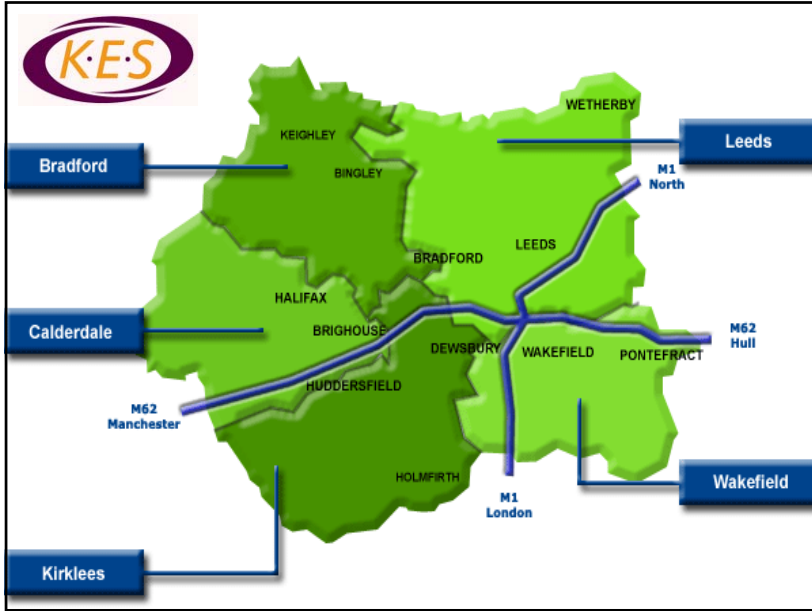




**KIRKLEES ENERGY
SERVICES**





POPULATION

	Population	Rural	Urban
• Kirklees			
• 2000	388,571	21%	79%
• 2003	388,900	21%	79%
• Calderdale			
• 2000	193,000	15%	85%
• 2003	193,700	15%	85%

Kirklees Energy Services (KES) was established in May 2000 as a 'not for profit' organisation limited by guarantee. Supported by its three council areas its aim being to provide a 'one stop shop' for the promotion of energy efficiency. Stimulating and helping to deliver local action to improve domestic energy and educate and implement the greater use of renewable energy sources to the residents of the Kirklees, Calderdale and Wakefield Councils (Municipalities).

C.A.K.E.S
Calderdale &
Kirklees
Energy Saving

AIMS

- Encourage the uptake of Energy Efficiency Measures by making installations more financially viable
- Help towards the achievement of Britains CO² reduction target by 2010.

OBJECTIVES

- Promote the **CAKES** scheme
- Develop a local installer network offering insulation & heating measures
- Offer householders discounted fixed prices for energy efficiency work
- Offering householders preferential loan facilities for Energy Efficiency work
- Offering householders 'cash-backs' for installing Energy Efficiency measures

PROMOTION

- Surveys distributed with the Electoral Roll 10,000 in Calderdale, 20,000 in Kirklees
- On-line Information
- Yellow Pages / Thompsons Directory
- Posters & Leaflets
- Payslip advertising
- Media editorial
- Competition prizes at Energy Events
- Energy Efficiency Week

Installer Network

- Invitation to tender for Heating & Insulation Measures
- Installers assessed
- Prices submitted
- Discounted prices agreed
- 5-10% Referral Fee agreed
- Contracts awarded
- Installers attend Energy Efficiency Training

Measures

- Cavity Wall Insulation
- Loft Insulation (100-250mm)
- Draught Proofing (doors & windows)
- Hot Water Tank Jackets
- Condensing Boilers (replacements or full central heating systems)
- Heating controls (thermostats & thermostatic radiator valves)

CASH-BACKS

- **Condensing Boilers - £300**
- **Insulation Measures – 25%**

Discounted Fixed Prices

Cavity Wall Insulation

(25% Cash-back available)

- 2/3 bed mid terrace £243
- 3 bed detached £326
- 4 bed detached £345
- Detached bungalow £310

Discounted Fixed Prices

Standard Condensing Boiler System

(£300 Cash-back available)

- Wall mounted, standard condensing boiler with 9 radiators, time clock, room thermostat, and thermostatic radiator valves. Fully fitted, tested and instructions given to the home owner.

