metering Data?	Dependencies/ risk/ success factors	Lessons learned	Follow-up	Comments/ notes
Web tool demo'd to CG. Agreed first intervention to be deployed: leaflet drop	Expect increase in web traffic as CG shown the web tool and likely to share with household members/ friends	None observed	Availability of meeting space with WiFi to demo web app. Attendance by local community group members. Ability of CG members to understand & use the web tool.	None	Leaflets being designed by CG, to go to print by 20th May.	Community group very engaged. Liked the web tool & easily grasped how to use it & understand the data. Concerns over ability to engage wider community.
Profile of project raised; event publicised; all households informed of the challenge.	Expect increase in web traffic as link to web tool provided on leaflet	None observed	People reading and understanding the leaflet. Access to internet in the home. Ability to understand & use the web tool.	None	Organising web app demo event	n/a
Profile of project raised; web app demo'd to 50 individuals; information given out about how to reduce consumption/ shift peak; information collected about attendees	Expect increase in web traffic; May see some impact on metering data if suggestions for reducing/shifting consumption adopted.	None observed	Limited attendance at event only one fifth of households represented. Ability of individuals to access and understand web tool.	Web tool notably more popular with younger members of the community. Half of attendees do not have internet at home.	CG meeting to discuss challenge, incentive and next activity.	n/a

APPENDIX 5 - EXAMPLES OF PROJECT LITERATURE USED ACROSS ALL COMMUNITIES

Provided as a separate folder

APPENDIX 6 - EXAMPLE WASH AT 30 DEGREES CAMPAIGN LETTERS

Less is more in Greenbank

Hello!

Less is More has been running in Greenbank for over 6 months and in that time we've met a lot of local people outside schools, door-to-door and at the Greenbank Gathering. We've demonstrated slow cookers at the Greenbank pub, run a prize draw, given out energy saving goodie bags, and much more! So far, your collective effort in energy saving at home has earned the community over £2,700. There's a total of £5,000 up for grabs if Greenbank keeps saving energy!

Want a free **Home Energy Health Check**? It's an opportunity to have an energy saving expert come to your home, look at the ways you use gas and electricity, and give you some personalised tips on how you could save more energy and money.

You can also get involved in some communal energy saving by receiving a **Greenbank Energy Monitor** (otherwise known as a GEM). This clever little device will enable you to join in energy saving challenges and see how many other people in the neighbourhood are taking part with you.

Give us a call on **0800 082 2234** if you'd like a Home Energy Health Check or a GEM.

Today's tip - wash at 30!

Doing your washing at 30 degrees is a really simple energy saving tip. Most detergents work just as well at a lower temperature, especially biological ones, so we've enclosed some just to get you started. Washing at a lower temperature also protects your clothing, meaning it'll last for longer.

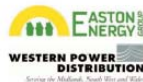
Greenbank resident Toby (and the kids!) are on board with Less is More, and recommend washing at a lower temperature. He says:

"We've started washing clothes at 30 degrees using a biological washing powder like the one in the pack. It's an easy way to save energy and money. Occasionally we use a hotter wash with a non-bio powder for bedding and towels or for getting out stains."

We hope you enjoy this pack to help you to start washing at 30 (if you don't already!). And remember, it's always more efficient to do a full load of washing rather than lots of smaller ones.



Less is More in Greenbank is brought to you by Easton Energy Group, the Centre for Sustainable Energy and Western Power Distribution
lessismore.org.uk | 0800 082 2234



Less is more in Bournville

Hello!

Less is More has been running in Bournville for over 6 months and in that time we've met a lot of residents and helped many of you out with free energy saving gifts and tips on reducing household bills. We've demonstrated slow cookers at the Healthy Living Centre, handed out LED night lights to parents on the school run, funded new washing lines on Bournville Road, given out shopping vouchers to our lucky prize draw winners and much, much more!

So far, your collective effort in energy saving at home has earned the community over £2,600. There's more up for grabs, so it's not too late to get involved in the project by having a free **Home Energy Health Check**.

Mr and Mrs Riddle of Bournville Road (and the kids!) are on board with Less is More:

"When we first heard about Less is More, we asked if it was possible to get more washing lines in the communal space behind our house and soon afterwards they were installed! Now there's enough space for us and our neighbours to dry our washing outside."

"We also went along to the slow cooker demo to find out about how they save energy. We picked up a free slow cooker and some recipe tips which we've found really helpful."

"We signed up for a Home Energy Health Check, as we wanted to find out what else we could do to save money at home. We'll definitely be washing at 30 degrees from now on."



Doing your washing at 30 degrees is a really simple energy saving tip. Most detergents work just as well at a lower temperature, so we've enclosed some just to get you started. Washing at a lower temperature also protects your clothing, meaning it'll last for longer.

We hope you enjoy this pack to help you to start washing at 30 (if you don't already!), and if you need it we can help you start drying your clothes outdoors too with a free gift - see the postcard enclosed.

Less is More in Bournville is brought to you by Alliance Homes, the Centre for Sustainable Energy and Western Power Distribution
lessismore.org.uk | 0800 082 2234



APPENDIX 7 - GREENBANK ENERGY MONITOR USER MANUAL

Less is more

in Greenbank

The GEM manual

What is the GEM?

The GEM (Greenbank Energy Monitor) is an innovative community energy saving device. It allows you to take part in a series of energy saving challenges and see how many of your neighbours are joining in. The challenges will happen each day during times of peak energy demand (typically 6pm - 9pm) and last for 15-30 minutes.

This is a part of a community energy research project called Less is More. There is a reward of up to £5,000 for community facilities on offer if Greenbank can reduce its energy demand together, especially at peak times. See www.lessismore.org.uk for more info.

Looking after your GEM

Your GEM needs to be charged roughly once a month, this can be done using the micro USB charger provided. The display will tell you when the GEM needs charging and will let you know when it is fully charged. The GEM uses very little electricity, three charges (the most that should be needed for the length of the project) uses less than 3% of a unit of electricity costing less than a half of a penny.

You might find that you can't easily read the screen if the GEM is in direct sunlight, so it's best not to keep it on a windowsill.

The Less is More project will run until 7 December 2014. The Centre for Sustainable Energy will arrange with you a convenient time to collect the GEM after this date.

lessismore.org.uk

Using your GEM

The GEM is very easy to operate. There is only one button, and you only press this when you are joining a challenge. Most of the time your GEM will show the **overview display** (see right) which tells you the start time of the next challenge, the number of homes which took part in the previous challenge and the amount earned by the community so far.

When a challenge begins, the screen will change to show the **challenge display** (see right). Press the button on your GEM at any point during the challenge to join in - the LEDs will **flash blue** to confirm you have joined in. The challenge display shows an electricity use limit - if your community can stay below this limit during the challenge, you'll earn an extra reward. You can see how much electricity the community is currently using compared to the limit - your aim is to get that black bar down!

How to beat the challenge

During the challenge, you can help your community stay under the limit by trying to be as energy efficient as you can. For example, you could go around your house turning off any lights that don't need to be on, or any appliance that has been left turned on at the wall. You could try to use your washing machine or dishwasher at a different time of day instead of during the challenge.

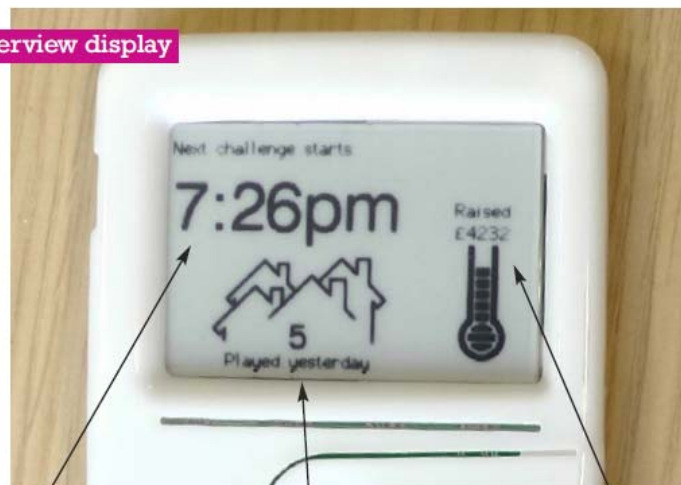
You will know how close your community is to the limit by looking at the graph on the right of the screen and the LEDs. The LEDs will flash to show how near you are to the limit - **slow and green flashes** are a good sign, meaning your electricity use is far below the limit, **quick and red** are a warning to show you are very close to the limit.

After the challenge is complete, the screen will revert to the overview display screen. The "reward earned" value will update at midnight.



Images: Edvard Visser; CSE

Overview display

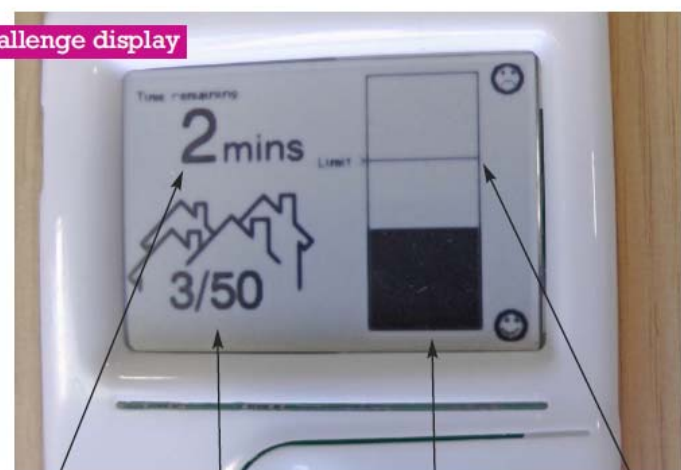


Time of next challenge

No. of players yesterday

Community reward earned so far

Challenge display



Time left on this challenge

No. of households playing

Community's electricity use

Limit - try to stay below this

Data protection information

The GEM (Greenbank Energy Monitor) does not collect data or information about your household's individual electricity use. It only records how many people took part in each challenge. The community's electricity use is read and recorded as a total from the local electricity substation – data about individual households is not collected.

Regarding the Less is More project as a whole, Western Power Distribution was awarded funding from the Low Carbon Networks Fund for a research project in 10 communities across England (Less is More) including Greenbank. The fund is administered by Ofgem (the Office of Gas and Electricity Markets). The aim is to research the best ways to help householders reduce electricity use, especially at times of peak demand.

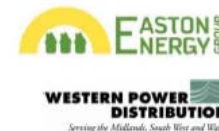
To deliver this project, Western Power Distribution is working with a national charity, the Centre for Sustainable Energy, who is the data controller responsible for collecting and analysing data about your community's energy use and the different information and support you receive during this project. In your area, we are also working with Easton Energy Group and Clean Energy Prospector.

Any data and information collected about you or your household will only be used for the purposes of this research project, by the partners named above. Western Power Distribution will never use, pass on, or sell any of your details for commercial marketing purposes. The project partners may wish to contact you in the future to provide information and advice about reducing your energy bills or generating your own energy, but will never use, pass on, or sell details for commercial marketing purposes. The partners to the project may retain your data for the purposes of carrying out further research and statistical analysis into the best ways to reduce community electricity demand.

Your home and anyone living in it will never be individually identified in any reports or other documents about the project.

If you have any questions, please email joe.mcmullen@cse.org.uk

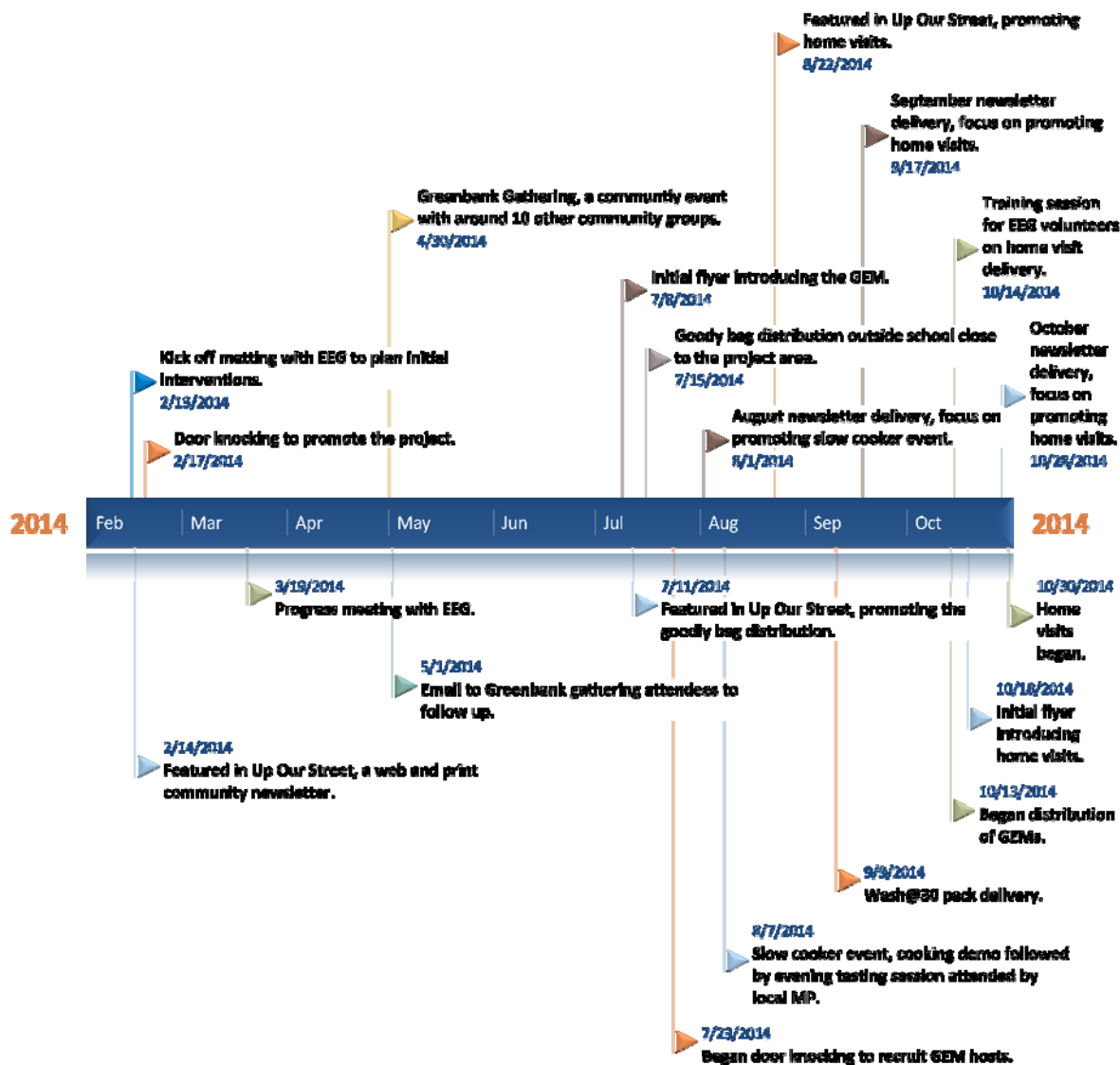
Less is More in Greenbank is brought to you by Easton Energy Group, the Centre for Sustainable Energy and Western Power Distribution
lessismore.org.uk



