Department of Energy & Climate Change

Learning from the DECC Local Authority Competition 2012/13:

A case study approach

Appendices

Produced by SE^2 Ltd

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Appendix A: methodology - further details

This appendix provides further detail of the methodology used in the study. Appendix B contains the topic guides referred to in this appendix.

A1: Stage one: selection of cases for detailed study

The project commenced with a meeting with the DECC steering group, at which the key research questions to be answered by the work were agreed.

The bid documents from each scheme that had been successful in securing funding from the competition were allocated to a member of the team. The team member summarise scheme information from these documents against a series of criteria, including funding stream, various elements of the proposed approach, delivery mechanisms, intended outcomes and evaluation plans.

Once all schemes had been typified in this way, the team met and each scheme was briefly presented by the team member who had reviewed it, together with their views on whether the scheme was very likely to provide information that would contribute to answering the research questions of interest in the project; perhaps likely, or not likely at all. The scheme was then allocated to a cluster: if the scheme's approach seemed similar to those already in a cluster, then it was assigned to this cluster; if not, a new cluster was formed.

At the end of this process, the team had identified a series of clusters containing varying numbers of schemes (these clusters are described in chapter 3 of the main report and Appendix C, below). Within the clusters were a number of schemes that had been identified as preferred case studies (very likely to contribute to answering research questions), a number that could act as reserves (perhaps likely) and a number that were of no further interest for the study.

A long-list of potential case studies was then formed. Since each of the clusters represented a different approach to project delivery, the aim was to cover as many clusters as possible: where the cluster had a preferred scheme in it, this was included in the long-list. If the cluster had more than one preferred scheme, all were initially included. If there were no preferred schemes in the cluster, but a reserve scheme, then the reserve scheme was included. If the cluster contained no preferred or reserve schemes, it was not represented in the initial long-list.

This initial list contained significantly more schemes than could be followed within the scope of the project. The number was reduced in two ways: if two schemes were in the same cluster but one seemed to offer significantly more innovation or the potential for interesting information than the other, then the less useful scheme was at this point discarded; alternatively, if two schemes seemed to present very similar learning opportunities, they were combined into a single proposed case study.

This initial long-list was then discussed with the DECC project steering group. Based on additional information they had gathered through conversations with scheme managers, together with the need to balance activity across the three funding themes, the steering group

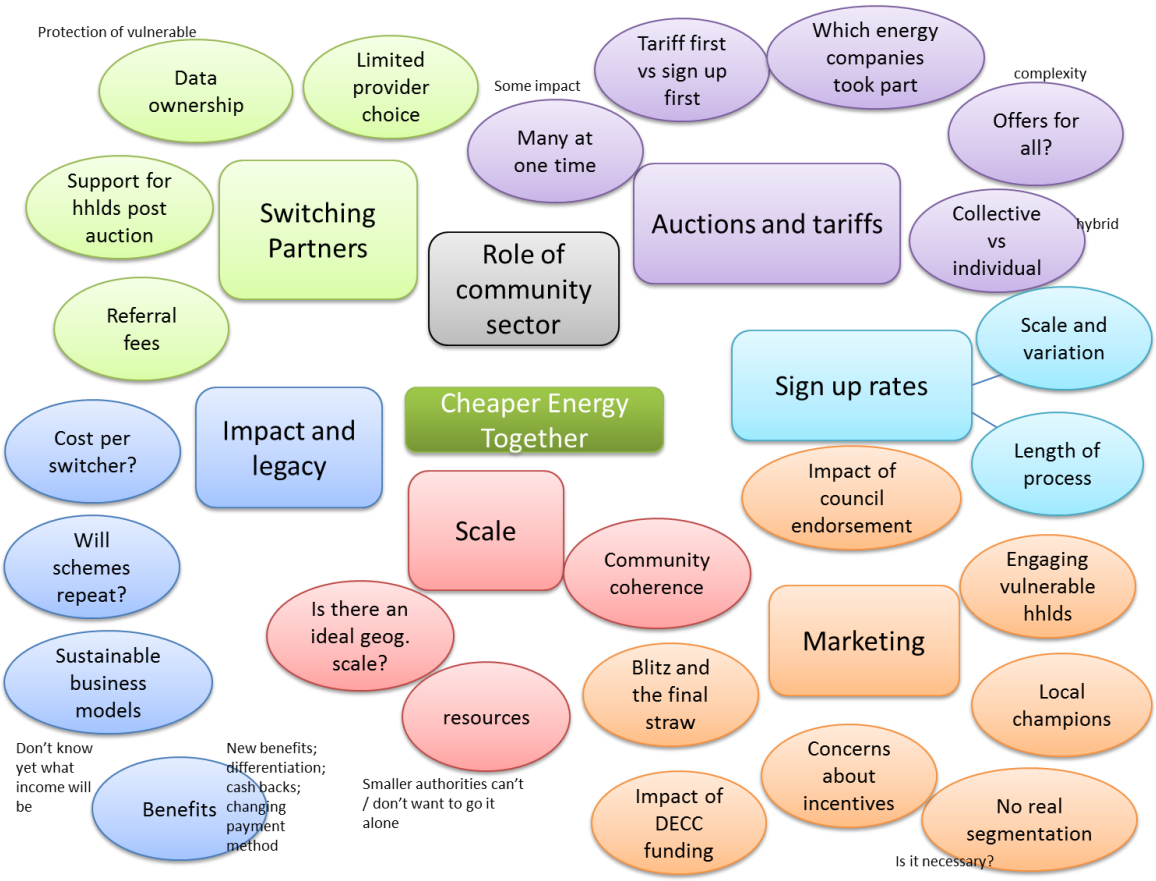
worked with the team to finalise the list of schemes for further study (short descriptions of each of these schemes are given in Appendix D, below).

A3: Stage two: detailed study

Each case study scheme was assigned to a member of the project team. This team member carried out all interviews linked to the case study and the initial analysis of these interviews against the key research questions.

The theme leads for each of the funding themes reviewed the interview scripts for all schemes in their theme, to pull out cross scheme issues and points of interest.

Following the cross-case review by theme leads, the team met and each team member presented a brief update on their schemes together with the key themes that had emerged from their interviews. Theme leads led discussions on the emerging issues across the cases in their theme, and the team as a whole drew out cross theme emerging issues. These issues were captured graphically, to help with development of topic guides for the next phase of interviews. An example (in this case for the Cheaper Energy Together theme, after the phase II interviews) is given below.



A3.1 Initial interviews

The topic guide for the initial interviews was developed around the key research aims identified at the start of the project. The guide is reproduced in Appendix B, section B1.

Interviews with the case studies were completed between 4th and 19th March 2013 (with the exception of one scheme that proved difficult to contact initially - this scheme was interviewed in phases I and III only, and the first interview took place on 4th April 2013).

A3.2 Mid-term interviews

The topic guide for the mid-term interviews was developed based on the analysis of the emerging issues from phase I, to gather further information on these from all schemes, and also to cross check between schemes whether issues and learning noted by one scheme was reflected in the experience of another. In addition, the phase II interviews explored whether the early stages of scheme implementation had led to any changes in scheme design. The guide is reproduced in Appendix B, section B2.

Interviews with the case studies were completed between 4th and 18th April 2013.

A3.3 End of project interviews

The topic guide for the end of project interviews was developed based on the analysis of the emerging issues from phase II. In addition, the information gathered about each scheme was reviewed by the relevant theme leader plus one other theme leader, to identify any gaps that needed to be filled during the final interviews. Questions relating to these gaps were added to the basic topic guide (see Appendix B, section B3) by the team member responsible for that scheme. These interviews were also designed to capture thoughts about the schemes' legacy and future local activities.

The end of project interviews involved a wider range of people from each case study scheme than earlier interviews. The additional interviewees were key stakeholders selected because of their more in depth knowledge about particular aspects of the scheme delivery process (for example, in fuel poverty schemes an installer or community intermediary might be interviewed; in collective switching schemes, a switching service provider; in Green Deal schemes, an assessor).

These stakeholders were selected and contacted with the co-operation of the scheme manager. Although this introduced the potential for biased selection, team members entered discussions with scheme managers with a clear sense of the viewpoints they were interested in. Also, scheme managers were reassured from the start of the process that the results would be anonymised, and that the purpose of the project was to learn about the implementation process rather than to judge the success of individual schemes. Scheme managers were generally happy to provide contact details for stakeholders who had not had a positive experience during scheme implementation as well as those who had. However, the small number of interviewees per scheme (four or five) has been taken into account in the degree of confidence that the team assigns to the findings.

Interviews with the case studies were completed between 2nd and 23rd May 2013.

A3.4 Scheme customer interviews

In addition to the interviews with project teams and delivery partners, 20 depth interviews were undertaken with a selection of the scheme beneficiaries.

The purpose of this element of this work was not to systematically or robustly assess impact, nor to duplicate projects' own evaluation plans. Rather, it was to understand the delivery of the scheme from the perspective of the beneficiary themselves.

Accordingly, the discussions focused on two key elements: the initial engagement process (i.e. how they engaged with the scheme and their barriers and motivations for doing so) and their customer journey (i.e. what was it like for them to be part of a collective switching programme, or have measures installed in their home). In addition, and where appropriate, the final part of

the discussion did turn to impact and explored how the beneficiary's engagement in the scheme might lead to wider changes in their behaviour and decision making.

A3.4.1 Sampling

It was not possible or desirable, in view of the relatively small number of individuals who were part of this evaluation strand, to attempt to achieve a systematic or scientifically constructed sample. Instead, a purposive sampling approach was adopted to ensure a range of experiences were captured across the different scheme types. In reaching this mix the evaluation team went through a process considering multiple factors, including:

- Which projects were comfortable and confident that they could supply beneficiaries' contact details (given Data Protection considerations it was not possible for the evaluation team to contact beneficiaries direct);
- The evaluation team's own assessment of which projects would give the strongest potential for in-depth discussions with beneficiaries;
- The need to achieve a mix of beneficiary interviews across the three themes (Collective Switching, Fuel Poverty and Green Deal);
- The need to achieve a mix of beneficiary interviews within the three themes (e.g. for fuel poverty, differing levels of support from the intermediaries, urban vs. rural and the level of installation disruption);
- The need to achieve the "best available spread across the themes" (as opposed to constraining the selection process by e.g. mandating that each project should get 1 interview).

The result of this process is illustrated in the table overleaf:

CET 6 interviews	Fuel poverty 6 interviews	Green Deal 8 interviews
CET4 (4), CET6 (2) Urban (4) and rural (2), plus two different scheme providers Pre-payment - switched (2) Pre-payment - not switched (1) Not vulnerable - non pre-payment - switched (1) Vulnerable - non pre-payment - switched (1) Non pre-payment - not switched (1)	FP2 (1), FP3 (2), FP4 (3) Urban (3) and rural (3) Significant hand holding via intermediary (1) Less hand holding via intermediary (1) High level of installation disruption - vulnerable (1) High level of installation disruption - not vulnerable (1) Low level of installation disruption (1) TMO (1)	GD2 (3), GD1 (2), GD5 (3) All to have had an assessment Landlords (2) Community-focused approach to sign up (3) Normal approach to sign up (3)

It is important to acknowledge that, as a natural consequence of the sampling approach (and in particular the need to work through projects to contact beneficiaries), the evaluation team were to some extent beholden to the contacts provided by the projects. This potential bias was managed by working closely with the projects and clearly specifying the objective of the work with beneficiaries. For example:

- It was explained that it was important to avoid a sample dominated by beneficiaries all with spectacularly 'good' (or 'bad') experiences.
- Furthermore, it was explained that DECC have a particular interest in getting some interviewees with those that have traditionally been 'harder to reach' (a term used to mean - very broadly - those who might typically be thought to be cautious about engaging in these kinds of schemes).

Nonetheless, there remained potential for bias, particularly in relation to the Collective Switching schemes where projects were much less likely to be in contact with, or keep records of, households who did not switch.

A3.4.2 Design

Interviews were undertaken face-to-face and in-home, and lasted between 45-90 minutes. Interviews were semi-structured and guided by a discussion guide (Appendix x). Reflecting the

purpose of the interviews, the guide was structured around 3 sections – on engagement; on the beneficiary's journey; and on impact.

The customer journey element of the discussion was based around a 'your timeline' methodology. This graphically and sequentially charted the journey that individuals had been on – from the start of their engagement with the scheme through to the end (or 'now' and 'next' if works were still pending). The critical issue for the interviewer was not to miss events that seem small/informal to the interviewee but may be highly significant to unpick their experiences and how they felt about them (e.g. talking to neighbours, slowly getting more confident about the scheme, etc.). Once the sequence of events was established, the journey was then revisited to probe on their experiences of each element (using green, yellow and red stickers to denote positive, ambivalent or negative experiences).

This method is the basis for the customer journey timelines that are referenced and replicated in this report. It is important to note that these have been developed on the basis of individual experiences from a relatively small number of beneficiaries. It is not possible to use these experiences to infer the wider experiences of everyone who has engaged with the schemes. A quantitative and statistically robust approach would be required to achieve this.

Appendix B: topic guides

B1: start-up interviews with scheme managers

Notes for Interviewer

Before the interview

- Fill in project pro forma sheet with basic project / interview information
- Review the bid and highlight any uncertainties
- Confirm interview time, date and location in writing, and double check appointment 24 hours before
- Take: topic guide with all relevant sections, note paper / Dictaphone / smartphone, copy of bid and any supporting documentation
- The length of discussion and sections of the guide used will vary depending on who you are talking to. Some of the topics in this guide (eg, impact of project) may not feature at all in start-up interviews.
- The start-up interviews are about understanding the projects and getting buy-in to further discussions.

ALL PROJECTS, GO TO 1

1. Introduction

At the start of the interview:

- Introduce the evaluation team and what we're doing, including benefits to the interviewee of participating (sharing learning with DECC, informing future policy and other organisations working in the field)
- Give an overview of the evaluation process including stakeholders and key timings:
- First interviews – February 2013
- Mid point phone interviews – Late March 2013
- End of project face to face interviews – Late April / early May 2013
- This is a learning process for DECC and whatever is said will be used constructively to inform future work, and not reflect badly on the interviewee or their organisation.

1.1 Are you happy for us to record this interview (take notes, record on phone, as appropriate)?

1.2 Are you happy for your comments to be on record, or to tell us as we go if there are things that you'd like to say off the record? (Anything off the record will be retained privately and not shared with DECC; anything on the record will be anonymised before it is shared.)

ALL PROJECTS, GO TO 2

2. Project / Project Overview

2.1 Can you briefly describe the project you are working on, and your role in it?

2.2 Have you / your authority participated in similar projects in the past? (If yes, briefly describe what you have done before; if no, why are you doing it now?)

2.3 Who drove the design of the project and how was it developed (within the organisation and with stakeholders)?

2.4 Why did you choose this particular approach?

2.5 How does your project fit with DECC's policy agenda?

2.6 How does the project contribute to corporate priorities? What level of support is there for the project and for the continuation of this type of activity? How does it fit in with the LA more widely, e.g. links to health, housing, etc?

2.7 What do you think is the most interesting or innovative aspect of your project?

ALL PROJECTS, GO TO 3

3. The process

3.1 How did you find the bidding process (eg, application form, online webinar)?

3.2 To what extent did you feel the conditions of the fund gave you the freedom to create a project suited to local needs? To what extent did you feel constrained by the conditions of the fund?

3.3 How did you find the award process?

3.3 What elements of your project would probably have gone ahead without this funding and how would they have been funded?

3.4 How are you finding the timeline for delivery?

3.5 How do you feel about the support you have received from DECC post-award (eg, email updates, phone calls, availability, too much / too little)?

FOR CET PROJECTS, GO TO 4

FOR FP PROJECTS, GO TO 5

FOR GD PROJECTS, GO TO 6

(For multiple stream projects, go alphabetically by funding stream)

4. CET Topic Guide

Progress to date

4.1 What has happened so far? E.g. partnership agreement signed, marketing plan developed, materials produced, marketing carried out etc

4.2 Has everything happened smoothly so far? If not, please provide details:

4.3 Is the project on track? If not, why not?

4.4 Have you diverged from your original plans for the project in any element? How? Why? How did the changes come about (eg, from feedback from householders, senior management decisions)?

4.5 Has a switching partner been chosen (if relevant)? If so, what was the process, who was chosen and why?

4.6 Has an auction date been set (if relevant)? What is it?

Partnership working and stakeholder engagement

4.7 Who are your key partners and what is their role in the project? Why/how did you select the key partners you have for the project? Were they already in place?

4.8 What is it about the project that interested them and persuaded them to partner with you?

4.9 Were there any barriers to developing the partnerships for this project? If so, have you fully overcome them? How did you achieve this?

4.10 Do you consider the partnership a successful one at this point? Why/ why not?

Targeting, marketing, engagement and outreach

4.11 Who are the target audiences for this project? How are these audiences being identified (eg, benefits databases, MOSAIC data, postcode areas)?

4.12 What messages are you using to promote the benefits of switching? (E.g. cost only, or cost plus security of knowing you are getting a good deal, other benefits e.g. green tariff, contribution to charity). Does this vary depending on the target audience? If so, how? And which messages seem to resonate most?

4.13 What marketing methods are being used (e.g. mailing with benefits letters or council tax (general or targeted to geographical areas?), other direct mail, advertising, PR, social media, posters, marketing via partners)? Do these vary with the target audience and if so, how? How

successful are these proving? Where marketing/engagement is via partners – are particular partners more effective?

4.14 Reaching the hard-to-reach: What is the process of engagement with vulnerable / hard to reach householders (including those without internet access) (ie, who is doing it, how, how are they defining vulnerable?)? How successful is this proving?

Impact

4.15 (If the auction has happened – unlikely at this stage, but check) Were there offers for every group through the auction?

4.16 What savings were expected to be achieved through the auction? Do you know how these compared to people switching individually? How did this match up with your / participant's expectations? (NB. Don't push for impact evaluation data; that will happen separately)

4.17 How many people have signed up so far? Is this in line with expectations?

4.18 How many people have chosen to switch so far? Is this in line with expectations?

4.19 What information can you provide about the demographics of those signing up, whether different demographic groups have switched before and the marketing approaches that have proved most successful for different groups?

4.20 How many have chosen to switch individually as a result of this scheme? Do you have any information about the demographics of these groups, whether they have switched before and the marketing approaches that have proved successful?

Key learning

4.21 What do you think has been the key learning from your project so far?

FOR CET PROJECTS THAT ALSO INCLUDE FP, GO TO 5

FOR CET PROJECTS THAT ALSO INCLUDE GD, GO TO 6

FOR CET ONLY PROJECTS, GO TO 8

5. Fuel Poverty Topic Guide

Progress to-date

5.1 What has happened so far? E.g. partnership agreement signed, marketing plan developed, materials produced, marketing carried out etc

5.2 Has everything happened smoothly so far? If not, please provide details:

5.3 Is the project on track? If not, why not?

5.4 Have you diverged from your original plans for the project in any element? If so, why?

5.5 Have delivery partner(s) been chosen? If so, what was the process, who was chosen and why? Were they in place before the bid was submitted?

Partnership working and stakeholder engagement

5.6 Who are your key partners and what is their role in the project? Why/how did you select the partners you have for the project?

5.7 What is it about the project that interested them and persuaded them to partner with you?

5.8 Were there any barriers to developing the partnerships for this project? If so, have you fully overcome them? How did you achieve this?

5.9 Do you consider the partnership a successful one at this point? Why/ why not?

Targeting

5.10 What are the eligibility criteria for help through the project? Explore this a little further – to what extent do the eligibility criteria coincide with fuel poverty definition(s – DECC or Hills?)? Or are they more specific?

5.11 To what extent do the project manager / stakeholders care whether or not the households are officially defined as fuel poor?

5.12 How are you identifying target households for your project (eg, benefits database, NHS data, EPC data, LSOA information, wider advertising)? Is it an area-based approach or were individual households identified for support? Are you using any new / different data sources from previous fuel poverty projects you have run? If so, why?

Marketing, engagement and outreach

5.13 How are you promoting the project to your target audiences (eg, direct mail, events)? Which marketing methods are working most effectively? Who are the target audiences?

5.14 Are you prioritising help for people who are most in need? If so, how? (And how are you defining 'most in need'?)

5.15 Are you using a referral network? (IF YES, GO TO 5.17; IF NO, GO TO 5.19)

5.16 Is it a new referral network? (IF YES, GO TO 5.18; IF NO, GO TO 5.20)

5.17 If it is a new network, how are you going about setting it up? How will it be organised / coordinated? Who will be involved? (GO TO 5.20)

5.18 If it is an existing network:

- Are there any new partners for this project (why/why not?)
- Are there particularly active partners within the network? Do you think they will remain very active for this project?

- Do you think this project will increase the activity of some / all members of the referral network? Why/why not?

Delivery of measures

5.19 Which measures (both physical and others – advice, income checks etc) are included, and why?

5.20 Do you have any evidence about which measure initially interests people in the project?

5.21 Do you have any evidence about people taking up more measures than they were initially interested in?

5.22 What help is there for people who are not eligible?

Impact

5.23 How much of your funding has been committed or spent on measures so far?

5.24 Have any measures been planned/installed yet? Is this the level of demand that you expected? And are customers taking up the measures that you expected?

5.25 What proportion of the people helped are likely to be in fuel poverty (ie, if eligibility criteria are flexible, do they have a sense of how many fuel poor households are being supported)?

Key learning

5.26 What do you think has been the key learning from your project so far?

FOR PROJECTS THAT ALSO INCLUDE GD, GO TO 6

FOR PROJECTS THAT ARE CET & FP BUT NOT GD, GO TO 7

FOR FP ONLY PROJECTS, GO TO 8

6. Green Deal Topic Guide

Progress to-date

6.1 What has happened so far? E.g. partnership agreement signed, marketing plan developed, materials produced, marketing carried out etc

6.2 Has everything happened smoothly so far? If not, please provide details:

6.3 Is the project on track? If not, why not?

6.4 Have you diverged from your original plans for the project in any element? If so, why?

6.5 Have delivery partner(s) been chosen (if relevant)? If so, what was the process, who was chosen and why?

6.6 Have any GD assessments been completed yet?

Partnership working and stakeholder engagement

Partners should be taken to include groups engaging customers, assessors and advice providers etc, and also installers, including those needing training for Green Deal accreditation)

6.7 Who are your key partners and what is their role in the project? Why/how did you select the partners you have for the project? Was an existing partnership used?

6.8 What is it about the project that interested them and persuaded them to partner with you?

6.9 Were there any barriers to developing the partnerships for this project? If so, have you fully overcome them? How did you achieve this?

6.10 Do you consider the partnership a successful one at this point? Why/ why not?

Customer engagement

6.11 Who are the target audiences for this project? Why are you focusing on those audiences? How will you identify people in these audiences?

6.12 What are the key messages that you are using to promote Green Deal? How do your messages differ for different target audiences?

6.13 What routes are you using to get your messages to your target audiences? How do your communications routes differ for different audiences? Which communications routes are proving most effective?

Project activities (tailored based on bid)

6.14 What products or services are you offering to householders?

6.15 What products or services are you offering to businesses?

6.16 What incentives are you offering to encourage take up or participation? (eg, free assessments, access to cashback, incentives to business, subsidised assessor training)

6.17 If you are planning show homes, how are you identifying them? What response have you had? What barriers have you faced and what have you done to overcome them?

6.18 Are you planning a hub or centre to promote Green Deal? Is this new? How does it link to other hubs / partners (eg, training colleges)?

Key learning

6.19 What do you think has been the key learning from your project so far?

FOR MULTIPLE STREAMS, GO TO 7

FOR GD ONLY PROJECTS, GO TO 8

7. Multiple Stream Topic Guide

7.1 How are you linking together activities across the two / three projects that DECC has funded under this competition?

7.2 How are the multiple streams managed (separately, collaboratively, all by one manager)?

7.2 What cost savings do you think that this will result in?

7.3 What other benefits do you think that it will have?

7.4 Are there elements of the project that would not have been possible without the multiple funding streams?

7.5 Did thinking about the two / three types of funding at the same time spark any new ideas for you / lead to the development of project elements that you would not otherwise have considered?

FOR ALL PROJECTS, GO TO 8

8. Wrap up

8.1 How do you plan to evaluate the effectiveness of your project?

8.2 When will your evaluation be reporting?

8.3 Are there any aspects of your project that we haven't discussed that you would like to draw DECC's attention to (eg, things that are particularly interesting or innovative)?

8.4 We plan to hold phone interviews with all case study projects to check progress (end March – mid April). Are there any additional stakeholders we should consider involving at that stage (eg, key delivery partners who are only just now being appointed)?

B2: Phase II interviews with scheme managers

Notes for Interviewer

Before the interview

- Review your notes from the first interview
- Review the accompanying 'key issues' notes that the theme leaders have produced; questions have been included in this guide to enable you to explore these issues
- Add in specific questions that you want to ask the project in the boxes provided
- Confirm interview time and date in writing, and double check appointment 24 hours before
- Have to hand: topic guide with all relevant sections, note paper / Dictaphone / smartphone
- The length of discussion and sections of the guide used will vary depending on who you are talking to. Some of the topics in this guide will feature more strongly in some projects, depending on 'where they are at' in their project delivery.
- These interim interviews are about checking in with the projects and picking up any key delivery learning as it happens. They should, on average, be the shortest of the interviews we conduct with them. It is not about trying to completely understand all there is to know about e.g. impact. This will be the subject of the more comprehensive final interviews.

ALL PROJECTS, GO TO 1

1. Introduction

- Recap on the process so far:
- Remind them of the timings and the purpose of this interview
- Remind them that this is a learning process for DECC and whatever is said will be used constructively to inform future work, and not reflect badly on the interviewee or their organisation.
- Give them some high level feedback in terms of what DECC have made of our interim feedback based on the first round of interviews.

1.1 Are you happy for us to record this interview (take notes, record on phone, as appropriate)?

1.2 Are you happy for your comments to be on record, or to tell us as we go if there are things that you'd like to say off the record? (Anything off the record will be retained privately and not shared with DECC; anything on the record will be anonymised before it is shared.)

FOR CET PROJECTS, GO TO 2

FOR FP PROJECTS, GO TO 3

FOR GD PROJECTS, GO TO 4

(For multiple stream projects, go alphabetically by funding stream)

2. CET Topic Guide

Progress to date

2.1 What has happened since the last time we spoke (e.g further marketing carried out, auction carried out)?

2.2 Has everything happened smoothly or have there been any changes (good or bad)? Please provide details of any changes.

2.3 Were there any internal barriers to progress? Were any of these unexpected? How have you overcome them?

2.4 Is the project on track (ie, to the timetable as at previous interview)? If not, why not? How are you finding the timeline for delivery? Have you taken advantage of the extended deadlines and, if so, how is this affecting your project?

2.5 How do you feel about the support you have received from DECC since the last time we spoke?

2.6 (If not previously covered) Has a switching partner been chosen? If so, what was the process, who was chosen and why?

Partnership working and stakeholder engagement

2.7 We spoke last time about the partnerships you have on this project. How well are you partnerships working, particularly that with the switching partner? Do you consider them successful? Have any new barriers emerged? How have you tackled them?

2.8 How much control over delivery is the local authority retaining (total control, shared with delivery agents, handed over)? Which aspects of the project do you feel work better this way? Which aspects do not work as well? What does this approach mean in terms of the project's legacy (eg, future use of data, strength of delivery partnership)?

Targeting, marketing, engagement and outreach

2.9 How do you feel your messages are working? Which have worked well? Are there any that haven't worked as well? Have you noticed any differences across different audiences? Do you have any evidence yet from feedback or evaluation?

2.10 How do you feel your marketing activities are working? Which have worked well, and are there any that haven't worked as well? Have you noticed any differences across different audiences? Do you have any evidence yet from feedback or evaluation?

2.11 What impact has the timeframe of the project had on levels of interest and engagement (eg, has there been a blitz of publicity and how has this affected levels of awareness)?

2.12 How successful have you been at engaging prepayment meter customers and others who are hard-to-reach (eg, those without web access) or vulnerable?

2.13 What data about enquiries and sign-up do you receive from the provider? Who owns this data for ongoing use? If the Council does not own the data, how much of an issue is this?

Impact

2.14 (If the auction has happened) How many energy suppliers bid? Which ones? Were you happy with the level of interest from energy companies? Were there offers for every group through the auction (eg, prepayment meters, green tariff, dual fuel)? If not, why not (e.g. small number of sign-ups in a category, energy companies not interested in a specific group)?

2.15 How much are energy companies offering in referral fees and how are these fees being used (e.g. as cashbacks to customers or to fund further marketing / auctions)? How much is the switching partner charging? (NB. They are likely to want to keep this information confidential: please check on this. Ballpark figures would be useful. Remember that responses will be anonymised.)

2.16 What savings are expected to be achieved through the auction? Do you know how these compared to people switching individually? Are people being advised of how much they could save individually before they make the decision to switch collectively? How did this match up with your / participants' expectations? (NB. Don't push for impact evaluation data; that will happen separately)

2.17 How many people have signed up? Is this in line with expectations? What information can you provide about the demographics of those signing up, whether different demographic groups have switched before and which marketing approaches have proved successful?

2.18 How many people have chosen to switch so far? Is this in line with expectations? What information can you provide about the demographics of those actually switching, whether different demographic groups have switched before, and which marketing approaches have proved successful?

2.19 How does the process of switching work? (e.g. who contacts the customer to chase them about switching?) How is this going?

2.20 How many have chosen to switch individually as a result of this scheme? Do you have any information about the demographics of these groups, whether they have switched before and the marketing approaches that have proved successful?

2.21 Are people still able to sign up? If so, how does this work?

2.22 Is the project likely to continue post-funding? What activities are you planning (eg, another auction)? How might your delivery model change?

2.23 These are early days, but what do you see as the legacy of the work? Does it have a broader 'fit' within the ethos of the organisation?

2.24 How replicable do you think the project is? Could it work on a wider scale or would that compromise the approach? What would the best scale for a project like this be?

