



Department
of Energy &
Climate Change

Department of Energy & Climate Change

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Our ref: 13/1337

18 October 2013

Thank you for your email of 24 September where you requested the following information:

Questions relating to the regional engagement of the Green Deal.

Under the Freedom of Information Act 2000 ('the Act'), you have the right to:

- know whether we hold the information you require
- be provided with that information (subject to any exemptions under the Act which may apply).

I can confirm that the Department holds some but not all of the information you have requested. The information you requested is as follows.

- 1) How many individual Green Deal Advisors (not the Assessor Organisations) in each region of the UK are approved to carry out Green Deal assessments?
- 2) How many Green Deal Assessments have been carried out in each region of the UK ?
- 3) How much has been spent on marketing and promoting the Green Deal locally by region in the last 12 months?

Table 13 in the latest quarterly Official Statistics release presents the number of Assessor Organisations that have reported that they are operating in each Local Authority. We do not hold this information for individual Green Deal Advisors. Table 1 in the same publication presents the number of Green Deal Assessments that have taken place in each region in Great Britain up to the end of June 2013.

Please see <https://www.gov.uk/government/publications/green-deal-and-energy-company-obligation-eco-january-june-2013-statistics> for more details.

DECC spent £2.9m in marketing and communications activity to raise awareness and understanding of the Green Deal over the 4 months starting at the January 28 launch. This was the total spent over the last 12 months. The campaign included wide coverage across all media of the launch itself, press advertising in all national daily and Sunday newspapers (including Wales and Scotland papers) and in digital channels.

It also featured media partnerships with the Sun, Times, Mail and Mail on Sunday, Guardian and Observer. The Green Deal appeared at Eco Build, the Ideal Homes Show and Grand Designs Live. The activity encouraged consumers to contact the Energy Saving Advice Service or to visit gov.uk/greendeal

However, we have not spent any budget on marketing and promoting the Green Deal locally or by region.

Appeals Procedure

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be sent to the Information Rights Unit at:

Information Rights Unit (DECC Shared Service)
Department for Business, Innovation & Skills
1 Victoria Street
London
SW1H 0ET
E-mail: foi@decc.gsi.gov.uk

Please remember to quote the reference number above in any future communications.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Yours sincerely