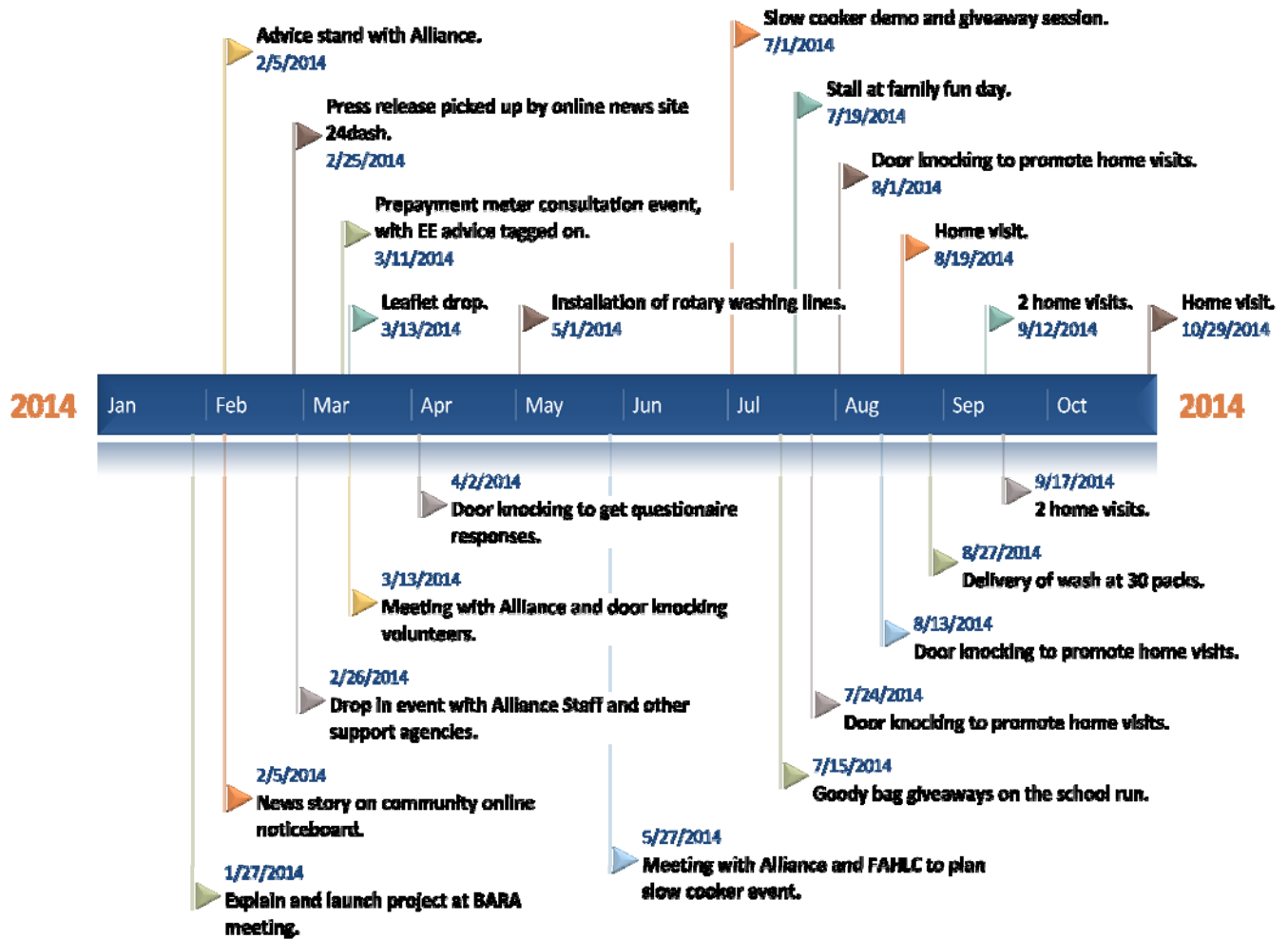
APPENDIX 8 - TIMELINE INTERVENTION DIAGRAMS

These timeline diagrams are a summary of the specific interventions carried out in the participating communities. Some ongoing activity (such as doorknocking and leaflet drops) are not represented fully.