Key learning

2.25 What do you think has been the key learning from your project so far?

2.26 The last time we spoke you thought that [x] was the most interesting or innovative aspect of your project? Is that still the case?

2.27 If you were doing this project again, what would you do differently?

FOR CET PROJECTS THAT ALSO INCLUDE FP, GO TO 3

FOR CET PROJECTS THAT ALSO INCLUDE GD, GO TO 4

FOR CET ONLY

3. Fuel Poverty Topic Guide

Progress to-date

3.1 What has happened since the last time we spoke? E.g. referrals, measures installed, evaluation

3.2 Has everything happened smoothly or have there been any changes (good or bad)? Please provide details of any changes.

3.3 Were there any internal barriers to progress? Were any of these unexpected? How have you overcome them?

3.4 Is the project on track (ie, to the timetable in place when we last spoke?? If not, why not? How are you finding the timeline for delivery? Have you taken advantage of the extended deadlines and, if so, how is this affecting your project?

3.5 How do you feel about the support you have received from DECC since we last spoke?

3.6 Have delivery partner(s) been chosen / any changes to delivery partners? If so, what was the process, who was chosen and why?

Partnership working and stakeholder engagement

3.7 We spoke last time about the partnerships you have on this project. How well are you partnerships working? Do you consider them successful? Have any new barriers emerged? How have you tackled them?

3.8 How much control over delivery is the local authority retaining (total control, shared with delivery agents, handed over)? Which aspects of the project do you feel work better this way? Which aspects do not work as well? What does this approach mean in terms of the project's legacy (eg, future use of data, strength of delivery partnerships)?

3.9 Are you interested in and able to use local suppliers to deliver measures? If not, why not?

Targeting

3.10 How are you finding the process of identifying target households for your project (eg, benefits database, NHS data, EPC data, LSOA information, wider advertising)?

3.11 To what extent is informal local knowledge being used alongside / instead of formal data analysis to identify areas / households where there is likely to be a high level of need?

3.12 To what extent are your scheme's eligibility criteria enabling or restricting you in helping any household in need that engages with the scheme?

Marketing, engagement and outreach

3.13 How do you feel your messages are working? Which have worked well, and are there any that haven't worked as well? Have you noticed any differences across different audiences? Do you have any evidence yet from feedback or evaluation?

3.14 What impact has the timeframe of the project had on levels of interest and engagement (eg, has there been a blitz of publicity and how has this affected levels of awareness?)

3.15 How do you feel your engagement approaches / marketing methods are working? Which have worked well, and are there any that haven't worked as well? Have you noticed any differences across different audiences? Do you have any evidence yet from feedback or evaluation?

3.16 [ask if using a referral network] How is the referral network working? What are the main challenges so far? And successes?

Delivery of measures

3.17 Do you have any evidence about which measure initially interests people in the project?

3.18 Do you have any evidence about people taking up more measures than they were initially interested in?

3.19 Have you been able to prioritise measures to those households most in need? If so, how have you prioritised? If not, why not?

Impact

3.20 How much of your funding has been committed or spent on measures so far?

3.21 Have any measures been planned/installed yet? Is this the level of demand that you expected? And are customers taking up the measures that you expected?

3.22 What proportion of the people helped are likely to be in fuel poverty (ie, if eligibility criteria are flexible, do they have a sense of how many fuel poor households are being supported)?

3.23 Is this project likely to continue post-funding? If not, are there any activities within the project that might continue (eg, no measures but ongoing advice provision)?

3.24 These are early days, but what do you see as the legacy of the work? Does it have a broader 'fit' within the ethos of the organisation?

3.25 How will this project contribute to your council's approach to ECO (eg, mapping local opportunities)?

3.26 How replicable do you think the project is? Could it work on a wider scale or would that compromise the approach? What would the best scale for a project like this be?

Key learning

3.27 What do you think has been the key learning from your project so far?

3.28 The last time we spoke you thought that [x] was the most interesting or innovative aspect of your project? Is that still the case?

3.29 If you were doing this project again, what would you do differently?

FOR PROJECTS THAT ALSO INCLUDE GD, GO TO 4

FOR PROJECTS THAT ARE CET & FP BUT NOT GD, GO TO 5

FOR FP ONLY PROJECTS, GO TO 6

4. Green Deal Topic Guide

Progress to-date

4.1 What has happened since our last interview? E.g. further action towards targets (GD assessments, show homes, community events), marketing activity, stakeholder engagement

4.2 Has everything happened smoothly or have there been any changes (good or bad)? Please provide details of any changes.

4.3 Were there any internal barriers to progress? Were any of these unexpected? How have you overcome them?

4.4 Is the project on track? If not, why not? How are you finding the timeline for delivery? Have you taken advantage of the extended deadlines and, if so, how is this affecting your project?

4.5 How do you feel about the support you have received from DECC since we last spoke?

4.6 Have there been any changes to delivery partners? If so, what was the process, who was chosen and why?

4.7 How many GD assessments been completed to date? How have you found the capacity and quality of Green Deal Advisers (including customer service and pricing)? How have you found the GDAR software?

4.8 How are the other elements of your project going (incentives / show homes / hub centres as appropriate)? How are they being received?

Partnership working and stakeholder engagement

Partners should be taken to include groups engaging customers, assessors and advice providers etc, and also installers, including those needing training for Green Deal accreditation

4.9 We spoke last time about the partnerships you have on this project. How well are you partnerships working? Do you consider them successful? Have any new barriers emerged? How have you tackled them?

4.10 How much control over delivery is the local authority retaining (total control, shared with delivery agents, handed over)? Which aspects of the project do you feel work better this way? Which aspects do not work as well? What does this approach mean in terms of the project's legacy (eg, future use of data, strength of delivery partnerships)?

Customer engagement

4.11 How are the key messages you are using to promote Green Deal working? Which have worked well, and are there any that haven't worked as well? Are there any that you have changed or new messages that you have introduced? Have you noticed any differences across different audiences? Do you have any evidence yet from feedback or evaluation?

4.12 Which communications routes are proving most effective for your different audiences? Have any new marketing opportunities, routes or ideas emerged since we last spoke?

4.13 What impact has the timeframe of the project had on levels of interest and engagement (eg, has there been a blitz of publicity and how has this affected levels of awareness?)

Impact

4.14 What are the project's impacts / outputs to date? (E.g. assessments carried out, Green Deal Plans agreed, measures installed, increased awareness)

4.15 What differences in impacts / outputs are you seeing between different audience groups (eg, different tenures, different demographic groups)?

4.16 These are early days, but what do you see as the legacy of the work? Is it likely to continue post-funding? Does it have a broader 'fit' within the ethos of your organisation?

4.17 How replicable do you think the project is? Could it work on a wider scale or would that compromise the approach? What would the best scale for a project like this be?

Key learning

4.18 What do you think has been the key learning from your project so far?

4.19 The last time we spoke you thought that [x] was the most interesting or innovative aspect of your project? Is that still the case?

4.20 If you were doing this project again, what would you do differently?

FOR MULTIPLE STREAMS, GO TO 5

FOR SINGLE STREAMS, GO TO 6

FOR GD ONLY PROJECTS, GO TO 7

5. Multiple Stream Topic Guide

5.1 Are there any new links between the different projects, since the last time we spoke?

5.2 What expected cost savings have been achieved? Are there further savings that have become apparent since we last spoke?

5.3 What other benefits of multi-stream working have become apparent?

FOR MULTI-STREAM PROJECTS, GO TO 7

6. Single Stream Projects

6.1 For you personally and your organisation, what do you think of the links between the different themes that DECC are funding? To what extent do you see Fuel Poverty, Green Deal and Collective Switching working together, or do you think they are doing something different from one another?

FOR ALL PROJECTS, GO TO 7

7. Wrap up

7.1 How are your evaluation plans progressing? Who is delivering this? What elements does it include?

7.2 When will your evaluation be reporting? Is this on schedule?

7.3 Are there any aspects of your project that we haven't discussed that you would like to draw DECC's attention to (eg, things that are particularly interesting or innovative)?

7.4 We plan to hold our final interviews with all case study projects in [late April / early May]. Are there any additional stakeholders we should consider involving at that stage (eg, key delivery partners who are only just now being appointed)?

B3: Phase III interviews with scheme managers

Notes for Interviewer

This is our final chance to get all the information we need from the schemes. Please make sure that you fully explore all the issues with the schemes, and don't 'let them off the hook' if they evade certain questions!

Before the interview

- Review the original bid: note where the scheme has varied from this – either in terms of process or in terms of results; if the process has changed make sure you understand why – if not, ask questions about it; if the results are not expected, review the information you have so far to see whether there are explanations for this – if not, question interviewees to see what they think caused the variation (NB we are not judging the results – we are interested in whether the scheme proceeded differently from their original expectation, or whether the scheme as defined simply did not deliver the expected results – and in what impact this divergence will have on future scheme planning)
- Review your notes from the first and second interviews: if there are any elements where your notes leave questions in your mind (e.g. why/how type questions), please make sure you get answers to these by adding the appropriate notes to this topic guide.
- Review the list of additional questions for your scheme, and add each of these in to the appropriate section of this guide.
- Remember that some of the questions will not be appropriate for all the people you are interviewing – where possible, gather a range of views, but use your judgement to avoid wasting time
- Confirm interview time and date in writing, and double check appointment 24 hours before
- Have to hand: topic guide with all relevant sections, note paper / Dictaphone / smartphone

ALL PROJECTS, GO TO 1

1. Introduction

Recap on the process so far:

- Remind them of the timings and the purpose of this interview
- Remind them that this is a learning process for DECC and whatever is said will be used constructively to inform future work, and not reflect badly on the interviewee or their organisation.

1.1 Are you happy for us to record this interview (take notes, record on phone, as appropriate)?

1.2 Are you happy for your comments to be on record, or to tell us as we go if there are things that you'd like to say off the record? (Anything off the record will be retained privately and not shared with DECC; anything on the record will be anonymised before it is shared.)

FOR CET PROJECTS, GO TO 2

FOR FP PROJECTS, GO TO 3

FOR GD PROJECTS, GO TO 4

(For multiple stream projects, go alphabetically by funding stream)

2. CET Topic Guide

Progress to date

2.1 What has happened since the last time we spoke (e.g further marketing carried out, auction carried out)?

2.2 Has everything happened smoothly or have there been any changes compared to the proposal (good or bad)? Please provide details of any changes.

2.3 Were there any internal barriers to progress? Were any of these unexpected? How have you overcome them?

2.4 Is the project completed? If not, why not?

2.5 How do you feel about the support you have received from DECC since the last time we spoke?

Partnership working and stakeholder engagement

2.6 Last time we spoke, you were content that your partnerships were working well / had some concerns about [x element] of your partnership working on this scheme. Do you have any further comments on this element of the project? Have any new issues emerged, or have any existing issues been resolved?

2.7 [this is a question for switching providers only]. Did you have any concerns about schemes' ability to deliver sufficient interest and registration? How has the experience of the schemes you took part in affected these concerns? Has the amount of effort you have put in produced sufficient reward for you to be interested in future schemes of this sort? If not, what needs to change?

2.8 Was the 'auction' process one in which suppliers made a set of offers and then deals to be offered to customers were selected from these initial offers, or was there some negotiation with energy suppliers? Why did you choose this approach?

2.9 Were there any procurement issues associated with your selection of switching provider? If so, how were these overcome?

Targeting, marketing, engagement and outreach

2.10 Last time we spoke you felt that [x messages] were working most effectively and/or [y messages] were not really having any impact. Do you still think that this is the case? Do you have any supporting evidence from feedback or evaluation?

2.11 Last time we spoke, you felt that [x marketing activities] were working well and/or [y marketing activities] were not have much impact. Is this still the case? Do you have any supporting evidence from feedback or evaluation?

2.12 [for schemes with helplines / any other form of assistance with the sign up process] Did the people who helped others to register with the scheme have any problems with the sign up process (e.g. getting hold of the right information about people's current bills; any issues with people English that is not good enough for switching over the phone)? If so, how did you overcome these?

2.13 [For schemes that have made use of social media] How have you used social media (which channels, to achieve what end)? Has this proved an effective route to engaging people? If so, which groups of people has it reached? If not, why not? Would you use these media in future work? Why/why not?

2.14 Did your marketing involve endorsement by any well-known local people? If so, what impact did this have? Do you think this is a useful element of scheme promotion? Why/why not?

2.15 Was there any last minute surge in registrations? Was this linked to any particular activities on your part, or was it simply a result of the approaching deadline?

2.16 When people who had registered were contacted about switching, were they presented with information about a wide range of tariffs / deals on the market or just about the tariffs / deals secured through the scheme? If the information was restricted to deals through the scheme, how were people made aware that they might be able to get a better deal elsewhere?

2.17 If people were shown a wide range of offers, how were those secured through the scheme differentiated from others?

2.18 Are people who register but don't respond to the invitation to switch being followed up? If so, how?

2.19 How successful have you been at encouraging prepayment meter customers and others who are hard-to-reach (eg, those without web access) or vulnerable to switch supplier?

2.20 Last time we spoke, we discussed the data you receive from the switching provider. Has this data enabled you to find out everything you would like to know about the project? Are there other types of information that you would like to have had?

Impact

2.21 Last time we spoke, we discussed the issue of referral fees. Now that the switching process is complete, do you know the final size of the referral fee pot that you will receive / will

be distributed to customers? If you are retaining a portion of the referral fee pot, what do you intend to do with it? How have you communicated this to customers?

2.22 What average savings were achieved by people who chose to switch? How does this vary across different groups of customers / different payment types? Do you have any impression of how this compares with other collective switching schemes? (NB. Don't push for impact evaluation data; that will happen separately- but it would be interesting context for us if they have it easily to hand)

2.23 Did anyone switch to options that were not the cheapest tariff for them? If so, what proportion of people, and do you know why?

2.24 Did your scheme have any issues linked to energy supplier concerns about offering special tariffs to groups following government and Ofgem proposals for 4 simple tariffs? Ofgem have proposed an exemption for fixed term, fixed price tariffs for collective switching schemes: were you aware of this? What effect do you think this might have?

2.25 Did the number of people you had registered prove sufficiently attractive to result in a good level of interest and good deals from suppliers? Do you have any sense of the minimum level of sign up necessary?

2.26 How many people chose to switch? How many of these were vulnerable consumers? Is the proportion of switchers who are vulnerable representative of the local population? How many of the people switching had switched previously? Do you think there is anything you could have done to increase the overall proportion of registrants / proportion of vulnerable consumers who eventually switched?

2.27 Did you encounter particular concerns / fears about switching? What were these, and were they expressed mainly by certain groups? Did you manage to overcome these? If so, how?

2.28 Your aim was to secure the best deal for the majority of people who signed up / a good deal for everyone [choose the most appropriate / replace with another aim if different]. Do you still think that this was a good approach to take? Why/why not?

2.29 At around the time of the auction, did you notice any increase in the promotion in the local area of switching / deals from energy suppliers that is not linked to the scheme?

Legacy

2.30 What do you think has been the key learning from your project? (spend some time on this, getting in to the details – are there seemingly small things that will make quite a difference to work of this type in the future, such as understanding better the business drivers and working practices of switching providers, etc)

2.31 If you were doing this project again, what would you do differently?

2.32 What conditions have your switching provider put on your use of the data they have shared with you? Why have they done this? Will this restrict your future activities in any way? If you were doing the scheme again, would you try and agree different conditions?

2.33 Is the project likely to continue post-funding? What activities are you planning (eg, another auction)? How might your delivery model change?

2.34 How replicable do you think the project is? Could it work on a wider scale or would that compromise the approach? What would the best scale for a project like this be? Is a combination of intense marketing and engagement activity in a relatively small geographical area plus grouping together with other areas under one switching provider a good approach? What are the pros and cons of this approach?

2.35 These are early days, but what do you see as the legacy of the work? Does it have a broader 'fit' within the ethos of the organisation and what level of corporate support does it have? How is this support demonstrated?

FOR CET PROJECTS THAT ALSO INCLUDE FP, GO TO 3

FOR CET PROJECTS THAT ALSO INCLUDE GD, GO TO 4

FOR CET ONLY PROJECTS, GO TO 6

3. Fuel Poverty Topic Guide

Progress to-date

3.1 What has happened since the last time we spoke (e.g further marketing carried out, measures installed, customer feedback)?

3.2 Has everything happened smoothly or have there been any changes (good or bad)? Please provide details of any changes.

3.3 Were there any internal barriers to progress? Were any of these unexpected? How have you overcome them?

3.4 Is the project completed? If not, why not? When do you expect to finish?

3.5 How do you feel about the support you have received from DECC since the last time we spoke?

Partnership working and stakeholder engagement

3.6 Last time we spoke, you were content that your partnerships were working well / had some concerns about [x element] of your partnership working on this scheme. Do you have any further comments on this element of the project? Have any new issues emerged, or have any existing issues been resolved?

3.7 [For schemes installing EWI] Have you been able to work effectively with the planning department to deal with any issues relating to installation of EWI? If so, what has contributed to the success of this relationship? If not, why not?

3.8 [for schemes working with social housing providers] Has social housing providers' work on setting up ECO agreements with energy suppliers had any impact on your project?

3.9 How have you engaged stakeholders with your project? How have they responded? To what extent do you feel in a better position with regard to stakeholders than prior to this project?

3.10 How have you engaged community representatives (specifically) with your project and its legacy?

Targeting and eligibility

3.11 Are you happy that your method of targeting for this project has been effective? Why/ why not?

3.12 Have you learned anything from this project that will help you more effectively target future work?

3.13 What process did you use to check that householders met your eligibility criteria? (If necessary, at this point check that you fully understand what these criteria were) How does this align with DECC's eligibility criteria?

3.14 Were the criteria applied strictly to all cases, or has there been some discretion allowed? What level of discretion has been allowed and how has this been deployed (pragmatic, referral based)?

3.15 Have these criteria ensured that all the people you have helped have been in fuel poverty? If not, what proportion were in fuel poverty?

3.16 Is this proportion an acceptable one, in your opinion? Why/why not? What would you do differently in future to increase the proportion (if needed)?

3.17 What data sources did you use for targeting in this project? What data sources are available to you which could help with targeting in future projects?

Marketing, engagement and outreach

3.18 Last time we spoke you felt that [x messages] were working most effectively and/or [y messages] were not really having any impact. Do you still think that this is the case? Do you have any supporting evidence from feedback or evaluation?

3.19 Last time we spoke, you felt that [x marketing activities / engagement methods] were working well and/or [y marketing activities / engagement methods] were not have much impact. Is this still the case? Do you have any supporting evidence from feedback or evaluation?

3.20 [For schemes that have made use of social media] How have you used social media (which channels, to achieve what end)? Has this proved an effective route to engaging people? If so, which groups of people has it reached? If not, why not? Would you use these media in future work? Why/why not?

3.21 Did your marketing involve endorsement by any well-known local people? If so, what impact did this have? Do you think this is a useful element of scheme promotion? Why/why not?

3.22 [If using referral network] Have referrals come mainly from particular organisations / individuals within your referral network? If so, why do you think they were particularly active? Are there partners who have referred few / no clients to the scheme? If so, why do you think this is?

Delivery of measures

3.23 Have you been able to deliver the measures that people wanted? Did you have to do more work to persuade people to accept some measures rather than others? Did your scheme rules enable you to help people who were only willing to accept some of the measures their property needed?

3.24 Have there been any quality or timing issues associated with delivery of measures? How have you overcome these? Do you have any feedback from households about their satisfaction with the installation process?

3.25 Last time we spoke, we discussed prioritising households most in need. Do you have anything to add about this? Are there aspects of the scheme that you would change to enable more prioritisation, if you did this again?

Impact

3.26 have you spent all the money allocated for delivery of measures? If not, why not?

3.27 How many measures been planned/installed? Is this the level of demand that you expected?

Legacy

3.25 What do you think has been the key learning from your project (spend some time on this, getting in to the details – are there seemingly small things that will make quite a difference to work of this type in the future, such as understanding better the business drivers and working practices of switching providers, or understanding the concerns that planners have about EWI, etc)?

3.28 If you were doing this project again, what would you do differently?

3.29 Is this project likely to continue post-funding? If so, how will it be funded? If not, are there any activities within the project that might continue (eg, no measures but ongoing advice provision)?

3.30 How replicable do you think the project is? Could it work on a wider scale or would that compromise the approach? What would the best scale for a project like this be? How important was it that this was a local scheme?

3.31 These are early days, but what do you see as the legacy of the work? Does it have a broader 'fit' within the ethos of the organisation and what level of corporate support does it have? How is this support demonstrated?

3.32 How will this project contribute to your council's approach to ECO (eg, mapping local opportunities)? Is there learning from the project that will be useful in negotiations with energy suppliers about local ECO (and Green Deal) partnership working?

3.33 How will this project contribute to your council's approach to Health and Wellbeing?

FOR PROJECTS THAT ALSO INCLUDE GD, GO TO 4

FOR OTHER PROJECTS, GO TO 6

4. Green Deal Topic Guide

Progress to-date

4.1 What has happened since our last interview? E.g. further action towards targets (GD assessments, show homes, community events), marketing activity, stakeholder engagement

4.2 Has everything happened smoothly or have there been any changes (good or bad)? Please provide details of any changes.

4.3 Were there any internal barriers to progress? Were any of these unexpected? How have you overcome them?

4.4 Is the project completed? If not, why not?

4.5 How do you feel about the support you have received from DECC since the last time we spoke?

Partnership working and stakeholder engagement

Partners should be taken to include groups engaging customers, assessors and advice providers etc, and also installers, including those needing training for Green Deal accreditation

4.6 Last time we spoke, you were content that your partnerships were working well / had some concerns about [x element] of your partnership working on this scheme. Do you have any further comments on this element of the project? Have any new issues emerged, or have any existing issues been resolved?

4.7 [for schemes working with social housing providers] Has social housing providers' work on setting up ECO agreements with energy suppliers had any impact on your project?

4.8 Has your project been affected by any issues with the Green Deal supply chain (e.g. too few accredited assessors)? Has this situation changed over the course of the project? Has the project itself had any impact on the development of the supply chain?

4.9 To what extent were the assessors working on the project already equipped with the necessary skills and experience to deliver high quality GDARs? Has the project helped them (further) develop this skill and experience set? If so, how?

Customer engagement

4.10 Last time we spoke you felt that [x messages] were working most effectively and/or [y messages] were not really having any impact. Do you still think that this is the case? Do you have any supporting evidence from feedback or evaluation? (where possible, collect scripts used in face to face / telephone marketing, as well as marketing materials)

4.11 Last time we spoke, you felt that [x communications routes] were working well and/or [y communications routes] were not have much impact. Is this still the case? Do you have any supporting evidence from feedback or evaluation?

4.12 [For schemes that have made use of social media] How have you used social media (which channels, to achieve what end)? Has this proved an effective route to engaging people? If so, which groups of people has it reached? If not, why not? Would you use these media in future work? Why/why not?

4.13 Did your marketing involve endorsement by any well-known local people? If so, what impact did this have? Do you think this is a useful element of scheme promotion? Why/why not?

4.14 [For schemes with show properties] How have the show properties been used to promote the Green Deal in particular, and energy efficiency measures more generally? Will you continue to use them in the future? How?

4.15 Did your scheme have any success in engaging the PRS in the Green Deal? How?

Impact

4.16 How many GD assessments been completed to date? How have you found the capacity and quality of Green Deal Advisers (including customer service and pricing)? How have you found the GDAR software? Has anyone progressed beyond GDAR to requesting a GD plan?

4.17 Do you have any feedback (from customers or stakeholders) on how the GDARs are being received? Do they tell people what they need to know; are they easy to understand; are people asking for help to interpret them and decide what to do next?

4.18 What differences in impacts / outputs are you seeing between different audience groups (eg, different tenures, different demographic groups)?

4.19 How has the process worked in the non-domestic sector (explore this a little, as we are getting conflicting reports, ranging from ‘it’s impossible’ to ‘it’s been cheaper than we expected – we need to understand what the barriers are, if any, and how people are overcoming them)

Legacy

4.20 What do you think has been the key learning from your project (spend some time on this, getting in to the details – are there seemingly small things that will make quite a difference to work of this type in the future, such as understanding better the business drivers and working practices of switching providers, or understanding the concerns that planners have about EWI, etc)?

4.21 If you were doing this project again, what would you do differently? And what tips would you pass on to other local authorities embarking on this type of project?

4.22 These are early days, but what do you see as the legacy of the work? Is it likely to continue post-funding? Does it have a broader 'fit' within the ethos of your organisation and what level of corporate support does it have? How is this support demonstrated?

4.23 How replicable do you think the project is? Could it work on a wider scale or would that compromise the approach? What would the best scale for a project like this be?

4.24 The project happened at a time when Green Deal was just starting up. Do you think that the project contributed to the process of overcoming the start-up issues that Green Deal was facing? If so, how? What do you think is the most important learning so far for future success of the Green Deal?

FOR MULTIPLE STREAMS, GO TO 5

FOR GD ONLY PROJECTS, GO TO 6

5. Multiple Stream Topic Guide

5.1 Are the cross-topic links that have been formed / used during this project likely to result in future cross-topic working? If so, what? If not, why not?

5.2 Overall, do you think that linking these projects resulted in useful synergies? If so, what?

FOR ALL PROJECTS, GO TO 6

6. Wrap up

6.1 How did you originally estimate the impacts your scheme would have? How are your final impacts going to compare with this? If they are significantly different, what would you say are the main reasons for this? In particular, is there anything about the process of implementing the project that happened very differently from how you had planned it, and that might have affected the overall results?

6.2 Has your scheme highlighted the need for more information / guidance; for yourself, for your partners and the scheme stakeholders, or for customers? If so, what sort of information/guidance and who do you think should / could produce it?

6.3 Is your evaluation report ready? Could we have a copy? (if the final report is not ready, see whether there is anything draft or interim that they would be happy to share with us)

6.4 Are there any aspects of your project that we haven't discussed that you would like to draw DECC's attention to?

6.5 If we have any final questions / points to clarify as we bring together the learning from all the different projects, I may wish to contact you by phone or email. Will this be OK, and do you prefer one method of contact over the other?

B4: Beneficiary interviews

Notes for interviewer

Purpose of interview:

The interviews with beneficiaries will, alongside the other strands of works with the project teams, provide an important means for the evaluation to answer some of DECC's key objectives and research questions, as follows:

Objectives:

- to understand how the DECC Local Authority Competition worked in practice
- to understand what activities were supported by the Local Authority Competition funding
- to understand which approaches were successful in engaging with consumers
- to understand whether running the strands of the competition together enabled Local Authorities to combine the funding streams in innovative ways or access economies of scope
- to gather learning to inform further policy design
- to understand how to increase take up or interest in DECC's agenda by working with and through local partners e.g. community organisations
- to learn about approaches that are or are not effective for engaging and supporting low income households (FP and CET), including effective messages and channels.

Key (beneficiary) research questions:

- What factors were felt to be enablers/barriers to successful delivery and engagement?
- How do different methods of engagement or outreach operate in practice?
- What targeting and engagement techniques were effective/ineffective in reaching vulnerable households?
- What obstacles to engagement were there, and how were these overcome (if at all)?
- Are different methods more/less effective for different demographic/socio-economic groups?
- Did the type of organisation running or delivering a scheme impact on the level of engagement (e.g. local authority, charity, community group etc)?
- What level of community engagement was achieved?

Things to take to interview:

- This guide

- Paper and sticky labels for the ‘your timeline’ exercise
- Digital recorder
- Incentive signature sheet
- Incentive payments

Introduction

Time 5 mins (Timer 5 mins)

Interviewer to introduce themselves

Aims of project: to understand their engagement in [add local project]. Explain that we are undertaking an independent evaluation and are not linked to the local project. We’re trying to understand what worked well and what could have worked better.

It is completely confidential: their name won’t appear anywhere. There are no right or wrong answers; and they don’t have to answer anything that they don’t feel comfortable doing so.

Discussion will last 1 hour (max).

Permission to record (if necessary); explain you’ll be making notes throughout – for our memories only

Respondents to then introduce themselves and say a little bit about themselves and their home (e.g. what they do, how long they have lived in the home)

Part 1: Understanding engagement

Time 15 mins (Timer 20 mins)

First contact / entry points

- How did you first hear about the local initiative? PROBE ON who (e.g. local council, community group, GP) as well as where and/or how (e.g. leaflet, phone call, local newspaper, etc.)
- Was it easy to understand / clear? If No, how could it have been improved? Did you want further information?
- Did you trust the information? How important to you was it that you found out from this person/organisation? Would it have been the same if you had found out another way? Why/why not? Is it important for the council to be involved in the scheme or not?
- Did you speak to anyone else about it – PROBE ON: family, neighbours/friends, contacting someone else?

- Have you heard of any other initiatives (either in the local area, or nationally) around energy or heating? Which? Did any appeal to you? Why/why not? (INTERVIEWER PROBE: if they have had the opportunity to do it before but have only done it now (via this scheme) what has made the difference? Why have they taken up this offer as opposed to others they've been aware of?)

Motivations and concerns:

- What appealed to you about the initiative? IF NOT RAISED SPONTANEOUSLY, PROBE ON: saving money, home improvement, comfort in the home, good for the environment, being sociable/something that neighbours/others in the community were doing?

- What was the main factor that made you decide to get involved?

- Were you concerned about anything at this point? What, if anything, helped to address these concerns?

Theme-specific questions:

FP:

- If not raised spontaneously, probe on understanding of health benefits of warm homes / any concerns linked to this. Also probe on their understanding of any benefits entitlement they have re fuel poverty

CET:

- Have you ever switched energy supplier before and if so, when? If not, why not?

- Did this scheme help you to overcome any reservations about switching supplier?

- For those that signed up but then didn't switch; find out the reasons for this e.g. savings not as big as expected, Too much hassle, anything else?

GD:

- Prior to getting involved in the initiative, had you seen any national advertising about initiatives like this [allow spontaneous to start with and then probe on whether the advertising was about Green Deal]

Part 2: Understanding the experience: positives and negatives about the process; what has happened/will happen

Time 20 mins (Timer 40 mins)

'Your timeline' exercise

- Now let's talk about what happened once you'd heard about the initiative. I'd like you to plot your story from the beginning to now and anything else that might still happen (use the 'Your Timeline' show card).

