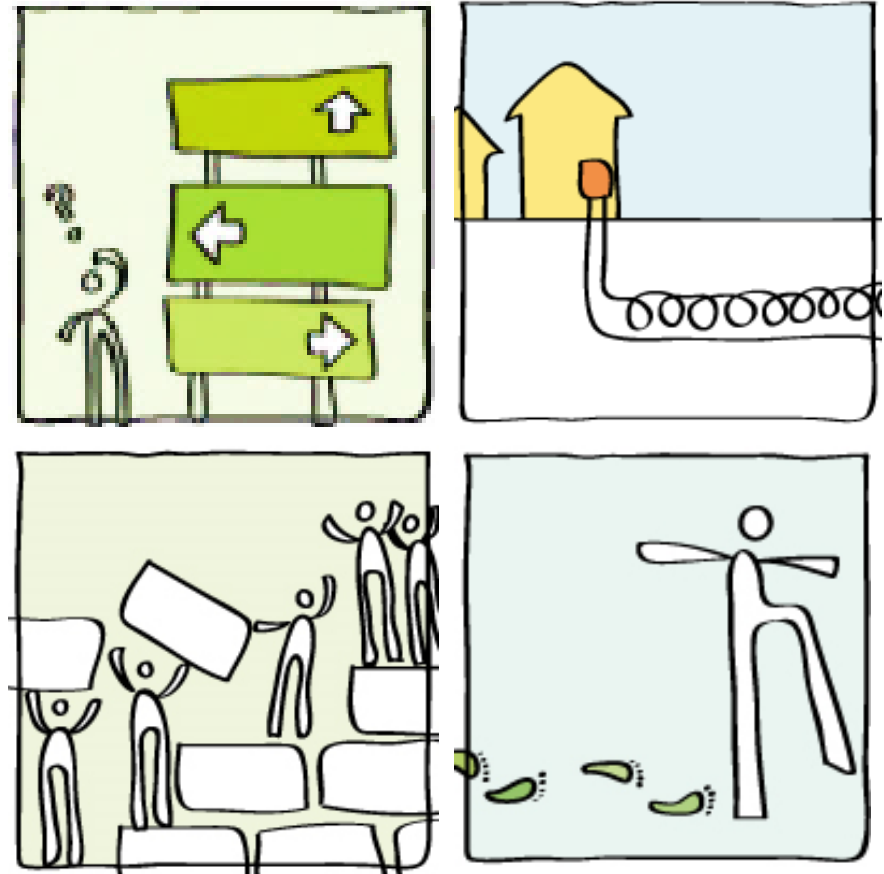




Local delivery of heat and energy efficiency

Workshop 2: Citizen and community engagement





WORKSHOP OUTPUTS

What is the role of government (national/regional/local) in raising overall public awareness on decarbonising heat?

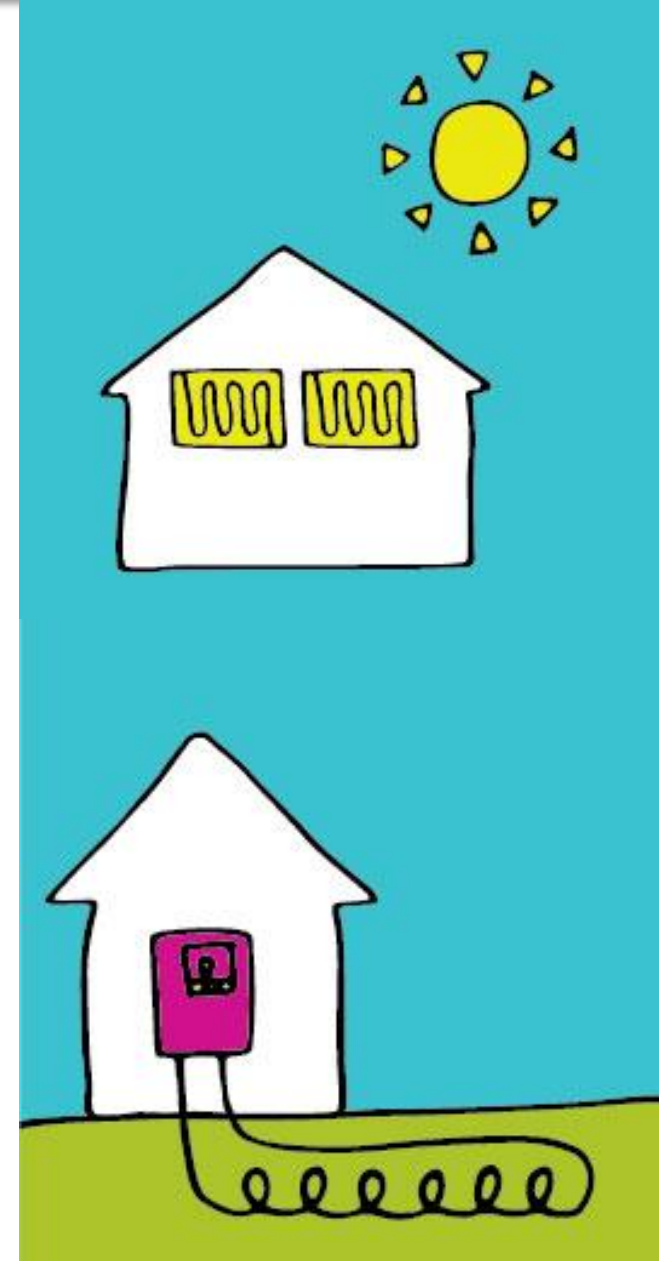
- Consistent and coherent messaging is missing at the moment and critical to build awareness. Need to proactively fill that void (or something else will)
- Broad support for a national communications ‘nudge’ campaign potentially led by central government, especially for ‘able-to-pay now’ segment – more impactful if also communicates timelines, hard targets on MEEs or gas phase out.
- In absence of a campaign there are resources and comms methodologies that would be much more efficient done nationally rather than replicated locally (e.g. language, messaging and consumer profiling)
- Issue with skills and delivery needs to be tackled concurrently – the consumer journey and consumer protection from ‘cowboys’.

How do we ensure access to trusted advice and support across all localities?