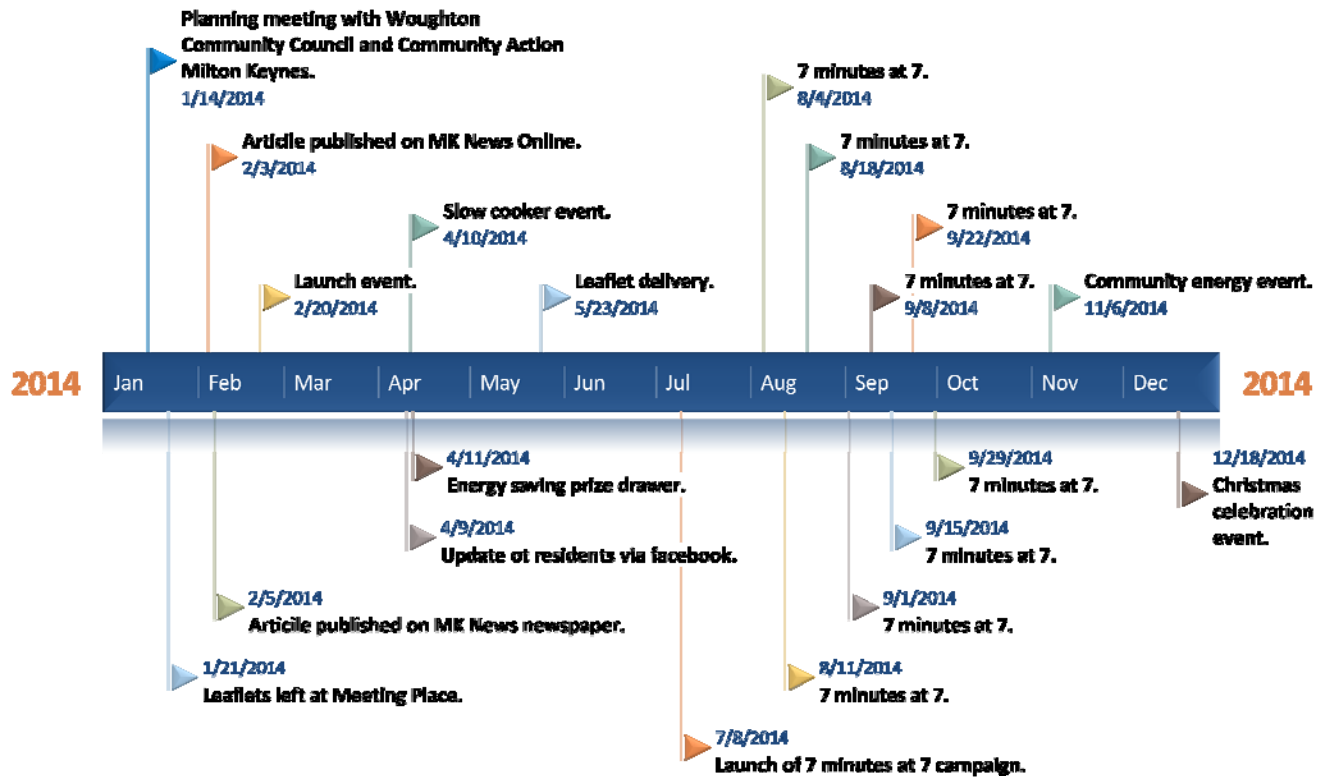
GREENBANK



BOURNVILLE



TINKERS BRIDGE



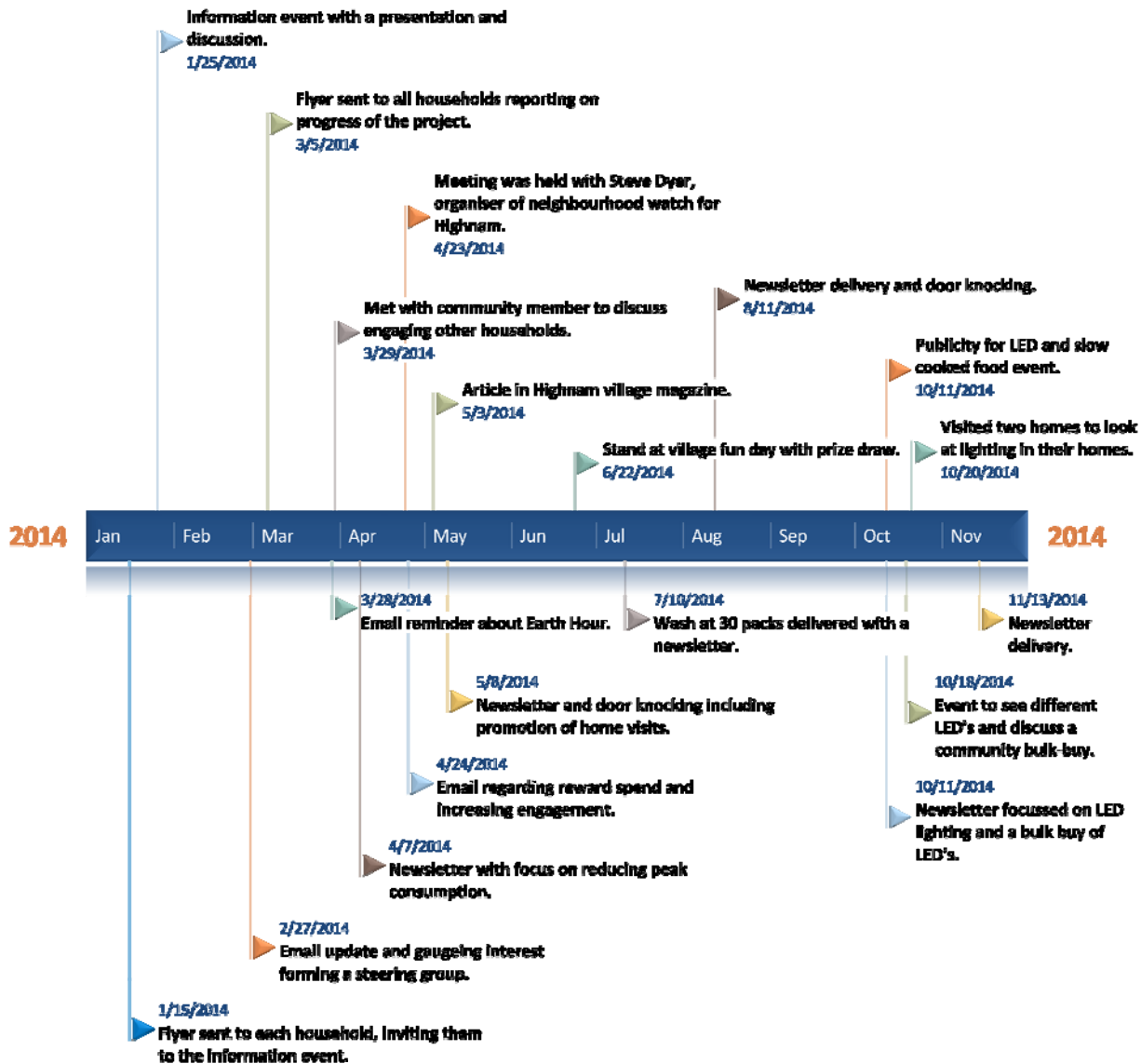
LOUGHTON

BELLE VUE

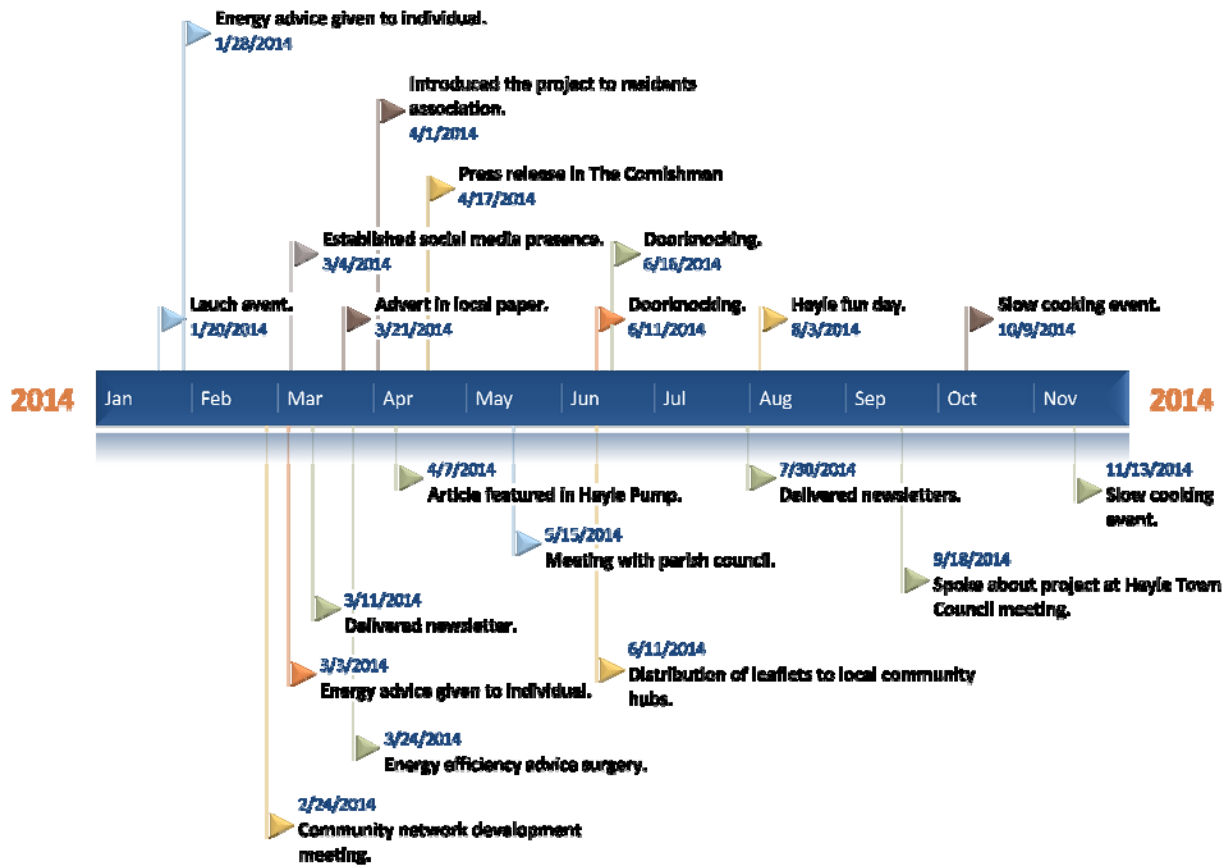
SILVERDALE

ELY

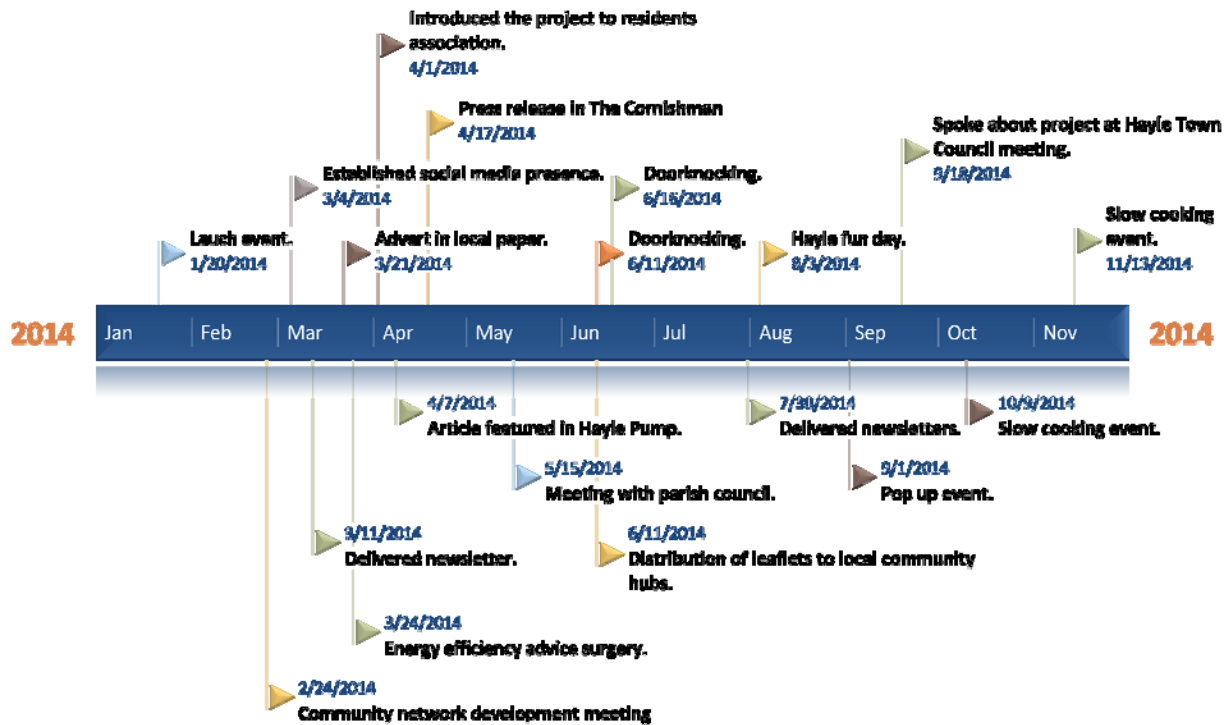
HIGHNAM



TRELISSICK



TREMORVA



APPENDIX 9 - FULL LOCAL AREA REPORTS FROM THE CHARITY PARTNERS

GREENBANK – Authored by Joe McMullen, CSE

1. OVERALL APPROACH TO PROJECT

Initially the primary objective was to promote the project to residents and try to inform them of the aims of the project. All future interventions would hinge on people being aware of and having an understanding of how the project works. In parallel to this and as an ongoing goal there was an attempt to gather baseline data from householders. This included attitudes towards their community and energy, information about their appliance usage and a poll of what they would like the community reward spent on. It was hoped that this information would help tailor interventions to the local residents. For example if a large number of residents used tumble dryers an intervention focussed on this might be of benefit.

Following on from this initial effort most interventions were concerned with trying to generate and maintain a 'buzz' about the project. A variety of approaches were attempted to this end including events, pop up stalls and regular updates.

2. PARTNERS

In Easton CSE worked with Easton Energy Group (EEG) a local community energy group. The main benefits of this making the project seem more local, even if people had not heard of EEG than the fact Easton was in the title made it seem local. Additionally members of EEG generally live locally and had contacts in the monitored area who they knew personally which proved useful. The main drawbacks of working with EEG were that the effort involved with coordinating work and having to keep them working within the boundaries of the project. Due to other commitments and a lack of organisational structure arranging activities with them was often problematic. There was also a desire to work more widely than the project boundaries.

3. ENGAGEMENT

Date	
14/02/14	Featured in both print and email versions of 'Up Our Street' a community newsletter.
17/02/14	Initial leafleting campaign to publicise the project, followed up approximately one week later by door knocking to discuss the project, have householders fill in questionnaires and sign people up to be kept informed.
30/04/14	Hosted the 'Greenbank Gathering' an event exhibiting around a dozen community groups working in the area. This was well attended by around 80 people. We talked to attendees about the project, asked them to fill in a questionnaire and gathered contact details.
08/07/14	Initial promotion of the Greenbank energy monitor (GEM) to residents including flyers and

	instructional information.
15/07/14	Distributed energy saving 'goodie bags' during the school run. The stand was located such that the majority of passersby would be local residents. In exchange for a bag people were asked to fill in a shortened version of the questionnaire, the main focus being gathering contact details and asking for suggestions for reward spend.
23/07/14	Followed up on initial GEM promotion by door knocking one feeder in an effort to sign up householders to receive a GEM.
01/08/14	Began production and distribution of a monthly newsletter, this ran from August until the end of the project. Each issue included information about the project, an update on the community reward, news stories and promotion of upcoming interventions.
07/08/14	Held a slow cooker event, this consisted of a cooking demo in the early afternoon followed by a tasting session in the evening attended by Stephen Williams MP. This was poorly attended.
09/09/14	Delivered Wash@30 packs to all homes in the monitored area. These consisted of some washing tablets, a guide to washing at 30 and a letter from a local resident backing the initiative.
13/10/14	Began distributing GEMs to householders. This took place over the next month.
30/10/14	Began home visits, five were delivered over the following month.

4. UPTAKE

There were four main attitudes towards to project by residents:

1. Enthusiasm
2. Ambivalence
3. Disinterest
4. Condescension

The majority of the people who engaged with the project were in the first group. They tended to have an existing interest in the energy and the environment and could be identified as 'greenies'. Most had young children and many thought the project was a good way to teach their children about energy. These people were keen to talk and learn more about the project, attend events and receive advice.

Many people had a certain amount of ambivalence to the project. They engaged with and participated in the project but only to a limited extent and if it required little effort. For example many people received a GEM who did not seem hugely interested, but took one as it took little effort for them to accept it on the doorstep. This group were unlikely to attend an event but might listen to somebody who is door knocking.

A large group of people had no interest in the project whatsoever. They would not engage with any of the interventions and asked not to be disturbed again. In general this group were older and more likely to not speak English as a first language.

There was a small minority who had no interest in the project as they viewed its aims as insubstantial. These people claimed to already use a minimum of energy and doubted the efficacy of the project. For example one resident claimed the only electricity she used was one light bulb and a television for half an hour per day. In effect, they felt that they were already too 'green' for the project and that it did not go far enough in its aims.

5. LEGACY

The long-term effects of this project are likely to be minimal; this is because it only succeeded in engaging with those already likely to be conscious of their energy usage. Even amongst this captive audience the main effect was to reaffirm their existing behaviours. The intervention most likely to challenge people's relationship and usage of energy, the GEM, lacked sufficient time to take root and effect lasting change because of problems with the supply of the equipment and the establishment of the radio network which meant they were not distributed until the last 3-4 weeks. This is a shame as this intervention seemed was the most likely to succeed because it was 'selling something new' i.e. peak demand reduction, and a requirement to act only for a limited time each day.

The main legacy in Greenbank is likely to be an increased knowledge and acceptance of Easton Energy Group in the area. It is probable that they will try to capitalise on any momentum the project had and be more active in this area in future, and this will be helped by the fact that the Centre for Sustainable Energy gave them a half-day training in delivering home visits on energy efficiency, as well as providing them with the spare equipment from the project.

The main learning from the project is that community based projects should be based on a community that is recognised by its inhabitants and not arbitrarily based on substation connection. Also, that initially engaging the interest of the community enough to get the message of the project across is very difficult and extremely time consuming – conflating this with the period when you are also trying to see differences in energy use is very difficult.

BOURNVILLE – Text authored by Heather Crane, CSE

OVERALL APPROACH TO PROJECT

We were aware of the Bournville estate in Weston-super-Mare from a previous CSE home energy advice project which supported young families in the area. We believed it to be suitable for Less is More as there is a high percentage of social housing, a strong community feel and a need for energy advice in many households.

We got in touch with Alliance Homes as we knew they owned a large number of homes on the estate and were vital partners for the project to succeed due to their experience and knowledge of the estate and the people who lived there.

The substation chosen however was linked to only 93 homes out of around 2000 which created a challenge with community engagement. We therefore attempted to come up with ideas that would target the homes on the substation and not the wider estate which proved a challenge.

PARTNERS

As stated previously, Alliance Homes were a vital partner because they are based on the estate and they own a large number of homes there. They were keen to become involved as they have an interest in being more energy efficient in general and have already done a lot of work to improve homes on the estate through a roll out of solid wall insulation on their low rise blocks, solar PV on suitable roofs and heating upgrades and draught proofing measures in most homes.

Alliance's role was to provide us with guidance on how to engage with residents, to help to promote our activities, to provide and recruit volunteers and to support with the delivery of various events and activities. CSE's role was to provide the knowledge and expertise on energy saving, to educate both the residents and Alliance staff, to produce any materials used in promotion and to manage the delivery of activities.

ENGAGEMENT

The following engagement activities were carried out:

Date	Activity	Description
February 2014 – ongoing	Community survey	A survey to find out the attitudes of residents to energy, the environment, their community and to try and determine what appliances and how much electricity they consumed. A prize draw was used to incentivise people to fill it in.
February 2014	Drop in events	Two events were held, one in the Healthy Living Centre, a local community hub, and one in the Substation, a space used by Alliance, to inform residents about the project and collect survey responses.

March 2014	Volunteer recruitment	Alliance tried to recruit local people to take part in door knocking to collect survey responses. A briefing event was held to train volunteers but only one attended.
March 2014 - ongoing	Project newsletter	A regular newsletter was produced, with a theme each time e.g. switching suppliers, slow cooking, drying outdoors, and including a graph showing how much money was being earned. These were delivered through doors of homes on the substation and displayed on local noticeboards.
April 2014 and August 2014	Door knocking	We knocked on doors of homes on the substation to chat to residents about the project and to collect survey responses. In August door knocking was repeated to generate requests for home energy health checks.
May 2014	Communal washing lines	Door knocking revealed that some residents in a low rise block felt they didn't have enough line space to dry washing outdoors. Two new rotary lines were installed in their communal garden space.
July 2014	Slow cooker event	An event was held at the Healthy Living Centre including a slow cooking demo, a giveaway of slow cookers and a tasting of slow cooked food. Those on the substation were delivered postcards in advance telling them if they came along they'd get a free slow cooker. Other residents of the estate were entered into a prize draw. Those who won a slow cooker were asked to use it the following Saturday so we could see if the usage data was affected.
July 2014	School run goody bags	Goody bags, containing LED night lights and quizzes, were given to parents picking up children from the two local primary schools over three days. Surveys were also completed and home energy health checks promoted.
August 2014	Wash at 30 campaign	A pack was delivered to homes on the substation containing washing tablets, information about washing at 30, a fridge magnet, a postcard offering a free washing line and promotion of home energy health checks.
September - November 2014	Home energy health checks	Visits were carried out to those who'd requested them , providing advice about how the household might save energy, improve the

		comfort of their homes and reduce their bills. Energy saving gifts, such as standby plugs and light bulbs, were given to those who needed them.
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UPTAKE

Generally interest was low in most of the activities carried out. In total 140 surveys were completed from homes across the estate, with the prize draw acting as a good incentive for people to complete them, although as a result some submitted more than one survey and others only part completed the survey, which raises a question about how accurate the answers we received are.

The drop in sessions held early on in the monitoring period were very poorly attended and it was determined that offering people free advice and information was not an attractive enough selling point and more tangible incentives such as free gifts would be necessary to engage the community.

The volunteer recruitment was also poorly received. While a number of residents verbally stated that they'd be interested in helping out with the project, the briefing event was only attended by one, who didn't seem to understand the aims of the project and was not very engaged. We soon abandoned the idea of using local residents as volunteers and agreed that Alliance and CSE would need to carry out the activities themselves.

The first stage of door knocking on monitored homes generated only a small amount of interest in the project, though many residents said they'd seen our newsletters and leaflets that had been delivered previously. In general residents seemed quite sceptical about what we were offering and showed a lack of understanding of the wider project aims. This led us to focus on promoting the benefits for the individual, such as lower bills, rather than the community wide benefits of reducing energy demand.

The slow cooker event held in July was a turning point as it was the first activity that generated a genuine interest from the community and was very well attended. 90 people attended and 50 slow cookers were given away. Ten of those went to homes on the monitored substation. The event enabled us to hand out leaflets, collect surveys and raise awareness of the project in general.

The activities that followed the slow cooker event, such as the school run giveaways and the second round of door knocking, generated more interest from the community as we were recognised as the people who gave away the slow cookers. At this stage we began promoting home energy health checks, as we felt that by providing a home visits and giving face to face advice to individuals inside their homes would be the best way to see any results from the project.

We generated 15 requests for home energy health checks, through the school run giveaways, the wash at 30 campaign and, most successfully, through door knocking. Generally residents seemed more trusting of us on the second round of door knocking, probably due to the number of newsletters they'd received and the slow cooker event raising awareness of the project. Although a large proportion said that they didn't need any help or advice as they were managing their bills adequately already.

Booking in the visits proved difficult, we were unable to get hold of some residents again, and others told us they were no longer interested. Seven visits were carried out in total, with the residents benefitting from advice including reducing their bills through schemes like the Warm Homes Discount and through switching tariffs, advice on using their heating controls effectively, tips on reducing condensation and free gifts to help them to save energy such as washing lines, powerdown plugs, light bulbs and draught proofing devices. A couple were referred to Alliance to look into issues with the heating system or upgrading loft insulation. The residents visited were sent a short report giving them further advice and including relevant factsheets to help them to change their behaviour and reduce their consumption in the long run.

LEGACY

Many lessons have been learnt from the project. One of the most important is that homes connected to the same substation cannot be treated as a community. It was almost impossible to engage with such a small subset of a larger community. We couldn't promote activities widely across the area or run events as they'd attract people from beyond the substation. I believe the project would have been more successful if we'd been able to engage with residents across the whole Bournville community.

Running events which offer an attractive giveaway as an incentive for attending works well in this area and provides a good opportunity to chat to residents and make them aware of the aims of the project. Door knocking is less successful as people don't tend to respond well to being interrupted at home, and there is a large level of mistrust of doorstep sellers. We also became aware that, as a deprived area Bournville gets a high level of interest from charities and support services, and therefore many residents are tired of being approached by organisations who claim to be able to help them.

Poor levels of education in the area meant that there was a general lack of understanding of the project and we weren't able to explain the full details and aims to many people. Instead we focussed on the benefits of energy saving on an individual level. Early on in the project we wanted to offer residents energy monitors on loan, or as giveaways, but it became apparent when we tried to promote this that residents weren't able to understand how they worked or what they were showing them. I'm almost certain that residents were not using the website or checking the graphs showing their energy demand, and therefore the community wide incentive was not widely used to promote activity.