- Using these coloured stickers [red, green, yellow], please tell me what experiences – if any - were positive, negative or ok. PROBE ON EACH OF THEM:

- Why did these go well?

- Why did these not go well?

- What would you have changed? Why? How would you have improved it?

IF NOT RAISED SPONTANEOUSLY, PROBE ON THE INTERACTION WITH: assessors, installers, support workers, customer services staff, web sites.

PROBE ON EACH ELEMENT WITH QUESTIONS SPECIFIC TO THE THEME, e.g. about in-home visits for GD assessments or pre-FP improvements, or telephone calls to discuss switching, or the GD assessment documentation.

Theme-specific questions:

FP:

- Did you have any concerns about e.g. having people in their home, and about how the project overcame these? Do you still have any remaining concerns about the measures? Do you understand the benefits of the measures?

- Did you get any advice? What advice have you found useful and been following?

CET:

- Ensure the journey is broken down into (a) sign up; and (b) switching.

- Find out how they did both stages (online, in person, over the phone) and ask what did/did not go well in relation to each of these.

- Were you shown a market comparison to see the best deal for you across the market? If yes, did you take that offer rather than the winning collective switch tariff?

GD:

- Did you have any concerns about e.g. having people in their home, and how did the project overcome these?

- How easy to understand did you find the assessment report (if you had one) done?

- How much do you feel you understand about the Green Deal and what it entails for you?

Reflections on the process

- Was there a high point through the experience? Was there a low point? [if yes – how did you get through it]

- Did it meet your expectations?
- Knowing what you now know about the process, would you have got involved in the project?
- Would you recommend it to a friend / neighbour?
- Have you mentioned it to anyone else in the neighbourhood? Has anyone else in the neighbourhood noticed anything and asked them about it?

WHERE ANY KIND OF INSTALLATION HAS TAKEN PLACE:

- What measures have been/are going to be installed in your home? For each measure:
- Who made the decision about the type of kit and the brand of kit you would get? How involved were you in the decision?
- How was the installation process?
- Do you feel that you have been given enough information about the measures and how they work?
- [Where appropriate to measure] how easy do you find the new measures to work?
- What difference did you think the measure would make?
- How well has it met your expectations?

[INTERVIEWER PROBE: useful to get a sense of how this differs between for example loft insulation and a new heating system]

If multiple measures/'whole house' approach, explore how seamless it has been/felt like or if there has been lots of different contractors.

Part 3: Understanding impact

Time 15 mins (Timer 55 mins)

- What do you feel that you have you got out of [or will get out of] your involvement?
- How has it benefitted you/your family/your community?
- What has been the impact of your involvement? What has changed so far? PROBE ON:
- Impact on your attitudes, i.e. has it changed the way you think about these kinds of measures/schemes?
- Impact on your behaviours, i.e. are you doing anything differently as a result?
- Impact on your home

- Impact on your community
- Any cost savings (actual or anticipated in future)?
- Has being involved in the initiative made you think about doing anything else in your home around heating and energy? What things; why/why not?
- Has your involvement made you think about getting involved in any other activities in the community? Which?
- Would you be interested in having other measures?
- IF YES: what measures? What would you like to have?
- IF NO: why not? What about the experience has been off-putting?
- What one thing – if anything – would have improved your experience?

Theme-specific questions:

FP:

Are you taking the benefits of these measures – are you actually keeping warm?

CET:

Given that these schemes don't generally include any kind of measures, the question 'Would you be interested in other measures' should be:

- Has your involvement in this scheme raised your interest in other ways you can save money on your energy bill, e.g. by installing energy efficiency measures?
- Have you been given any advice about ways to use energy more efficiently in the home, either through installing measures or changing your behaviour?
- Have you made any changes as a result of this?

GD:

For e.g. the scheme GD1, nothing will have been installed yet; the question is very much about whether they plan to take action to implement any of the recommendations made in their GDA. If so, how do they plan to finance this?

Will you be going forward and having any recommended measures installed? If so/not – why?

Close out

Time 5 mins (Timer 60 mins)

Thank participants for their time; hand out incentives

Appendix C: scheme clusters

Cluster	Description	Schemes in this cluster
1: Continuing success	This is a relatively large group of 16 schemes that essentially continue the implementation of approaches that are already working.	Bolton FP; Bournemouth FP; Buckinghamshire FP; Cheshire West FP; Cornwall FP; Coventry FP; Lancashire FP; Leicester FP; Leeds FP; Newcastle under Lyme FP; North Tyneside FP; Suffolk FP; Walsall FP; Wigan FP; Wirral FP; York FP
2: Incentives	This is a small number of schemes (4) providing incentives to community and other participants in return for referrals to the scheme.	CET1 Cherwell GD; Community Energy Direct CET; Eden CET; Woking CET
3: Hand holding	This cluster contains two schemes where customers were to be helped through the process by a community representative, to ensure that the most vulnerable were included.	FP3 Brighton and Hove FP; LB Camden FP
4: Plugging gaps in funding	This is a medium sized group of schemes (8) aiming to plug known gaps in eligibility for funding or gaps between the end of one funding stream and the start of another.	Dorset FP; Dudley FP; Gateshead FP; GLA FP; Knowsley FP; LB Waltham Forest FP; Rotherham FP; Sefton FP
5: City region	This cluster contains two schemes that are integrated within wider partnership activities in a city region.	CET4 Oldham CET; RB Kingston FP
6: EWI in mixed tenure areas	A cluster containing five schemes that aimed to address the barriers associated with installation of solid wall insulation on social housing in mixed tenure blocks or areas.	FP2, FP5 Birmingham FP; LB Tower Hamlets FP; Sunderland FP; Wakefield FP; Watford FP
7: Known barriers /	Two schemes that may be new to the areas involved, but	Gosport FP; Torbay FP

Cluster	Description	Schemes in this cluster
known solutions	use tried and tested methods to overcome known barriers to action.	
8: Park homes	This cluster contains a medium sized group of schemes (5) targeting park homes.	Guildford FP; Runnymede FP; Tandridge FP; Teignbridge FP; Winchester GD
9: Revisiting households	A cluster containing three schemes aiming to target homes where some, but not enough, energy efficiency work has been done in the past.	Hampshire FP; Sheffield FP; Sheffield CET
10: SMEs and the Green Deal	This cluster contains five local areas (six schemes) that are looking at how to involve small and medium sized businesses in the Green Deal and ECO.	GD3 Haringey GD; Hinckley and Bosworth FP&GD; North Devon; North Yorkshire GD; Wiltshire GD
11: Local hub	This is a cluster of four local areas (seven schemes) looking to set up a local hub for energy advice and Green Deal delivery.	CET6 / FP6 / GD5 Isle of Wight CET&FP&GD; LB Brent FP&GD; Oxford City GD; West Sussex GD
12: Private rented sector	This cluster contains four schemes that address the difficulty of engaging landlords and tenants in the private rented sector.	GD1, GD4 LB Camden GD2; LB Hillingdon FP; Herefordshire GD; Worcestershire GD
13: Rural	This cluster contains a medium sized group of schemes (6) that aim to engage hard to reach groups in rural areas and / or promote social cohesion in these areas.	CET3, GD3 AGE-UK CET; Broadland CET; Community Energy Plus CET; North Norfolk CET; North Yorkshire GD; Wealden FP
14: National framework	This is a group of eight schemes that are implementing approaches that could be replicated anywhere within a national framework.	CET1, CET5 Changeworks CET; Community Energy Direct CET; Eden CET; Exeter CET; Northumberland CET; Peoples Power CET; Peterborough CET; Wiltshire

Cluster	Description	Schemes in this cluster
		CET
15: Urban small area	This is a large group of schemes (16) in urban areas that are targeting well defined small geographical areas.	CET5, FP2, FP5 Barnsley GD; Birmingham FP&CET; Cambridgeshire GD; Cheshire West and Chester; Coventry CET; Halton FP; Kent GD; LB Tower Hamlets CET; Norwich CET; Peterborough CET; Portsmouth FP; Reading GD; South Tyneside CET; Sunderland FP; Warrington GD
16: Community	This is a cluster of six schemes, three in each of two local areas. Each local area has a scheme funded by each of the three strands; the schemes in each area are intended to work together, and there is a strong focus on community involvement.	CET6 / FP6 / GD5, CET7 / FP7 / GD6 Cheshire East CET, FP & GD; Isle of Wight CET, FP & GD
17: Green	This is a group of three schemes that aim to engage people using 'green' messages.	CET6 / FP6 / GD5 Brighton and Hove GD; Isle of Wight GD; Preston FP
18: Routes to market	This is a large group of 14 schemes using multiple and/or innovative routes to reach their target market.	CET2, FP3, GD2 LB Hillingdon FP North Devon; Eden CET; Peterborough CET
19: Referrals and data mining	This is another large group of 12 schemes that are combining use of local authority or purchased datasets to target areas with a high propensity for fuel poverty with referrals from front line professionals and community organisations.	FP1 LB Brent FP
20: Single, first time	This is a group of five schemes where an organisation is working on its	CET6 / FP6 / GD5, CET2

Cluster	Description	Schemes in this cluster
	own collective switching scheme, without formal links to one of the national framework schemes and without prior experience of switching schemes.	
21: Pre / free assessment	This is a medium sized cluster of schemes (8) that are using pre-assessments and / or the offer of free Green Deal Assessments to encourage early uptake.	CET6 / FP6 / GD5, CET7 / FP7 / GD6, GD4
22: Tariff pre-agreed	This is a group of three schemes that will agree tariffs with energy suppliers before asking people to sign up to switch.	CET1 AGE-UK CET

Appendix D: short descriptions of schemes selected for detailed study

D1: Cheaper Energy Together

CET1

This is a collective switching project for a county but it goes beyond that; it is a cross-sector partnership with a deeper vision. It sees collectivism as a route to behaviour change across all government energy policies. It builds on a pilot scheme, completed in 2012, and has a very ambitious target of reaching out to the whole population and encouraging up to 50% of them to participate. It is one of a number of partner schemes sharing some infrastructure and approach. The project combines marketing through a wide range of means; community engagement in targeted areas of high fuel poverty and/or high deprivation; research on the effect of thermal imaging on response; and analysis of response of residents to different marketing approaches.

CET2

CET2 is a not for profit, collective project helping local householders and small businesses to get a better deal on their gas and electricity bills. The scheme aims to help customers save money while also offering a green energy choice and payment options through the new local currency.

The lead partner has previously provided advice to customers about the benefits of switching, but none of the partners has done anything on collective switching before. The partners were particularly interested in getting something that would work for vulnerable and PPM customers. Offering customers the choice of a green tariff and the option to pay with the local currency means the scheme can offer people more than just a means of saving some money. In addition, promotion of this scheme also allows engagement with householders on other energy saving schemes.

As well as the link with the local currency, key innovations in the scheme include the credit union partnership, which allows the scheme to be directly promoted to some of the area's most vulnerable households, and the range of mechanisms offered to enable people to sign up; as well as online, customers can call a freephone number or send in a freepost return.

CET3

This project aims to save residents money on their energy bills by securing sign up to a county-wide collective switching scheme and by developing and promoting an Energy Box resource, made available in rural communities. There is a target to sign up 1300 households for collective switching. Extra support is being made available to encourage those who do not have internet access to sign up for switching; this support is being provided by the Customer Services and Housing teams within the Council.

CET4

This is a collective switching scheme for 10 adjacent councils in a region who frequently work together. It builds on a smaller scheme run by the lead council in their area only, completed in 2012. The aim is to enable as many residents as possible to switch (with a target of 100,000 registrations, of which 30% are hoped to switch), including those without internet access, and

to help those in fuel poverty. In addition to conventional marketing, the campaign is supported by a three-week door knocking campaign targeted at the fuel poor. The intention is to support residents as broadly as possible, with fuel debt advice provided and cross-referencing to energy efficiency advice and support schemes.

CET5

This is a marketing and advertising campaign supporting a collective energy switching scheme for a city which builds on experience of a previous switching campaign completed earlier in 2013. The aims are to enable a more diverse cross-section of local residents to switch (with a target of 10,000 registrations), to reduce fuel poverty and to improve public health. Households where English is not the main language are a target group (the 2011 census showed that these groups were a significant part of the city's population) and also those without internet access. The council is collaborating with 13 others and a single switching provider to get a collective offer from suppliers in one auction.

CET6

This Cheaper Energy Together scheme operates through online and telephone sign-up, together with outreach sessions in various locations across the local area, and is working with energyhelpline to secure the best deal for customers. Cross referral to a fuel poverty scheme running in the same local area is made when appropriate. The local community council is the delivery agent for this scheme.

CET7

This collective switching scheme is being delivered through an existing framework agreement. The Fire Service in the local area is a key promotional partner, providing information about the scheme in their home visits to vulnerable households.

D2: Fuel Poverty

FP1

The project will purchase data from the 50,000 Energy Performance Certificates (EPCs) that exist for the area and use these to identify properties where heating and insulation measures have been recommended. These will then be cross-referenced with Council Tax Benefit and Housing Benefit data held by the council to identify households living in these properties who are likely to be in fuel poverty. Identified households will then be sent a letter by the council, asking whether they have already undertaken the measures recommended by the EPC and, if not, whether they would like the council to undertake the measures for them. Households that take up the offer will then be contacted by the council's contractor and arrangements made for the measures to be installed.

FP2

The project aims to retrofit four tower blocks with high levels of fuel poverty. The original plan was to install external wall insulation, heating, glazing and communal lighting but only the insulation and heating are now going ahead.

The Council is working very closely with the Tenant Management Organisation who have been exceptionally supportive.

£3,000 of funding is being used by the Tenant Management Organisation to commission CORE50 (a tenants co-operative) to manage the heat from the new system. CORE50 will buy

gas, sell heat to tenants and manage billing. Tenants will be in control, and will have to help make difficult decisions (e.g. self-disconnection issues for vulnerable customers).

FP3

This fuel poverty project aims to improve the thermal efficiency of homes of vulnerable groups living in or at risk of fuel poverty. It is aimed at both the private rented sector and owner occupiers. 85 properties are to have measures. The Council provides a phone line contact and web presence (though this is not key for their target audience).

Through existing community and voluntary sector partnerships, the Council will identify vulnerable households who will benefit from installation of heating and insulation measures. Partners will provide a 'case-work' approach for households to ensure additional support is accessed, including through the respective areas' Warm Homes Healthy People (WHHP) programmes. Case workers will handhold clients through the process to ensure maximum take up is achieved. The proposal targets 85 vulnerable households who have low incomes and high energy bills.

Measures include loft and cavity wall insulation and heating including radiators, controls and storage heaters.

FP4

The project aims to reduce fuel poverty across the district, including hard-to-reach, rural communities, by providing adequate, appropriate and affordable heating. The Council is offering grants for heating improvements and installations to 50 private sector householders; as part of the home visit to carry out the survey for heating, the Council surveyors produce an EPC and make links to other improvements (minor insulation works, security alarms, disabled adaptations) to maximise the opportunity of being in someone's home.

FP5

The project aims to tackle fuel poverty by offering 100% funding for cavity wall, loft and external wall insulation in geographic areas where fuel poverty runs at higher than 30% of the population. It is an area-based approach, driven by doorknocking to identify properties where insulation improvements either have not been made or were made a long time ago and are likely to be insufficient. The project is aiming to provide insulation to around 440 homes in the target areas.

FP6

This fuel poverty scheme uses home visits to determine the level of need and the measures suitable for the householder / home and then arranges for measures to be installed. Cross referral is made to a Cheaper Energy Together scheme running in the same local area when appropriate, and to a range of other appropriate sources of help. Scheme delivery has been contracted by the council to a local sustainability charity.

FP7

In this scheme, insulation and heating measures are being supplied to households targeted in an area-based approach using MOSAIC and other council-held data.

D3: Green Deal Pioneer Places

GD1

This project aims to engage the private rented sector (PRS) in the Green Deal through:

- Cashbacks of £50 on Green Deal assessments for landlords (or £75 for those attending a training course) and support to help them get Green Deal plans under way;
- Training for landlords on accessing Green Deal (and ECO) finance;
- Training for key local authority officers (EHOs, housing officers) on how to communicate the Green Deal in their interactions with the PRS;
- Tenant engagement workshops;
- Development of five PRS showhomes plus case studies and communication materials based on the real experience of landlords going through the Green Deal.

One of this council's priorities is improving the quality of privately rented accommodation. The council has for some years run an accreditation scheme for private landlords, which is operating at a sub-regional level. This accredits landlords for keeping their properties in a good condition. With minimum standards in the private rented sector potentially only a few years away, the council felt it would be good to promote Green Deal to landlords as a potential means of funding the necessary improvements to meet these minimum standards.

GD2

This is a multi-faceted project that aims to maximise the uptake and increase the 'normalisation' of the Green Deal locally. The project targets private sector landlords, public sector staff and local businesses. There is also a community-led Transition Streets element, a show homes/buildings programme, the development of a Green Deal trailer (to take to events) and joint-working to assess the opportunities provided by ECO.

The three local authorities involved in the project already worked together through the Local Enterprise Partnership and had commissioned a Green Deal options appraisal. This competition was a timely opportunity to test two of the emerging options.

Transition Streets was included as a way of trialling 'deeper' contact with householders, educating them about sustainability more widely to help engender a stronger commitment to the Green Deal model.

GD3

This project will provide a model for Green Deal delivery which:

- Is appropriate for sparse rural communities;
- Provides solutions for traditional rural buildings;
- Offers opportunities to local businesses;
- Addresses specific planning constraint issues relating to properties within protected areas / conservation areas/listed properties.

The project will develop local assessors, complete assessments and green deal plans. They will run a builders breakfast for potential installers and seek a 'show property'. Property owners will be supported through planning applications and good planning practice identified to aid local authority planners in dealing with the roll-out of the Green Deal.

The wider partnership will include local voluntary organisations. They will identify a named contact, and a settlement to test area and street by street approaches.

GD4

The project trains university students up to carry out online pre-assessments of student (and private sector) accommodation. These are then assessed and, where appropriate, approved for a full Green Deal assessment. Two Green Deal Provider options are being trialled: one with a large GDP and another through a local social enterprise/referral agency. Eight show homes/buildings are also being developed.

A Green Deal options appraisal, commissioned by a working group of all local authorities within the county, was in its final stages when this competition was announced. It was seen as a timely opportunity to trial short-listed options.

Student accommodation was chosen because:

- It could be accessed quickly through existing links with university;
- It tests the tenant/landlord relationship in regard to the Green Deal;
- Student accommodation is known to be poor stock in energy efficiency terms;
- It was considered an innovative approach;
- It empowers tenants.

GD5

This Green Deal Pioneer Places scheme is offering free Green Deal Assessments and retrofitting a series of show properties in the domestic, commercial and community sectors. The scheme has been sub-contracted by the council to a local environmental CIC. Development of the local supply chain, through assessor training and identifying opportunities for local builders, is a key element of the scheme.

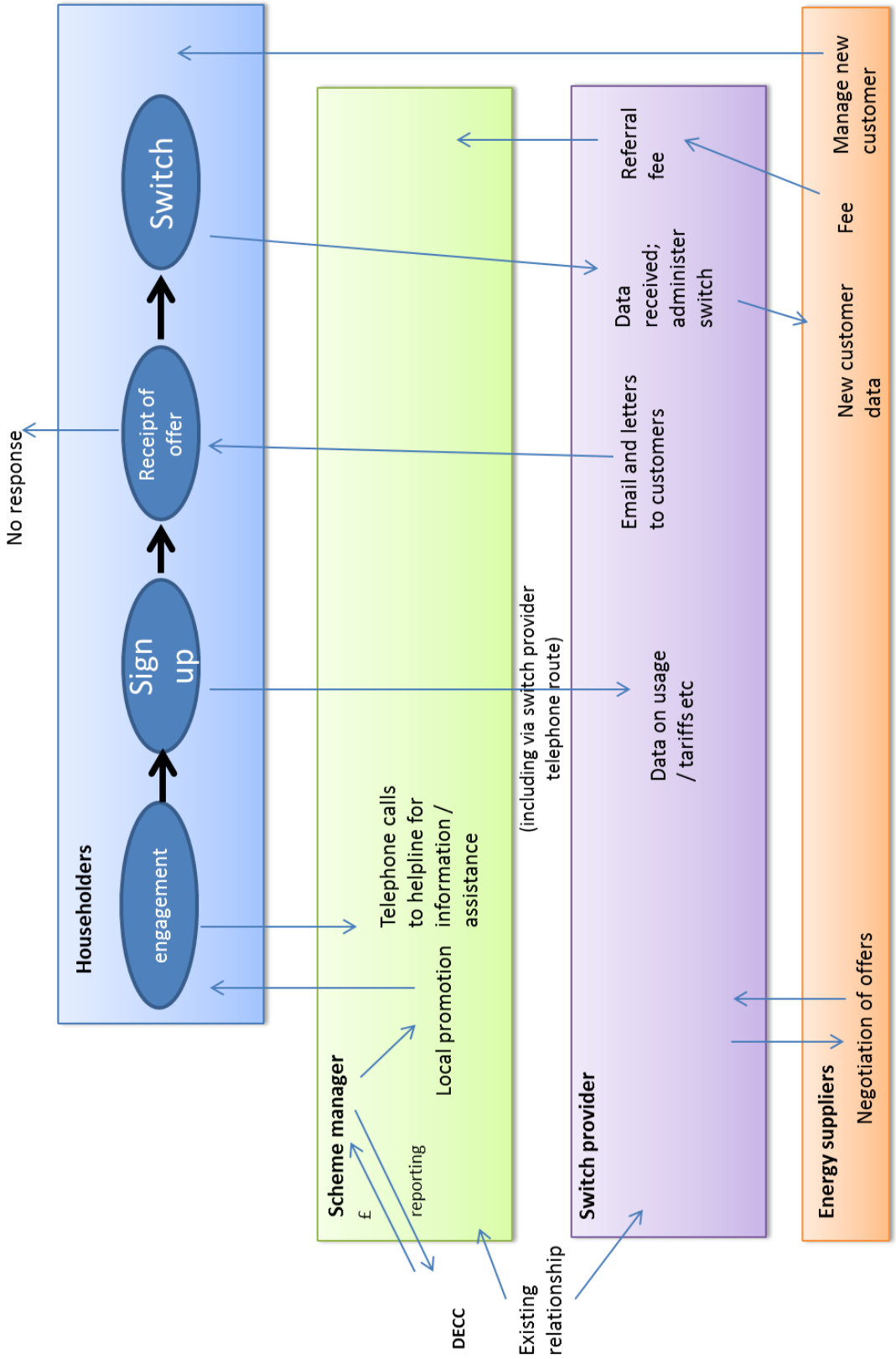
GD6

The council is taking an area-based approach, focusing on a single town for the Green Deal. They are building on the development of a new community-based organisation initially supported by the LEAF funding. The areas for Green Deal focus are being selected based on MOSAIC data and a report for the Council by BRE. The CIC that is being set up as part of the scheme aims to be a neutral broker / hub, pulling together the different strands of Green Deal delivery as a trusted organisation in the local community.

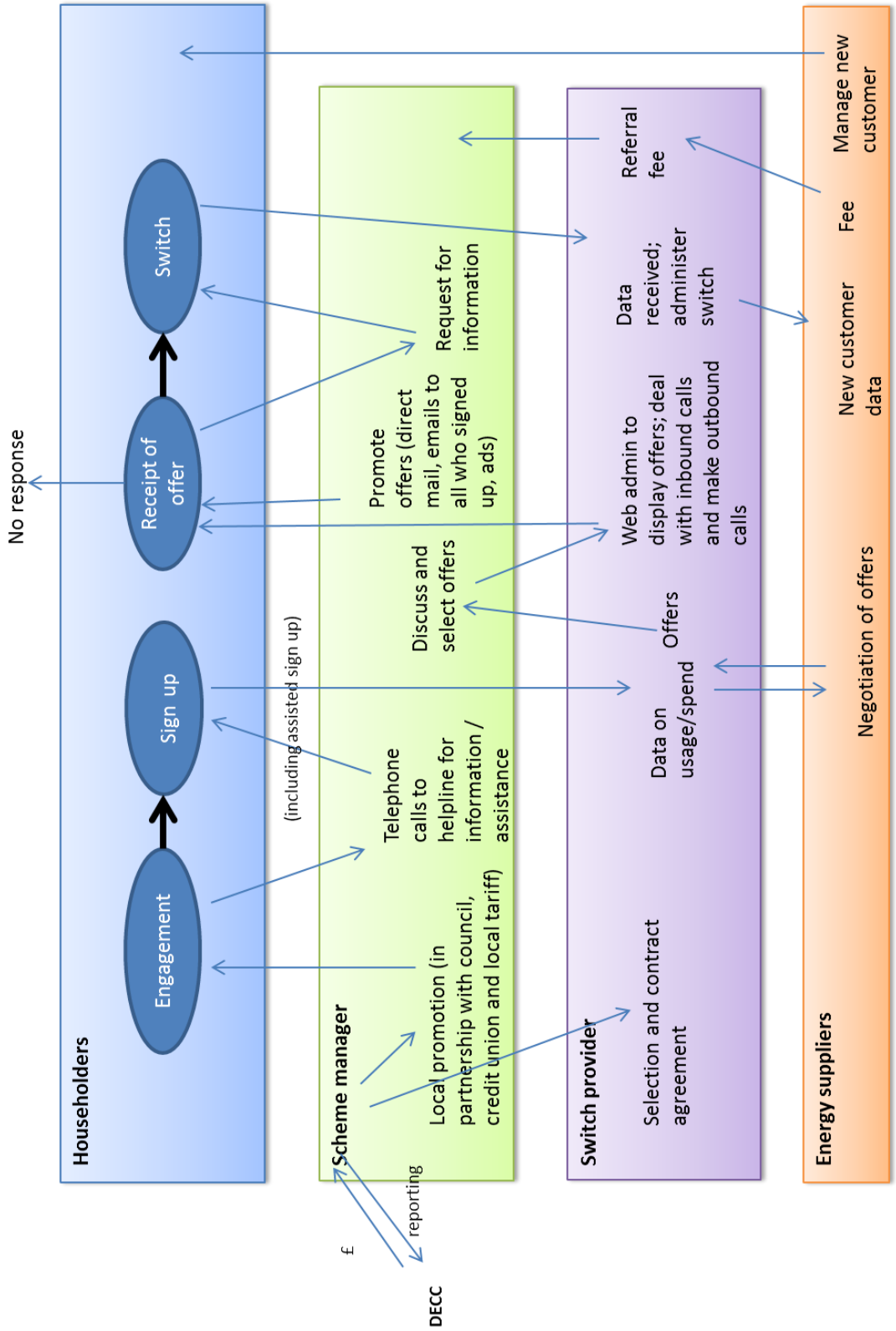
Appendix E: process diagrams for schemes studied

