

Straight forward - energy efficiencyworks

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Where is Kirklees?



Original objectives of CAKES

CAKES – Calderdale & Kirklees energy savers
Objectives

- Energy efficiency advice
- Local installer network (i.e. Jobs)
- Low prices for measures
- Loan facilities
- Cash backs to encourage take up

How did it happen – (marketing)

CALDERDALE **A**ND **K**IRKLESS **E**NERGYSAVERS

Cashbacks
Low Interest Loans
Free Advice

IMPROVE YOUR HEATING & INSULATION SYSTEM

Have your **CAKE** and Heat it...

FOR FURTHER DETAILS CONTACT
FREEPHONE 0800 0527496



SOUNDS TOO GOOD TO BE TRUE?
TAKE A LOOK AT OUR PRICES

SAVE ENERGY AND MONEY IN ONE SIMPLE STEP:

0800 052 7496
Info@energy-help.org.uk

GET **W.Y.S.E**

SAVE ENERGY AND MONEY WITH **WEST YORKSHIRE SAVING ENERGY**

Calderdale Kirklees Wakefield
ScottishPower

The prices below are for standard properties and are subject to availability.

| PROPERTY TYPE | OWNER OCCUPIER | PERMANENT |
|----------------------------------------------|----------------|--------------|
| CAVITY WALL INSULATION | £125 inc VAT | £99 inc VAT |
| | £50 inc VAT | £50 inc VAT |
| LOFT INSULATION (Owner Occupier & Permanent) | £99 inc VAT | £199 inc VAT |
| | £50 inc VAT | £150 inc VAT |
| HOT WATER TANK JACKETS | £5 inc VAT | FREE |
| | £5 inc VAT | FREE |



Marketing approaches.....

- Posters
- On-line information websites
- Yellow pages
- Leaflets
- Payslips
- Events
- Electoral roll
- Media stories (i.e. success stories)

Finance

| Finance (Euro) | 2000/01 | 2001/02 | 2002/03 | 2003/04 | 2004/05 | 2005/06 | 2006/07 | TOTALs |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| TXU | € 0 | € 0 | € 86,540 | € 0 | € 0 | € 0 | € 0 | € 86,540 |
| Scottish Power | € 0 | € 7,042 | € 17,408 | € 0 | € 87,323 | € 56,835 | € 2,812 | € 171,420 |
| Calderdale | € 7,042 | € 7,042 | € 7,042 | € 3,552 | € 0 | € 0 | € 0 | € 24,678 |
| Kirklees | € 176,056 | € 0 | € 0 | € 3,552 | € 0 | € 0 | € 0 | € 179,608 |
| Referral Fees | € 0 | € 39,359 | € 28,983 | € 6,667 | € 0 | € 51,243 | € 27,433 | € 153,686 |
| Hec Action | € 35,211 | € 0 | € 0 | € 0 | € 0 | € 0 | € 0 | € 35,211 |
| HH contributions | € 104,381 | € 547,156 | € 474,145 | € 111,496 | € 476,046 | € 545,913 | € 314,528 | € 2,573,665 |
| KES exp for cashbacks | € 43,574 | € 149,980 | € 96,180 | € 12,206 | € 102,628 | € 211,155 | € 71,578 | € 687,301 |

Household take up

| Household take up | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
|-------------------|-----------|------------|------------|------------|------------|------------|------------|-----------|
| Kirklees | 72 | 337 | 248 | 70 | 155 | 197 | 157 | 16 |
| Calderdale | 12 | 247 | 249 | 24 | 34 | 43 | 30 | 2 |
| Wakefield | 1 | 74 | 83 | 33 | 95 | 484 | 162 | 9 |
| Other | 0 | 0 | 5 | 0 | 25 | 9 | 14 | 2 |
| Total | 85 | 658 | 585 | 127 | 309 | 733 | 363 | 29 |

Measures installed

| Measures Installed | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | TOTALs |
|---------------------------|------|------|------|------|------|------|------|------|--------|
| Cavity Wall Insulation | 38 | 279 | 168 | 56 | 113 | 510 | 215 | 12 | 1391 |
| Condensing Boiler | 25 | 170 | 251 | 39 | 69 | 59 | 56 | 9 | 678 |
| Draught proofing | 2 | 68 | 58 | 0 | 0 | 0 | 0 | 0 | 128 |
| Gas heating controls | 0 | 86 | 136 | 13 | 7 | 4 | 19 | 4 | 269 |
| Loft insulation 200-250mm | 17 | 245 | 199 | 28 | 85 | 195 | 103 | 6 | 878 |
| Loft insulation 100-150mm | 16 | 36 | 16 | 9 | 12 | 12 | 16 | 0 | 117 |
| Floor insulation | 2 | 4 | 4 | 0 | 0 | 0 | 0 | 0 | 10 |
| Hot Water Tank Jacket | 0 | 37 | 23 | 1 | 0 | 0 | 0 | 0 | 61 |

What is happening now.....

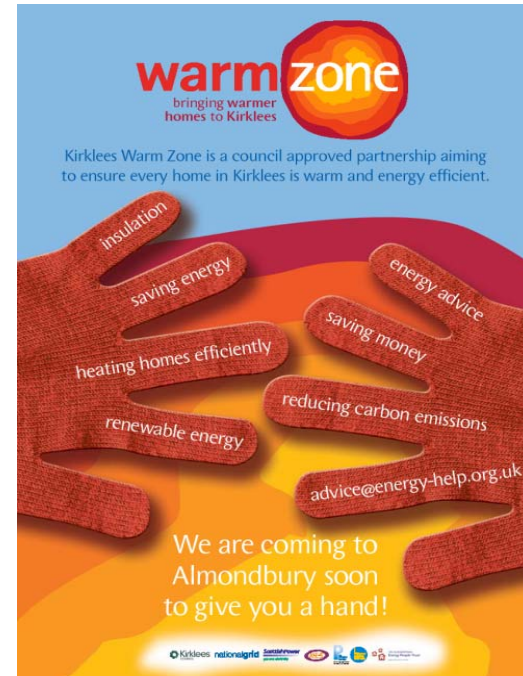
Kirklees Warm Zone

- Free insulation to every home
- Free home fire check
- Free 4 low energy lamps
- Free financial assessment
- Free Carbon Monoxide alarm
- Free water and energy advice
- Free central heating for a number of households



What happens

- “Knock” on every household in the area over three years (171,000)
- Complete assessment form
- Provide advice as requested
- Complete insulation measures



Outcomes (1)

- Biggest insulation programme carried out in the UK by local authority
- Total estimated expenditure € 30M
- Installation of **53,000** insulated lofts
- Installation of **35,000** cavity wall insulations

Outcomes (2)

- **5,000 – 6,000** properties taken out of fuel poverty
- A saving of **550,000 tonnes of CO₂** greenhouse gas emissions over 25 years
- a boost to the local economy with several hundred jobs created
- **€7m pa** in household energy savings

Outputs first nine months

| Item | Figure |
|-----------------------------------------------------------------------------------------------------------------------|------------------------|
| Households Visited | 25,006 |
| Assessments completed | 12,884 |
| Refusals by householder | 1,902 |
| Number of loft insulation installed | 2,320 |
| Number of Cavity wall insulation installed | 1,027 |
| Number of central heating installation installed | 80 |
| Employment created | 52 jobs |
| Estimated tonnes Carbon Dioxide saved (lifetime) source for individual carbon saving by measure (<i>source BRE</i>) | 52,140tCO ₂ |

Thank You for Listening