- Local authorities could have a key role here potentially to kick start this ‘advice’ service – They already have contacts through local initiatives, social housing and retrofit providers - that make it ideal for a convenor.
- Could be an important role for communities working with support from local authorities through enabling and replicating models such as the Devon CC one.
- LA has clear role around local data, ‘zoning’ and local-level directories of suppliers, tradespeople etc.

How can we best engage hard-to-reach groups?

- Use more nuance lenses to look at hard to reach groups and understand different motivations.
- Targeting hard-to-reach via existing community groups and networks, local authorities well-placed to lead
- Local storytelling through trusted individuals and organisations, including local news sites can help to target specific hard to reach groups.



Miro boards from three breakout groups

The three breakout groups' discussions were supported by live note taking on Miro boards.

Delegates were invited to add their own post-its if they wished, and each session had their own note taker recording points too.

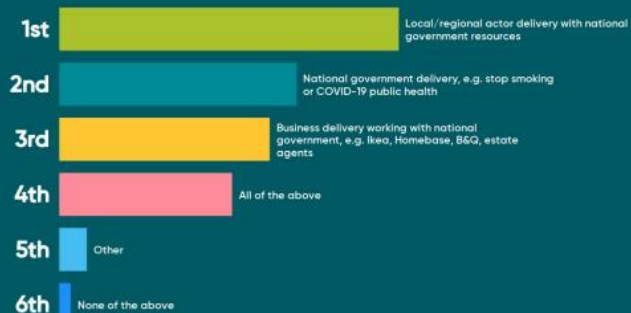
The image displays six Miro boards from breakout sessions, organized into two rows and three columns. Each board contains handwritten notes, diagrams, and sticky notes on various topics related to decarbonising heat and public awareness.

- Top Row (Left to Right):**
 - Board 1 (Blue):** "Misc - Share your thoughts". Topics include "Energy price rise", "Green heating (like EV)", "Consistent messaging", and "Need for communication".
 - Board 2 (Yellow):** "1. What is the role of government (national/regional/local) in raising overall public awareness on decarbonising heat?". Topics include "Use of a building passport", "Natural renewables guidelines", "Government role", and "Need for communication".
 - Board 3 (Yellow):** "1. What is the role of government (national/regional/local) in raising overall public awareness on decarbonising heat?". Topics include "Free training", "Informing, Norming and Nudging", and "Need for communication".
- Bottom Row (Left to Right):**
 - Board 4 (Blue):** "2. How do we ensure national access to trusted advice and support?". Topics include "Central Gov", "Local Gov", and "Private Dev".
 - Board 5 (Yellow):** "2. How do we ensure national access to trusted advice and support?". Topics include "Local Gov", "Private Dev", and "Funding".
 - Board 6 (Yellow):** "3. How can we best engage hard-to-reach groups?". Topics include "Local authorities can support", "Engagement with landlords and social agents", and "Need for communication".

Where should local authorities focus their resources?



What type of campaign should we have to raise public awareness?



What should the role be for local authorities be in providing information and advice?



1. Consensus from the delegates indicated that local authority resource should be prioritised towards the delivery of projects (approximately 2/3rds of resource budget)
2. 63% of delegates highlighted that local / regional government campaigns should be used to raise awareness
3. 73% of delegates believe local authorities should provide a sign posting role, ensuring that up to date information is made available online

Cara Jenkinson, Ashden
Stephen Mirkovic, BEIS
Theo Platts-Dunn, BEIS
Kevin Wilson, Brighton & Hove City Council
Sassy Crawford, Brighton & Hove City Council
Kayla Ente, Brighton & Hove Energy Services Co-op
(BHESCO)
Emily White, Bristol City Council
Bethan Lovering, Carmarthenshire County Council
Olivia Rex, Centre for Net Zero
Chris Greener, Devon County Council
Antony Littlechild, Dorset Council
Anna Peran, E3G
Jim Lee, Energy4All
Paul Phare, Energy4All
Tom Nockolds, Energy4All
Jonathan Morris, Essex County Council
Tom Day, Essex County Council
Stephanie Merry, Focus Offshore
Belinda Humphrey, Gateshead Council
Bean Beanland, Heat Pump Federation
Andrew Richmond, Local Government Association
Jacob Coburn, Local Government Association
Vicky Kingston, Local Partnerships

Alejandro Garcia, Midlands Energy Hub
Jorge Luis Aguilar-Santana, Midlands Energy Hub
Elizabeth Pawan, Neath Port Talbot Council
Madeleine Gabriel, Nesta
Louise Marix Evans, Quantum Strategy & Technology Ltd
Kate Hutchinson, re:heat
Frazer Stewart, Regen
George Middlemiss, Regen
Poppy Maltby, Regen
Prina Sumaria, Regen
Sophie Whinney, Regen
Neil Pendered, Sedgemoor District Council
Chris Bunce, South Dartmoor Community Energy
Ken Crawford, South Tawton Parish Council
Cara Naden, South Somerset District Council
Victoria Fleming-Williams, SSEN
David Suckley, Teign Energy Communities
Kieran Sinclair, The Association for Decentralised Energy
Zoe Roberts, UK100
Nadia McPherson, West Yorkshire Combined Authority
Katie Jepson, WMCA
Joan Pisanek, EQUANS

- We need heat decarbonisation at **scale** and **speed**. Delivery needs to be **efficient** to minimise cost.
- The Net Zero Strategy accepts the need for a **national/local partnership** to deliver this.
- What is the **role for Local Authorities** in this? What powers, funding and capacity are needed?
- **What is most efficient** to be delivered at a national level? Methodologies, regulation etc.