Collective switching schemes

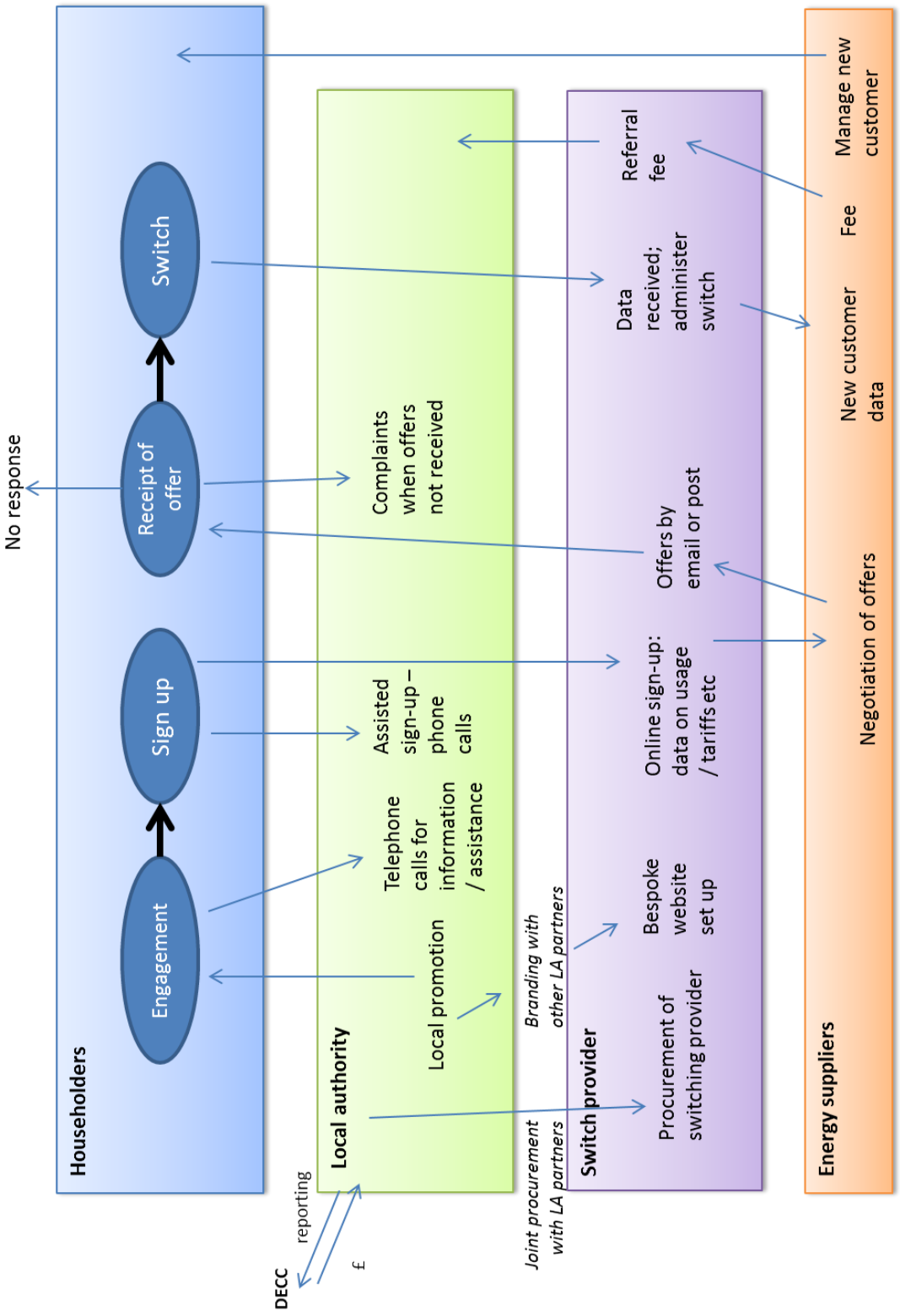
CET1



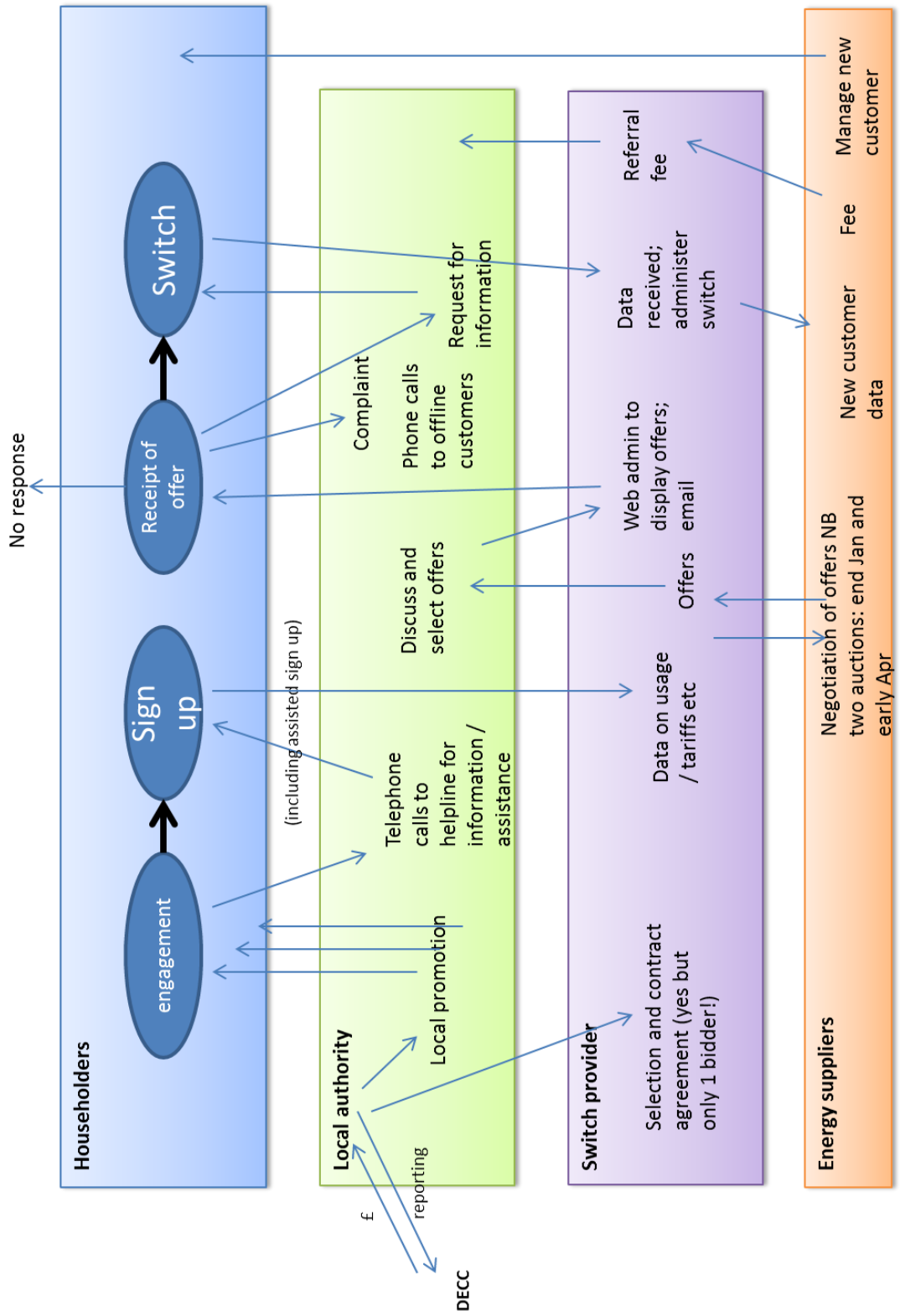
CET2


Householders
Engagement
Sign up
Switch
Receipt of offer
No response
(including assisted sign up)
Scheme manager
Local promotion (in partnership with council, credit union and local tariff)
Telephone calls to helpline for information / assistance
Discuss and select offers
Promote offers (direct mail, emails to all who signed up, ads)
Request for information
Switch provider
Selection and contract agreement
Data on usage/spend
Offers
Web admin to display offers; deal with inbound calls and make outbound calls
Data received; administer switch
Referral fee
Energy suppliers
Negotiation of offers
New customer data
Fee
Manage new customer
£
reporting
DECC

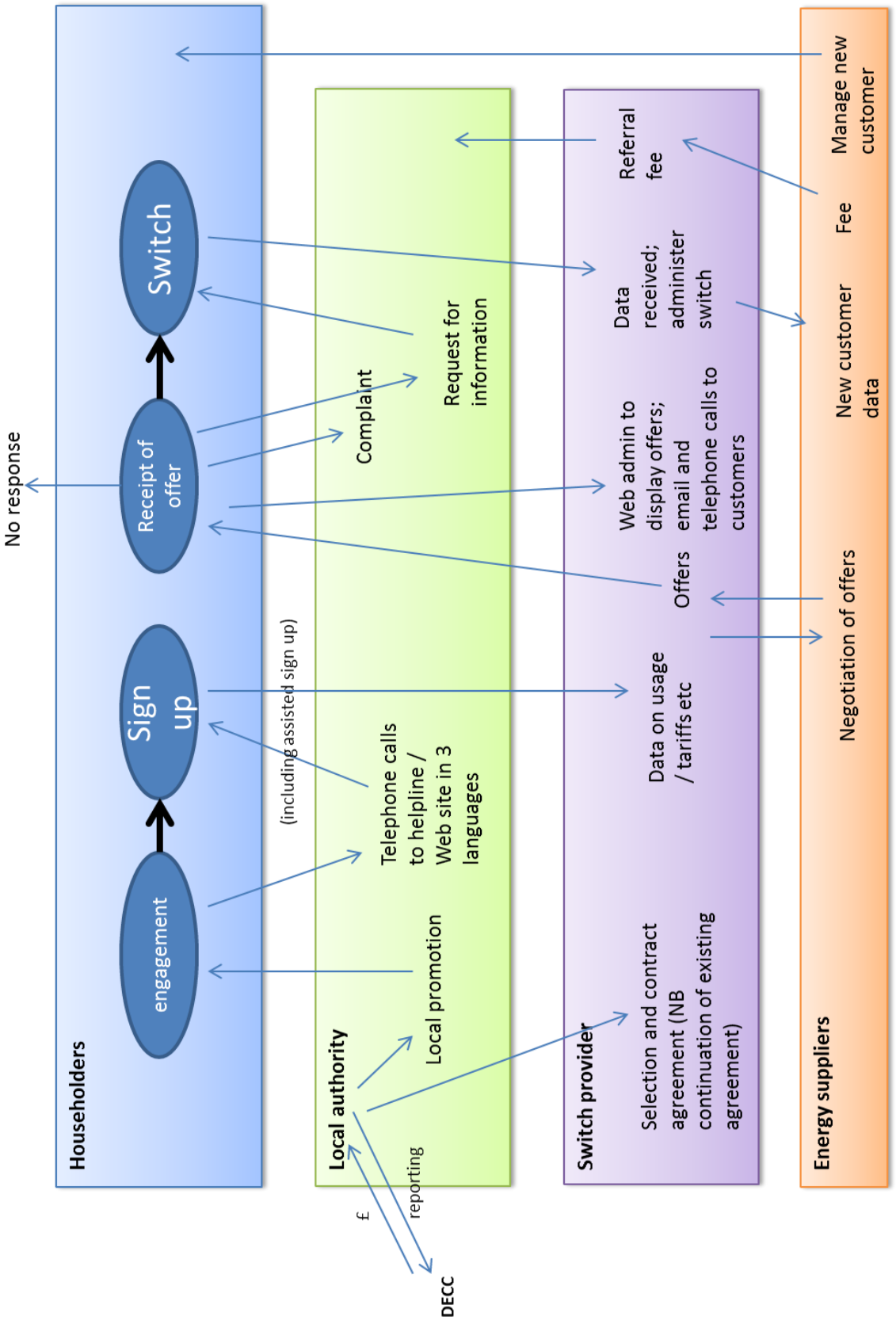
CET3


Householders
Engagement
Sign up
Receipt of offer
Switch
No response
Local authority
Local promotion
Telephone calls for information / assistance
Assisted sign-up – phone calls
Complaints when offers not received
Branding with other LA partners
Switch provider
Bespoke website set up
Online sign-up: data on usage / tariffs etc
Offers by email or post
Data received; administer switch
Referral fee
Procurement of switching provider
Joint procurement with LA partners
Energy suppliers
Negotiation of offers
New customer data
Fee
Manage new customer
DECC
reporting
£

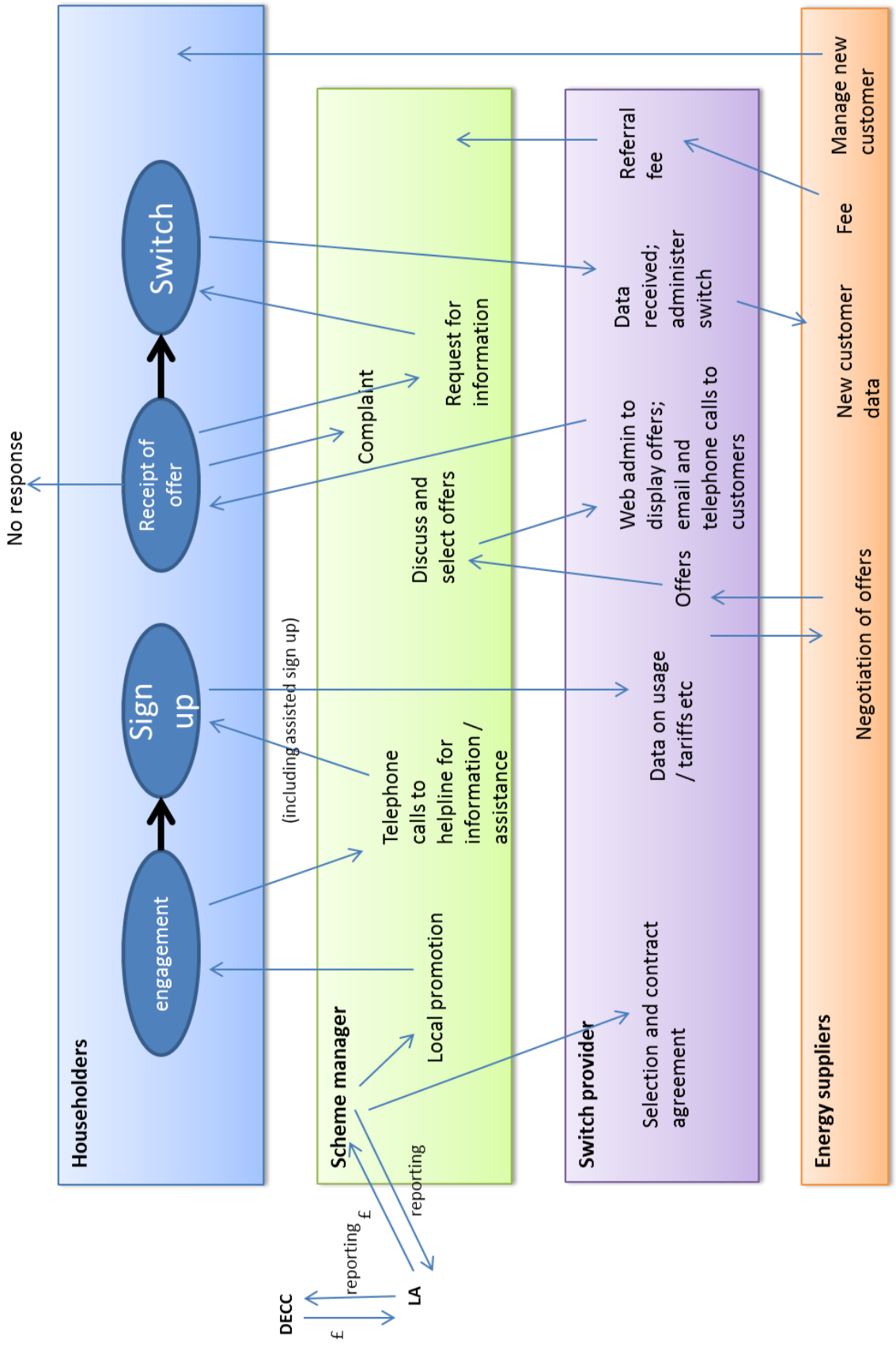
CET4


Householders
engagement
Sign up
Switch
Receipt of offer
No response
(including assisted sign up)
Local authority
Local promotion
Telephone calls to helpline for information / assistance
Discuss and select offers
Complaint
Phone calls to offline customers
Request for information
£
reporting
DECC
Switch provider
Selection and contract agreement (yes but only 1 bidder!)
Data on usage / tariffs etc
Offers
Web admin to display offers; email
Data received; administer switch
Referral fee
Energy suppliers
Negotiation of offers NB two auctions: end Jan and early Apr
New customer data
Fee
Manage new customer

CET5

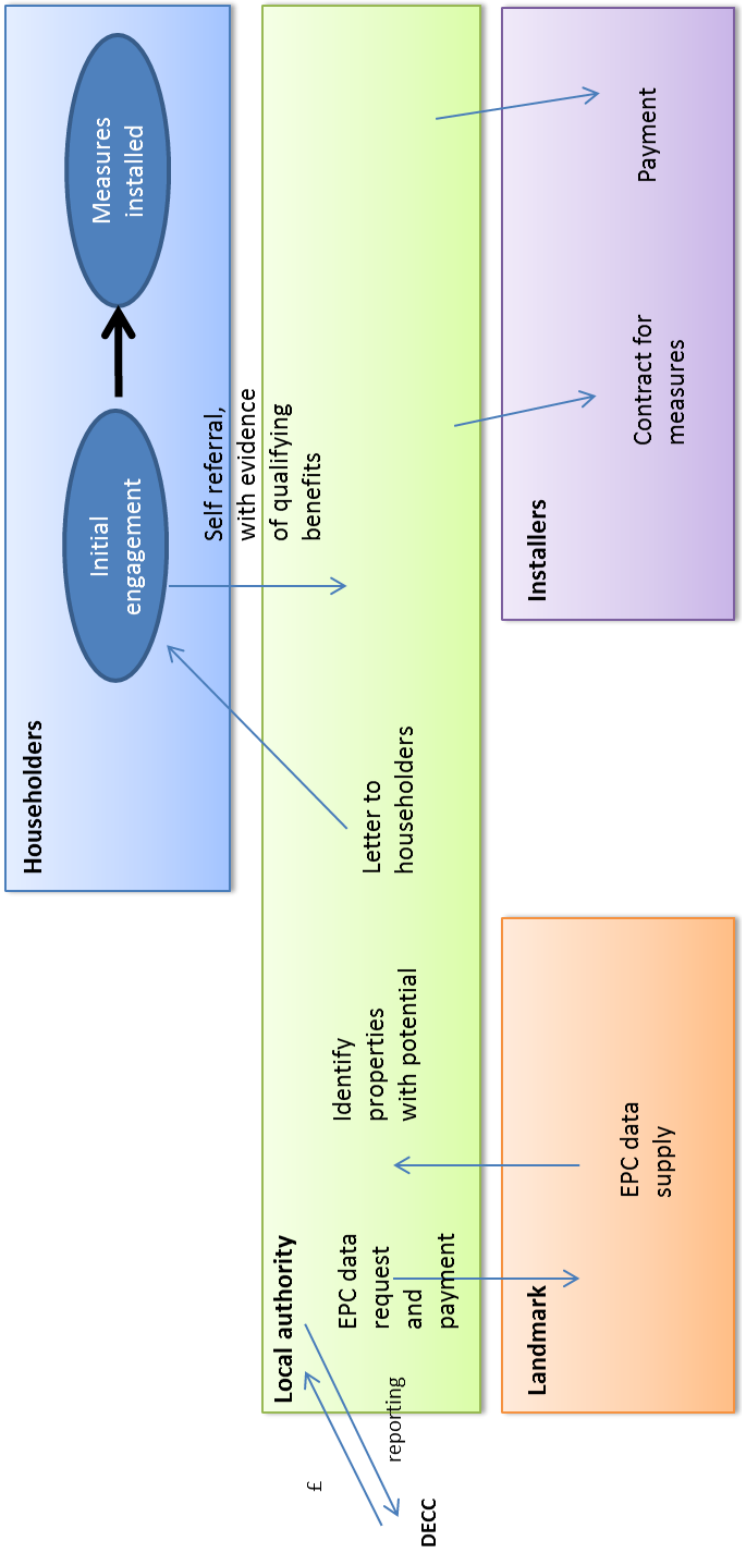

Householders
engagement
Sign up
Switch
Receipt of offer
No response
(including assisted sign up)
Local authority
Telephone calls to helpline / Web site in 3 languages
Local promotion
Complaint
Request for information
£
reporting
DECC
Switch provider
Selection and contract agreement (NB continuation of existing agreement)
Data on usage / tariffs etc
Offers
Web admin to display offers; email and telephone calls to customers
Data received; administer switch
Referral fee
Energy suppliers
Negotiation of offers
New customer data
Fee
Manage new customer

CET6

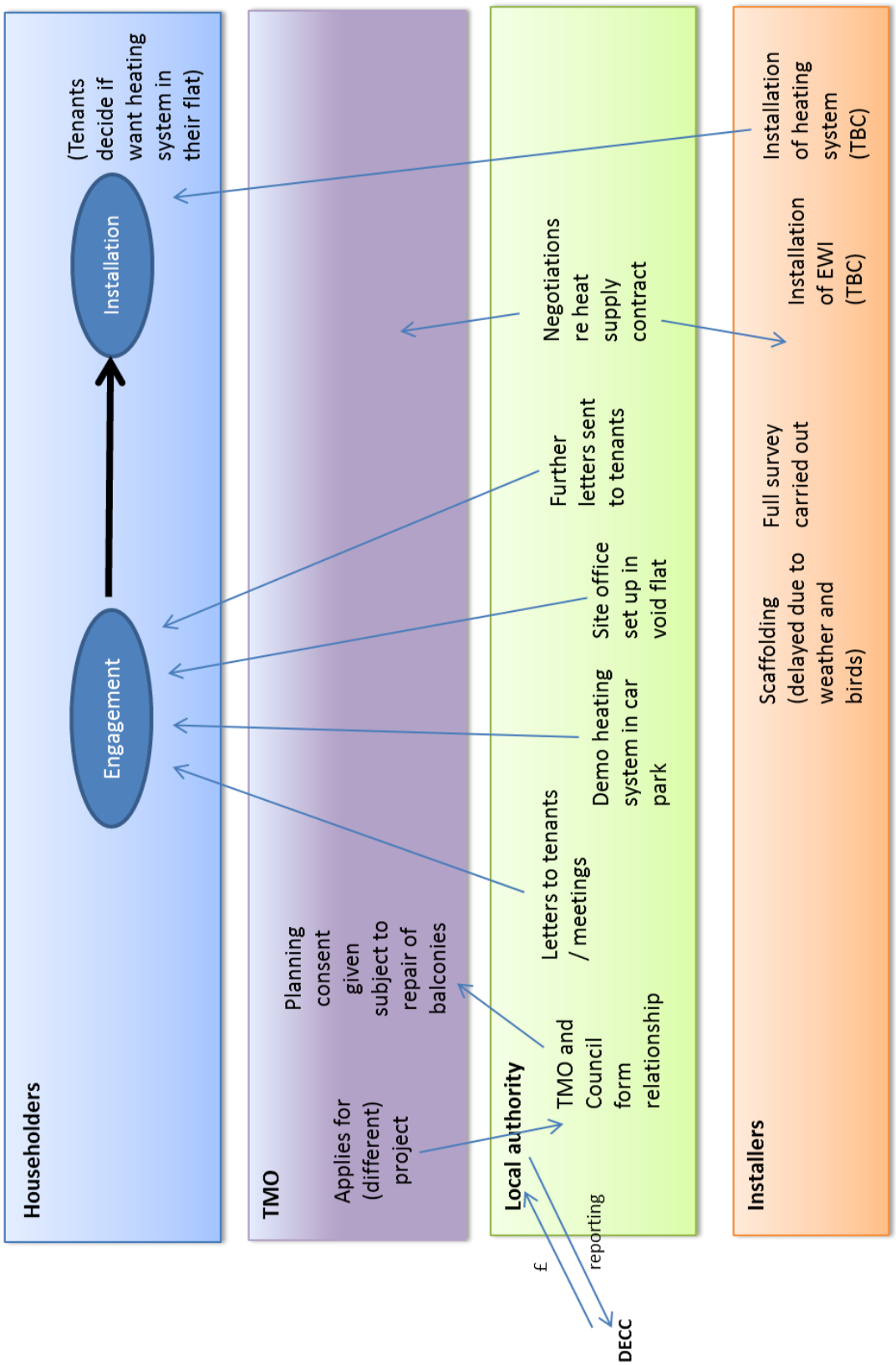

Householders
engagement
Sign up
Switch
No response
Receipt of offer
(including assisted sign up)
Scheme manager
Telephone calls to helpline for information / assistance
Local promotion
Complaint
Request for information
Discuss and select offers
Switch provider
Data on usage / tariffs etc
Selection and contract agreement
Web admin to display offers; email and telephone calls to customers
Offers
Data received; administer switch
Referral fee
Energy suppliers
Negotiation of offers
New customer data
Fee
Manage new customer
LA
DECC
£
reporting
£
reporting

Fuel poverty schemes

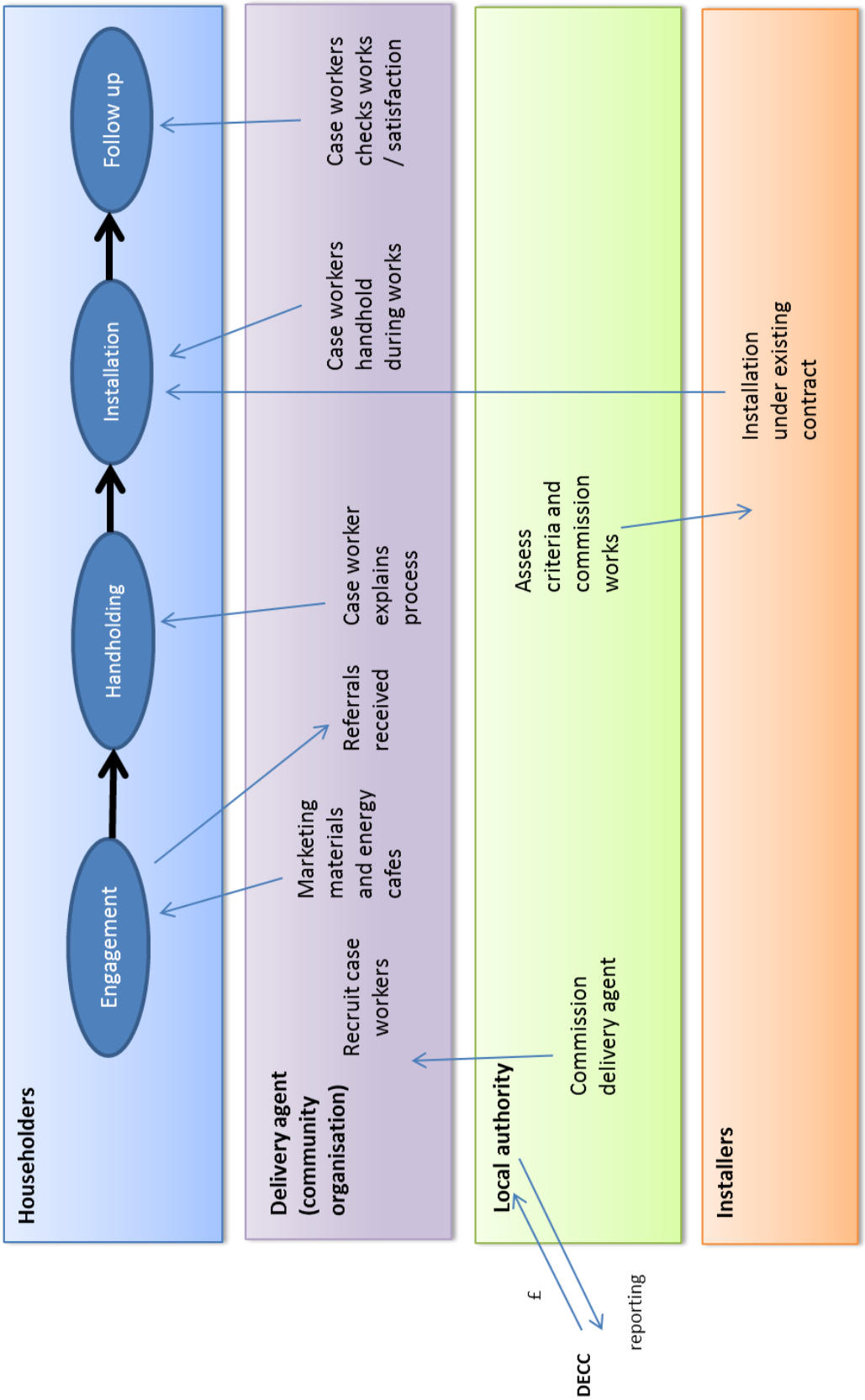
FP1



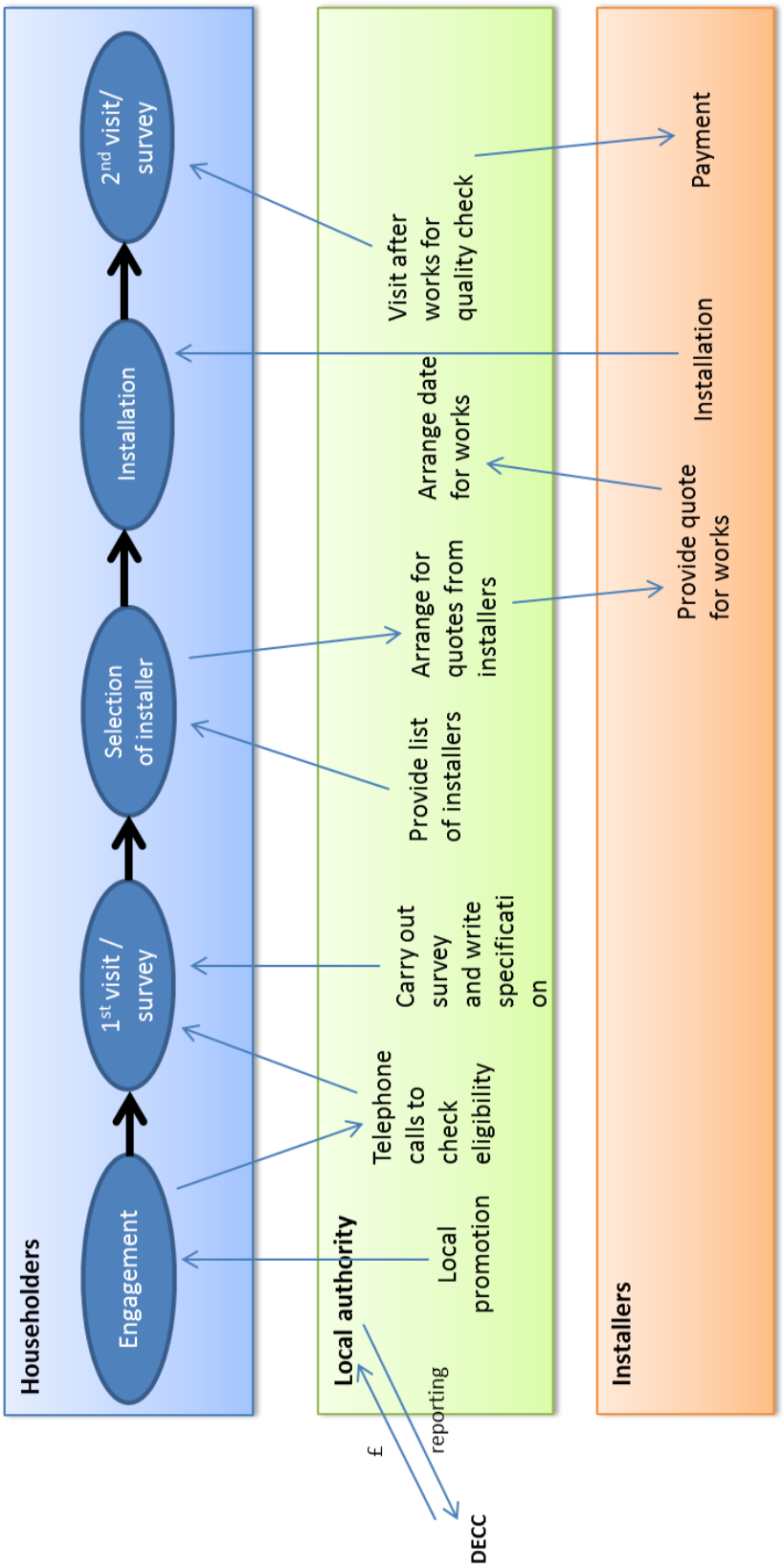
FP2


Householders
(Tenants decide if want heating system in their flat)
Installation
Engagement
TMO
Applies for (different) project
Planning consent given subject to repair of balconies
Local authority
TMO and Council form relationship
Letters to tenants / meetings
Demo heating system in car park
Site office set up in void flat
Further letters sent to tenants
Negotiations re heat supply contract
Installers
Scaffolding (delayed due to weather and birds)
Full survey carried out
Installation of EWI (TBC)
Installation of heating system (TBC)
£
reporting
DECC

