

CREATE



CASE STUDY STAFFORDSHIRE BE ENERGY EFFICIENT SCHEME

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Key Elements of the BEE Scheme

A HECA initiative involving six Staffordshire Authorities; Stafford BC, Staffordshire Moorlands DC, East Staffordshire BC, Newcastle Under Lyme BC, Cannock Chase Council, Stoke on Trent CC. Scheme involves actively:

- Promoting the benefits of energy efficiency to households in each of the communities identified – these communities are predominately fuel rich households and several are rural communities
- Marketing a range of cost effective energy efficiency products to these households – cavity wall insulation, loft insulation, boiler replacements, heating controls discounted by Scottish Power
- Offering these households a discounted white goods scheme and the sale of a small selection of energy efficient goods at competitive prices – £60 vouchers for white goods from Powerhouse plus free delivery, low energy lamps and kettles on sale
- Developing sustainable energy education projects with the local primary and secondary schools in each community – pupils give performances about energy efficiency to local community groups/parents and provide display materials for exhibitions in local libraries and community centres
- Raising the general level of energy awareness throughout the whole community
- Providing independent energy efficiency advice to households in Staffordshire via the local EEAC network

The scheme is marketed extensively over a three/four week period in each community and every household receives a leaflet through the post giving details about the energy efficiency discounts on offer. During this time, talks are given to local groups to support the marketing activity and CREATE also work in the local school to encourage children to take the energy efficiency message home. In many cases, the children give a performance to local community groups about energy use in the home. People attending the talks are encouraged to complete home energy surveys and these are processed by the EEAC and information directly relevant to the householder is sent in the post to them.

Partners are: Energy Conservation Authorities, CREATE, Scottish Power, Warm a Home (contractor), EEAC, LPP (marketing agent), Powerhouse

Out of the 9 communities targeted, CREATE has increased the energy awareness of over 1400 members of the community of all ages. Over 1400 households have also contacted the EEAC and been given specific energy advice about measures they can undertake in their own home. So far there has been a 10% take up of actual measures via Scottish Power.