The overall effects of the project on the community will be limited as only a small proportion of residents became engaged with the project. Those households who received a home energy health check will have hopefully taken on board the advice they were given and have been able to save energy at home, though this will not have impacted the wider community.

Alliance Homes hope to continue to give energy advice to households across their stock, and have gained knowledge from CSE and can refer residents to CSE's factsheets and home energy advice service in the future.

TINKERS BRIDGE (Aldenham East & Aldenham West substations)

Text authored by Rachel Brain, NEF

OVERALL APPROACH TO PROJECT

As the Tinkers Bridge Less is More project covered two substation areas and therefore the whole estate this provided a clear community to involve with the project. Community Action MK were the first group to be contacted as they are a local charity with community mobilisers working in deprived parts of Milton Keynes including a representative in Tinkers Bridge. They attended a meeting at NEF along with the chair of the residents association; they have a clear presence on the estate and meet very regularly. This meeting happened very early in the process back in February 2013 almost a year before the project started and at this time they felt able to support the project. In the time between this meeting and the project start date a new chair of the residents association was elected and they felt they had more important things to focus on before helping the energy saving project.

The help of the Community Council and Community Action MK was sought as they have strong links with the community, they advised that engagement with the community would be best through their own recognised community workers. Three meetings were held with these partners before the project started to decide on levels of involvement and an action plan for the start of the project.

The project could be split into three distinct phases initial engagement, interventions and feedback and questionnaires.

Initial Engagement

- Leafleting door to door by Community Action MK and Woughton Community Council.
- Launch Event

Interventions

- Free plug in timers.
- Less is More Facebook Page.
- Prize draw for energy saving equipment
- Slow Cooker event
- Information leaflet
- 7 Minutes @ 7 switch off scheme
- Door to door engagement
- Workshop for spending incentive money with Open University and energy saving presentation.

Feedback and Questionnaires

- Questionnaire to all residents
- Christmas celebration event

PARTNERS

In Tinkers Bridge the partners were Woughton Community Council (WCC) and Community Action MK (CA:MK) as previously mentioned. These groups both have a good understanding of the Tinkers Bridge community and regular carry out door to door activity on the estate. They were invaluable when conducting a project in this area.

Community Action MK were able to support the project through a community mobiliser working in the area. Community mobilisers work within key areas of Milton Keynes that could be described as deprived. The community mobiliser was well known to the residents and provided a trusted face to deliver information to the community.

Woughton Community Council manage a community centre on the estate called the Meeting Place and run various events such as a weekly drop in centre. The Meeting place is a focal point for the estate with many residents visiting on a regular basis. They also had a member of staff performing regular outreach activity in the area.

WCC and CA:MK carried out all outreach door to door with the residents whereas NEF attend all events and provided all marketing material for the project. All project ideas were discussed with WCC and CA:MK before implementation as they had the best knowledge of how the residents would react to certain interventions.

Some disadvantages to this approach were that sometimes I was unsure of when the engagement was taking place and how many residents had been spoken to. It also caused issues with data protection rules as some of the necessary consent forms were not filled out when collecting phone numbers for example. Although the door to door engagement was invaluable when

a member of Woughton Community council went on long term sick leave the project suffered from a lack of face to face engagement. There was a lack of a clear contact route when this occurred and despite efforts to provide another staff member it was well over a month before engagement restarted. Even though this was an unforeseen occurrence the situation could have been handled more effectively through improved communication.

ENGAGEMENT

January –

- Leafleting of all residents to introduce them to the project and invite them to attend a launch event for the project.

February –

- Launch event in the Tinkers Bridge Meeting Place. An event was held at the Meeting Place inside the Tinkers Bridge project area to promote Less is More. The event ran from 10:30 until 17:00 and also had representatives from the affordable warmth network and bucks fire and rescue. Residents were able to discuss the project in more detail and get a free socket timer or the loan of a socket energy monitor or whole house monitor. Food was provided and a cake with the Less is More branding was produced. Approximately 15 adults attended the event with a large number of accompanying children as the event was held during the half term week.

March –

- Resident engagement was ongoing during this month with contact details collected from residents so they could be entered into a prize draw to win equipment such as clothes airers or slow cookers.
- Advertising material was also produced for a slow cooker event to be held in April.
- A Facebook page was set up for the project with advice and tips put up on the page. Residents were encouraged to contribute to the page and share advice and information such as slow cooker recipes.

April –

- Slow Cooker event at the Tinkers Bridge Meeting place. Event at the meeting place to show people three slow cooker recipes and do some work on the community garden. NEF attended for an hour to give energy saving advice accompanied by the affordable warmth network. It was hoped that more people using slow cookers would spread electricity demand from cooking appliances across the day instead of high loads at peak times.
- The popularity of the slow cooker event led to the residents association receiving some funding for slow cookers for residents. This meant that residents could purchase slow cookers at a reduced price of just £5.
- The resident prize draw took place with 30 residents providing details so they could be entered into the prize draw.

May –

- A new leaflet was produced and distributed which contain energy saving advice, slow cooker recipes and pictures of the prize winners from the previous month.

June –

- Ongoing community engagement door to door (at a reduced level due to Woughton Community Council staff sickness).
- Preparations for 7 minutes @ 7 campaign.

July –

- The 7 minutes @ 7 campaign recruitment. This new campaign will be using text messaging to engage with residents. The aim is for residents to switch off everything they possibly can for 7 minutes at 7pm. They should receive a text alert just before 7pm and then a text at the end of the time period to say they can switch things back on and thank them for taking part. This will take place every Monday night in August with a possible extension into September.

August –

- First 7 minutes @ 7 switch off evenings. Text messages were sent out every Monday night to the residents that had signed up to the 7 minutes @ 7 campaign. Unfortunately only 7 residents were recruited to the scheme.

September –

- The main focus in September should have been the 7 minutes @ 7 switch off scheme but due to sickness in the door knocking engagement team and the reluctance of residents to hand over phone numbers it wasn't particularly successful. Text messages continued to go out on a Monday evening for the switch off but with fewer than 10 residents taking part it was not producing a noticeable result.

October –

- During October Community Action MK and Woughton Community Council stepped up door knocking activities with a member of staff returning off long term sick leave towards the end of October. It was decided that there was little interest in more residents providing mobile phone numbers so we decided to end the 7 minutes @ 7 campaign and start switching our focus to an event about the incentive money.
- All households were leafleted in the half term week (27-31 Oct) to invite them to an event on the 6th November at the community meeting place. The leafleting was carried out by local residents and Community Action MK. Some of the residents carried out the leafleting as a family with Children helping out during the school holidays.

November –

- On the 6th November from 7.30pm – 9pm an energy workshop was held at the community meeting place. 7 residents attended along with about 6 children. We ran it as an informal event with resident participation encouraged. The following agenda was used –

7.30-7.45 – Arrival and Refreshments

7.45 – 7.50 – **Welcome** (carried out by Rebecca the Community Action MK community mobiliser for the area)

7.50 – 8.00 – **Less is More presentation.** I carried out a presentation that gave a brief overview of the project, the various activities we have carried out so far and the money they have raised so far. Residents were really happy with how much they had raised and wanted to see how much more they could get in the remaining month. This then lead into us talking about how the residents would like to see the money spent.

8.00 – 8.30 – **Ideas Sharing.** Residents were encouraged to share ideas about how they would like to see the money spent and how they thought they should decide on how the money is spent. Residents were very engaged with this activity and had a good debate about various things they would like to spend money on. A few high cost measures such as external wall insulation and solar PV were suggested along with a number of other more affordable schemes. Although residents could have picked anything the focus seemed to be around energy and improving the environment of the estate. The residents were asked two main questions, these are the responses -

HOW CAN WE ENSURE THAT THE WHOLE COMMUNITY ARE INVOLVED IN THE DECISION MAKING PROCESS?

- Questionnaire with a blank section for ideas that people have. Voting Slips and ballot box at the meeting place for people to vote on the final decision.
- Match funding opportunities by energy providers or by grant funders.
- Local Groups- speaking to people that attend local groups- Residents Association,
- Arts and Crafts, Streetdance, Rainbows, Drop in.
- Public Meetings- hold meetings as well as put on the agenda at others meetings
- e.g. Residents Association.
- Focus Groups- sessions with smaller groups to think about ideas.
- Facebook questions- share the questionnaire via facebook.
- Publicise contact.
- Picnic
- Focus on vulnerable families and what could benefit them.
- Door to door outreach- speaking to people about project and their ideas.

IDEAS FOR HOW MONEY CAN BE SENT?

- New boilers/radiators renewed
- Solar outside lights to improve security.
- Motion sensors
- Carbon monoxide detectors
- Heat sensors/smoke alarms
- Upgrade Buckby Park, with a sign saying that upgrade was funded by the Energy Project.
- More slow cookers available to buy at subsidised cost- similar to previously. Also to add clothes airers/horses.

- Repaint/maintain outside of meeting place.
- Solar Panels
- Gardening in flower beds, and permanent signs as to what they are for, why they are there, who can use them.
- Exterior insulation/cladding
- Funding for groups.
- More bins- especially in the parks.
- More seating around the estate (benches)

All residents were keen to make sure that all other residents had the opportunity to have a say on what they wanted to spend the money on. It was suggested that a questionnaire could go out followed by a voting card when all ideas had been looked at. To encourage participation a prize draw could be held for all returned entries. A resident lead committee to discuss the options was also discussed.

8.30-8.50 **How do we deal with dilemmas?** (Open University research) – A researcher from the Open University talked to the residents about a research project using social media to combat climate change. They would like to encourage people to think about climate change by raising environmental questions in a humorous way that get people thinking and talking. A brief exercise was carried out by residents on some of the humorous questions.

8.50-9.00 **Energy Champion Talk** – The residents received a talk from a local energy champion offering advice about bringing people out of fuel poverty. The local champion is part of DECC's Big Energy Saving Network.

9.00 – 9.10 **Event Close** – As an incentive for attending residents were given washing packs left over from the Loughton hand out and energy monitors.

December –

- Leafleting and community engagement to promote the Christmas event.
- A Christmas themed event to celebrate the success of the Tinkers Bridge community throughout the project.
- A questionnaire was launched at the Christmas event to receive residents views on what the incentive money should be used for. As an incentive for residents to return questionnaires all entries were placed into a prize draw to win Tesco vouchers.

UPTAKE

High uptake

- Free equipment – the handing out of plug in timers was very effective with all of the timers given to residents at an early stage in the project.
- Competitions – People were keen to take part in the competitions or questionnaires where a personal reward was available such as a prize draw.

Medium uptake

- Events – There was always a turnout of at least 6 residents at the events but it did tend to be the same people that attend most things. The slow cooker event was particularly popular with residents.

Low uptake

- 7 minutes @ 7 campaign – There was low uptake with this initiative as even though it ran for nearly 2 months only 7 residents took part. This was probably due to a number of factors such as reluctance to give out mobile phone numbers and staff sickness in the engagement team.

LEGACY

- Many of the residents in Tinkers Bridge were already keenly aware of the amount of energy they used in their own homes. Therefore any suggestions made for reductions in electricity use were likely to have a small impact at the substation level. However the small savings are likely to have a great benefit for the each of the individuals on a personal level. Advice on washing and cooking was gladly accepted and plug in timers also seemed popular with the residents.
- The community mobilisers will continue to promote energy efficiency to the residents when they perform outreach activities.
- Ideas such as the use of slow cookers proved very popular which could lead to cooking electricity demand being spread throughout the day.
- Having two substations involved had advantages and disadvantages –
 - Advantages - clearly defined community where everyone felt included in the project. Much more defined identity and community spirit present on the estate.
 - Disadvantages – Much higher number of residents to engage with than other areas which led to increased money needed for marketing activities. It also took longer when carrying out door to door activities due to the number of properties that needed visiting.

At the end of the project there was a clear feeling that many people in the area were aware of the energy project. If the engagement had continued for a longer time period I believe that uptake would have continued to increase.

LOUGHTON – Text authored by Rachel Brain, NEF

OVERALL APPROACH TO PROJECT

The first stage of the Less is More project in Loughton involved engaging with local groups and associations to aid the delivery of the project in the target area. Due to the target area being defined by the coverage of a single substation the geographical boundaries did not represent a clearly defined community and therefore hindered engagement to a certain extent.

In the first instance the local residents association were contacted and a meeting was held to establish if they were able to support the project and if they had any views on ways to engage with the residents. The residents association were in favour of the project but were unfortunately unable to offer much practical support as they are not a very active association and just tend to produce a yearly newsletter. They suggested that the Parish Council for Loughton and Great Holm would be best placed to support the activities of the project.

The Parish Council were approached and a presentation was made at a parish council meeting to outline the project and what benefits and useful insights it could bring to the community and WPD. Some of the Parish Council were very sceptical of the project as they associated the energy saving with renewable energy, there have been a number of unpopular wind farm developments proposed in the Milton Keynes area and it appeared these particular council members might have made an association between the two things. Some of the council members were also of the opinion that it was saving WPD money that they should be spending. A vote was held by the council and a narrow majority voted in favour of supporting the project.

The project process in Loughton could be split into three distinct phases, initial contact, interventions and finally feedback and questionnaires. An initial strategy was picked which reflected the nature of the community; Loughton is generally an affluent area with large detached houses and a large proportion of residents in full time employment. This meant that most of the population are able to pay for electricity comfortably and might not see small financial savings as an incentive.

Initial Engagement

- Leaflets door to door
- Launch event

Interventions

- Free Owl Energy Monitors
- Thermal Imaging Evening
- Easter Popup stand and prize draw
- Washing at 30 Packs with door to door engagement
- Door step questionnaire
- MPs visit
- Bi-Monthly Bulletins
- Incentive money questionnaire and prize draw

Feedback and Questionnaires

- Questionnaire to give feedback on how incentive money should be spent.

PARTNERS

In Loughton the partners were the Parish Council and the residents themselves as no distinct community group operated in the small area of Loughton.

The Parish Council appeared on all leafleting and marketing material for the project to show residents that a trusted authority was backing the project. The Parish Clerk also provided support by posting bulletins online and by producing physical bulletins to put up on the Parish notice boards.

The residents themselves were a great help when it came to talking to neighbours about various initiative's either face to face or through email contact. Some residents even volunteered to help produce the bulletin every two weeks and use their house as an address to drop off questionnaires.

Partner working could be very slow particularly working at this scale waiting for residents to respond to particular requests. The Parish Council also have lengthy timescales for decision making processes as certain decisions need to be put to the whole council and voted on at monthly meetings.

ENGAGEMENT

January –

- Leafleting of all residents to introduce them to the project and invite them to attend a launch event for the project. This was a great way to get to know the project area by personally walking the entire area.

- Purchase of Owl energy monitors. It was decided early on that a good way to engage with residents was to help them see their own energy usage and therefore make changes on an individual scale. A free gadget was also thought to be a good way to draw people in.
- The launch event was held 27th January 2014 in the Loughton memorial hall and was attended by 5 households. The event consisted of a presentation about the project followed by a discussion with the residents about what interventions they would like to see taking place. Each resident who attended received an energy monitor. The residents present suggested that a thermal imaging evening would be a good way of getting other residents involved in the project. Even though this is not strictly electricity saving it connects to a wider theme of saving energy.