The project is based around three themes where the relationship between national and local roles will be **key to efficient delivery**:



1. Heat zoning and planning



2. Citizen/community engagement



3. Skills and supply chain development

10:10 Key elements of citizen and community engagement

Sophie Whinney, Energy analyst, Regen

10.20 The theory and practice behind behaviour change

Madeleine Gabriel, Director Sustainable Future, Nesta

10:30 Approach to engagement on heat in Devon

Chris Greener, Project Officer South West Energy Partnership at Devon County Council

Short break

11:00 Facilitated break-out groups

11:45 Feedback from breakout groups

12:00 Close

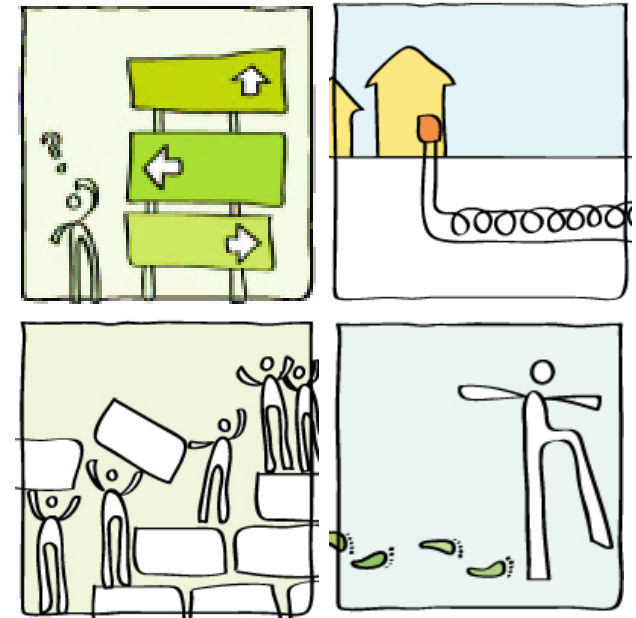




SOPHIE WHINNEY
ENERGY ANALYST, REGEN

Over half the public have **little to no awareness** of specific low carbon heating technologies, i.e., heat pumps, biomass boilers, heat networks.
(BEIS public attitudes Tracker, December 2021)

- Heat and Buildings Strategy acknowledges the lack of public awareness as a barrier
- We need a national/local partnership to overcome the barrier **efficiently and fast**
- BEIS: [Simple Energy Advice website](#)



National government led (in some form) to ensure consistent messaging and minimise inefficiencies

1. Raising public awareness

Local authorities taking a role in providing trusted support and advice

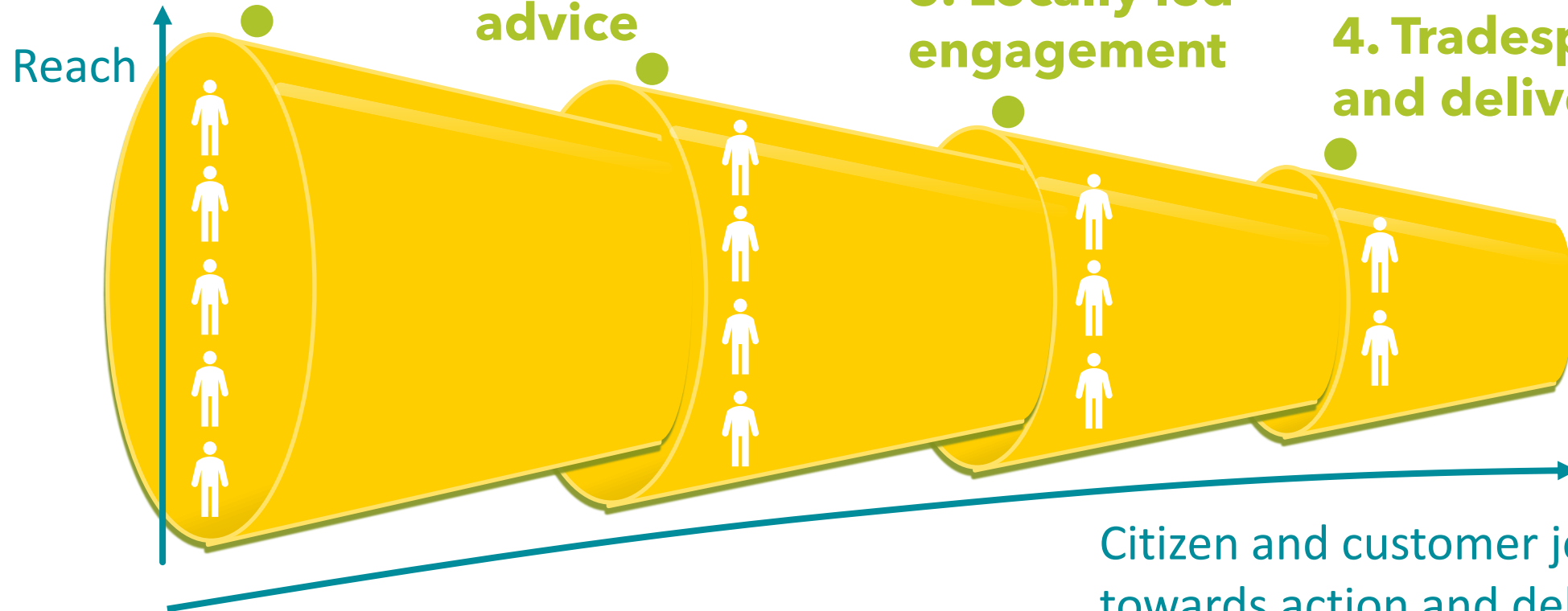
2. Local trusted advice

Local actors and communities proactively engaging and providing advice and support

3. Locally led engagement

Tradespeople and delivery of heat decarbonisation and energy efficiency in homes (Workshop 3)