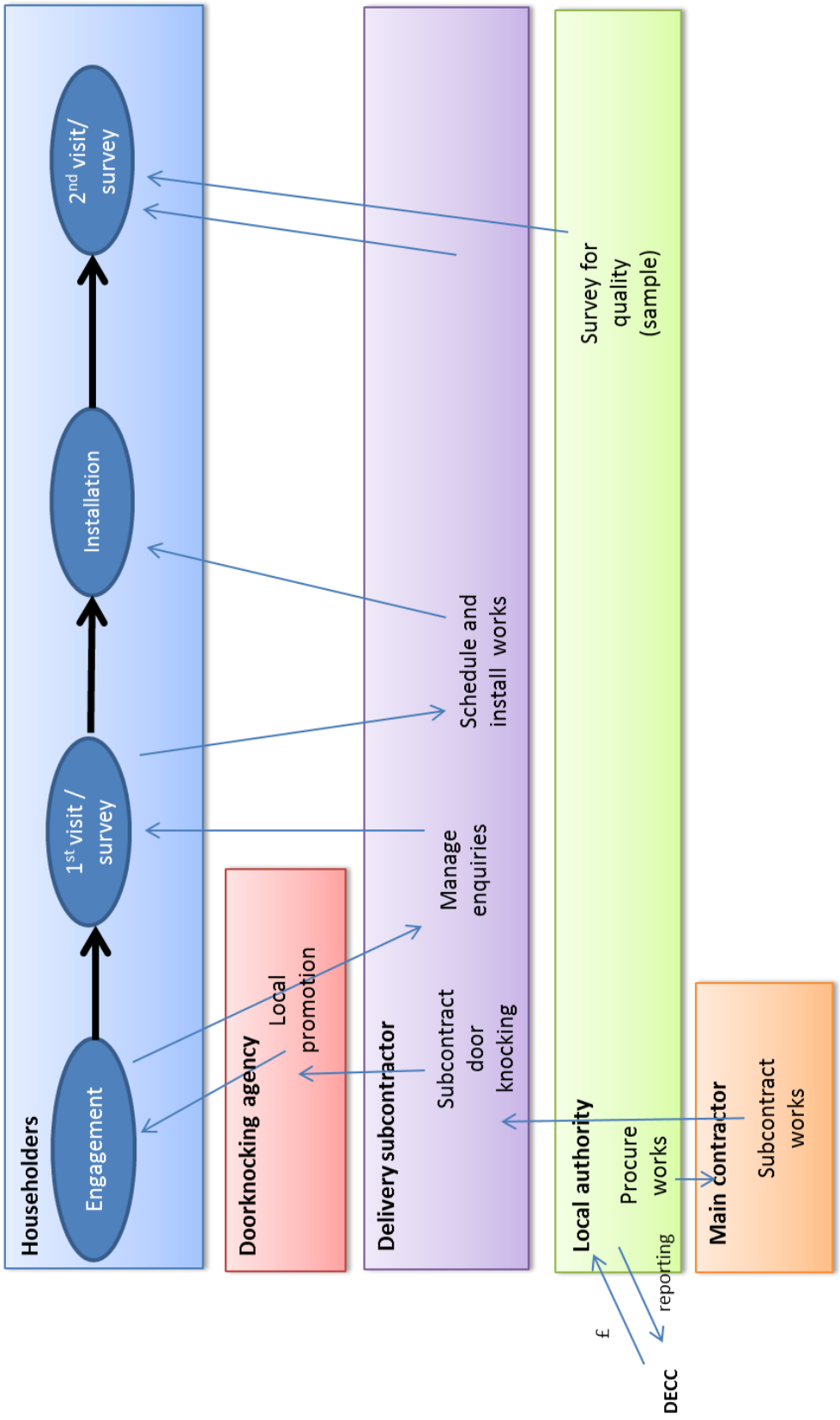
FP3


Householders
Engagement
Handholding
Installation
Follow up
Delivery agent (community organisation)
Recruit case workers
Marketing materials and energy cafes
Referrals received
Case worker explains process
Case workers handhold during works
Case workers checks works / satisfaction
Local authority
Commission delivery agent
Assess criteria and commission works
£
reporting
DECC
Installers
Installation under existing contract

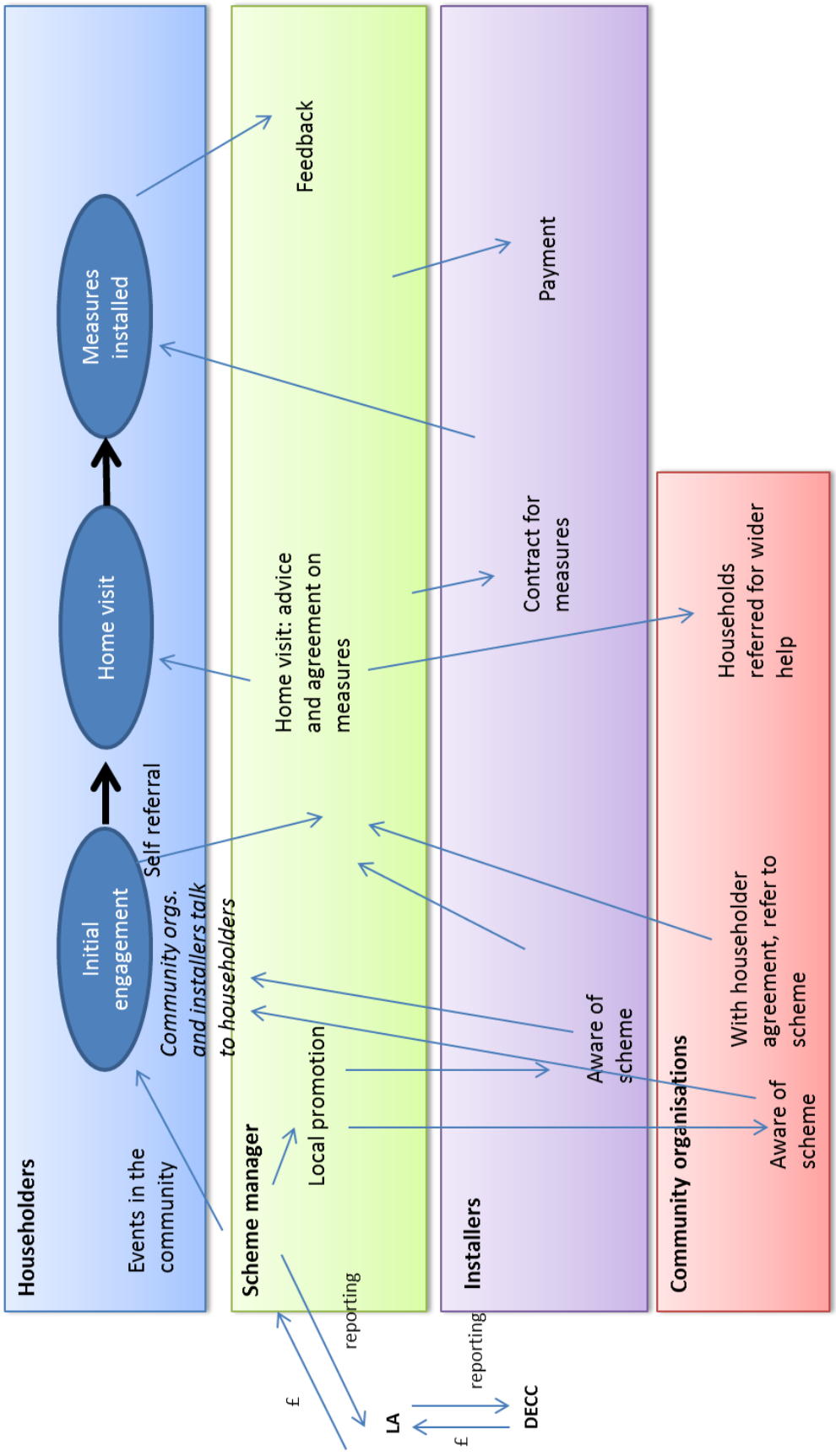
FP4


Householders
Engagement
1st visit / survey
Selection of installer
Installation
2nd visit/ survey
Local authority
Local promotion
Telephone calls to check eligibility
Carry out survey and write specificati on
Provide list of installers
Arrange for quotes from installers
Arrange date for works
Visit after works for quality check
Installers
Provide quote for works
Installation
Payment
£
reporting
DECC

FP5

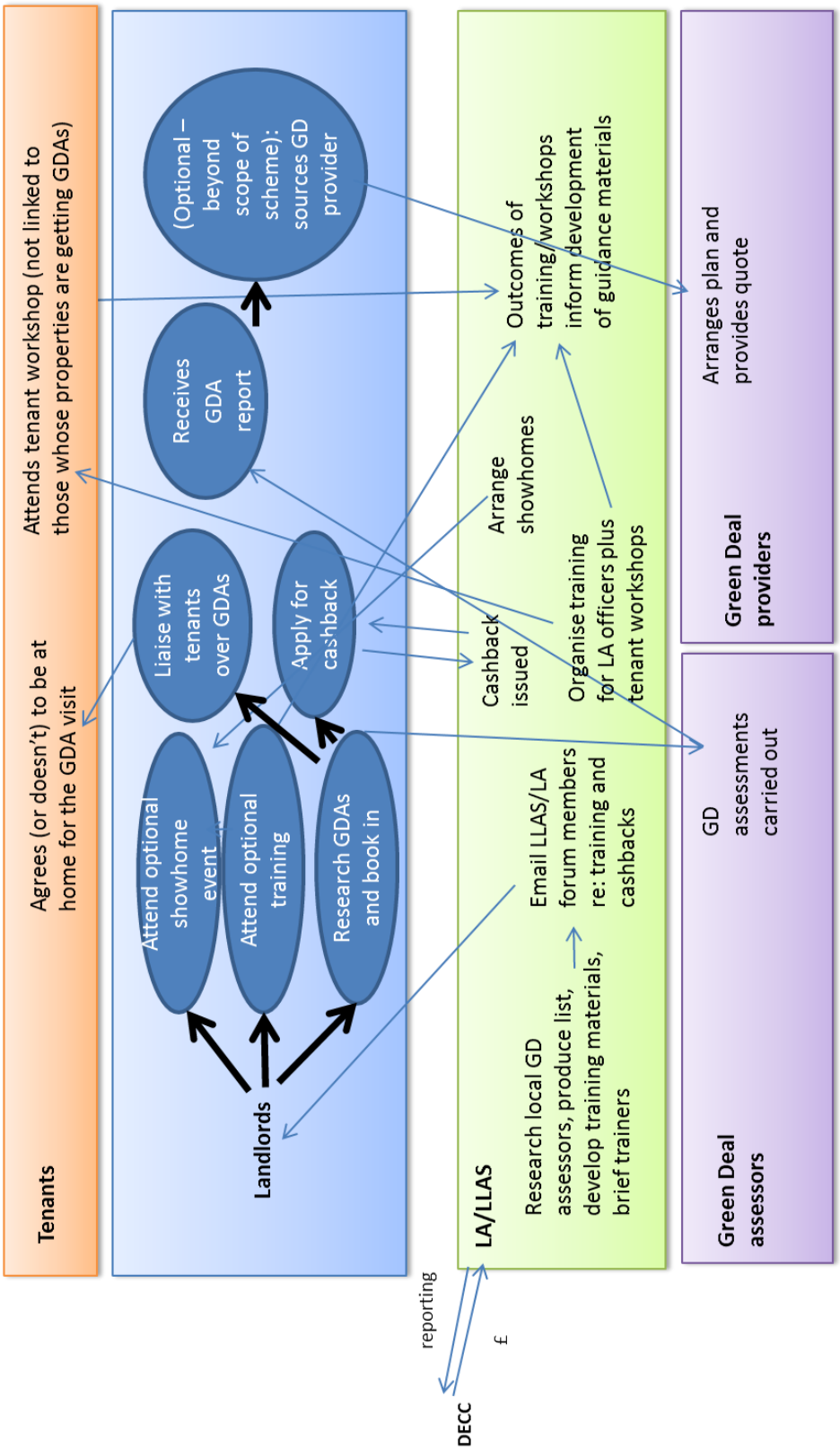

Householders
Engagement
1st visit / survey
Installation
2nd visit/ survey
Doorknocking agency
Local promotion
Delivery subcontractor
Subcontract door knocking
Manage enquiries
Schedule and install works
Local authority
Procure works
Survey for quality (sample)
Main contractor
Subcontract works
£
reporting
DECC

FP6

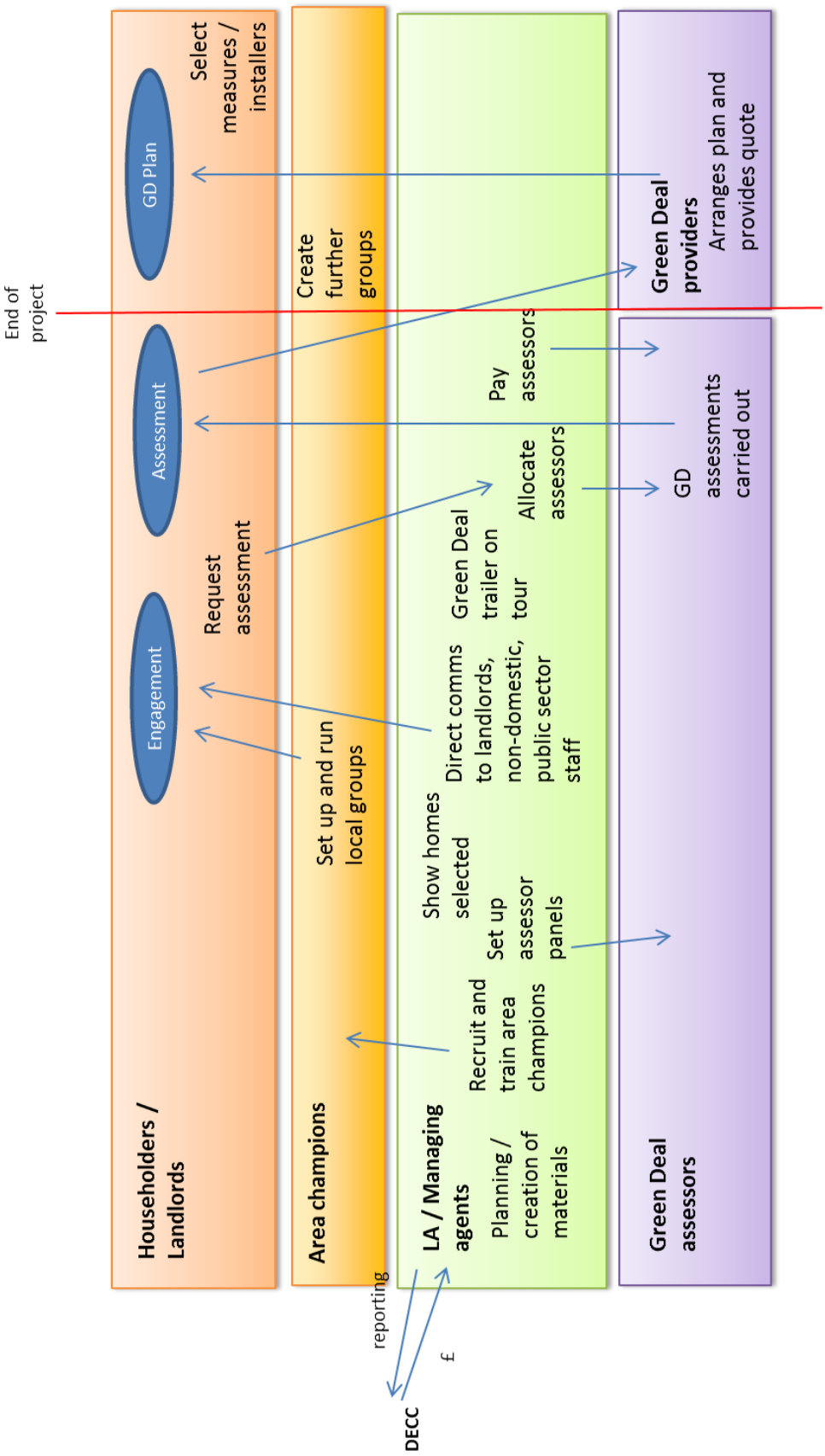

Householders
Events in the community
Initial engagement
Self referral
Community orgs. and installers talk to householders
Home visit
Measures installed
Scheme manager
Local promotion
Home visit: advice and agreement on measures
Feedback
Installers
Aware of scheme
Contract for measures
Payment
Community organisations
With householder agreement, refer to scheme
Aware of scheme
Households referred for wider help
£
reporting
LA
£
reporting
DECC

Green Deal Schemes

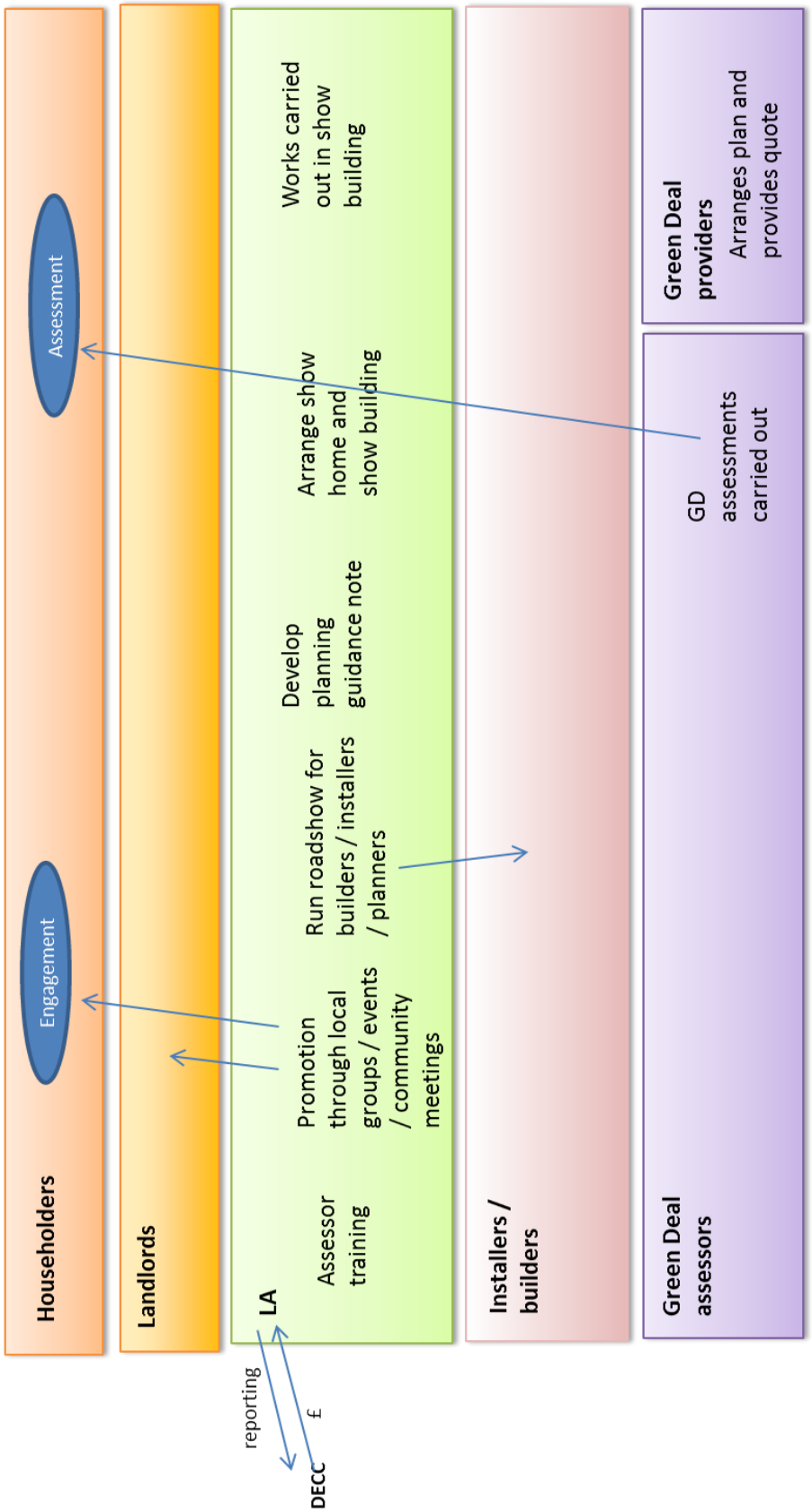
GD1



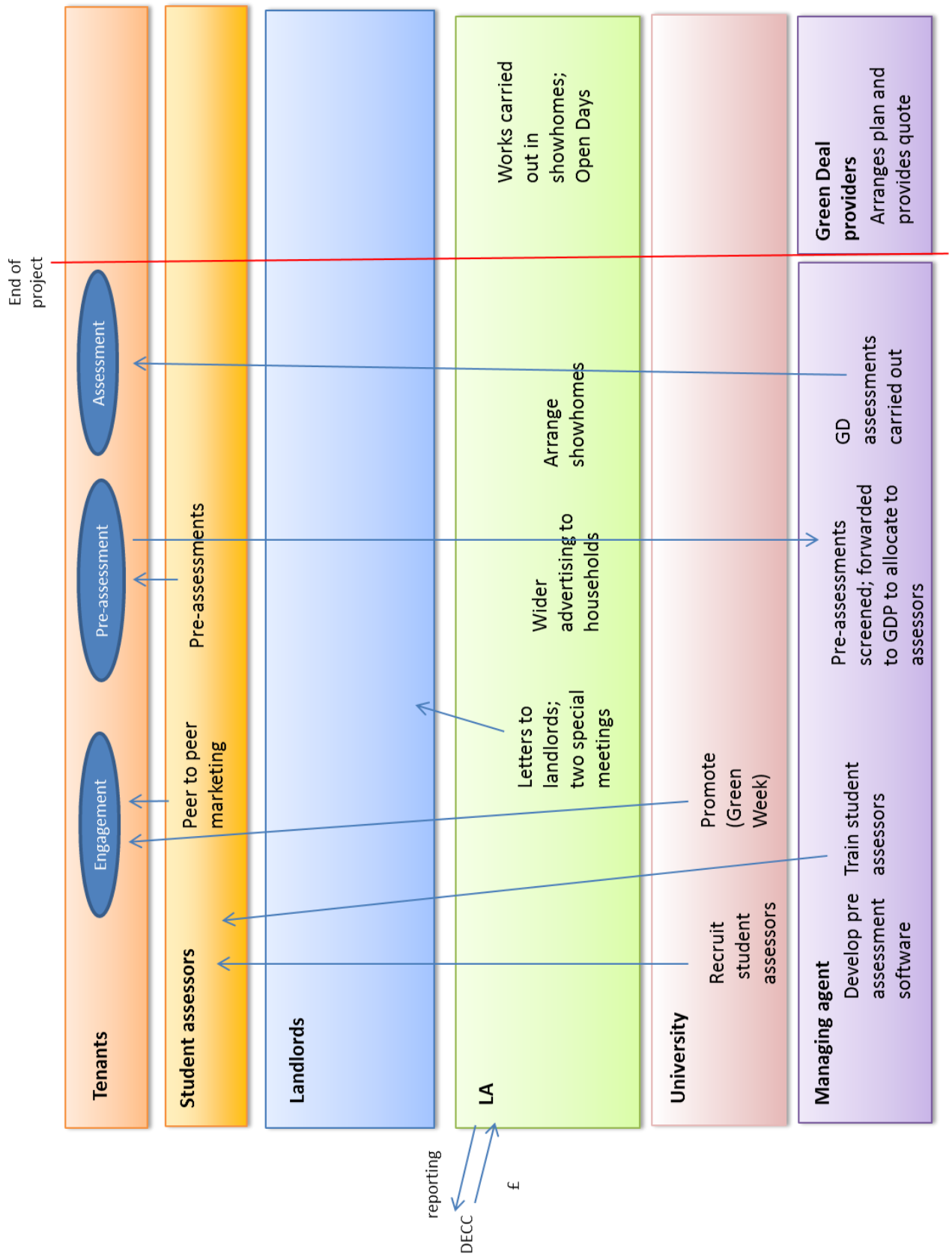
GD2


End of project
Householders / Landlords
Engagement
Request assessment
Assessment
GD Plan
Select measures / installers
Area champions
Set up and run local groups
Create further groups
LA / Managing agents
Planning / creation of materials
Recruit and train area champions
Set up assessor panels
Show homes selected
Direct comms to landlords, non-domestic, public sector staff
Green Deal trailer on tour
Allocate assessors
Pay assessors
Green Deal assessors
GD assessments carried out
Green Deal providers
Arranges plan and provides quote
reporting
£
DECC

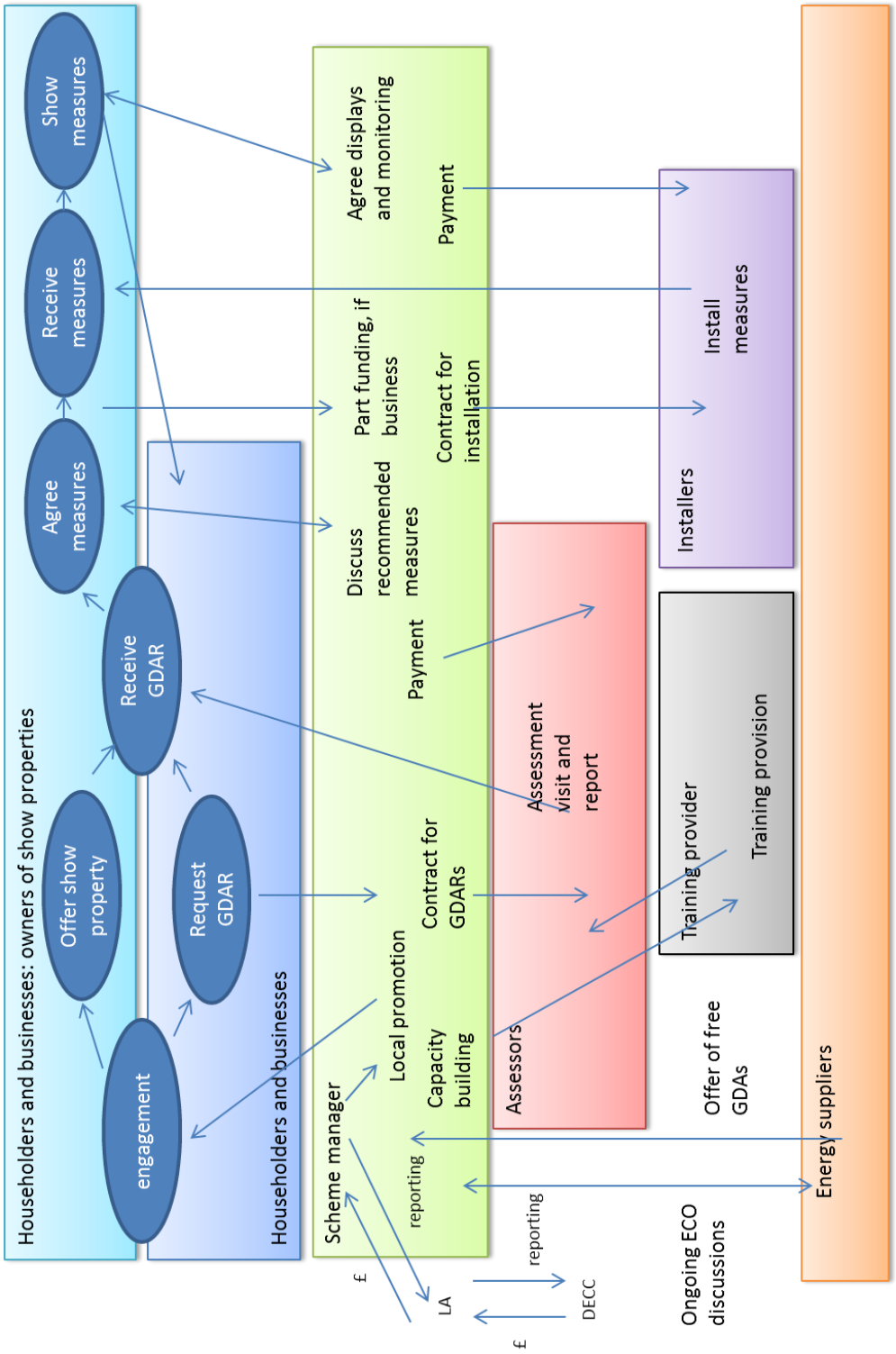
GD3


Householders
Engagement
Assessment
Landlords
LA
Assessor training
Promotion through local groups / events / community meetings
Run roadshow for builders / installers / planners
Develop planning guidance note
Arrange show home and show building
Works carried out in show building
Installers / builders
Green Deal assessors
GD assessments carried out
Green Deal providers
Arranges plan and provides quote
reporting
£
DECC

GD4


End of project
Assessment
Pre-assessment
Engagement
Tenants
Student assessors
Landlords
LA
University
Managing agent
Green Deal providers
Arranges plan and provides quote
Works carried out in showhomes; Open Days
Arrange showhomes
Wider advertising to households
Letters to landlords; two special meetings
Promote (Green Week)
Recruit student assessors
Develop pre assessment software
Train student assessors
Pre-assessments screened; forwarded to GDP to allocate to assessors
GD assessments carried out
Pre-assessments
Peer to peer marketing
reporting
DECC
£