February –

- Bulletins to publicise how the community was performing day by day were produced. These were displayed on the Parish Council website and paper copies were put on the parish council noticeboards so those without internet access could see how the project was progressing. This started off with the intention of a weekly bulletin but it was deemed more practical to be every 2 weeks. One of the residents volunteered to pull together the data for the bulletin, I then edited and put it in the right format and forwarded it onto the Parish Clerk.
- An article was published in MK News about the project to raise the profile in the local area; this activity was led by the chair of the parish council. The article was published on line and in the printed newspaper.
- Residents were contacted by email to answer questions raised at the meeting and to promote the thermal imaging evening.
- Delivery of OWL energy monitors to interested residents.
- Thermal imaging evening for Loughton residents 25th February 2014. 12 residents signed up to take part in this event with some residents joining the group to walk around all the properties. A basic external survey was carried out to show obvious heat loss spots, the residents received a free electronic report following the survey. This event worked well as a way of bringing the community together however it would have worked better spread over several nights as it ended up taking longer than originally anticipated to carry out surveys as people spent time asking questions about the project and what we could see on the camera.

March –

- Bulletins continued to go out on the Parish Council noticeboards and online every two weeks.
- A further thermal imaging survey was carried out on a property that was unable to take part on the night of the event in February.
- Thermal imaging reports were given to residents that took part in the evening.

April –

- Bulletins continued to go out on the Parish Council noticeboards and online every two weeks.
- Packs were delivered to houses in the project area; these packs contained a letter to the resident about the project, an energy saving tips booklet, a flyer about the prize draw taking place on Good Friday and a questionnaire for

the residents to return. The packs were delivered in envelopes with the house number and street written on them so that people would hopefully take more notice.

- Pop-up stall in Loughton Project area. The pop up stall was set up for an hour and a half on Good Friday. It was in the middle of the Loughton project area and all residents had received a leaflet to say it was happening. A prize draw took place towards the end of the event to give the residents the chance to win energy eggs. I was also on hand to give energy saving advice to residents. At the end of the event I went and delivered the prizes to Loughton residents. On the day 5 residents visited the stall; one of the residents was new to the project.
- Article on Parish Council website. An article went up on the Parish Council website to cover the event held on Good Friday including images taken on the day. It was hoped that this would generate more interest in the project from local residents.

May –

- Bulletins continued to go out on the Parish Council noticeboards and online every two weeks.
- Milton Keynes MP Iain Stewart visited a resident's house as part of an awareness raising exercise for WPD and the project.

June–

- Bulletins continued to go out on the Parish Council noticeboards and online every two weeks.
- This was a quite month with staff holiday and preparations for washing pack delivery in July.

July–

- Bulletins continued to go out on the Parish Council noticeboards and online every two weeks.
- Delivering Wash at 30 degrees packs was the main focus of this month and August. Delivery of the Global Action Plan wash at 30 degrees packs started with the feeder 3 area of Loughton. We went door to door delivering the packs, we knocked on the door to ensure we spoke to residents and introduced them to the project. We also asked residents to fill out a questionnaire and to give out contact details. As an extra incentive we also offer Owl monitors to the residents if they filled out a questionnaire for us.

August–

- Bulletins continued to go out on the Parish Council noticeboards and online every two weeks.
- Delivery of the washing packs continued into August as we knocked on the door of every property this was much more time consuming than a simple leaflet drop.
- An article was included in the summer issue of the parish council newsletter. The article described the Less is More project and provide a contact email address for residents to request a free owl monitor.
- Further owl monitors were delivered in the project area during this time.

September –

- Bulletins continued to go out on the Parish Council noticeboards and online every two weeks.

October –

- Bulletins continued to go out on the Parish Council noticeboards and online every two weeks.
- Preparation for a slow cooker event that unfortunately did not take place due to lack of venue.
- Owl monitor delivery.

November –

- Incentive money questionnaire delivered to all households in the project area asking for feedback on what they would like to see the money spent on. All returned entries were put into a prize draw to win John Lewis vouchers and energy saving equipment. This activity had a very disappointing response with 5 entries received before the deadline.
- Further Owl monitor deliveries.

UPTAKE

High uptake

- Free Owl Energy monitors. Although uptake has been slow over 30 monitors have now been given out to residents across the project area. This proved to be a good way to engage with residents and a steady stream of requests were received throughout the project duration.
- Thermal Imaging Evening. This proved very popular with residents it was just advertised through email and the residents that attended the first meeting and no more surveys could have been carried out on the night in question. Although this activity focused on heat loss it raised the issue of energy use in general and was a good way to engage residents with the project.

Medium uptake

- Washing pack delivery. As this was carried out with all residents it is slightly difficult to categorise the uptake but from speaking to residents on the door step this activity received a mixed reaction. Some residents were sceptical of who we were working for and why we were giving out free washing packs whereas others were happy to speak to us and receive the information and free samples.

Low uptake

- Questionnaires received very low response rates from residents despite incentives being offered to residents that responded. This could be due to the demographic of the area, as they tend to be richer households a prize of vouchers might not be as attractive as it is to residents of a less privileged community.
- Energy saving pop-up stall

LEGACY

- As 30 people have now received an Owl monitor inside the project area with more residents continuing to request them it is hoped that these will act as a reminder of the Less is More project. Some residents identified large savings through the owl monitor for example one house hold left a computer and associated peripheral equipment on all the time and had not realised how much it was costing them.
- The incentive money is now likely to be used on further energy saving activities in the community with a lightbulb swap for all households in the area leading the current list of ideas. This will hopefully lead to a small lasting drop in the electricity use of the community.
- It was clear that the community as a whole took a long time to get involved with the project for example Owl monitor have been available since the start of the project but people are still requesting them now 12 months into the project.

BELLE VUE – Text authored by Phil Newcombe, MEA

OVERALL APPROACH TO PROJECT

After initial meetings with community leaders and unsuccessful attempts to publicise and convene public meetings about the project emphasis was placed on more informal arrangements. Main mode of engagement to be door knocking conversations coupled with the distribution of newsletters. Plan to share people's energy saving behaviours and ideas through the newsletter. Aiming if possible to bring people together in small groups, possibly coffee mornings in people's homes.

There are no community hubs in the sub-station area. The nearby Methodist hall serves a much larger catchment area. The area is served by at least 3 primary schools all of which are quite a long way off.

An initial promotion of PV panels to which there was little response. The promotion of LEDs was an early and key focus of the project. The loan of Owl monitors and dissemination of information regarding appliance energy use was also a focus.

PARTNERS

Local Borough Councillor – encouragement, recommendation, access to Belle Vue Arts Festival event

at Coleham Primary School. Inclusion of articles in Ward newsletter. Did door knocking around older peoples sheltered scheme early in project. Called in to Coffee morning.

Local Town Councillor lives in sub-station area. Did door knocking in his street early in project. Word search responses returned to his house. Called in to Coffee morning.

UPTAKE

Very low turn-out to initial public meetings.

Householders generally responded positively to door knocking and newsletter distribution. However not many people around during the day and were busy with kids, dinner and TV in the evening.

No visitors from SS area to Belle Vue Arts Festival stalls at School.

LED makeover offer worth £100 only brought 3 enquiries. People think it is too good to be true? Or people just not reading the newsletter.

Coffee mornings – quality not quantity. Held in 3 different homes. Pool of people attending gradually increasing. Sense of a group developing. Very small number of actively engaged people.

Word search prize draw with £20 prize brought only 5 responses.

Consultation stall at coffee morning – people interested in prize pot and what it might be spent on.

LEGACY

3 households installed LED lights which will continue to make energy savings.

Consultation on community in favour of distributing LED light bulbs to all households. If this transpires this will be an energy efficiency legacy.

A small number of households have been supported in embedding energy efficiency deeper into their culture.

'Just for completeness I have attached my final spread sheet having now taken a daily reading for the past 365 days, inspired by the Project but from my own perspective, proven to be very enlightening! I can't promise, but my objective is to repeat the same this year so I can compare a week-on-week for the past 356 days.'

LEARNING FROM THE PROJECT FOR FUTURE WORK

All the people that actively engaged in the project could be characterised as middle class with most of them living in the two streets that were not built as social housing. These people were interested in energy and climate issues, improving their homes and the ways in which they managed them.

They were interested in getting to know their neighbours better.

Seeking to engage with geographic sub-communities which don't have existing affiliations such as resident's groups/neighbourhood watch can be very difficult.

Meeting people with minimum sales pitch was productive. The opening offer was an energy advice resource.

Leaving space in opening conversation gave householders opportunity to begin relating some of their own stories.

Keep Cllrs informed regularly. When approached by public they need to know what is going on.

Not worth doing things outside the sub-station area. Contact is too diluted. Little chance of meeting the right people.

Coffee mornings hosted by volunteers are a good approach. It builds personal involvement and is engaging for all concerned. Plenty to talk about as people can discuss their own homes.

Combination with an intervention such as an LED makeover was particularly potent.

Everything needs masses of publicity. Coffee mornings advertised in newsletters and then by flyer a few days before. Lots of leg work. Everybody needs to be invited. When attendance numbers are low. Each extra person is crucial.

SILVERDALE – Text Authored by Phil Newcombe, MEA

OVERALL APPROACH TO PROJECT

After initial meetings with community leaders and unsuccessful attempts to publicise and convene public meetings about the project more emphasis was placed on more informal arrangements. Main mode of engagement to be door knocking conversations coupled with the distribution of newsletters. Plan to share people's energy saving behaviours and ideas through the newsletter.

Aiming if possible to bring people together in small groups, possibly coffee mornings as there are no local venues.

Also information stalls – in street and in schools. Though focal points minimal on the estate. Engaged with proprietors of corner store.

The promotion of photovoltaics (either purchased or leased) were an initial focus. Picture complicated by multiple tenure types housing association and private sector rented in addition to owner occupied) along with below optimal orientation and shading issues in addition to distrust and concern re maintenance arrangements.

The loan of Owl monitors and dissemination of information regarding appliance energy use was also a focus. The promotion of LEDs also became a focus later in the project as funds became available to distribute some.

Volunteer set up and managed a 'Parksite Community Energy Challenge' Facebook page.

PARTNERS

- Detail partners, how responsibilities were assigned, and the benefits/drawbacks of this partner working Local Borough Councillor – assistance with funding search, encouragement, recommendation, access to summer and Christmas events at two local schools.

Independently of the project Beat the Cold, a local fuel poverty charity conducted home visits funded by Aspire Housing Association (to their tenants only), however due to existing relationship MEA kept informed and did some follow up calls with Owl monitors, appliance meters and LEDs.

CAB – discussions re. promoting CAB courses on budgeting. However insufficient energy focus.

Keele University – Discussion re. engagement with their students resident on the estate. Data protection limited access, however working with a group of students has been possible on another community based project where a University staff lead has been in place.

M.K.Stores – Briefing on culture and mores of the estate. Display of posters, distribution of flyers in shopping bags, hosting of pop-up stalls outside shop, hosting of consultation word search prize draw.

UPTAKE

No turn out to initial public meetings.

Householders generally responded positively to door knocking and newsletter distribution. However not many people around during the day and were busy with kids, dinner and TV in the evening.

Stalls at School fairs were relatively popular. We had energy saving story/colouring books to hand out which helped a lot.

Information street stalls poorly attended. Same group of children keen to say hello.

LED makeover offer worth £100 only brought 5 enquiries. Too good to be true? Or people just not reading the newsletter.

Word search prize draw brought 8 responses.

Consultation pop-up stall – people interested in prize pot and what it might be spent on.

LEGACY

5 households installed LED lights which will continue to make energy savings.

Consultation on community firmly in favour of upgrading children's play park. This will be a legacy.

LEARNING FROM THE PROJECT FOR FUTURE WORK

An existing hub within the community where people are accustomed to meeting and that has existing user groups may help to build engagement beyond the household level.

Seeking to engage with geographic sub-communities which don't have existing affiliations such as resident's groups/neighbourhood watch can be very difficult.

Meeting people with minimum sales pitch was productive. The offer was an advice resource rather than seeking to promote the project.

Leaving space in opening conversation gave householders opportunity to begin relating some of their own stories.

Kids are inquisitive/bored. Adults are stressed and preoccupied.

Most people need a strong tangible reason to engage. High levels of distrust, cynicism and disenchantment.

ELY – Text Authored by Sam Froud-Powell, SWEA/ACE

OVERALL APPROACH TO PROJECT

We adopted the approach of engaging with community on a wide range of energy saving behaviours with a focus on those most likely to reduce electricity demand. However, we also covered some heating behaviours to ensure the project did not miss opportunities to help people reduce energy costs and become more engaged in the project by providing useful advice and support.

As the Less is More community in Ely is an area with high levels of deprivation (the Ely ward is the 2nd most deprived ward in Cardiff as measured by the Welsh Index of Multiple Deprivation), any messages about reducing consumption have needed to be sensitive to the fact that many people are in fuel poverty and already limiting their energy use due to financial constraints. This meant the emphasis was on “taking control of your energy costs” rather than just using less electricity, as initial discussions with project volunteers and community members highlighted that this message would be more positively received. To ensure that the project was as relevant as possible to local residents, we also provided information on how to get the best deal on energy possible ensuring people were aware of the pros and cons of prepayment meters (the majority of people we engaged with on the project were on prepayment meters) and promoted a Welsh group energy buying scheme (Cyd Cymru) to support people reduce the cost of their energy.

From the outset of the project, we have aimed to work with local residents to help plan and deliver project activities. Using this co-productive approach was not always easy, particularly at the outset of the project where levels of engagement were low. However, over the course of the year a group of 5 local residents have become involved in regularly supporting the project. This group are now planning to become a constituted community group to carry forward work on energy efficiency and support people in fuel poverty (see legacy section below). We have also ensured that engagement with residents was carried out through as wider variety of means as possible in order to engage with the highest proportion of residents in the community as possible – quite a challenge as the Less is More area in Ely includes over 340 households with a mixed demographics (mix of families and single occupancy households). Engagement methods included monthly newsletters, community events in local venues, pop up street stalls and door knocking.

PARTNERS

The main partner for this project has been ACE (Action in Caerau & Ely). This is a charity that has been created to deliver Communities First (the Welsh Government’s anti-poverty programme) in Ely and Caerau. ACE is building on over 10 years of community development work in the community through Communities First and aims to develop a range of different projects and activities to regenerate and improve the communities of Ely and Caerau. Since February 2013, ACE have been working in partnership with Severn Wye on developing projects tackling fuel poverty in the local area. Through this partnership, the Less is More project has successfully linked with other local initiatives, such as an advice drop in and home visit services, and has helped support ACE’s programme of energy support and advice work. The main staff member involved in the project was the Community Energy Officer from Severn Wye who is base full time in the ACE team. However, there were lots of

opportunities to work with ACE colleagues on different aspects of the project, which has also helped embed knowledge on energy efficiency issues with the wider team working on a range of community development initiatives.