4. Tradespeople and delivery



1. Raising public awareness

Long-term consistent communication

Local figureheads, political leadership and community voices

2. Local trusted advice

Local energy advice services and one stop shops

Online toolkits

3. Locally led engagement

Local authorities as *conveners* of local businesses and community groups

Gap in early engagement of the hard to reach



MADELEINE GABRIEL

DIRECTOR SUSTAINABLE FUTURE, NESTA

nesta

Behaviour change on heat: theory and practice

April 2022

nesta

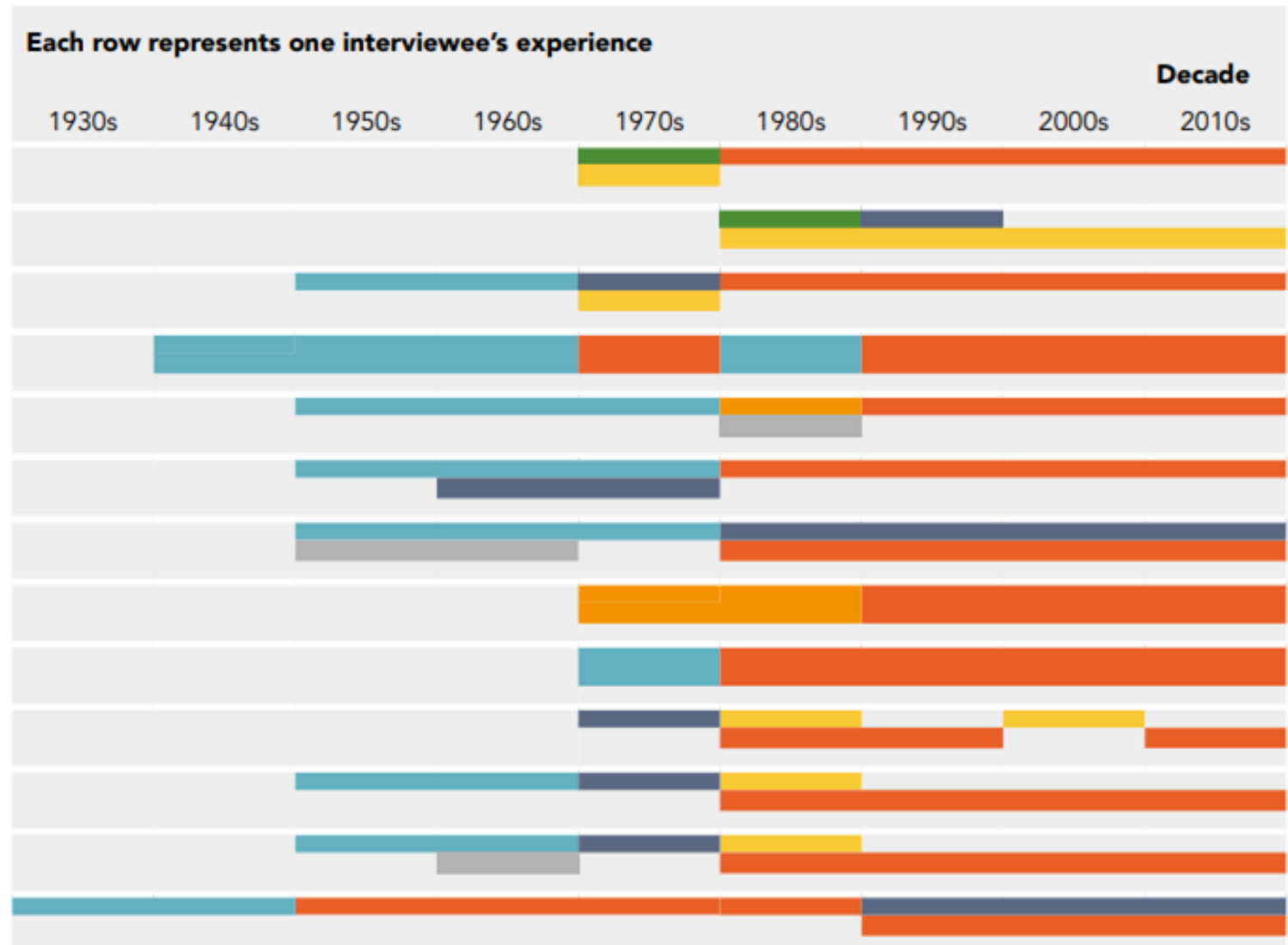
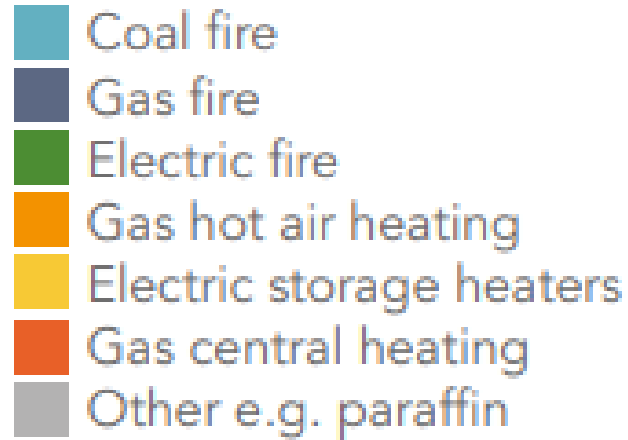


[nesta.org.uk](https://www.nesta.org.uk)

[@nesta_uk](https://twitter.com/nesta_uk)

