

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)



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.....

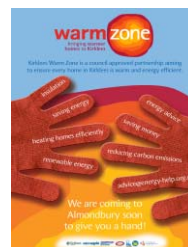
Kirklees Warm Zone

- 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
- **€m 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 (source BRE)	52,140tCO ₂



Thank You for Listening