We have also worked in partnership with Global Action Plan (GAP) on a specific campaign to encourage people to wash their clothes more often at lower temperatures. They were able to provide a training afternoon for local residents in social marketing techniques, and resources to send out to households with materials focusing on a wider range of benefits to changing washing habits that energy saving alone (e.g. clothes lasting longer and looking better). The GAP input enabled us to run a more focused campaign on energy saving washing behaviours which was very helpful in building momentum and engagement in the Less is More project as a whole.

The Less is More Ely project also received additional mentoring support, provided by Ymlaen Ceredigion (funded through the Renew Wales programme). This involved building expertise and capacity of the staff and volunteers involved in the project in environmental behaviour change approaches (by supporting training and mentoring sessions for local volunteers).

ENGAGEMENT

A key aspect of the engagement plan was having different monthly themes focusing on specific groups of energy saving behaviours. Examples included:

- Saving energy in the kitchen – energy efficient cooking tips (e.g. using slow cookers, lids on pans, boiling only as much water as you need, efficient use of freezers / fridges)
- Avoiding leaving appliances on standby – big energy wasters and possible savings, promoting powerdown plugs
- Washing more often at lower temperatures and reducing tumble drying

In addition to encouraging energy saving behaviour changes through the project, we also focused on promoting low cost electricity saving measures (specifically replacing lightbulbs with low energy LED bulbs, using “powerdown” plugs and using slow cookers rather than electric ovens). Some free lightbulbs were provided to residents at events and other project freebies were provided, such as branded fridge thermometers to act as a reminder to residents of the project.

A monthly newsletter was produced for all residents in the Less is More area to give information on ways to reduce energy use related to the monthly theme, and provide an update on progress for the community reward. A simple thermometer graphic was used to show progress was incorporated into each newsletter. These newsletters were hand delivered by project volunteers rather than posted. This was both to save cost and to provide an opportunity to engage with residents face to face at the doorstep in order to introduce the project and answer any questions from residents.

In addition to the community newsletter we held a number of community events at local venues throughout the lifetime of the project. These included an event to promote the washing at lower temperatures campaign, an energy saving training for local residents, and an event promoting use of slow cookers. We also ensured that the Less is More project was introduced at community events linked to other projects in the community. This did prove challenging as the substation area does not correspond to any natural / community boundaries, so all local community events inevitably had a mixture of residents from inside and outside the area.

Another engagement activity carried out was to run regular “pop up” advice stalls in each of the streets in the Less is More area. These were run by both project staff and local volunteers and provided general energy saving advice in addition to other messages focused on the month’s theme. Sites / times were chosen to maximise numbers of residents likely to pass (choosing routes used by residents walking their children home after school proved the most effective). Freebees and hot soup / drinks were also provided to encourage people passing to stay and talk about the project. These proved quite time consuming and challenging to run but were a good way of talking to residents face to face about the project – particularly those who would be unlikely to attend a community event due to lack of time / interest. We also did some door-knocking sessions in the area – mainly in the early stages of the project to introduce what we were doing, and towards the end to get feedback on how people would like to spend the community reward.

As part of the summer campaign on washing at lower temperatures we gave out a “looking after your clothes” resource pack to all residents containing leaflets with information on benefits of washing at lower temperatures, free washing powder samples, and a branded magnet to stick on a washing machine (with a reminder to wash at lower temperatures). These materials were based on a previous project run by GAP in Wales, but were adapted for use in the local area with feedback from a resident’s focus group run with support from Ymlaen Cymru.

UPTAKE

Initially it proved quite difficult to engage with residents on the project. There was a lot of mistrust about anything to do with energy, possibly as the area had received lots of attention from people cold calling to promote free insulation / boiler schemes. Once we had successfully engaged some residents who could help with some of the face to face engagement, this helped break down barriers. Overall attendance at community events from residents was quite low – usually under 10, although we did have a much better attendance at the final event of the project (presentation of community reward), where we had over 25 residents attend. At the pop up stalls we usually engaged with around 15-20 residents, although this tended to be quite short informal chats and often ended up discussing a range of local issues in addition to the Less is More project. The monthly newsletter was successful in engaging with some residents, but it is hard to judge what proportion of people read it before discarding. Hand delivering it definitely helped where people were in, but this was quite costly in terms of volunteer time.

The community reward did not seem to be a strong motivator for action initially. However, once a significant amount of community reward had been earned by the community, this did prove a useful engagement tool and there was significant interest in how the reward money was spent when we did door knocking sessions towards the end of the project.

LEGACY

As a result of the project a new community group of 5 local volunteers has been set up who are interested in building on the Less is More project and developing further initiatives to tackle fuel poverty in the local area. The community reward has proved a powerful motivator for the group to continue to work on a project, as the community chose to spend the reward on low cost energy saving devices for local residents (this was decided by a community vote followed by meeting of engaged local volunteers). The need to spend the community reward in the most effective way, and ensure all local residents have the opportunity to benefit, means that the group have a positive encouragement and rationale to continue to engage with local

residents on energy saving. The group plan to carry out home visits to all residents interested in having the free devices and this will provide lots of opportunities for continued engagement and ways to reduce both energy use and costs.

ACE will be incorporating learning from the project into developing both its energy support and advice services and its community engagement work more generally. Some of the the key learnings from the project are:

- Branding / key messages of a project should be discussed with residents first before rolled out to community. We did not do this in this project sufficiently and as a result the project lacked a strong local branding / identity.
- Focussing on a narrow range of behaviours was a successful approach, as was dividing a complicated range of potential behaviour changes into more manageable chunks (monthly themes). This allowed for clearer more focused messaging.
- Finding local people who are well networked in their community and supporting them to be advocates for the project was important in building trust / engagement in the project. However, this approach can take time in an area without existing networks and generally low levels of community engagement.
- Talking about the wider benefits of behaviour changes to be targeted was an effective way of engaging with people who are sceptical about the need / potential for energy saving (washing at 30 campaign did engage with residents who were not particularly interested in saving energy).

HIGHNAM – Text authored by Karen Robinson, SWEA

OVERALL APPROACH TO PROJECT

- The Highnam community, though on our doorstep, is not one with whom we have had any previous contact. I contacted the Parish Council for their support but because the sub-station community is a very small sector of a much larger housing estate they weren't particularly interested. With no clear path into the community, we wrote an article in the local newsletter asking people to come to an event where we would talk about the project and what this could mean for them individually and as a community.

PARTNERS

- Sadly we didn't have any partner working, this would probably have helped! The Parish Council weren't very interested because we were working with a small sub-community within a much larger community. We did have contact with the Residents Association the chair of whom contacted his members within the roads involved in the project to affirm that we were a genuine initiative, not a scam and not trying to sell anything. I did have a resident who offered to get more involved in getting the community engaged but unfortunately she became poorly and unable to help.

ENGAGEMENT & UPTAKE

- In view of the fact that there was no direct path into the community our engagement approach was one of drip, drip, drip.
Newsletters: a list was drawn up at the beginning of the project of different energy saving topics. A different topic was then addressed each month in a newsletter that was sent to every household in the sub-station community. This also included a thermometer displaying how much they had managed to raise towards their overall £5k target. Each time we did a newsletter drop we would also knock on doors to promote the project and gauge engagement. After the first few months where we mainly found ourselves talking to retired individuals we decided to try doing the newsletter drop on an evening and a weekend to try and catch families and those who are at work during the day. With the exception of those who attended the events, we found engagement amongst families and those at work to be very low, the people who were happy to chat and showed interest in the project did generally tend to be those who were retired.
- Articles in Village Newsletter: regular articles were written in the village newsletter to not only inform the rest of the village about the project but to confirm for the sub-station community that this was a genuine and legitimate project.
- Events: 4 events in total were held, the first 2 were to raise the profile of the project; the third was a stall at the village fete and the final one was held towards the end of the project to discuss what the incentive might be used for and to promote the value of LED's. As is so often the case in these situations, the 3 stand-alone events were always attended by the same people and they were generally already energy aware/conscious.
- Energy monitor hire: at the first event we offered residents the opportunity to borrow whole house or single socket energy monitors. These proved very popular and many residents used them for a few weeks and then passed them

to a neighbour to borrow. The hiring of these was also promoted in the newsletter and several people took up the offer after reading about it.

- Prizes/incentives: at the first event we did a lightbulb swap, residents could bring in an old incandescent bulb and swap it for an LED. This was very popular. Those residents that signed up to the project when we were at the village fete were entered into a locally sourced food hamper.
- Home visits: these were offered and advertised in the newsletters as well as when knocking on doors but there was no uptake.
- Switch-off's: we tried a couple of switch-off's where the community was encouraged to switch all their electricity off for a period of time to see if we could identify a drop in consumption on the website. We tried this for WWF's Earth Hour in March and again in October though sadly we chose a time that conflicted with Strictly Come Dancing – not popular. Disappointingly, we never saw a significant reduction in demand.
- Overall engagement was probably quite high, when we spoke to people on the doorsteps, they knew of the project, had tried some of the top tips, had views on what the money raised should go towards and were generally reasonably interested. We had over 25% engagement in this way, however, getting people to attend events or be more interactive was a significant challenge.

LEGACY

- The Highnam sub-station community is part of and representative of a much larger housing estate. There were a number of residents who due to their interest in community engagement would probably be quite keen to expand the project. Looking at just peak demand might be a bit restrictive but as a community it would lend itself to a larger behaviour change energy saving initiative and is something I am looking into.
- Learning from the project would include knocking on doors earlier in the project and have a resident with you when you do it, helps reduce suspicion. Doing it on a larger scale would also allow you to have a stand at a central location which wasn't possible for a small community of a few roads. A larger scale initiative would also lend itself to attending local community groups such as the WI, brownies, First Responders.

TRELISSICK AND TREMORVA – Text authored by Hayley Uren, CEP

Overall Approach to Project

Having worked with Communities for many years, Community Energy Plus has experience delivering many different approaches of community engagement and has a good understanding of what works in a Community, and what is not as successful. With that in mind we also tried a number of new approaches and were impressed with their results.

In the early stages of this project the local Town Council were approached and the broad approach of the project was presented to them. This was a great opportunity to get the Town Council's 'buy in' with the project but also to inform them and make them aware that we would be on the ground working with the Community quite intensively for a number of months.

As the project launched we issued a press release which was sent to the local press. Leaflets were created and distributed to the appropriate properties in the area regarding our launch event. We worked with a well-known local business within the designated 'Less is More' area to host the launch event. To encourage local residents to attend the launch event, they were given 'free entry' into the 'Jungle Barn' a soft play area that is very popular with families with young children.

After the launch event, our intention was to have an ongoing presence within the specific 'Less is More' areas to ensure as much interest into the project. Regular newsletters were created and posted out to all the households in the area, a project page was created on the Community Energy Plus website, along with keeping a social media presence through Twitter and Facebook that was regularly updated. We took articles and advertisements out in the Hayle Pump local publication, we utilised door knocking and organised various 'drop-in' energy surgeries and other events such as Hayle Fun Day, where local residents could come and enquire about the project or discuss any other energy enquiries, from these we were also able to offer Home Energy Visits. Home Visits are performed by our qualified Energy Advisors in the home which provides the advice to be tailor made and appropriate for that household. We also utilised incentives for householders in the local community such as free slow cookers, tombola prizes and energy monitors to increase engagement in the specific project areas.

Partners

We worked with a number of Partners with this project:

Local Business – Paradise Park is a local business that is popular with local residents and tourists. The business is located within the specific project area. They were very keen to engage with the program in the first instance but simply lacked time to take any recommendations forward, however, the park was very useful to use for the launch event and encourage local residents to join the event.

Local Town Council – we worked with the local Town Council and met with them multiple times to discuss the project. This was useful to keep them updated about the project, however, we did come across frustration from the Council due to the fact that the areas of the project were due to a substation boundary and did not include the whole community.

Residents Association – we met with two Resident Associations with mixed results, and found that the key to being successful with these groups is to ensure the Residents Association is well functioning. The Tremorva Residents Association did not appear

to be very engaged and therefore proved not to be effective in promoting the project. The other Residents Association publicised and supported the project around the town.

Local organisations: Hayle Library, One Stop Shop, local Doctor's surgery, day care centre and church – these organisations were happy to promote the project by having leaflets and newsletters displayed.

Save our Sands – we met with this local organisation to discuss possibilities about how technology could reduce peak demand permanently in the area. However, this was outside of the remit of this funding and therefore has not progressed in the timescales associated with the project.

1. Engagement

Please see below for a breakdown of all of our engagement and activities for Less is More:

Date	Engagement and Activities for Less is More
Jan-Mar 14	Launch event at Local Business Newsletter created Press release issued Project page on CEP website added Leaflet drop in designated area for Less is More and Launch event Meeting with local Town Council to provide details of the project Energy Efficiency Advice Surgery held
Apr-Jun 14	Meeting with Tremorva Residents Association to discuss the project Article and advertisement in the local publication Door knocking of the whole area to achieve baseline data Meeting with Engagement Manager at the Local Town Council Met with Hayle Library and One Stop Shop and provided information and leaflets
Jul-Sept 14	Home visits conducted Newsletter created and hand delivered Liaison meeting with Local Town Council

	Pop up' event at Trelassick Fields with branded footballs for local residents Stall arranged for Hayle Fun Day with Tombola style giveaway
Oct-Dec 14	Final newsletter created and distributed Slow cooking event arranged Leaflets for slow cooking event created and distributed Questionnaire for reward money sent out to residents Trelassick Fields residents hand delivered Wash at 30 degrees packs Delivery and install of LED light bulbs to householders who had home visits Slow cooking event conducted Provided energy efficiency advice to local business Second slow cooking event due to the popularity of the first event

2. Uptake

Door Knocking – this activity was tried on various occasions and at different times of the day to ensure maximum engagement and gather baseline data within the designated area, however this didn't prove to be a very successful method of engaging with Community, however, did provide a visible presence in the area building trust.

Newsletters – three newsletters were written and distributed. The second newsletter was hand delivered to generate a presence in the area and ensure we could engage when necessary.

Energy Saving Tips booklet (including information about peak demand) – booklet was created and hand delivered for the same reason above.

Leaflets – were distributed in the local Doctor's surgery, shops, library, one stop shop, day care centre and church. The different organisations were happy to find out about the project and used our leaflets to promote the project.

Energy Surgery – there was one energy surgery that was delivered. The event was advertised in the local area alongside social media. There was low attendance at this event and it was decided not to pursue this avenue of engagement for future events.

Resident Associations – we worked with two resident associations in the area. One specifically covered the Tremorva area, the other covered the whole of Hayle. We spent a larger amount of time with the Tremorva Residents Association however their presence during the project disappeared. The association may no longer be functioning and perhaps has since disbanded. The Tremorva Residents Association did have issues connecting to the residents and therefore proved not to be

effective in promoting the project. The other Residents Association publicised and supported the project around the town. There was therefore a mixed response when it came to the Resident Associations, and the key to this was ensuring the Residents Association was well functioning.

Schools – we choose not to contact the schools regarding the project as it would be difficult to target effectively due to the vast area of the students homes and this approach could cause confusion.

Home Visits – these proved of interest to a number of residents within the designated areas. Eight home visits were performed in total and were able to provide tailor made and specific advice that was appropriate for the householder. We found home visits were a great way to educate householders about energy efficiency, the project and provide advice that is useful and specific to their circumstances. As part of the home visits, householders were able to apply for LEDs to replace their current energy bulbs. We provided 42 LED bulbs across the two areas. Householders were also able to have a Smart Energy Meter installed. We have used home visits for a number of years and have found them to be an effective method to engage with householders.