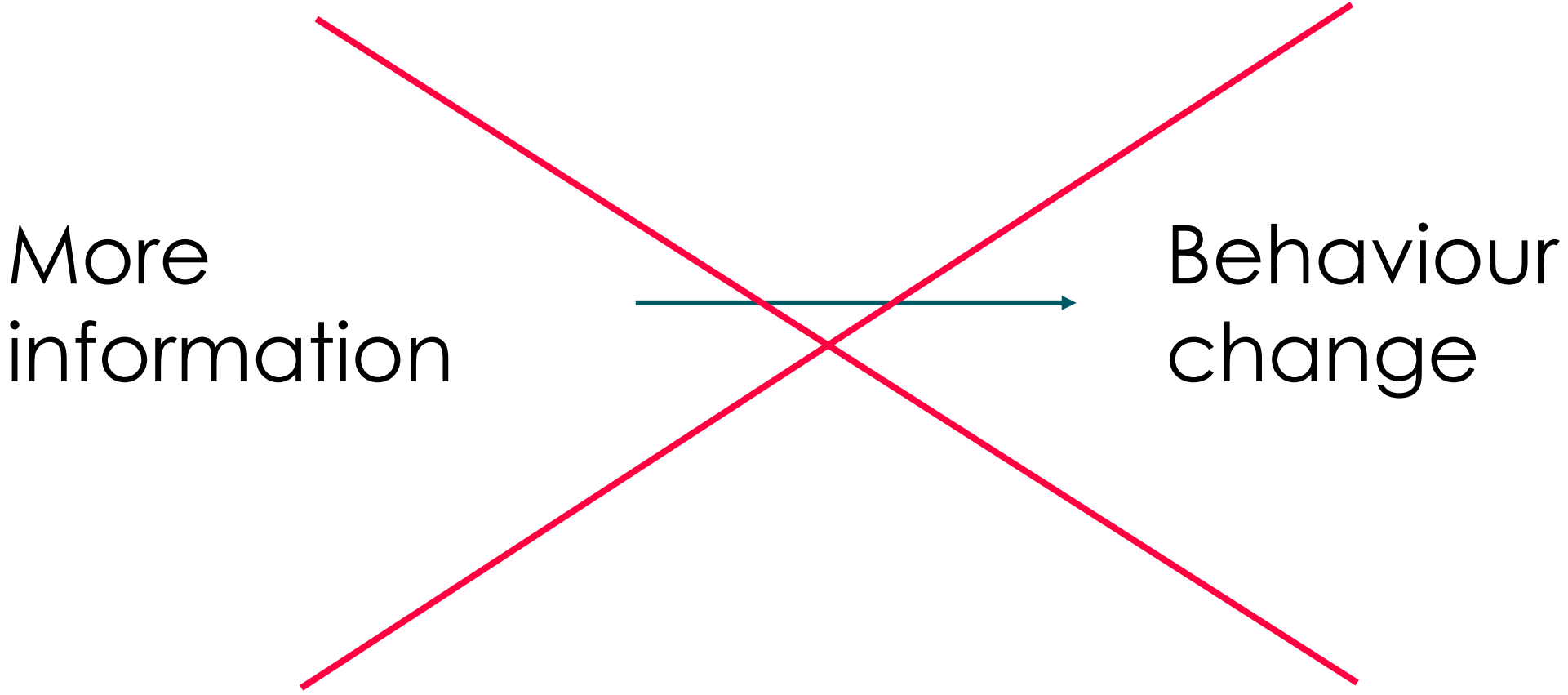
Heating behaviours have changed before - fundamentally, and sometimes quickly

Figure 1 Type of home heating

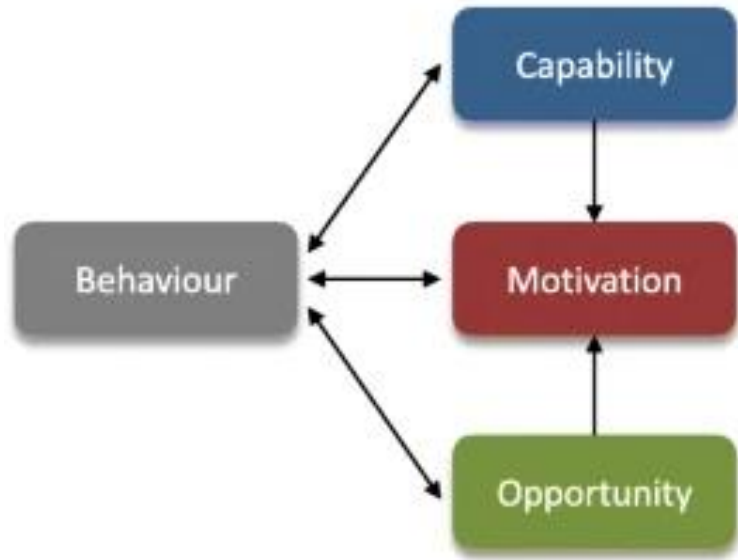


DEMAND research insight #7
TRANSITIONS IN HEAT - THE ARRIVAL
AND DISAPPEARANCE OF GAS
CENTRAL HEATING (2016)

How do we change behaviour?



What drives behaviour? The COM-B model



COM-B not combi!



Plug!

BIT has a useful [Barrier Identification Tool](#) that helps to explore these segments in more detail

[McDonagh L et al, 2018](#)

Applying COM-B to the early stages of getting a heat pump

Capability	Opportunity	Motivation
Knowing how to find information out Knowing the right questions to ask, search terms to use	Having time to research Having access to the internet/technology and/or people you can ask	Belief that it will be worth your while

Plug!

Read about our work on [heat pump customer journeys](#)

Issues

- Researching is very time consuming
- Information online often conflicting, even from trusted sources
- Hard to find personalised information, what would work for me
- People don't have a lot of pre-existing knowledge about heat pumps, so are very swayed by the way they are presented to them

Behaviours aren't just individual

Social practice theory (Shove) - what we do is shaped by:

- **Materials** – the technologies and things that are a part of practice formation, maintenance and reconfiguration
- **Competencies** - practical understandings, skills, embodied know-how or socialised knowledge
- **Meanings** - symbolic meanings, ideas and aspirations



The theory is great but we don't always know what works until we try

a

Plymouth Energy community
www.plymouthenergycommunity.com
01752 477 117
Plymouth Energy Community,
Floor 8, Civic Centre, Plymouth PL1 2AA

Dear Resident of

Your house is losing heat and costing you money!

Act now to claim up to £4,200* in Government grants to insulate your home.

You may remember we contacted you last year to let you know that your home is eligible for government grants towards the total cost of external wall insulation. We're working in partnership with Plymouth City Council and British Gas to help properties in your area receive up to £4,200* towards installing external solid wall insulation.

After external solid wall insulation has been installed far less heat escapes through the walls of the house. This saves up to £270 a year on a household's energy bills[^].

Funds are limited so apply now!

To claim your government grant before it disappears call 01752 477997: to book a FREE no obligation energy survey.

Plymouth Energy community
Plymouth Energy Community is a co-operative owned and run by its members, which aims to reduce gas and electricity costs for people and businesses in Plymouth, and help them invest in local renewable energy. It is an industrial and provident society, registered in England and Wales with the Financial Conduct Authority, registration number 32108 FL. Its registered office is c/o Low Carbon City Team, Plymouth City Council, Plymouth, PL1 2AA.

b

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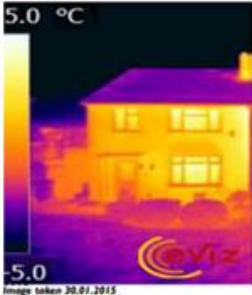
Dear Resident of

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This image shows heat, in yellow, escaping through the walls, windows and chimney of a house in Plymouth.