Preferential Loan Facilities

- 3 Credit Unions
- Secured Loan – legal agreement
- Available to home owners installing Energy Efficiency Measures
- Loan funds transferred to Credit Unions
- Energy Efficiency Training given

Funding Breakdown

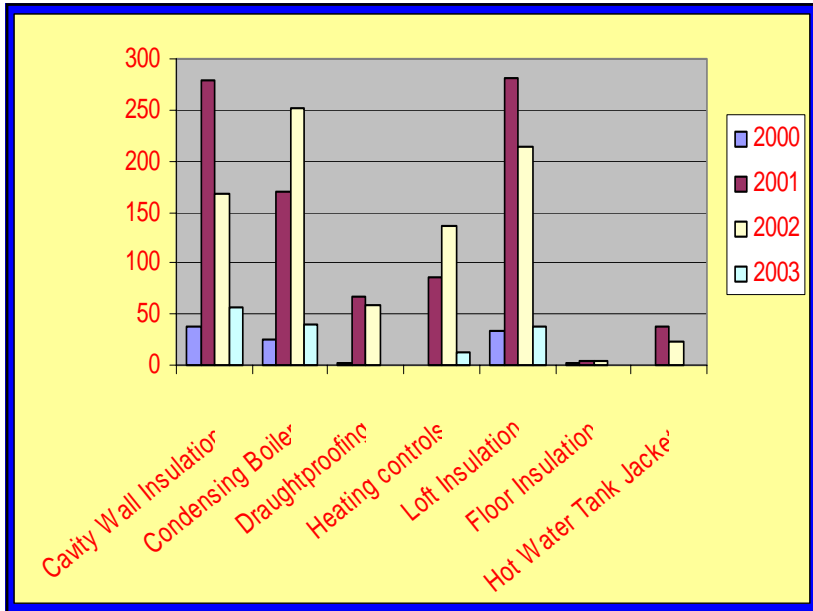
	2000-01	2001-02	2002-03	2003-04
TXU			€6,539.96	
Scottish Power		€7,042.25	€7,408.45	
Calderdale	€7,042.25	€7,042.45	€7,042.45	€3,552.50
Kirklees	€176,056.33			€3,552.50
Referral Fees		€9,358.96	€8,982.94	€6,667.10
HEC Action	€5,211.27			
Householder Contributions	€104,381.45	€47,155.85	€74,145.01	€11,496.71
Cashbacks	€43,574.41	€149,980.15	€6,180.23	€2,206.83

Household Take-Up

	2000	2001	2002	2003	Total
Kirklees	72	337	248	70	727
Calderdale	12	247	249	24	532
Wakefield	1	74	83	33	191
Other			5		5
Total	85	658	585	127	1455

Measures Installed

Measure	2000	2001	2002	2003	Total
Cavity Wall Insulation	38	279	168	56	541
Condensing Boiler	25	170	251	39	539
Draught Proofing	2	68	58		128
Heating Controls		86	136	13	235
Loft Insulation	33	281	215	37	566
Floor Insulation	2	4	4		10
Hot Water Tank Jackets		37	23	1	61
Total	100	925	855	146	2080



Savings Achieved

	kWh Saved (pa)	€Saved (pa) (kWh Saved x €0.046)	CO ² Savings (kg/pa)
2000	307,808	14,159	58,392
2001	2,796,250	128,627	533,183
2002	2,333,216	107,328	446,878
2003	496,343	22,832	95,575
Total Lifetime CO² Savings			34,304.24

Lessons Learned

- Specifying Stringent Customer Care Standards in the tender process
- Building a team of installers with high customer care standards and an interest in energy efficiency
- Loan scheme that does not eliminate customers through eligibility criteria
- Substantial cash-backs (make the scheme attractive)
- Appropriate referral fee to cover costs