Hayle Fun Day – we were present for the Hayle Fun Day and ran a tombola style competition for the residents in the Less is More area. There were various prizes available such as a slow cooker, slow cooking sachets, pegs with baskets, wash at 30 degrees packs and plug in LED nightlights. The LED offer was also promoted along with home visits, and we provided leaflets, thermocards and advice for residents focused around energy efficiency. Whilst the event generated interest on the day it did also cause some frustration as householders that were not in the specific Less is More areas could not take part.

Pop-Up Event – we hired a green space in the Tremorva area to conduct a 'Pop-up Event'. The area often is used by the children on the estate as a play area. We booked the space during the school holidays and generated a lot of interest and curiosity. We had a number of Less is More branded giveaways which attracted the local children who then went home and told their parents. The giveaways included frisbees, small balls and kites. In return for a free toy, the children were required to take some project literature home with them. A number of parents then came and spoke with us. The free toys, were purchased with the intention that they would last some time and so the branded toy would be an ongoing reminder of the project in the area. This proved to be a successful event and we would recommend something similar for future projects.

Slow cooking events – we trialled one slow cooking event. It was promoted in the Less is More areas with a promise of a free slow cooker if they attended the event. We were inundated with responses and the session was fully booked quickly and we had to place interested householders on a waiting list in the event that we organised another event. Householders were requested to choose what they wanted to cook out of seven choices, including vegetarian options. We purchased and prepped all the food so that when the householders arrived in the morning for the event everything was ready for them to just add to the slow cooker. Once the food was cooking we used that as an opportunity for us to provide a small presentation about Less is More and the purpose of the project. This was a great success, so we ran a second date and for another slow cooking event for those on the waiting list. Not only were the events really popular, but we also had a captive audience to speak to the residents in the areas and educate them about the project. This proved to be a really successful way of engaging with the residents in the Less is More areas. We had 29 people attend the slow cooking events and were able to spend several hours engaging with each householder.

3. Legacy

Long lasting effects of the project:

- The project has elicited behavioural changes in the way they use energy in both geographical areas, however, with no ongoing funding in the area it is unknown how long these behavioural changes will continue.
- The community have voted and 50 out of 77 householders voted that the money should go to heating or covering the outdoor swimming pool in the middle of Hayle that the whole community utilises.

How any components will continue:

- Having now established a relationship with Save our Sands to generate ideas about permanently reducing peak demand in the area by utilising intertidal generation and storage. However, this solution is very technically challenging and outside of the scope of this funding, but we have looked at other avenues to fund additional work in the area. An application was submitted to Energyshare at the end of 2014 to continue to progress this work however the application was not successful.

Learning:

- Bigger boundary so that you don't exclude certain areas, but can also make local events more appropriate for the entire community, along with getting the full support of the local Town Council.
- Not being able to 'warm-up' an area prior to starting the project meant that it took time for momentum of the project to really pick up.

APPENDIX 10 - REWARDS EARNED PER COMMUNITY, PER MONTH

	January									February								
	Available consumption reward	Earned consumption reward	% of consumption reward earned	Available peak reward	Earned peak reward	% of peak reward earned	Available total reward	Total earned reward	% of total reward earned	Available consumption reward	Earned consumption reward	% of consumption reward earned	Available peak reward	Earned peak reward	% of peak reward earned	Available total reward	Total earned reward	% of total reward earned
Greenbank	£75	£75	100%	£112	£112	100%	£186	£186	100%	£174	£172	99%	£261	£204	78%	£435	£375	86%
Bournville	£75	£74	99%	£112	£104	93%	£186	£178	96%	£174	£154	89%	£261	£242	93%	£435	£397	91%
Ely	£75	£75	100%	£112	£109	98%	£186	£184	99%	£174	£174	100%	£261	£243	93%	£435	£417	96%
Highnam	£75	£75	100%	£112	£110	99%	£186	£185	99%	£174	£174	100%	£261	£238	91%	£435	£412	95%
Loughton	£75	£75	100%	£112	£107	95%	£186	£181	97%	£174	£174	100%	£261	£237	91%	£435	£411	95%
Aldenham West	£37	£37	100%	£56	£55	99%	£93	£92	99%	£87	£87	100%	£130	£124	95%	£217	£211	97%
Aldenham East	£37	£37	100%	£56	£56	100%	£93	£93	100%	£87	£87	100%	£130	£123	94%	£217	£210	97%
Belle Vue	£75	£75	100%	£112	£109	98%	£186	£184	99%	£174	£174	100%	£261	£239	91%	£435	£412	95%
Silverdale	£75	£75	100%	£112	£101	90%	£186	£175	94%	£174	£173	100%	£261	£199	76%	£435	£373	86%
Trelissick	£75	£75	100%	£112	£110	98%	£186	£185	99%	£174	£168	97%	£261	£227	87%	£435	£395	91%
Tremorva	£75	£75	100%	£112	£112	100%	£186	£186	100%	£174	£173	99%	£261	£247	95%	£435	£419	96%

	March									April								
	Available consumption reward	Earned consumption reward	% of consumption reward earned	Available peak reward	Earned peak reward	% of peak reward earned	Available total reward	Total earned reward	% of total reward earned	Available consumption reward	Earned consumption reward	% of consumption reward earned	Available peak reward	Earned peak reward	% of peak reward earned	Available total reward	Total earned reward	% of total reward earned
Greenbank	£193	£173	90%	£289	£257	89%	£481	£430	89%	£186	£79	43%	£280	£168	60%	£466	£247	53%
Bournville	£193	£178	92%	£289	£259	90%	£481	£437	91%	£186	£53	28%	£280	£181	65%	£466	£234	50%
Ely	£193	£188	97%	£289	£254	88%	£481	£442	92%	£186	£77	42%	£280	£160	57%	£466	£238	51%
Highnam	£193	£188	98%	£289	£194	67%	£481	£383	79%	£186	£115	62%	£280	£225	80%	£466	£340	73%
Loughton	£193	£188	98%	£289	£184	64%	£481	£372	77%	£186	£91	49%	£280	£141	50%	£466	£231	50%
Aldenham West	£96	£96	100%	£144	£113	78.25%	£241	£209	87%	£93	£38	41%	£140	£77	55%	£233	£115	49%
Aldenham East	£96	£95	99%	£144	£102	71%	£241	£197	82%	£93	£37	40%	£140	£51	36%	£233	£88	38%
Belle Vue	£193	£191	99%	£289	£202	70%	£481	£392	82%	£186	£87	47%	£280	£211	76%	£466	£298	64%
Silverdale	£193	£191	99%	£289	£248	86%	£481	£439	91%	£186	£78	42%	£280	£162	58%	£466	£240	52%
Trelissick	£193	£191	99%	£289	£260	90%	£481	£451	94%	£186	£47	25%	£280	£191	68%	£466	£238	51%
Tremorva	£193	£188	97.45%	£289	£254	87.97%	£481	£442	91.76%	£186	£98	53%	£280	£233	83%	£466	£331	71%

	May									June								
	Available consumption reward	Earned consumption reward	% of consumption reward earned	Available peak reward	Earned peak reward	% of peak reward earned	Available total reward	Total earned reward	% of total reward earned	Available consumption reward	Earned consumption reward	% of consumption reward earned	Available peak reward	Earned peak reward	% of peak reward earned	Available total reward	Total earned reward	% of total reward earned
Greenbank	£193	£86	45%	£289	£230	80%	£481	£316	66%	£186	£180	97%	£280	£272	97%	£466	£452	97%
Bournville	£193	£128	67%	£289	£190	66%	£481	£318	66%	£186	£177	95%	£280	£271	97%	£466	£448	96%
Ely	£193	£59	31%	£289	£178	62%	£481	£237	49%	£186	£178	96%	£280	£270	96%	£466	£448	96%
Highnam	£193	£110	57%	£289	£229	79%	£481	£338	70%	£186	£182	98%	£280	£269	96%	£466	£451	97%
Loughton	£193	£84	44%	£289	£207	72%	£481	£291	60%	£186	£180	97%	£280	£275	98%	£466	£455	98%
Aldenham West	£96	£28	30%	£144	£79	55%	£241	£108	45%	£93	£90	97%	£140	£137	98%	£233	£227	97%
Aldenham East	£96	£31	33%	£144	£82	57%	£241	£113	47%	£93	£90	96%	£140	£135	97%	£233	£225	97%
Belle Vue	£193	£103	53%	£289	£241	83%	£481	£344	71%	£186	£180	96%	£280	£273	98%	£466	£452	97%
Silverdale	£193	£113	59%	£289	£248	86%	£481	£361	75%	£186	£181	97%	£280	£272	97%	£466	£453	97%
Trelissick	£193	£128	66%	£289	£244	85%	£481	£372	77%	£186	£180	96%	£280	£270	97%	£466	£450	97%
Tremorva	£193	£97	50%	£289	£239	83%	£481	£336	70%	£186	£181	97%	£280	£272	97%	£466	£453	97%

	July									August								
	Available consumption reward	Earned consumption reward	% of consumption reward earned	Available peak reward	Earned peak reward	% of peak reward earned	Available total reward	Total earned reward	% of total reward earned	Available consumption reward	Earned consumption reward	% of consumption reward earned	Available peak reward	Earned peak reward	% of peak reward earned	Available total reward	Total earned reward	% of total reward earned
Greenbank	£193	£186	97%	£289	£281	97%	£481	£467	97%	£193	£126	65%	£289	£229	79%	£481	£355	74%
Bournville	£193	£186	97%	£289	£261	91%	£481	£447	93%	£193	£119	62%	£289	£187	65%	£481	£307	64%
Ely	£193	£178	92%	£289	£254	88%	£481	£432	90%	£193	£82	42%	£289	£128	44%	£481	£210	44%
Highnam	£193	£183	95%	£289	£265	92%	£481	£448	93%	£193	£149	77%	£289	£199	69%	£481	£348	72%
Loughton	£193	£171	89%	£289	£270	94%	£481	£441	92%	£193	£88	46%	£289	£183	63%	£481	£271	56%
Aldenham West	£96	£87	91%	£144	£125	87%	£241	£213	88%	£96	£29	30%	£144	£51	35%	£241	£80	33%
Aldenham East	£96	£84	88%	£144	£127	88%	£241	£212	88%	£96	£33	34%	£144	£66	46%	£241	£99	41%
Belle Vue	£193	£173	90%	£289	£264	91%	£481	£438	91%	£193	£92	48%	£289	£197	68%	£481	£289	60%
Silverdale	£193	£179	93%	£289	£268	93%	£481	£447	93%	£193	£86	45%	£289	£181	63%	£481	£267	55%
Trelissick	£193	£167	87%	£289	£261	90%	£481	£428	89%	£193	£18	9%	£289	£154	53%	£481	£172	36%
Tremorva	£193	£174	90%	£289	£261	90%	£481	£434	90%	£193	£114	59%	£289	£214	74%	£481	£328	68%

	September									October								
	Available consumption reward	Earned consumption reward	% of consumption reward earned	Available peak reward	Earned peak reward	% of peak reward earned	Available total reward	Total earned reward	% of total reward earned	Available consumption reward	Earned consumption reward	% of consumption reward earned	Available peak reward	Earned peak reward	% of peak reward earned	Available total reward	Total earned reward	% of total reward earned
Greenbank	£186.34	£115.42	62%	£279.50	£217.27	78%	£465.84	£332.68	71%	£192.55	£51.18	27%	£600.82	£314.36	52%	£793.37	£365.54	46%
Bournville	£186.34	£152.90	82%	£279.50	£210.27	75%	£465.84	£363.18	78%	£192.55	£119.39	62%	£288.82	£237.46	82%	£481.37	£356.85	74%
Ely	£186.34	£177.87	95%	£279.50	£229.76	82%	£465.84	£407.63	88%	£192.55	£177.02	92%	£288.82	£261.29	90%	£481.37	£438.31	91%
Highnam	£186.34	£146.60	79%	£279.50	£243.74	87%	£465.84	£390.34	84%	£192.55	£115.34	60%	£288.82	£252.07	87%	£481.37	£367.41	76%
Loughton	£186.34	£165.65	89%	£279.50	£168.61	60%	£465.84	£334.26	72%	£192.55	£153.88	80%	£288.82	£227.48	79%	£481.37	£381.36	79%
Aldenhams West	£93.17	£88.87	95%	£139.75	£90.90	65%	£232.92	£179.77	77%	£96.27	£92.45	96%	£144.41	£116.05	80%	£240.68	£208.50	87%
Aldenhams East	£93.17	£89.28	96%	£139.75	£118.56	85%	£232.92	£207.84	89%	£96.27	£89.98	93%	£144.41	£125.07	87%	£240.68	£215.05	89%
Belle Vue	£186.34	£147.36	79%	£279.50	£218.55	78%	£465.84	£365.91	79%	£192.55	£122.18	63%	£288.82	£214.91	74%	£481.37	£337.09	70%
Silverdale	£186.34	£166.80	90%	£279.50	£251.25	90%	£465.84	£418.05	90%	£192.55	£118.17	61%	£288.82	£258.58	90%	£481.37	£376.75	78%
Trelissick	£186.34	£155.49	83%	£279.50	£271.36	97%	£465.84	£426.85	92%	£192.55	£134.90	70%	£288.82	£277.63	96%	£481.37	£412.53	86%
Tremorva	£186.34	£180.12	97%	£279.50	£249.19	89%	£465.84	£429.32	92%	£192.55	£176.86	92%	£288.82	£275.24	95%	£481.37	£452.10	94%

	November									December								
	Available consumption reward	Earned consumption reward	% of consumption reward earned	Available peak reward	Earned peak reward	% of peak reward earned	Available total reward	Total earned reward	% of total reward earned	Available consumption reward	Earned consumption reward	% of consumption reward earned	Available peak reward	Earned peak reward	% of peak reward earned	Available total reward	Total earned reward	% of total reward earned
Greenbank	£186.34	£173.20	93%	£639.50	£177.10	28%	£825.84	£350.30	42%	£43.48	£32.57	75%	£149.22	£65.88	44%	£192.70	£98.45	51%
Bournville	£186.34	£176.02	94%	£279.50	£215.55	77%	£465.84	£391.57	84%	£43.48	£41.13	95%	£65.22	£59.98	92%	£108.70	£101.11	93%
Ely	£186.34	£182.33	98%	£279.50	£249.90	89%	£465.84	£432.23	93%	£43.48	£43.48	100%	£65.22	£65.22	100%	£108.70	£108.70	100%
Highnam	£186.34	£183.63	99%	£279.50	£224.07	80%	£465.84	£407.70	88%	£43.48	£40.37	93%	£65.22	£62.45	96%	£108.70	£102.82	95%
Loughton	£186.34	£183.03	98%	£279.50	£253.67	91%	£465.84	£436.70	94%	£43.48	£43.48	100%	£65.22	£65.22	100%	£108.70	£108.70	100%
Aldenhams West	£93.17	£90.41	97%	£139.75	£123.15	88%	£232.92	£213.56	92%	£21.74	£21.74	100%	£32.61	£31.86	98%	£54.35	£53.59	99%
Aldenhams East	£93.17	£92.71	100%	£139.75	£124.35	89%	£232.92	£217.06	93%	£21.74	£21.74	100%	£32.61	£31.78	97%	£54.35	£53.52	98%
Belle Vue	£186.34	£182.39	98%	£279.50	£183.41	66%	£465.84	£365.81	79%	£43.48	£42.90	99%	£65.22	£47.49	73%	£108.70	£90.38	83%
Silverdale	£186.34	£182.45	98%	£279.50	£251.01	90%	£465.84	£433.46	93%	£43.48	£41.57	96%	£65.22	£65.03	100%	£108.70	£106.60	98%
Trelissick	£186.34	£180.65	97%	£279.50	£190.90	68%	£465.84	£371.55	80%	£43.48	£41.66	96%	£65.22	£63.69	98%	£108.70	£105.36	97%
Tremorva	£186.34	£184.88	99%	£279.50	£214.44	77%	£465.84	£399.32	86%	£43.48	£41.90	96%	£65.22	£62.21	95%	£108.70	£104.11	96%