Before Insulation
Colder Inside
Costly to heat

After external solid wall insulation has been installed far less heat escapes through the walls of the house. This saves up to £270 a year on a household's energy bills[^].

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c

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These images show heat, in yellow, escaping through the walls, windows and chimney of neighbouring houses in Plymouth. After external solid wall insulation has been installed (the darker house on the right), far less heat escapes through the walls of the house.



Before Insulation
Colder Inside
Costly to heat

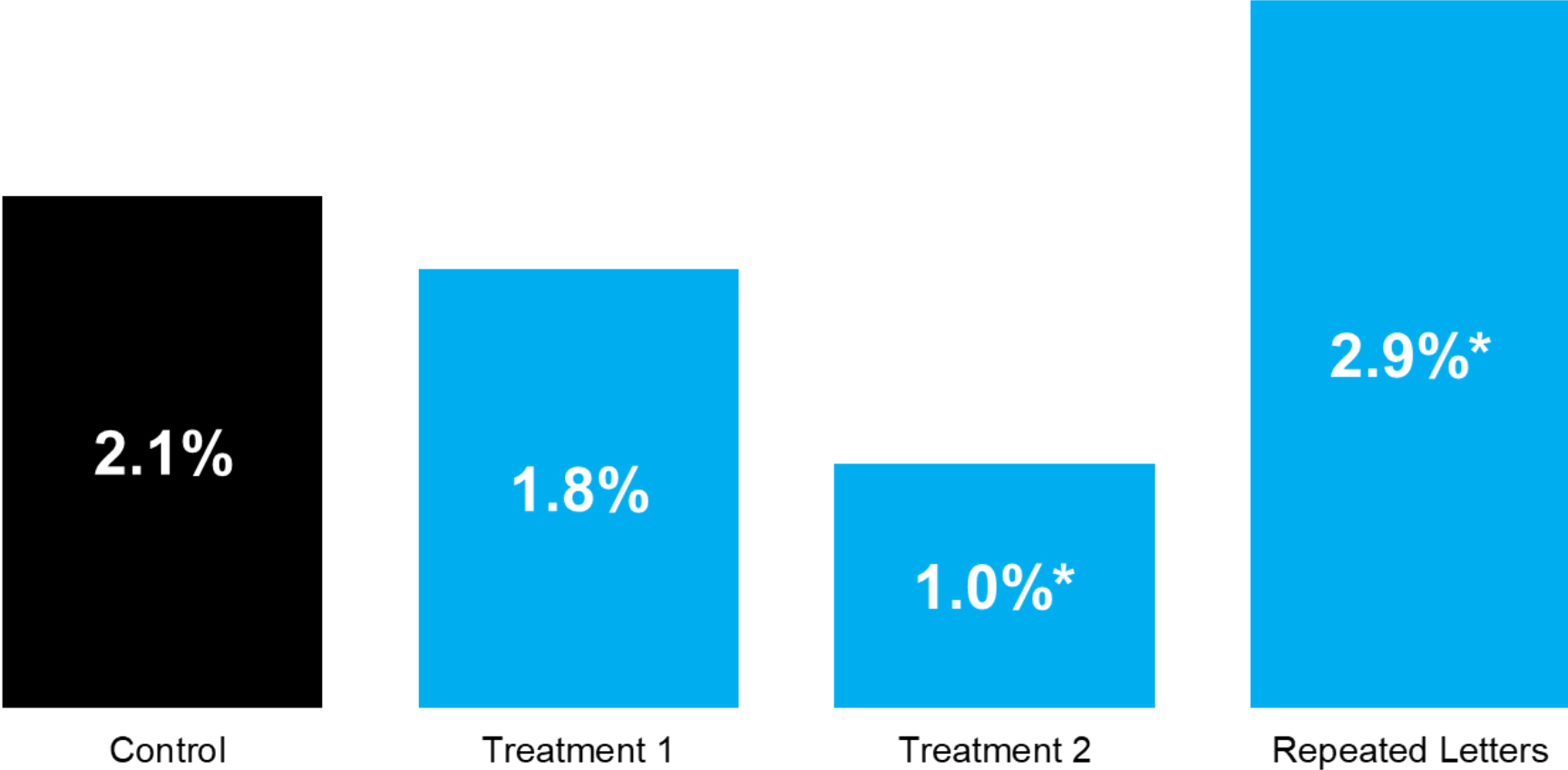
After Insulation
Cosy Inside
Saves up to £270 on energy bills a year[^]

Funds are limited so apply now!

To claim your government grant before it disappears call 01752 477997: to book a FREE no obligation energy survey.

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Thermal images didn't help but repeated letters did



n = 5483

Concluding thoughts: what might this mean for public engagement on heat?

- **People don't tend to have fixed views on home decarbonisation and it's not a never issue for most people** - opportunity to communicate, and a risk that others will fill the vacuum if we don't
- **Consistency in what people read and hear is likely to be important** across different messengers
- **We need to make it easy for people who want to engage to do so** - really worth investing in service design so those who are interested don't fall at the first hurdle
- **Lots of scope to test what works and share learning**



CHRIS GREENER

PROJECT OFFICER SOUTH WEST ENERGY PARTNERSHIP AT
DEVON COUNTY COUNCIL



Domestic Retrofit

DEVON

Scale of the problem



27 MILLION HOMES IN THE UK



540,000 IN DEVON ALONE



VAST PERCENTAGE LACKING
IN ENERGY EFFICIENCY



Lots of people look to improve their homes, but don't realise they could solve some of their other problems at the same time

Current governmental schemes target the fuel-poor. So how can we assist the rest of the of the population?