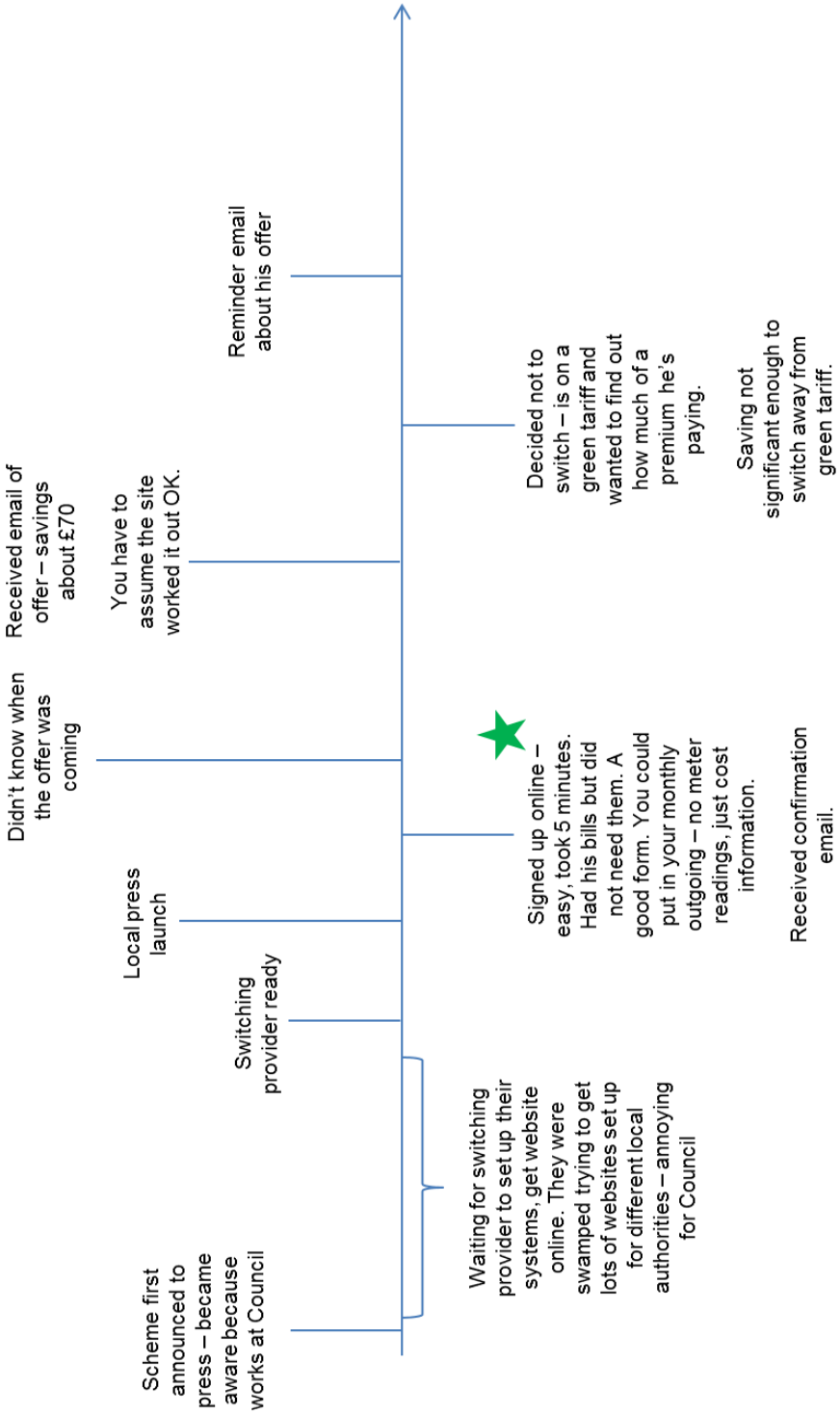
GD5


Householders and businesses: owners of show properties
Show measures
Receive measures
Agree measures
Receive GDAR
Offer show property
engagement
Request GDAR
Householders and businesses
Scheme manager
Agree displays and monitoring
Payment
Part funding, if business
Contract for installation
Discuss recommended measures
Payment
Local promotion
Capacity building
Contract for GDARs
Assessors
Assessment visit and report
Installers
Install measures
Training provider
Training provision
Offer of free GDAs
Energy suppliers
reporting
£
LA
reporting
£
DECC
Ongoing ECO discussions

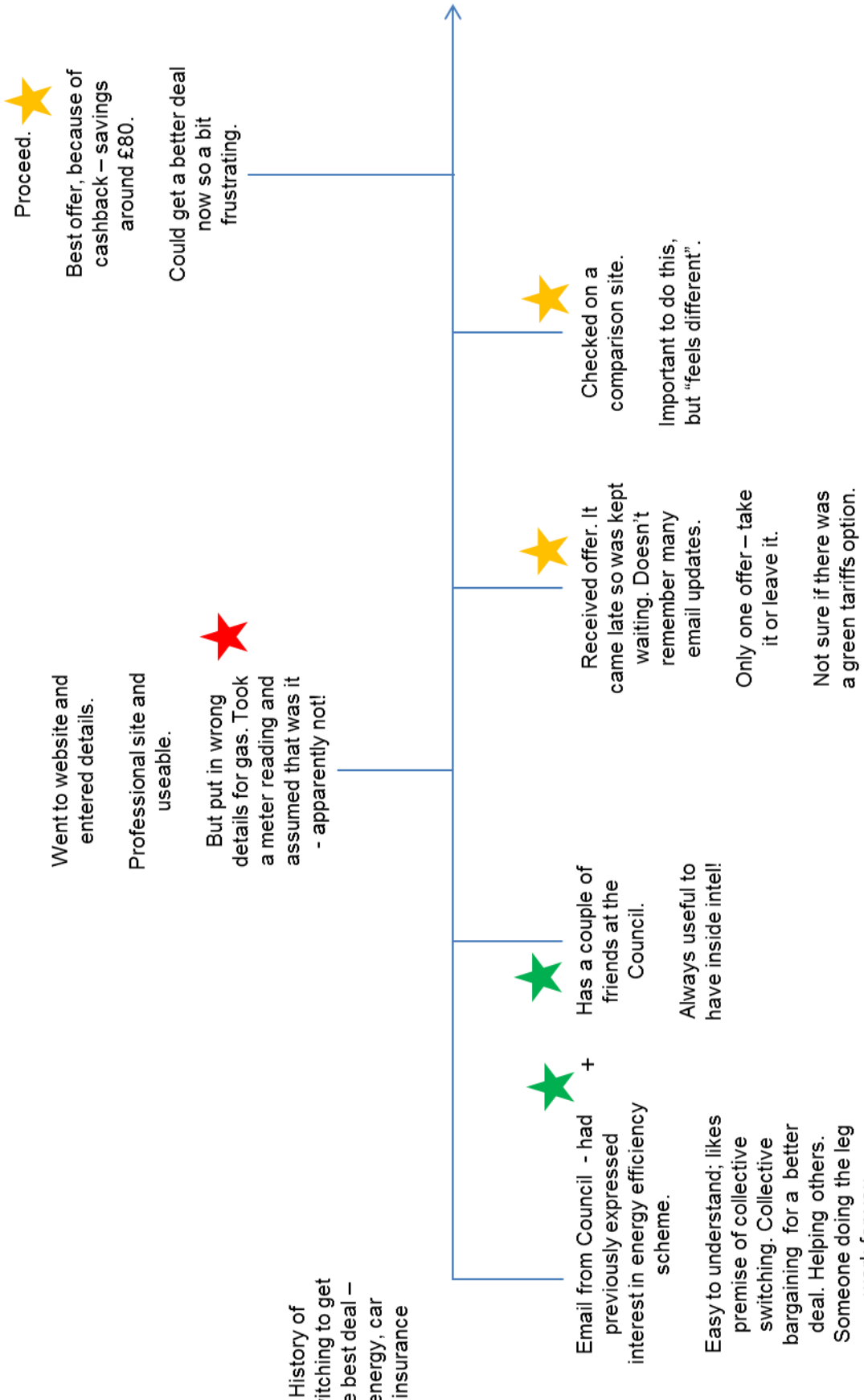
Appendix F: customer journey diagrams

Collective switching schemes

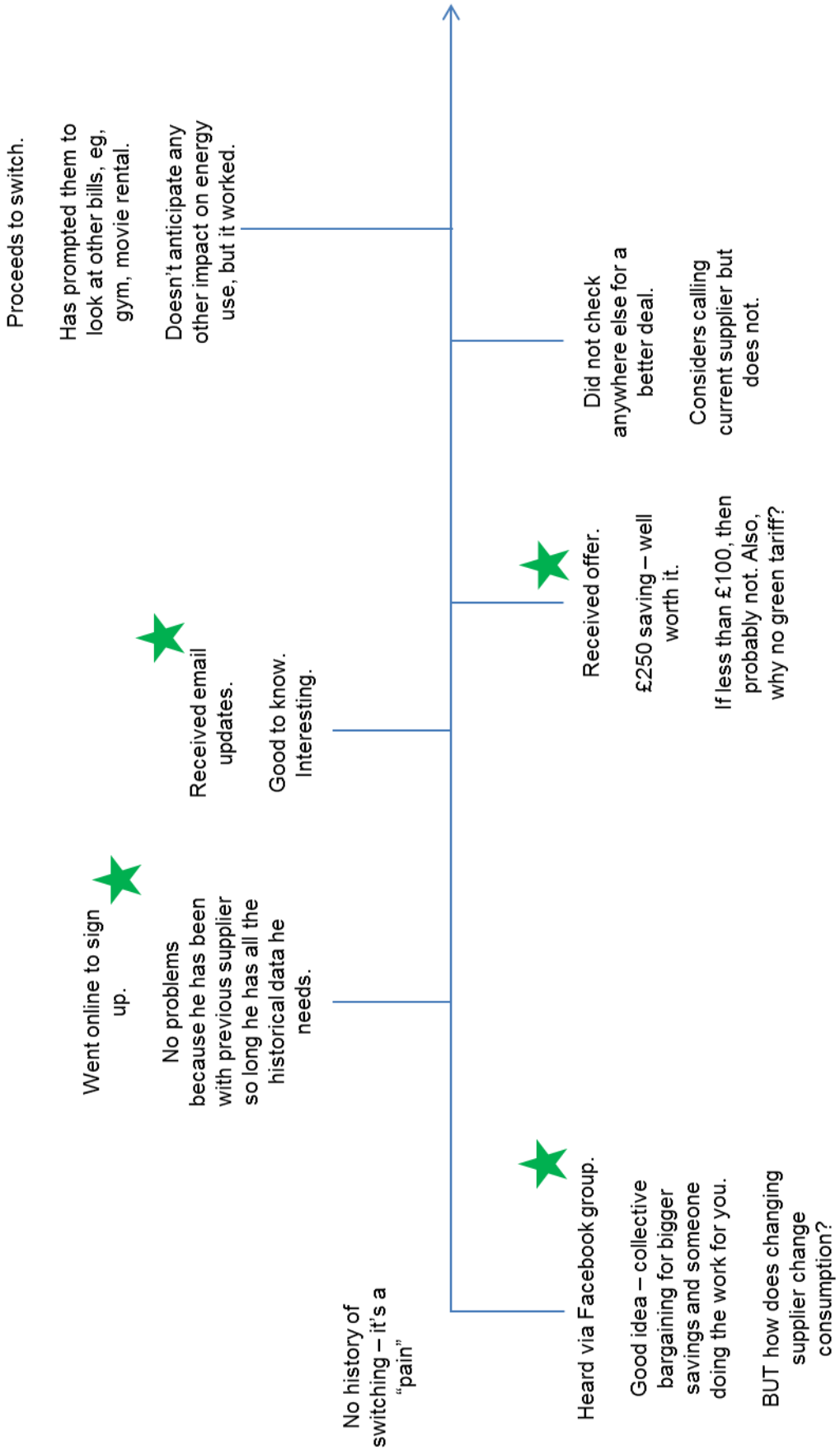
CET3 #1



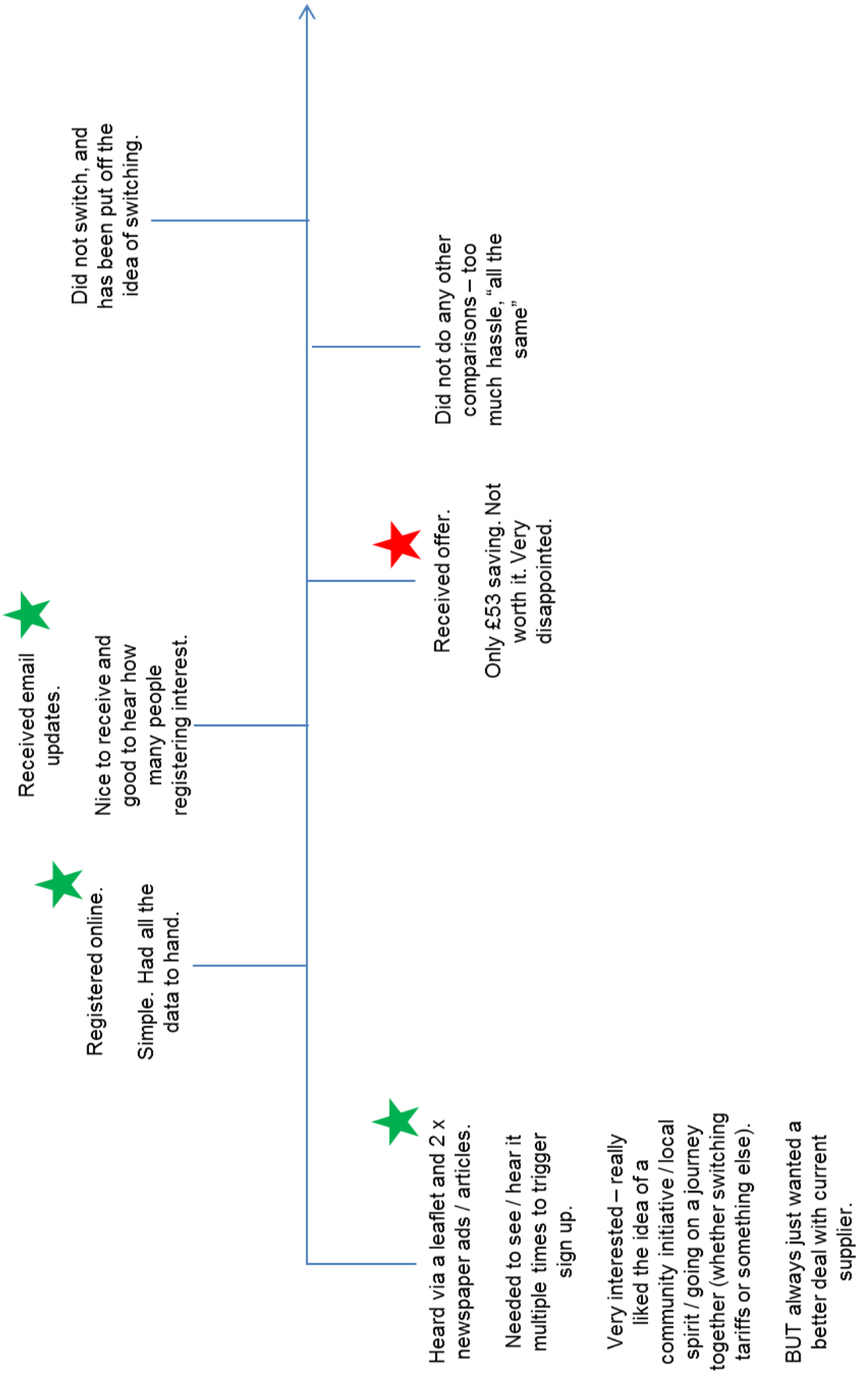
CET4 #1


History of switching to get the best deal – energy, car insurance
Email from Council - had previously expressed interest in energy efficiency scheme.
+
Has a couple of friends at the Council.
Always useful to have inside intel!
Easy to understand; likes premise of collective switching. Collective bargaining for a better deal. Helping others. Someone doing the leg work for you.
But put in wrong details for gas. Took a meter reading and assumed that was it - apparently not!
Went to website and entered details.
Professional site and useable.
Could get a better deal now so a bit frustrating.
Proceed.
Best offer, because of cashback – savings around £80.
Received offer. It came late so was kept waiting. Doesn't remember many email updates.
Only one offer – take it or leave it.
Not sure if there was a green tariffs option.
Checked on a comparison site.
Important to do this, but "feels different".

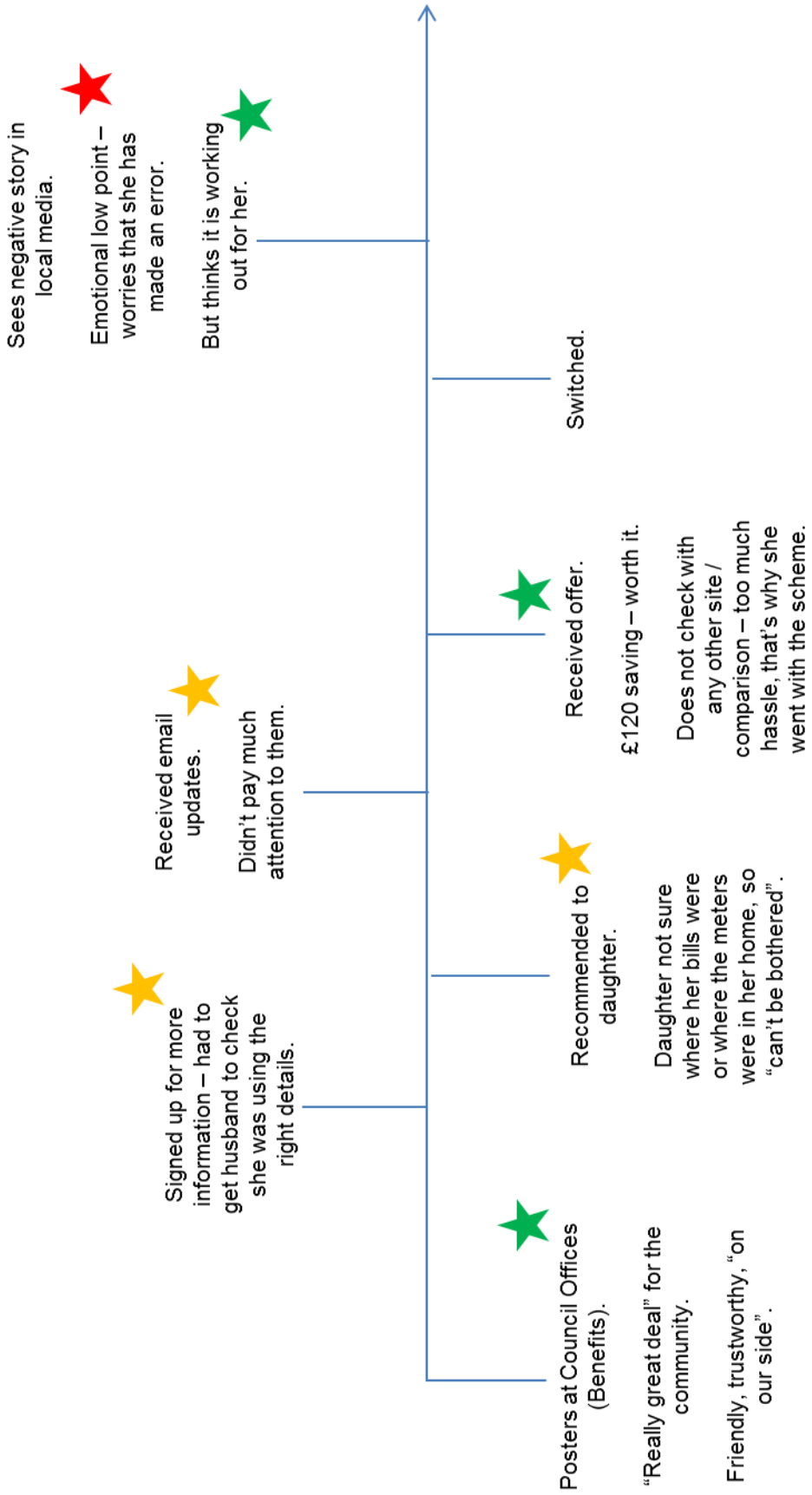
CET4 #2


Proceeds to switch.
Has prompted them to look at other bills, eg, gym, movie rental.
Doesn't anticipate any other impact on energy use, but it worked.
Went online to sign up.
No problems because he has been with previous supplier so long he has all the historical data he needs.
Received email updates.
Good to know. Interesting.
No history of switching – it's a "pain"
Heard via Facebook group.
Good idea – collective bargaining for bigger savings and someone doing the work for you.
BUT how does changing supplier change consumption?
Received offer.
£250 saving – well worth it.
If less than £100, then probably not. Also, why no green tariff?
Did not check anywhere else for a better deal.
Considers calling current supplier but does not.

CET6 #1

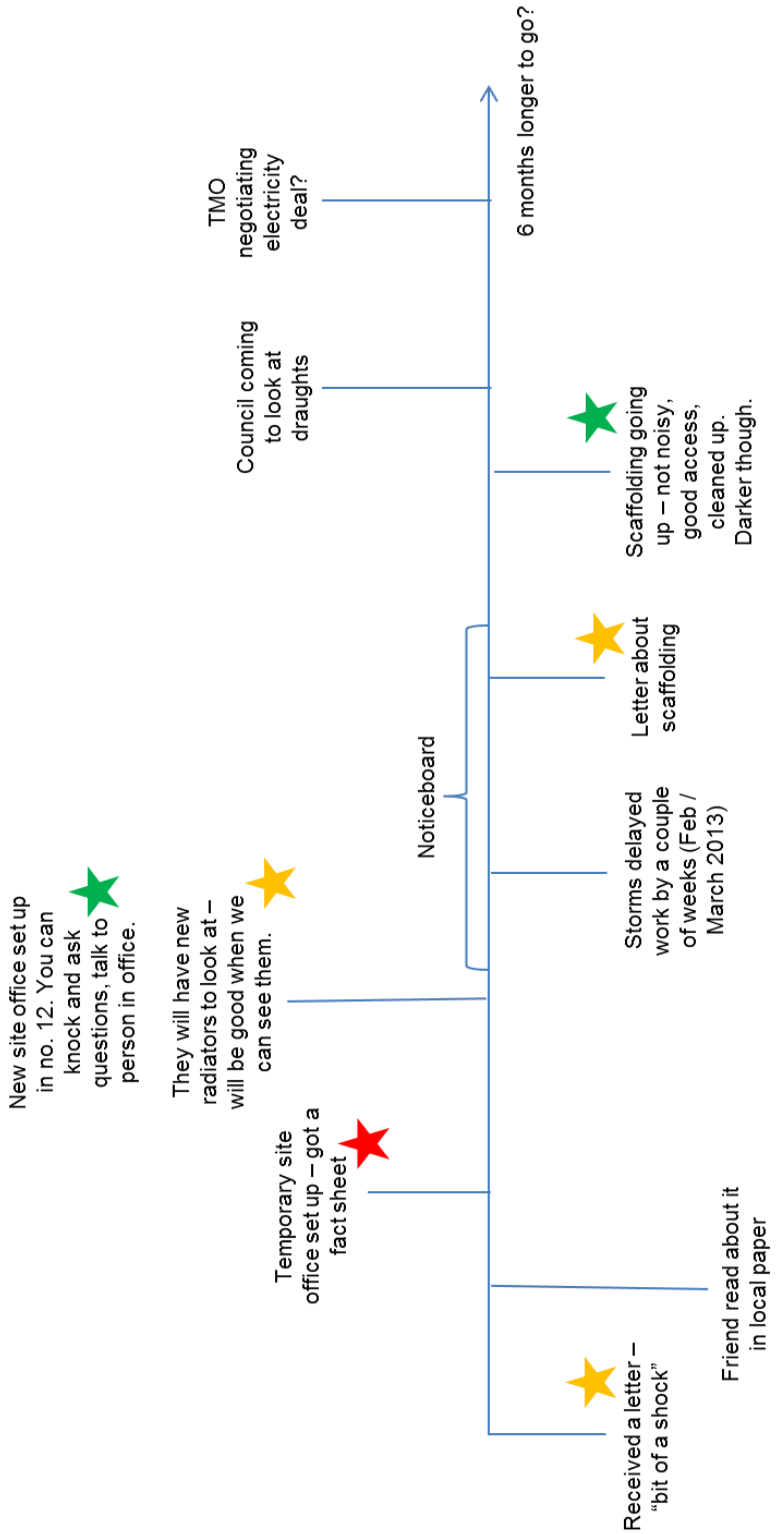

Did not switch, and has been put off the idea of switching.
Did not do any other comparisons – too much hassle, "all the same"
Received offer.
Only £53 saving. Not worth it. Very disappointed.
Received email updates.
Nice to receive and good to hear how many people registering interest.
Registered online.
Simple. Had all the data to hand.
Heard via a leaflet and 2 x newspaper ads / articles.
Needed to see / hear it multiple times to trigger sign up.
Very interested – really liked the idea of a community initiative / local spirit / going on a journey together (whether switching tariffs or something else).
BUT always just wanted a better deal with current supplier.

CET6 #2

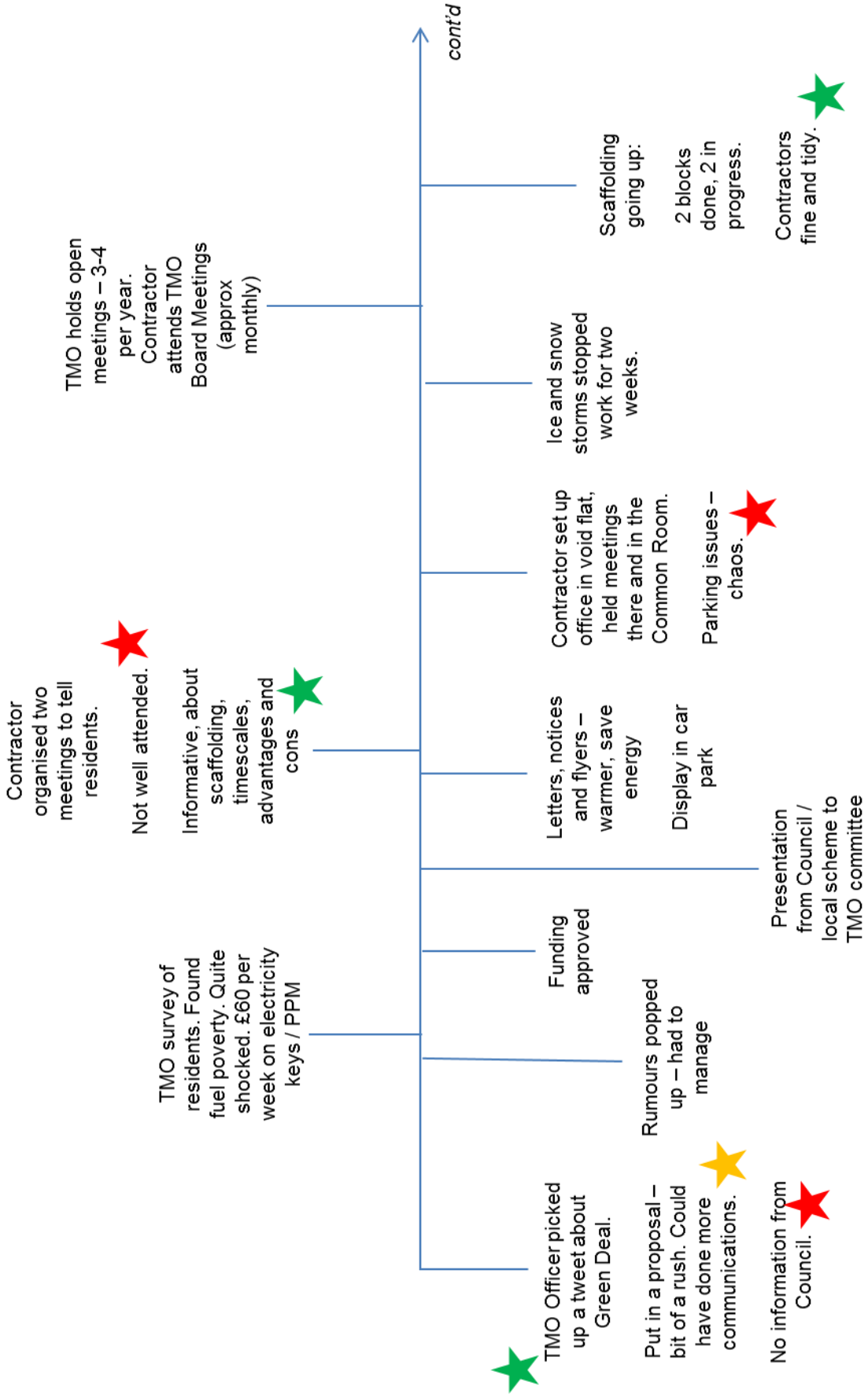

Sees negative story in local media.
Emotional low point – worries that she has made an error.
But thinks it is working out for her.
Switched.
Received email updates.
Didn't pay much attention to them.
Received offer.
£120 saving – worth it.
Does not check with any other site / comparison – too much hassle, that's why she went with the scheme.
Signed up for more information – had to get husband to check she was using the right details.
Recommended to daughter.
Daughter not sure where her bills were or where the meters were in her home, so "can't be bothered".
Posters at Council Offices (Benefits).
"Really great deal" for the community.
Friendly, trustworthy, "on our side".

