

CREATE



CASE STUDY
BEING ENERGY EFFICIENT FOR LANDLORDS

BEE FOR LANDLORDS IN STAFFORD

The Aims of the Project

- To encourage landlords to improve their properties and to take up energy efficiency measures
- To build on existing partnerships between landlords and the local authority
- To assist the local authority to meet the HECA objectives

Background to the Project

Stafford Borough Council was asked by the Energy Saving Trust to pilot a Toolkit which would assist local authorities set up energy efficiency schemes within the private sector. The Council was particularly interested to target properties in the private rented sector as they had recently set up a Landlords' Forum in the Borough. In partnership with Scottish Power and CREATE, the local authority devised the BEE (Being Energy Efficient) For Landlords scheme.

Project Details

CREATE co-ordinated the project on behalf of the local authority and agreed a range of financial incentives with Scottish Power for landlords which would encourage them to improve the energy efficiency of their properties.

These distinct groups of landlords were identified:

- i) Those renting property to tenants on state benefits
- ii) Those renting property to students
- iii) Those renting properties to professionals

A marketing strategy was developed and implemented by CREATE which targeted landlords in these three groups.

Marketing activity included:-

- Producing and distributing flyers advertising the BEE for Landlords scheme to estate agents and landlords in the Borough
- Making personal contact with organisations such as Staffordshire University Accommodation Services and North Staffordshire Landlord Association to inform them of the scheme
- Ensuring various departments in the local authority such as Council Tax/Housing Benefit Sections, Environmental Health, and LA21 were aware of the scheme as these departments had regular contact with landlords
- Producing news letters for landlords giving general information about energy efficiency and specific details of the scheme
- Giving presentations to landlords via the Forum.