

<b>Project Brief</b>	
<p>The Project Brief is the <b>first</b> thing to do. It should be completed before <b>any</b> activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</p>	
<b>Project Name</b>	Tadcaster and Villages Community Energy Ambassadors
<b>Project Manager</b>	Kate Urwin
<b>Document Author</b> (if different from Project Manager)	
<b>Organisation Name</b>	Yorkshire Energy Doctor CIC



### **Benefit**

*Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.*

There is a real need to educate people around energy use in the home and to increase awareness of the schemes that are available to support vulnerable households. This will enable more informed actions to be taken to manage energy use, reduce costs and make homes warmer.

Recent surveys show that 60% of adults don't understand their energy bills (more than any other household bill) (uSwitch, 2016). Nearly two-thirds of people worry about energy prices and in 2017 consumers voted that energy prices should be the second biggest priority for the UK government, behind only social care for the elderly (Which? 2017).

Problems with energy bills lead to financial difficulties and debt, which causes stress and anxiety, and living in a cold home negatively impacts on physical health. From our previous work we have helped residents make average savings of £234 per year by switching their tariff and have successfully applied to get over £26,000 of energy and water debts written off (an average of £1,358 per household who has been in arrears). This is in addition to making referrals for insulation or boiler schemes, giving general energy saving advice and ensuring people are aware of other services and sources of support available in the district.

Through our project we will train residents, Councillors, community volunteers or frontline staff from organisations within the Tadcaster and Villages area so that they are equipped to work as Community Energy Ambassadors.

This will firstly benefit the participants directly by helping them to reduce and better manage their own energy costs. It will also improve their confidence and knowledge in this specialist area and, whilst doing so, enhance transferable skills in communication, problem-solving and providing advice. We will enthuse attendees and motivate them to use their new knowledge and skills to help others in their community.

The project will, therefore, have a much wider benefit - our new Energy Ambassadors will be encouraged to cascade information and knowledge further afield to their own social networks, to

friends, family members, neighbours or constituents in Tadcaster and the Villages. In this way, many more people within the CEF area will benefit from energy savings and warmer homes. There is a need for this as one in ten households in the Tadcaster and Villages area are in fuel poverty. In the more rural parts of the CEF area there are many homes without access to mains gas and property types which are 'hard-to-heat' and which have poor levels of energy efficiency. Other parts of the area have high numbers of residents on low incomes.

The Appleton Roebuck and Church Fenton Ward has been specifically identified by Selby District Council as one of the five priority areas in the district for tackling fuel poverty. This means that any household with an income of less than £21,000 in these areas is deemed as being at risk of fuel poverty and is eligible for support to improve the energy efficiency of their home, irrespective of whether they receive any benefits. As such, nearly all of the villages in the Tadcaster CEF area (apart from Steeton, Newton Kyme and Tadcaster itself) would be eligible for improvements through Better Homes Yorkshire.

This firstly shows the need to tackle fuel poverty in these areas but also a need to ensure residents make the most of the opportunity to get their home insulated or heating system upgraded. This is just one scheme that we will work with the Tadcaster and Villages Community Energy Ambassadors to promote once they have received their training.

We also currently have funding from the Ebico Trust to target 6 rural Lower Super Output Areas (LSOAs) in the Selby District with in-depth advice and one-to-one home energy visits. Based on fuel poverty, income and energy efficiency statistics, we have identified part of Tadcaster East as one of these 6 LSOAs which shows the highest level of need. Our new Community Energy Ambassadors would also have the opportunity to promote and support this project if they would like to get further involved.

## **Details of the Project**

*Please list the details of your project*

We will train at least 16 residents as Community Energy Ambassadors for the Tadcaster and Villages area. As noted above, this will benefit the participants personally but more importantly we will create a network of trusted people who have the skills and knowledge to be able to advise others. They will be fully equipped to cascade energy saving advice, as well as information on other sources of support available within their local area. This may be informally to friends, neighbours, or family members, or more formally to support the work of other community organisations.

We will run two training courses to be hosted at different community venues. Each course will consist of 5 sessions and will cover:

- Understanding fuel poverty
- How much different household appliances cost to run
- Smart meters, the pros and cons
- Understanding energy bills
- How to switch energy supplier
- Energy busting myths and facts
- Understanding heating systems and controls
- The schemes available to help people in fuel poverty and other low-income households
- Other sources of help and support to residents, particularly those who may be socially isolated

The modules will be interactive, using real life examples to demonstrate key topics, e.g. we will get participants to bring in their own energy bills and pictures of their own meters and heating controls, and we will bring energy monitors and electrical appliances to test energy use. We will create Ambassador packs for participants to build up as they progress on the course.

We have already developed the course content and materials and have piloted it twice thanks to a grant from the European Social Fund. We have received very positive feedback from the participants, many have made cost savings themselves as well as cascading the knowledge gained further amongst their social networks. However, these courses were only available to residents not in any paid employment and were held in Selby and Riccall (we had no-one from the Tadcaster area). Our new project will be open to anyone irrespective of whether they are in work or not.