In collaboration with community energy organisations and local authorities, we are aiming to create a Devon-wide energy advice and retrofit assistance service

AIM 

Bring advocates and practitioners together to help solve energy issues



What will it offer



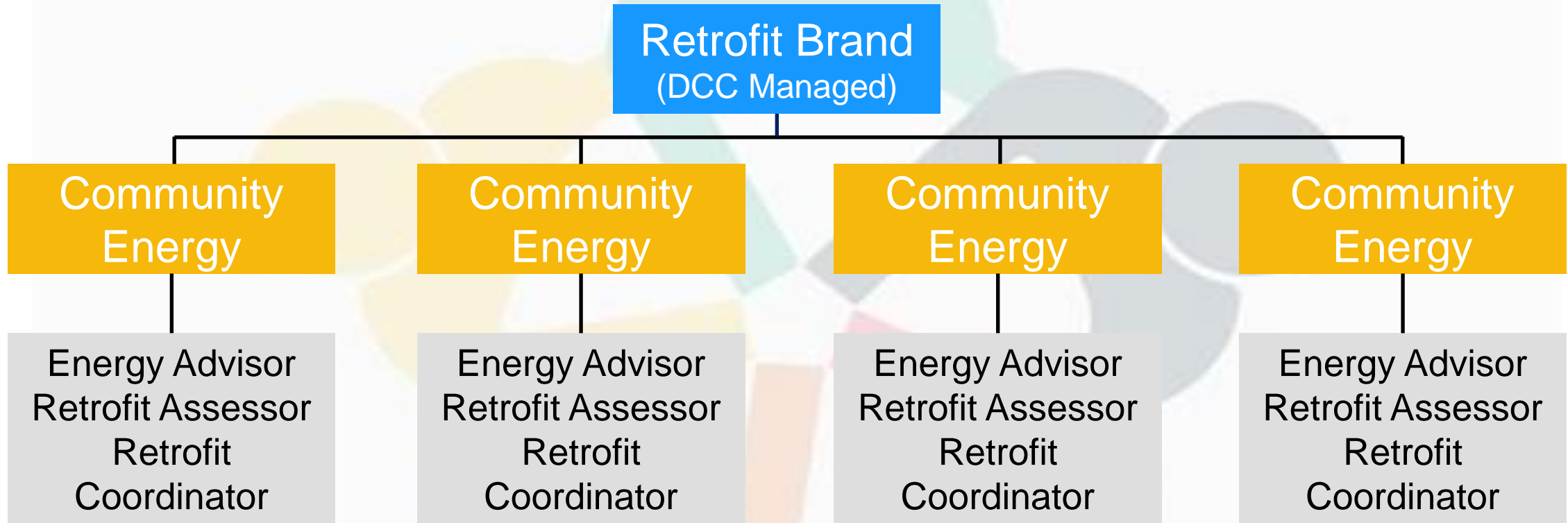
We aim to provide a full end-to-end retrofit and energy advice service for the public

Initial energy
and retrofit
advice
(Free of charge)

Home assessments
incl. whole house
report and
recommendations
(Approx. £500-700)

Retrofit
Coordination
Incl. procurement
assistance &
quality control
(Cost TBD)

Service Structure





DEVON PEOPLE POWERED RETROFIT



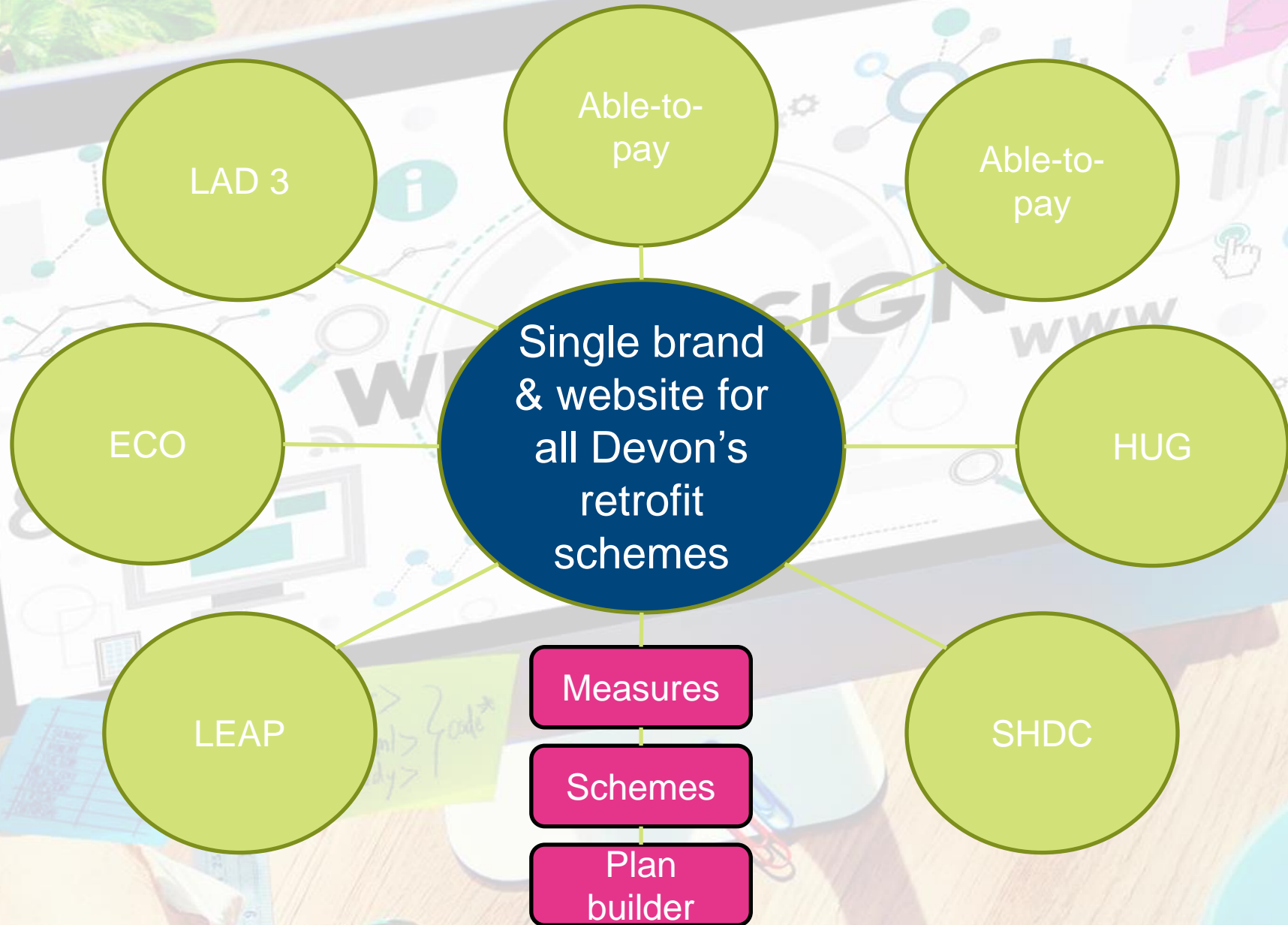
Partnership Agreement

Partnership
agreement

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Website & Marketing



Plan Builder

ig?