Fuel poverty schemes

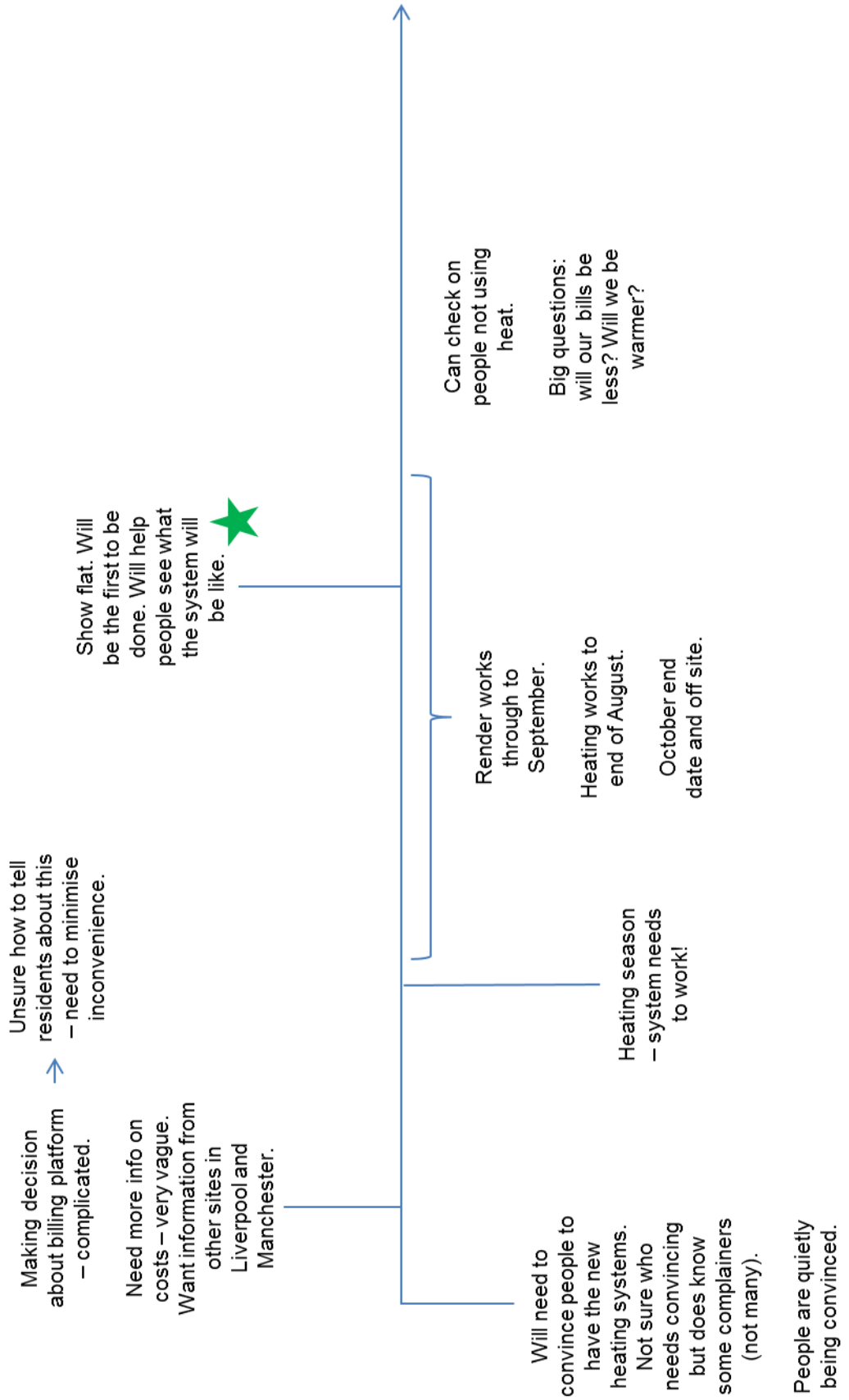
FP2 #1



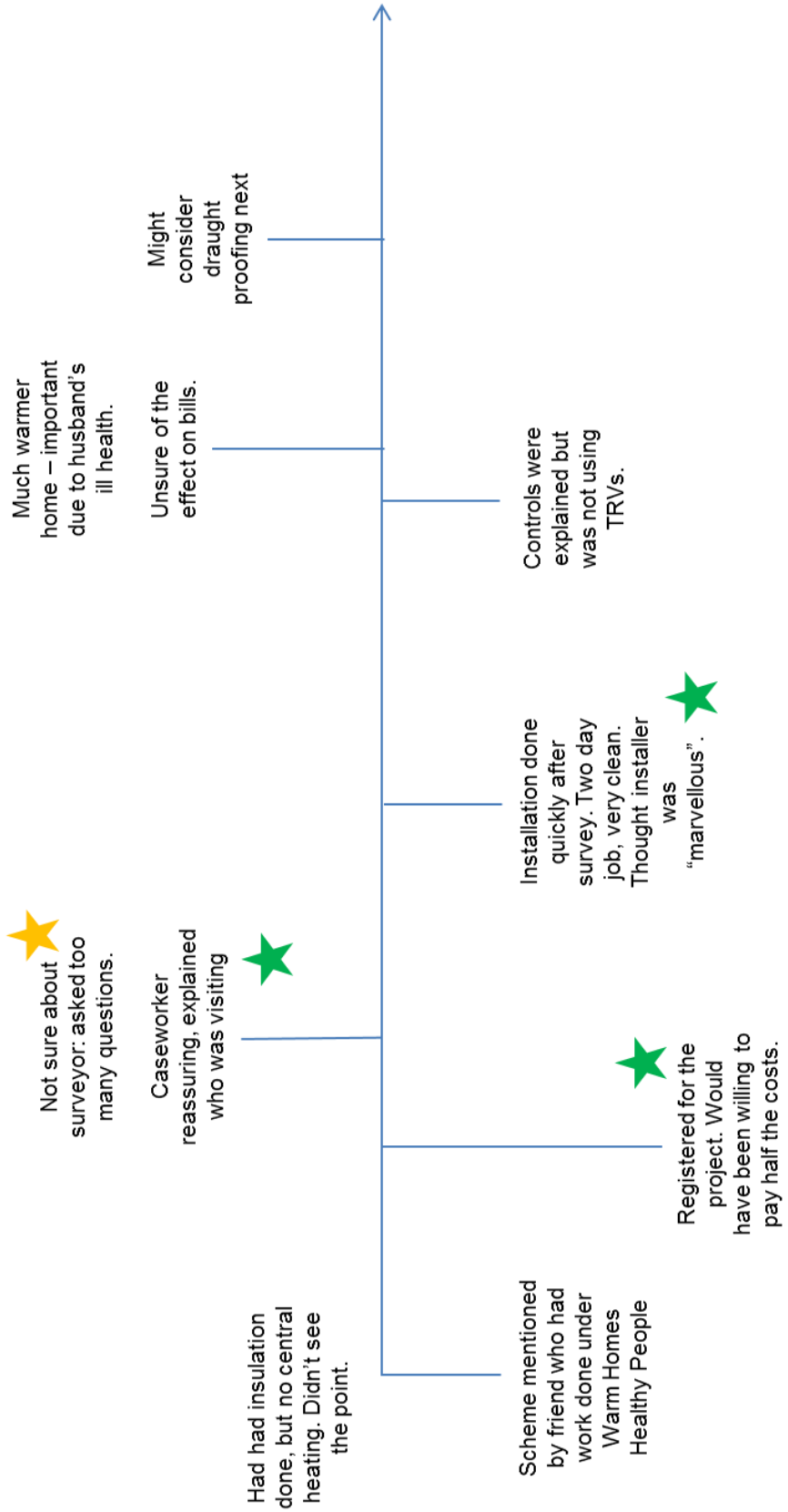
FP2 #2, part 1


cont'd
TMO holds open meetings – 3-4 per year. Contractor attends TMO Board Meetings (approx monthly)
Scaffolding going up:
2 blocks done, 2 in progress.
Contractors fine and tidy.
Ice and snow storms stopped work for two weeks.
Contractor set up office in void flat, held meetings there and in the Common Room.
Parking issues – chaos.
Contractor organised two meetings to tell residents.
Not well attended.
Informative, about scaffolding, timescales, advantages and cons
Letters, notices and flyers – warmer, save energy
Display in car park
Presentation from Council / local scheme to TMO committee
TMO survey of residents. Found fuel poverty. Quite shocked. £60 per week on electricity keys / PPM
Funding approved
Rumours popped up – had to manage
TMO Officer picked up a tweet about Green Deal.
Put in a proposal – bit of a rush. Could have done more communications.
No information from Council.

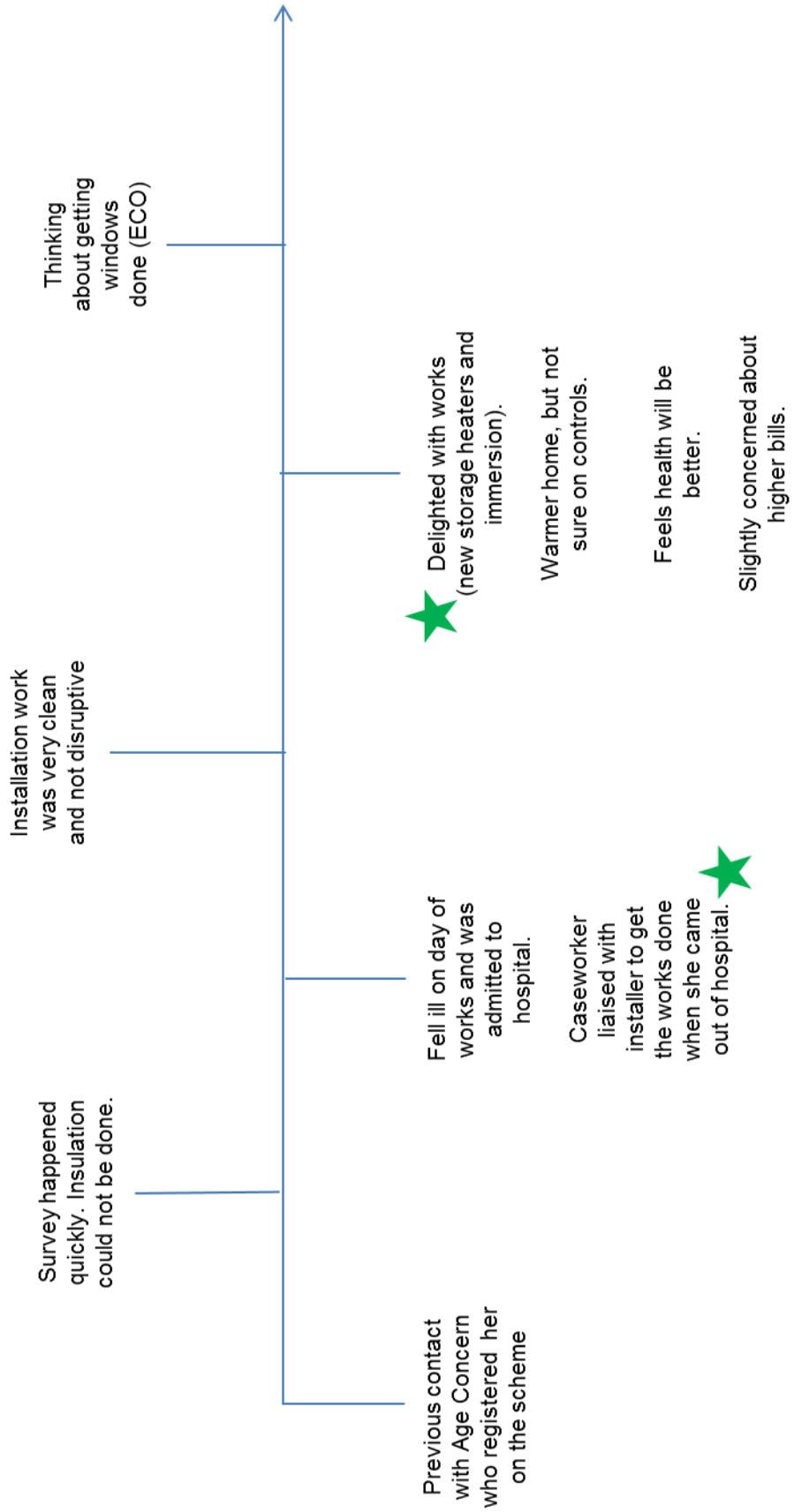
FP2 #2, part 2


Making decision about billing platform – complicated.
Unsure how to tell residents about this – need to minimise inconvenience.
Need more info on costs – very vague. Want information from other sites in Liverpool and Manchester.
Show flat. Will be the first to be done. Will help people see what the system will be like.
Render works through to September.
Heating works to end of August.
October end date and off site.
Heating season – system needs to work!
Can check on people not using heat.
Big questions: will our bills be less? Will we be warmer?
Will need to convince people to have the new heating systems. Not sure who needs convincing but does know some complainers (not many).
People are quietly being convinced.

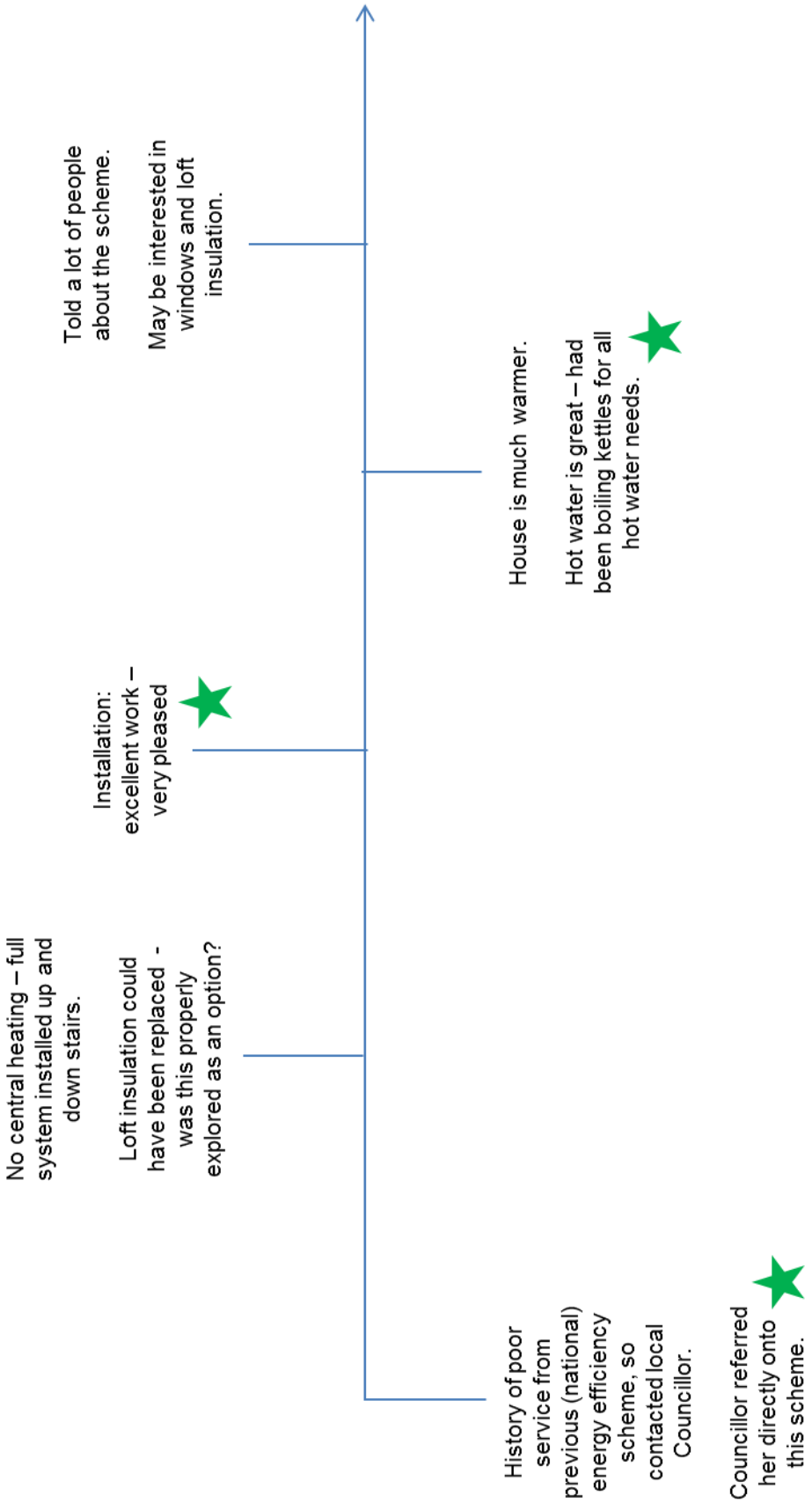
FP3 #1


Might consider draught proofing next
Much warmer home – important due to husband's ill health.
Unsure of the effect on bills.
Controls were explained but was not using TRVs.
Installation done quickly after survey. Two day job, very clean. Thought installer was "marvellous".
Not sure about surveyor: asked too many questions.
Caseworker reassuring, explained who was visiting
Registered for the project. Would have been willing to pay half the costs.
Had had insulation done, but no central heating. Didn't see the point.
Scheme mentioned by friend who had work done under Warm Homes Healthy People

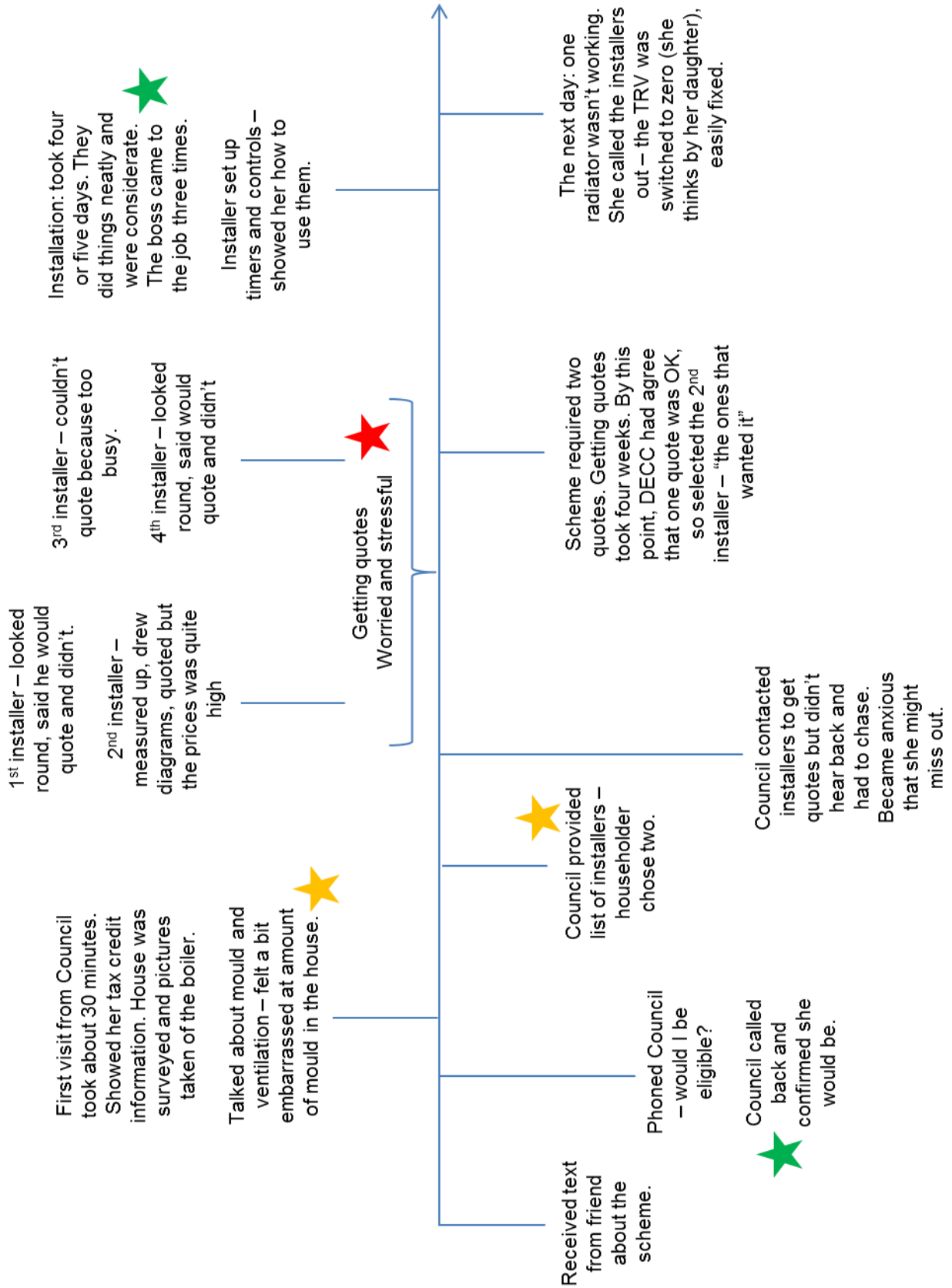
FP3 #2


Thinking about getting windows done (ECO)
Delighted with works (new storage heaters and immersion).
Warmer home, but not sure on controls.
Feels health will be better.
Slightly concerned about higher bills.
Installation work was very clean and not disruptive
Fell ill on day of works and was admitted to hospital.
Caseworker liaised with installer to get the works done when she came out of hospital.
Survey happened quickly. Insulation could not be done.
Previous contact with Age Concern who registered her on the scheme

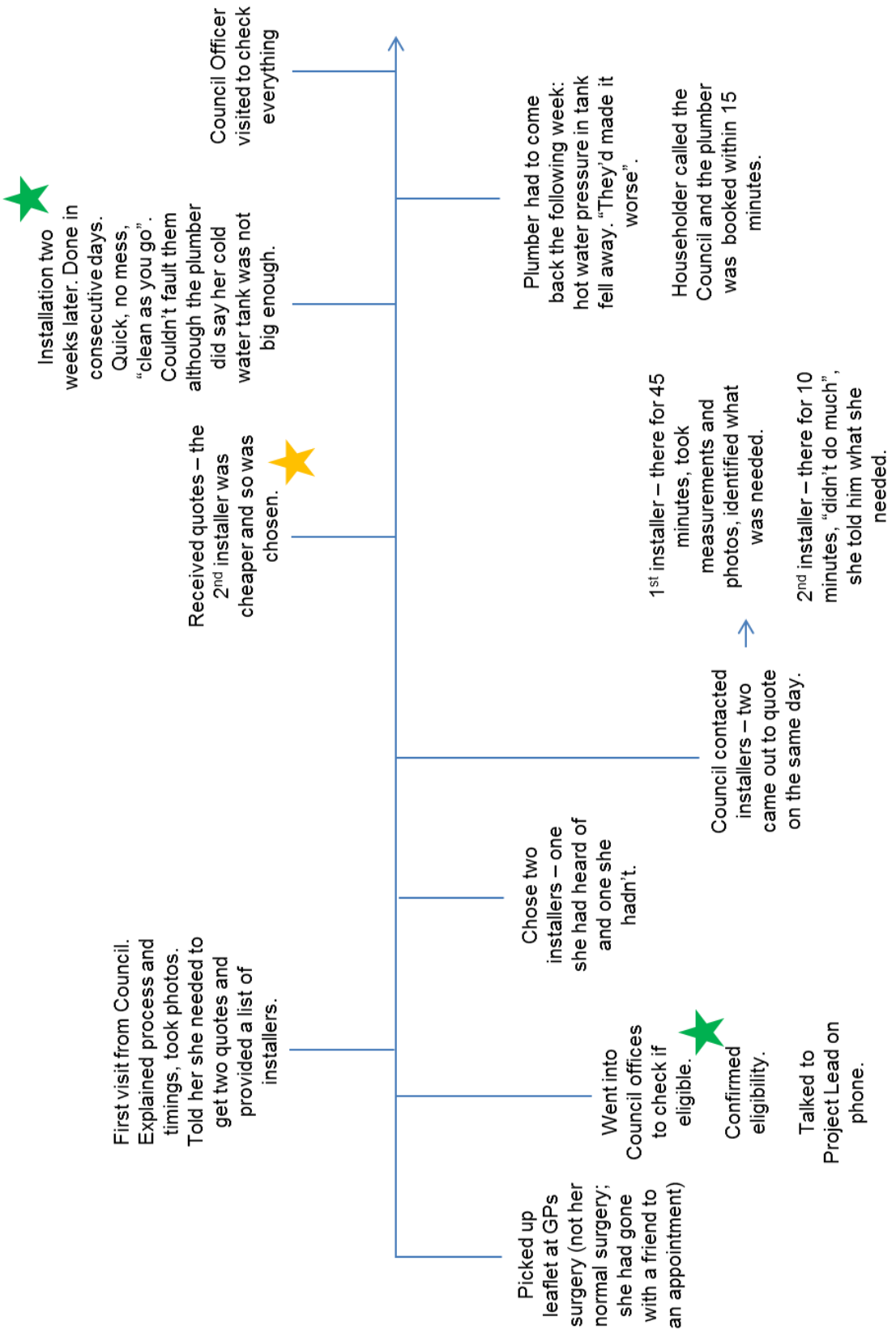
FP3 #3


Told a lot of people about the scheme.
May be interested in windows and loft insulation.
House is much warmer.
Hot water is great – had been boiling kettles for all hot water needs.
Installation: excellent work – very pleased
No central heating – full system installed up and down stairs.
Loft insulation could have been replaced - was this properly explored as an option?
History of poor service from previous (national) energy efficiency scheme, so contacted local Councillor.
Councillor referred her directly onto this scheme.

FP4 #1

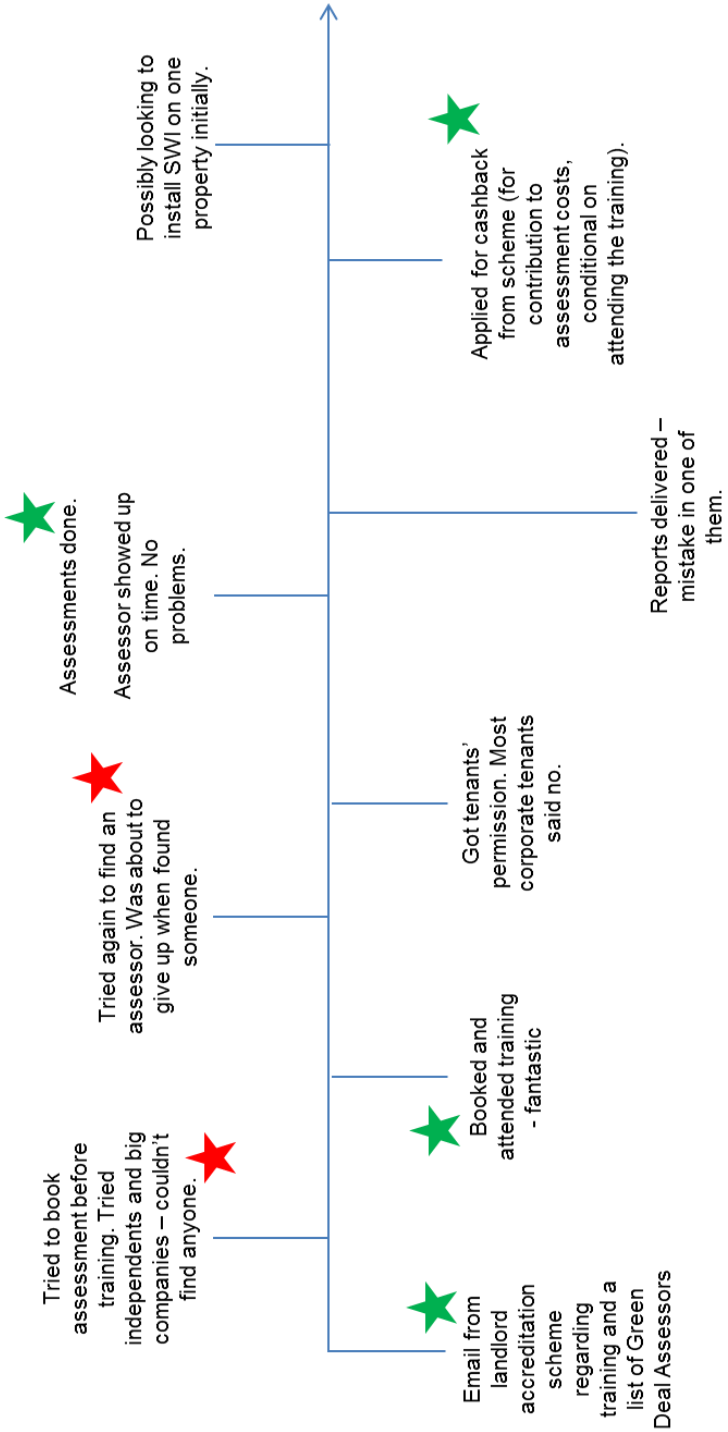

Received text from friend about the scheme.
Phoned Council – would I be eligible?
Talked about mould and ventilation – felt a bit embarrassed at amount of mould in the house.
First visit from Council took about 30 minutes. Showed her tax credit information. House was surveyed and pictures taken of the boiler.
Council called back and confirmed she would be.
Council provided list of installers – householder chose two.
1st installer – looked round, said he would quote and didn't.
2nd installer – measured up, drew diagrams, quoted but the prices was quite high
3rd installer – couldn't quote because too busy.
4th installer – looked round, said would quote and didn't
Getting quotes
Worried and stressful
Council contacted installers to get quotes but didn't hear back and had to chase. Became anxious that she might miss out.
Scheme required two quotes. Getting quotes took four weeks. By this point, DECC had agree that one quote was OK, so selected the 2nd installer – "the ones that wanted it"
Installer set up timers and controls – showed her how to use them.
Installation: took four or five days. They did things neatly and were considerate. The boss came to the job three times.
The next day: one radiator wasn't working. She called the installers out – the TRV was switched to zero (she thinks by her daughter), easily fixed.