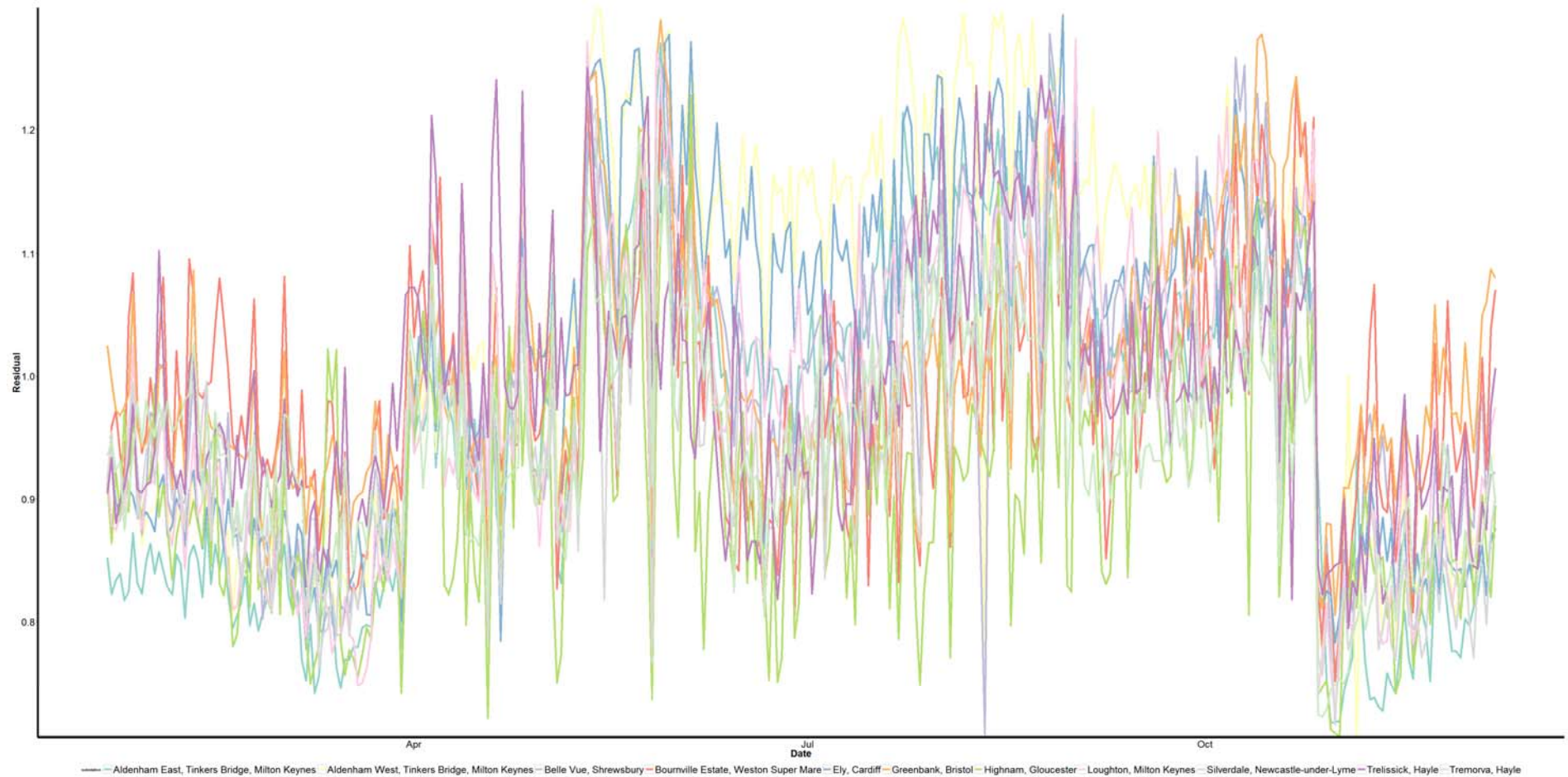
	Amount earned	Amount available	% earned
Greenbank	£3,976	£5,756	69%
Bournville	£3,978	£5,000	80%
Ely	£3,994	£5,000	80%
Highnam	£4,173	£5,000	83%
Loughton	£3,915	£5,000	78%
Aldenhams West	£1,910	£2,500	76%
Aldenhams East	£1,930	£2,500	77%
Belle Vue	£3,969	£5,000	79%
Silverdale	£4,089	£5,000	82%
Trelissick	£4,006	£5,000	80%
Tremorva	£4,314	£5,000	86%
Total	£40,254	£50,756	79%

Notes:

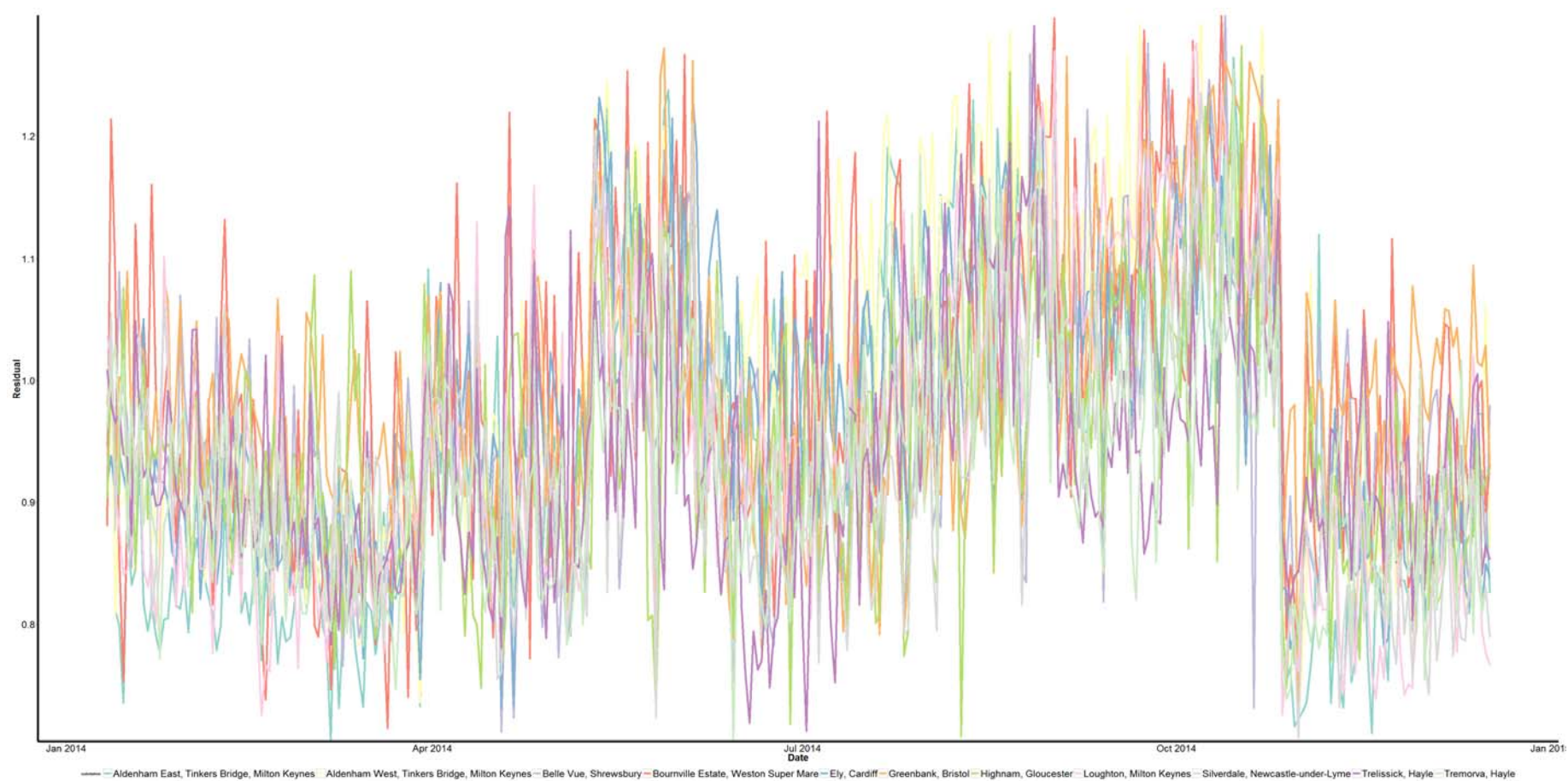
The proportion of the total available in Greenbank looks lower than for all other substations. This is because the GEM intervention was further incentivized by effectively adding back into the pot the total that they had lost up until the point of the GEM deployment (hence the total they could have earned was £5,756 overall, rather than £5,000).

Aldenhams West and Aldenhams East were two separate substations monitored together on the Tinkers Bridge estate. The £5,000 pot for that community was split between the two substations.

APPENDIX 11 - PLOTS OF RESIDUALS OF MEASURED TO ESTIMATED CONSUMPTION AND PEAK



Residuals for measured to estimated consumption for all substations across the whole operational period



Residuals for measured to estimated peak for all substations across the whole operational period

APPENDIX 12 - NVIVO CODES AND THEMES USED IN THE QUALITATIVE ANALYSIS

Name
Overall understanding of the project
What was project about
Awareness of other communities
Awareness of DNO and substation
Understanding of DNO or substation
Partner organisation
Who was running the project
Prior experience of charity partner
Local organisation or outsider and suitability of organisation
Contact with organisation throughout project
Does it matter who's running the project
Confusion with multiple organisations
Branding of LiM and thoughts on website
Does it matter who's running project
Activities (interventions)
When did you become aware of project
Activities you were aware of
Inspired to make changes
Household or community level involvement
Timeline of project and momentum
What could have been done further
Potential changes to activities
Website use
Community pot of money - did it affect likelihood of participation
Community feel and makeup
Inspired to do anything
Effectiveness of project - what could have been done further
Motivations for involvement
Motivations
Decision making process of spending community pot
Responsibility to local infrastructure
Talk to anyone about project and level of involvement sensed
Benefits of being involved
General
Financial benefits
Legacy
Continued behaviours
Prompted further community action
Next steps
Sense of community
Network geography
Other comments

APPENDIX 13 - Topic guide used in interviews and focus groups for qualitative analysis

Overall understanding of project

- What are your understandings of the project? What was it about?
 - o Any awareness of other communities?
- *(If no mention of substation peak demand issues and the DNO in answer to first question, don't mention but if yes, explore a little more)*
 - o How do you understand substation peak demand issues?
 - o Do you understand what the DNO does?

Partner organisation

- What were your understandings of who was running the Less is More project?
 - o i.e. who are the involved actors? Did you have any confusion about multiple partners?
- Did you have any experiences of the charity partner prior to project?
- What was your experience of the charity partner throughout the project (i.e. how much contact did they have with the charity partner?)?
- Do you have any thoughts about charity partner organisation with regards to their relationship to your community?
 - o E.g. how embedded they are; how well they understand local issues; how well trusted they are
- *(If mention is made of other organisations...)* Do you have any thoughts on a comparison between charity partners and other organisations/partners/individuals involved in the project?
 - o e.g. which was most engaging, most trusted, best understood the local community etc.
- Branding – were you aware of the name 'Less is More'?
 - o Did they feel anything about this? Did it feel too corporate? Was there confusion with regards multiple brands?

Activities (interventions)

- To give me an idea of your awareness of the Less is More activities that were taking place in _____, could you list the activities that you remember?
- Would you say that you became involved on a household basis and/or community basis?
- Timeline – at what point did you understand that there was a project happening? *(this is often answered in the very first question)*
 - o – i.e. was there a particular trigger that engaged their attention?
 - o Were there further triggers which encouraged them to actually change their behaviour?
 - o Do participants have feelings on the timeframe of the project – how long did it take to get momentum? Was the timeline too short?
- Effectiveness of interventions – to what extent did the intervention inspire you to do something?
 - o Was this a personal, household or community action?
 - o What benefits did this bring (including impact on energy consumption (peak and generally), community interactions, well-being, etc.)?
 - o Are/were inspired activities sustained or one-off?

- How could the activities have been improved to make them more effective?
 - Did you have any feelings of intervention overload?
- Financial reward (*already mentioned above*)
 - Did this affect how likely you are to participate?
 - Do you think it affected how likely those on your street were to participate?
 - Deciding what to spend the reward on: are you involved? How did this process take place? How was this process? (*nice to get a general sense before directing them to specific benefits/problems*)
 - Do they feel any benefit from this process (e.g. further developing sense of community)? Or has it become a problem (e.g. unable to agree/ certain voices taking precedence in decision-making)?
- Website and online monitoring tool – were you aware of it? Did you understand it? How much did you use it? If not, why not?

Motivations for involvement

- What do you feel were your motivations for becoming involved in the Less is More project?
 - Explore whether motivations were household-level and/or community-level.
- Did any of the following motivate engagement (where not introduced by interviewee)?
 - Involvement of other communities across England; responsibility for the local network infrastructure?
 - Related to this, did you have an understanding of how their actions impact on this local infrastructure?
- What was your sense of other people in their community being involved in the project?
 - Where did this impression of other people being involved come from? Did this influence your level of involvement? Why is this (makes it more fair, more fun, because feels normal thing to do)?
- What might have prompted further engagement and action, both from yourself and others in your community?
 - Competition – would you have liked more competition in the project?
- Did you talk to others about the challenge?
 - If so, what about it?
 - E.g. what they were doing; the prospect of the reward and what to spend it on.

Legacy

- To what extent have behaviours that may have been inspired through the project period continued?
- Have you been inspired to take 'next steps' after the project to look further at energy saving measures?
- To what extent has the project sparked any impetus to act as a community (on energy issues or otherwise) to address local issues?
- (*If mentioned*) To what extent has the project inspired a sense of responsibility regarding the local DNO infrastructure, and not exceeding the peak demand?

Voucher

- Do you have any preference for a £15 voucher to say thank you for taking part in this interview?
 - E.g. supermarket, John Lewis, M&S etc