☆ filter to recommended (best efficiency improving measures for £20,000)

✓ filtered to your selections

Category Filters

- All Categories
- Basics
- Roof
- Walls & Floor
- Windows & Doors
- Heating
- Renewables
- Others

Showing 4 of 48 possible measures (clear filters)

 <p>Heating Multi zone heating controls</p> <p>£700 1.12 tCO₂</p> <p>in plan ☆</p>	 <p>Renewables Solar photovoltaic panels</p> <p>£5,591 0.67 tCO₂</p> <p>in plan ☆</p>	 <p>Roof Thicker loft insulation</p> <p>£675 0.12 tCO₂</p> <p>in plan ☆</p>	 <p>Windows & Doors Some A+ double glazed sash windows</p> <p>£5,165 0.17 tCO₂</p> <p>in plan ☆</p>
--	--	---	---

£570 (24%) estimated annual fuel bill saving

2.03 (18%) estimated tonnes CO₂ saved annually

- ✓ Multi zone heating controls (more...) £700 remove
- ✓ Solar photovoltaic panels (more...) £5,591 remove
- ✓ Thicker loft insulation (more...) £675 remove
- ✓ Some A+ double glazed sash windows (more...) £5,165 remove

Estimated Cost: £12,131

Review

Back a step

Retrofit Guide

- We care also in the early stages of creating a retrofit guide
- Aimed at small scale contractors & homeowners
- With the aim of to educate and illustrate the process of domestic retrofit, highlighting the interaction of the different elements of retrofit, such as ventilation and airtightness. It should also go into the details of how to retrofit low and zero carbon, with indicative technical details, showing typical key junctions, educating the potential installers.



Domestic Retrofit Pilot Scheme



DEVELOPMENT

Devon County Council and Community Energy organisations are working together to develop this scheme

PUBLIC FEEDBACK & RESEARCH

We will be collating info from homeowners including:

- Homeowner engagement in retrofit
- How useful the service would be
- What additional things it needs to offer
- Appetite for a paid service and what homeowners would be willing to pay
- Marketing channels and engagement – how to get homeowners onboard

IMPLEMENTATION

Pilot scheme is being trailed Apr-Jun

County-wide scheme & website launch July/August 2022



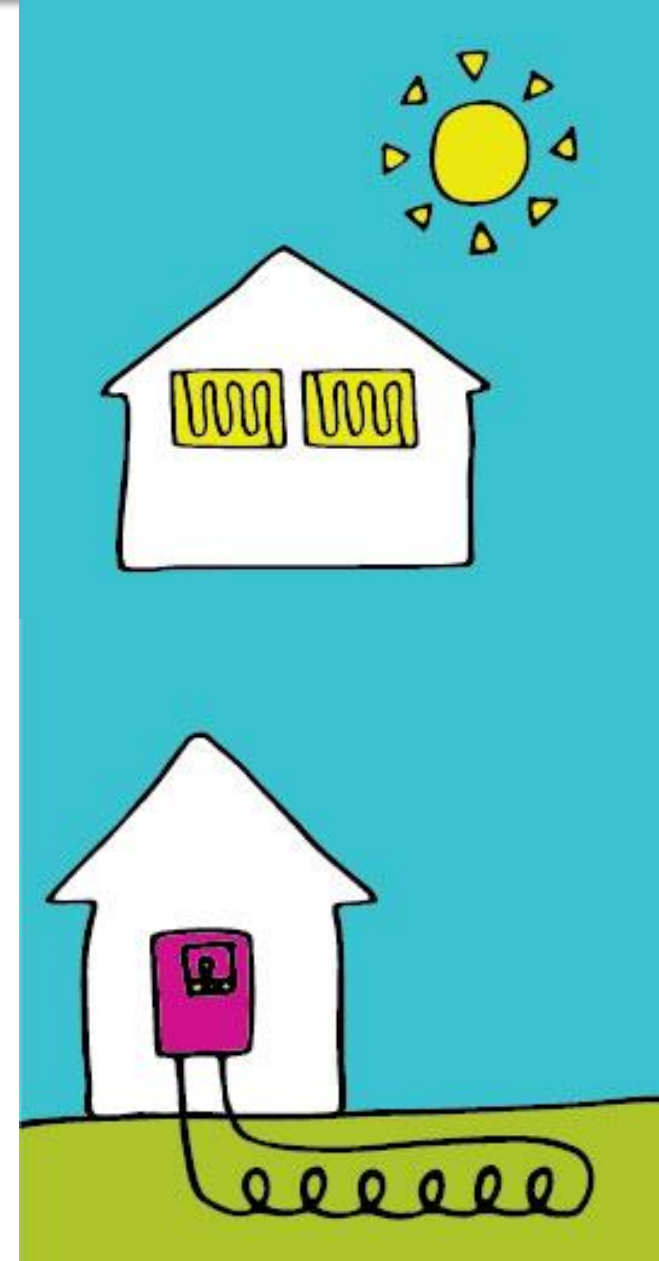
Thank you for
listening

Chris Greener

Project Officer
South West Energy Unit

chris.greener@devon.gov.uk

1. **What is the role of government (national/regional/local) in raising overall public awareness on decarbonising heat?**
2. **How do we ensure access to trusted advice and support across all localities?**
 - What are the roles of local authorities, businesses and communities?
3. **How can we best engage hard-to-reach groups?**





BREAKOUT SESSIONS

10th March, 10 – 12pm

Workshop 1: Heat zoning and strategic planning

5th April, 10 – 12pm

Workshop 2: Citizen and community engagement

4th May, 10 – 12pm

Workshop 3: Supply chain and skills development

 : Bradninch Court, Castle Street, Exeter, EX4 3PL

 : 01392 494 399

5 April, 2022