FP4 #2

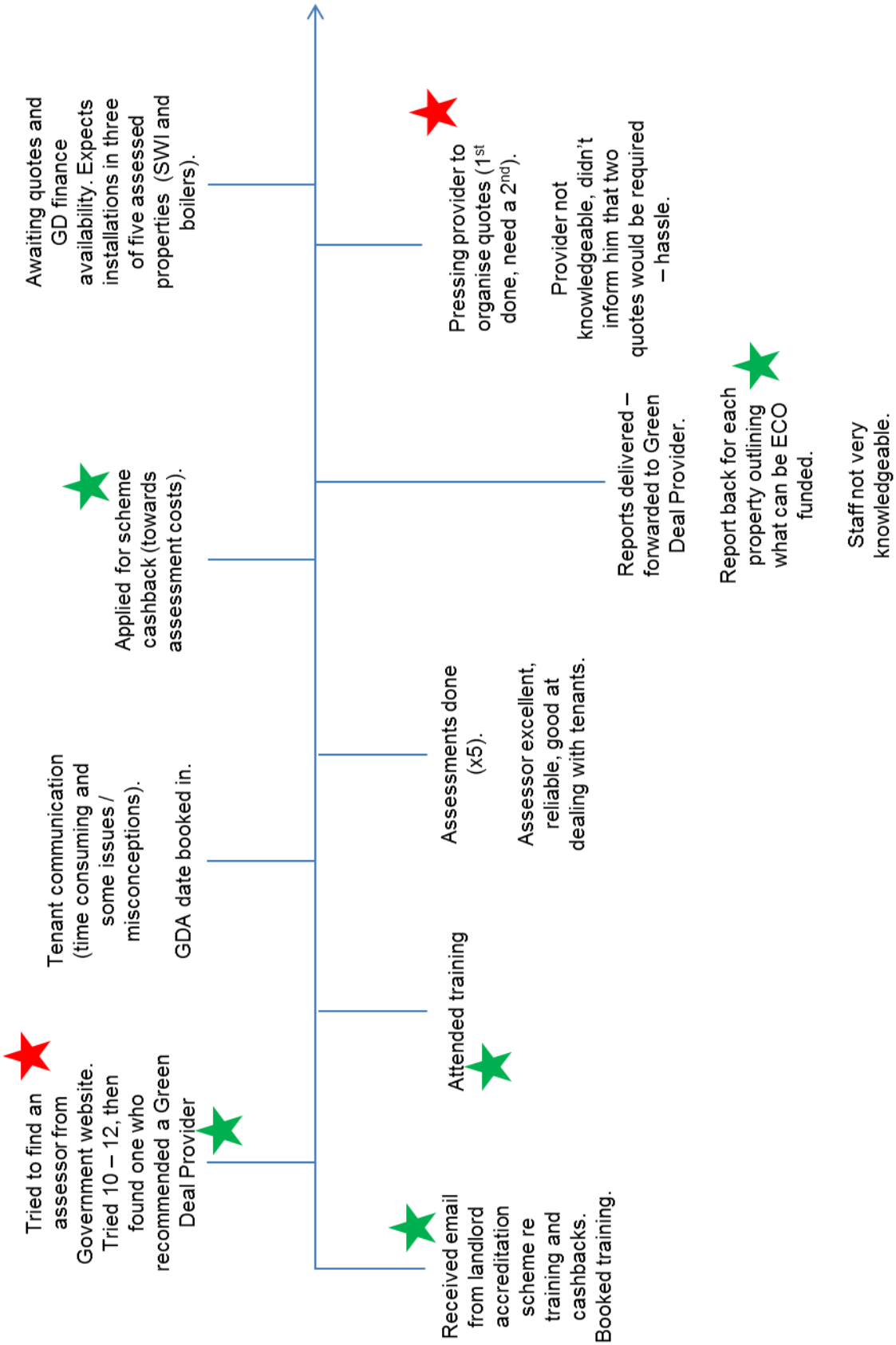

Installation two weeks later. Done in consecutive days. Quick, no mess, "clean as you go". Couldn't fault them although the plumber did say her cold water tank was not big enough.
Council Officer visited to check everything
Received quotes – the 2nd installer was cheaper and so was chosen.
Plumber had to come back the following week: hot water pressure in tank fell away. "They'd made it worse".
Householder called the Council and the plumber was booked within 15 minutes.
1st installer – there for 45 minutes, took measurements and photos, identified what was needed.
2nd installer – there for 10 minutes, "didn't do much", she told him what she needed.
First visit from Council. Explained process and timings, took photos. Told her she needed to get two quotes and provided a list of installers.
Chose two installers – one she had heard of and one she hadn't.
Council contacted installers – two came out to quote on the same day.
Went into Council offices to check if eligible.
Confirmed eligibility.
Talked to Project Lead on phone.
Picked up leaflet at GPs surgery (not her normal surgery; she had gone with a friend to an appointment)

Green Deal schemes

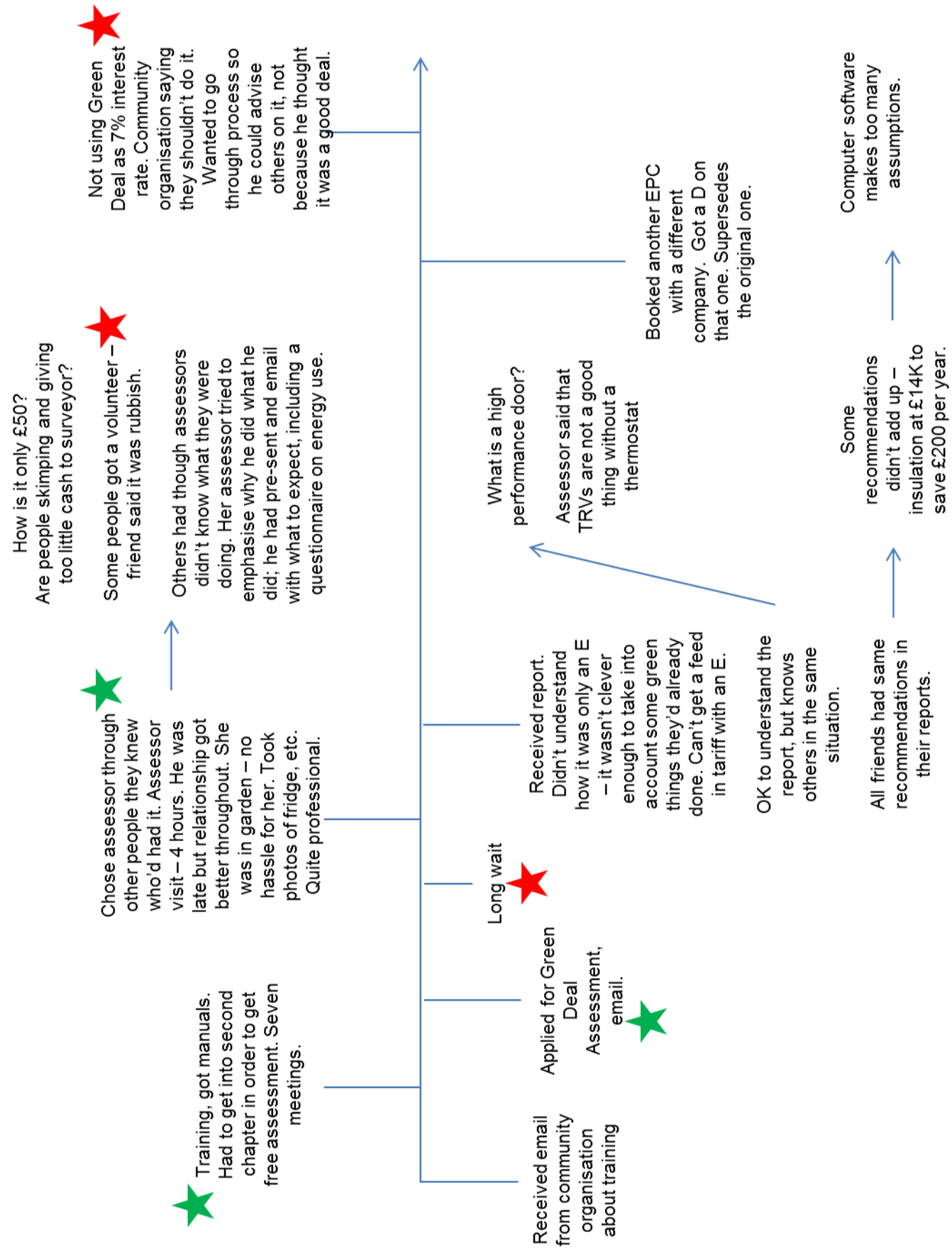
GD1 #1



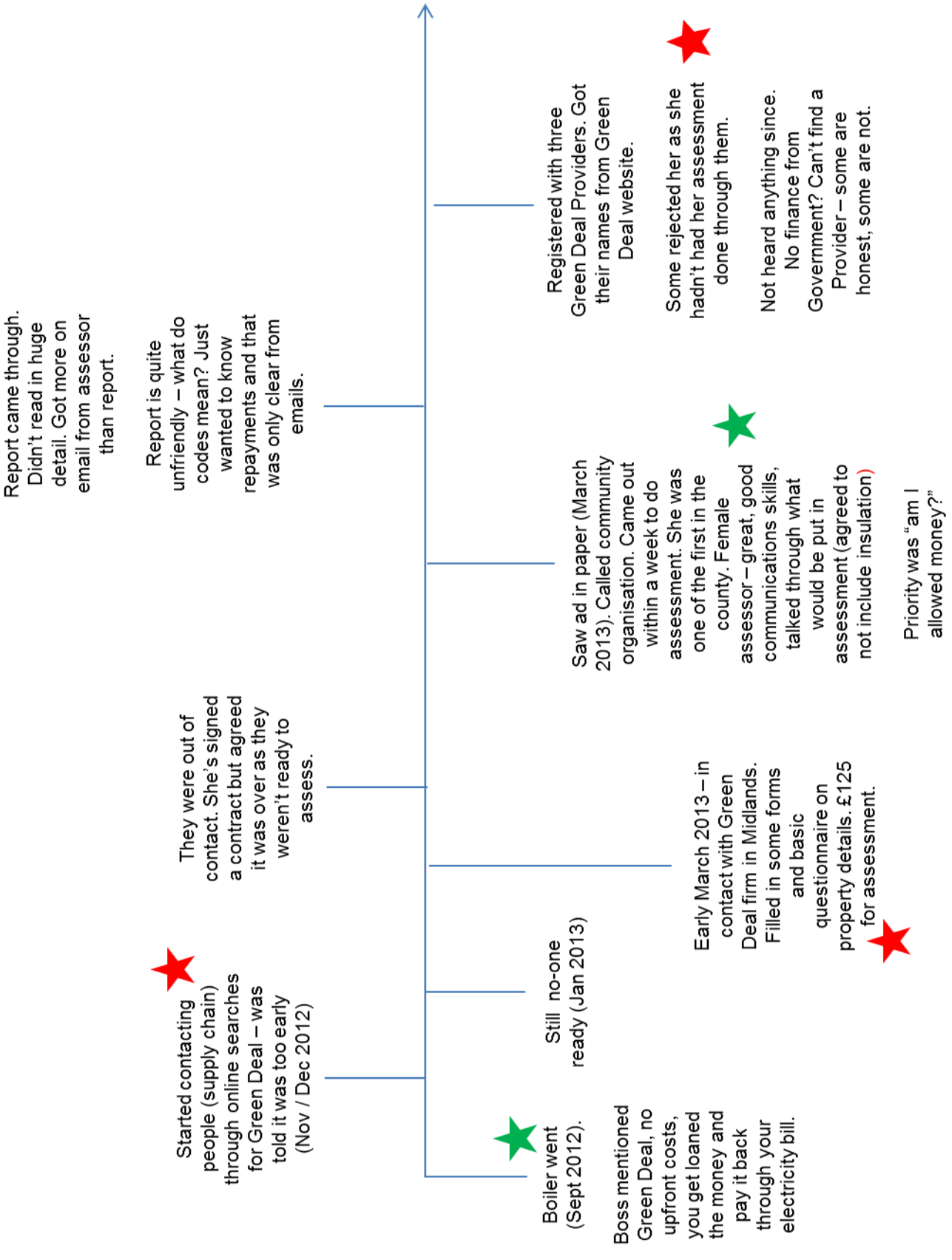
GD1 #2


Awaiting quotes and GD finance availability. Expects installations in three of five assessed properties (SWI and boilers).
Pressing provider to organise quotes (1st done, need a 2nd).
Provider not knowledgeable, didn't inform him that two quotes would be required – hassle.
Applied for scheme cashback (towards assessment costs).
Reports delivered – forwarded to Green Deal Provider.
Report back for each property outlining what can be ECO funded.
Staff not very knowledgeable.
Tenant communication (time consuming and some issues / misconceptions).
GDA date booked in.
Assessments done (x5).
Assessor excellent, reliable, good at dealing with tenants.
Attended training
Tried to find an assessor from Government website. Tried 10 – 12, then found one who recommended a Green Deal Provider
Received email from landlord accreditation scheme re training and cashbacks. Booked training.

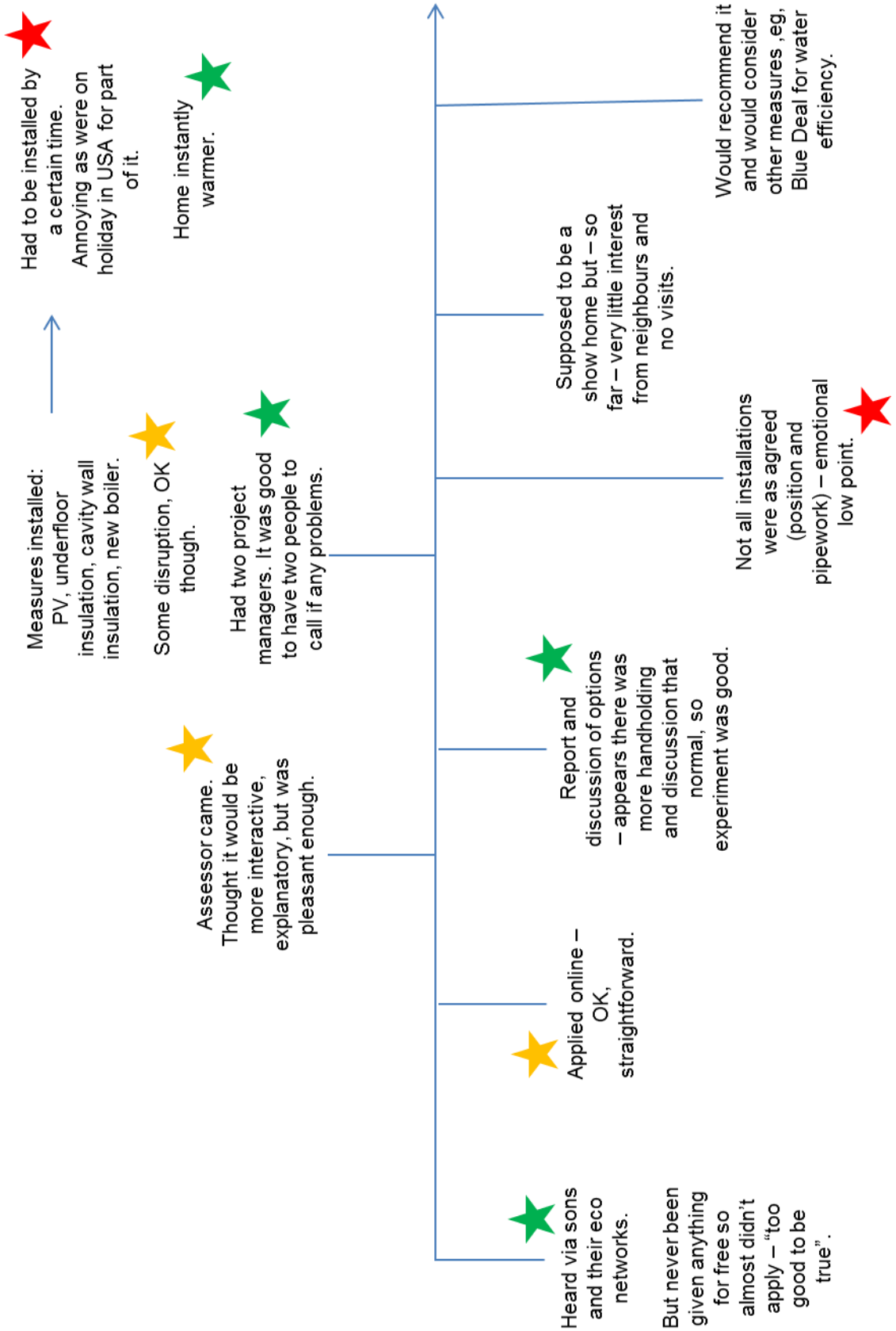
GD2 #1


Not using Green Deal as 7% interest rate. Community organisation saying they shouldn't do it. Wanted to go through process so he could advise others on it, not because he thought it was a good deal.
How is it only £50? Are people skimping and giving too little cash to surveyor?
Some people got a volunteer – friend said it was rubbish.
Others had though assessors didn't know what they were doing. Her assessor tried to emphasise why he did what he did; he had pre-sent and email with what to expect, including a questionnaire on energy use.
Chose assessor through other people they knew who'd had it. Assessor visit – 4 hours. He was late but relationship got better throughout. She was in garden – no hassle for her. Took photos of fridge, etc. Quite professional.
What is a high performance door?
Assessor said that TRVs are not a good thing without a thermostat
Booked another EPC with a different company. Got a D on that one. Supersedes the original one.
Computer software makes too many assumptions.
Some recommendations didn't add up – insulation at £14K to save £200 per year.
Received report. Didn't understand how it was only an E – it wasn't clever enough to take into account some green things they'd already done. Can't get a feed in tariff with an E.
OK to understand the report, but knows others in the same situation.
All friends had same recommendations in their reports.
Long wait
Applied for Green Deal Assessment, email.
Training, got manuals. Had to get into second chapter in order to get free assessment. Seven meetings.
Received email from community organisation about training

GD2 #2


Report came through. Didn't read in huge detail. Got more on email from assessor than report.
Report is quite unfriendly – what do codes mean? Just wanted to know repayments and that was only clear from emails.
They were out of contact. She's signed a contract but agreed it was over as they weren't ready to assess.
Started contacting people (supply chain) through online searches for Green Deal – was told it was too early (Nov / Dec 2012)
Boiler went (Sept 2012).
Still no-one ready (Jan 2013)
Boss mentioned Green Deal, no upfront costs, you get loaned the money and pay it back through your electricity bill.
Early March 2013 – in contact with Green Deal firm in Midlands. Filled in some forms and basic questionnaire on property details. £125 for assessment.
Saw ad in paper (March 2013). Called community organisation. Came out within a week to do assessment. She was one of the first in the county. Female assessor – great, good communications skills, talked through what would be put in assessment (agreed to not include insulation)
Priority was "am I allowed money?"
Registered with three Green Deal Providers. Got their names from Green Deal website.
Some rejected her as she hadn't had her assessment done through them.
Not heard anything since. No finance from Government? Can't find a Provider – some are honest, some are not.

GD5 #1


Had to be installed by a certain time. Annoying as were on holiday in USA for part of it.
Home instantly warmer.
Would recommend it and would consider other measures ,eg, Blue Deal for water efficiency.
Measures installed: PV, underfloor insulation, cavity wall insulation, new boiler.
Some disruption, OK though.
Had two project managers. It was good to have two people to call if any problems.
Supposed to be a show home but – so far – very little interest from neighbours and no visits.
Not all installations were as agreed (position and pipework) – emotional low point.
Assessor came. Thought it would be more interactive, explanatory, but was pleasant enough.
Report and discussion of options – appears there was more handholding and discussion that normal, so experiment was good.
Applied online – OK, straightforward.
Heard via sons and their eco networks.
But never been given anything for free so almost didn't apply – "too good to be true".

Appendix G: examples of scheme marketing materials

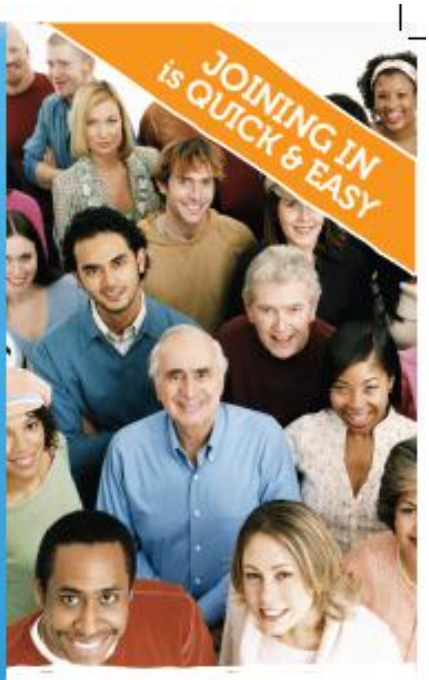
Collective switching schemes

Bristol Switch and Save

Energy bills going up?

Unclear about your options?

You're not alone...



Bristol Switch & Save is a new, not-for-profit, collective scheme helping householders and small businesses in Bristol to get a better deal on their electricity & gas bills.

By joining and negotiating as a group, we aim to save you money. We'll also be looking to provide a green energy choice and payment options through the city's new currency, the Bristol Pound.

JOIN IN NOW

FREEPHONE 0800 082 2234
www.bristolswitchandsave.org.uk
info@bristolswitchandsave.org.uk

it's quick and easy

Together we can make a difference to your energy bills and to Bristol.

Bristol Switch & Save

Together for a better energy deal

Centre for Sustainable Energy

Bristol City Council

Bristol Pound

Bristol Credit Union

Bristol Switch & Save is a not-for-profit partnership between Centre for Sustainable Energy, Bristol City Council, Bristol Credit Union & Bristol Pound.

Peterborough Ready to Switch?

Fuel poverty schemes

Brighton and Hove Your Warm Home

Green Deal Schemes

Yorkshire Dales Green Deal

YORKSHIRE DALES GREEN DEAL

Do you want to know how you can make your home warm and cosy whilst reducing your energy bills?

Yorkshire Energy Partnership in partnership with the Yorkshire Dales National Park is offering *free Home Energy Assessments* by a fully accredited Green Deal Assessor to the residents of Clapham. Normally these cost a minimum of £99.
The assessment will identify what measures your home would benefit from e.g. Insulation, new heating systems or renewable energy.
If you then want to consider installing one or more of the measures further free help will be provided to identify and secure funding via the Government's recently launched Green Deal.

The Green Deal

From 28 January all households will be eligible for the Green Deal – able to make energy saving improvements and pay for some or all of them over-time, through their energy bill and through the savings they make. Any charge attached must be less than the expected savings from the efficiency improvements. For many of the more expensive measures considerable subsidises may be available.
Householders get a more comfortable, less wasteful home which pays for itself.

If they move out of the house, then the charge transfers to the next inhabitant who enjoys the benefits.

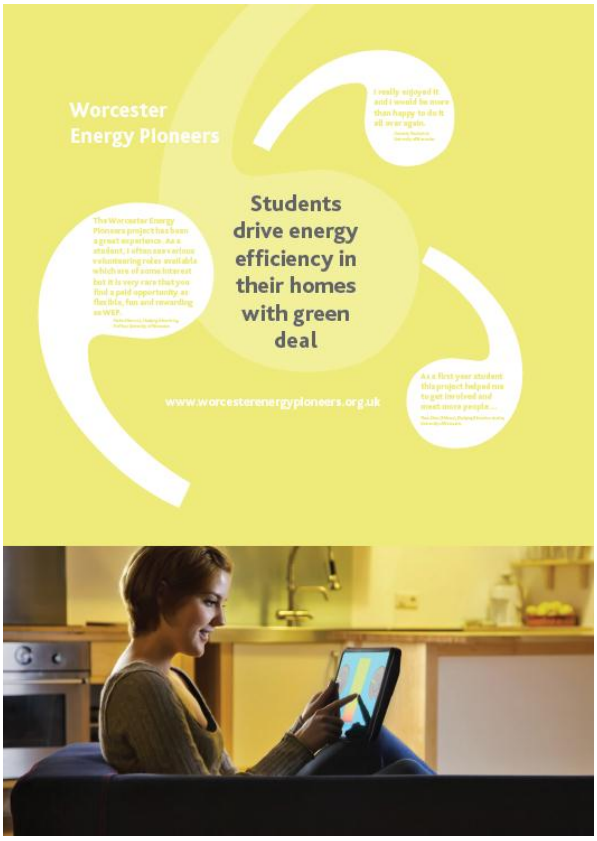
How to get involved

If you wish to be considered for this free offer then please contact Yorkshire Energy Partnership on *01904 545020* and mention the Yorkshire Dales Green Deal. An advisor will then talk you through the simple process and arrange for a Green Deal assessor to visit.
This offer is open to all properties in the parish of Clapham whether you are the owner or a tenant. This is a pilot project funded by the Dept of Energy and Climate Change (DECC) and the number of free assessments is limited so book early. Please note all assessments have to be completed before the 22nd March 2013

The Partners:

DEPARTMENT OF ENERGY & CLIMATE CHANGE
yorkshire energy partnership
North Yorkshire County Council
LGiU LOCAL GOVERNMENT INFORMATION UNIT
YORKSHIRE DALES National Park

Worcester Energy Pioneers



Students Drive Energy Efficiency in their Homes with Green Deal

Introduction

Worcester Energy Pioneers is a pilot project aimed at stimulating the Green Deal in the student private rented sector in Worcester City. The scheme was developed by Worcestershire County Council with partners, Worcester City Council, Act on Energy and the University of Worcester. It is lead by Encraft, a low carbon consultancy that provided the project management and software development required. The project is funded by DECC.

Pre-assessment surveys were carried out by University of Worcester students who were employed to collect stock data from their own and fellow student properties using an online tool developed as part of this project. The survey gives an immediate result on the buildings' suitability for a Green Deal Assessment (GDA).

Target	Delivered	Demographic
250	251	81 students
		61 landlords
		15 non-student tenants
		94 homeowners

Table showing the number of pre-assessments delivered compared with the target.

Methodology

A number of marketing approaches were developed and evaluated for effectiveness, including a strong online presence with a website designed for students, social media activity, attending Go Green Week (a sustainability event endorsed by the University of Worcester), organising a landlord engagement event, direct mail, and promotions through the District and County Council's websites.

Marketing Method	No of Properties	Completed pre-assessments	% drop out from registration	Referred to delivery partner	% drop out from pre-assessment
Signed up during Go Green Week	50	22	66%	20	10%
Signed up during landlord engagement event	40	34	15%	24	30%
Contacted the project through hotline or website	128	107	16%	81	24%
Sourced through student surveyor network	104	92	12%	20	78%

Table showing the marketing strategy success rates.

Key Project Parameters	Results	Target
Number of student surveyors trained	25	25
Number of individuals registering for a pre-assessment survey	327	250
Number of pre-assessment surveys completed	251	250
Number of pre-assessment surveys referred to delivery partners	162	150
Assessments completed	14	150
GD Plans issued	0	50

Table showing results against key project indicators.

Conclusions

The targets for pre-assessments and referrals were met and a great deal of learning was gained by meaningful engagement with students and landlords. If replicated it is suggested timing is adjusted to commence in September and not in February. Students would see the benefit of energy efficiency improvements in the heating season. Other facets of energy efficiency such as behaviour change and incentives such as rewarding and encouraging competition should be considered if replicating this study.

Worcester City Council · University of Worcester · worcestershire county council · encraft · actonenergy

Students Drive Energy Efficiency in their Homes with Green Deal

Peng Li
Masters in Sustainable Development Advocacy
The Bulmer Foundation

Why is this project needed?

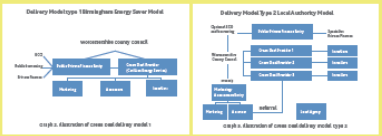
- Enable the Local authority to identify barriers and solutions for delivering the Green Deal;
- Provide better understanding of the relative effectiveness of two Green Deal delivery models and the relative effectiveness of various marketing tools;
- Empowering students to improve living conditions for themselves and future tenants, whilst providing practical skills and a knowledge base in energy efficiency from industry experts and giving key employability skills.

A Post Go Green Week survey indicated that:

- 17.5% of Go Green Week student participants claimed awareness of the project;
- 66.7% of Go Green Week student participants who did not hear of the project were willing to find out more about it;
- 35.3% of Go Green Week student participants are considering changing their behaviour as a result of the information received.

Worcester Energy Pioneers Project Outline

The two types of Green Deal delivery models are illustrated in Graph 2 &3 below:



graph 2: Illustration of green deal delivery model 1 | graph 3: Illustration of green deal delivery model type 2

What has the project told us?

- Homeowners' general attitudes towards the Green Deal are highly positive;
- Local authority and university credible and trust worthy. This is seen as essential for the promotion of government schemes such as the Green Deal;
- The success of the project can be hampered by the lack of readiness of the national Green Deal market;
- Consumers could be persuaded to sign-up for energy surveys without necessarily understanding it's purpose, but they are also likely to drop out if not fully committed;
- Student participation generated unpredicted positive impact, notably their views on sustainable behaviour and influences on their peer groups.

References

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Multiple streams

Isle of Wight EcoIsland

facebook
Search for people, places and things
Ecoisland | Home
Ecoisland Timeline 2013
Status
Photo / Video
Event, Milestone +
Adverts Manager
Save the date! Eco technology training courses and events at the Isle of Wight College
http://www.iwcp.co.uk/news/news/new-technology-centre-for-college-48115.aspx
Isle of Wight: New technology centre for college
www.iwcp.co.uk
Isle of Wight College announce partnership with Ecoisland and Isle of Wight council and creation of a Energy Technology Training Centre
Like · Comment · Share
2 1
373 people saw this post
Promote
Ecoisland updated their cover photo.
5 February
The Green Deal aims to assist businesses, landlords, tenants and homeowners to make their properties more energy efficient without the need for upfront costs.
Like · Comment · Share
1 2
Promote
Ecoisland
3 February
Government is putting up 40 million into the CASH Back scheme this is how much you can get.
https://gdcashback.decc.gov.uk/Application/Apply
SIGN UP TO GET STARTED - http://www.eco-island.org/hub/green_deal_explained
According to our Facebook we have 180 new likes! Pretty good we reckon :D
Like · Comment · Share
10 3
564 people saw this post
Promote
Ecoisland shared a link.
5 February
Ecoisland is here to help you go through the Green Deal process. Enquire at http://www.eco-island.org/hub/green_deal_explained
1. Get an assessment of your property to see what improvements you can make and how much you could save on your energy bills.
2. Choose a Green Deal provider to carry out the work. You discuss with them what work you want done and whether the Green Deal is right for you.
3. If you go ahead with the improvements you must sign your Green Deal Plan - this is a contract between you and the provider stating what work will be done and how much it will cost. The provider will then arrange for a Green Deal installer to do the work.
4. Once the work is done, you'll pay off the money in instalments through your electricity bill.
Ecoisland The Green Deal
www.eco-island.org
Ecoisland CIC, the doorway to Greendeal home improvements on the Isle of Wight. The Greendeal is a government scheme to assist in
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23 2
1,152 people saw this post
Promoted for
Now
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2012
Opened
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