## **Project Objectives**

*What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?*

### Community, Leisure, Culture and Education

- *Education:* We are providing an opportunity for local residents and key community anchors to gain in-depth knowledge on energy efficiency in the home and to develop skills in providing advice to other people. They can then go on to also educate others on managing energy bills.
- *Community:* This funding would be supporting the development of ourselves as an organisation and an activity that addresses a key need of residents across the CEF area. We have made some significant savings on energy bills through one-to-one visits to residents in the Tadcaster and Villages CEF area. However, we believe that we have more to do to promote the service we can offer and to engender trust in it so that we can ensure that as many local residents as possible benefit. Having a network of trusted local people as Community Energy Ambassadors will help us to reach, and therefore support, more people.

### Community Safety, Health and Well-being

- *Health and well-being:* Ultimately the main aim of supporting residents with their energy costs is to ensure that everyone can afford to heat their homes to a comfortable and safe temperature. Cold homes cause poor physical and mental health and can exacerbate existing health conditions. Having local people trained as Community Energy Ambassadors will generate more opportunities for advice and information to reach the people who would most benefit from support.
- Our training course will also be a chance for local people to get involved in a new initiative, to meet new people and to make a difference to others in their community. For some people, therefore, getting involved will help to tackle loneliness and social isolation.

## **Benefits**

*Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.*

### Participants:

- 1) Direct financial benefit – estimated average saving of £234 per person by taking actions such as changing energy supplier, having a water meter fitted, applying for a warm home grant, getting homes insulated. Some impacts are however much greater than this – on

one of our pilot courses we were able to provide additional one-to-one support to one attendee to get nearly £2,000 of energy and water debts cleared. Another attendee saved nearly £500 by switching their energy supplier during the course.

- 2) Non-financial – development of confidence and skills in providing energy advice to others in the community. Provision of a new activity within a local area, thus potentially tackling loneliness and social isolation by encouraging people to get involved.

Wider community:

- 1) Direct financial benefit – from participants cascading information on energy saving and support schemes within local communities
- 2) Local Community Energy Ambassador will give a trusted point of contact for any energy-related queries, giving reassurance amongst vulnerable households
- 3) Improved health and well-being benefits, for example, helping to reduce energy costs or understand energy bills can alleviate stress and worry. Advising on ways to heat a home at a more affordable cost will negate the risks of people living in cold homes.
- 4) Increase in people accessing one-to-one specialist energy advice visits or other initiatives being run in the area

### **Project Approach / Delivery Options**

*Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.*

We will firstly promote the opportunity to key people within the community. For example, we will email all District Councillors, Town Councillors and Parish Clerks and encourage Parish Councils to send a representative on one of our courses.

We will provide a poster to be displayed on village noticeboards, run an article in Tadcaster Today and promote via local organisations and groups such as Horton Housing's Community Cafe, Kelcbar Community Centre, Stepping Stones, the Library volunteers, Tadcaster Children's Centre, Church Fenton community shop and via local churches.

Our two courses will then be held at two different community venues in the Tadcaster and Villages area and will be delivered by the Yorkshire Energy Doctor CIC. We will run 5 sessions per course, each of which will last 3.5 hours.

### **Project Timescales (Milestones)**

*Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.*

#### 2018

March: Design flyer and publicise project as widely as possible

March/April: Recruit participants for first course and set dates and times

May/June: Run first course

Sept Recruit participants for second course and set dates and times

Oct/Nov: Run second course

Dec: Impact report produced for the Tadcaster and Villages CEF Partnership Board

### Project Resources (people and money)

*These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.*

Resource	Cost
Staff time to: <ul style="list-style-type: none"><li>- Promote training courses</li><li>- Sign up participants</li><li>- Compile course materials</li><li>- Deliver 5 x 3.5hour sessions, plus travel time and some preparation (x 2 cohorts, 2 staff members)</li><li>- Publicity via social media etc</li><li>- Prepare Ambassador packs for each participant</li></ul>	£3,750
Admin support for publicity, promotion	£150
Flyer design	£45
Printing costs for flyers and posters	£100
Stationery (course packs etc)	£40
Travel (14 trips to cover course delivery & promotional activities @ average 30 miles each @45p/mile)	£189
Room hire costs (10 sessions, 4.5 hours each @£15 per hour)	£675
<b>TOTAL</b>	<b>£4,949</b>

### Funding

*Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.*

We are applying to the Tadcaster and Villages CEF for the full project cost. However, any follow-up work, e.g. referrals made by Energy Ambassadors for home visits etc will be provided through other funded projects.

### Risks / Issues

*Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.*

The main risk would be poor uptake/lack of interest in the training course from residents and community representatives.

We will work through existing networks and contacts held by the CEF support team to ensure all villages, local organisations, community groups and Parish Councils are fully aware of the project. We will encourage all of these organisations to consider sending a representative who could become a Community Energy Ambassador for their village, organisation etc.

### Links and Dependencies

*Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?*

This particular project is not currently available elsewhere, we have just finished a pilot course in Riccall.

The Community Energy Ambassadors for Tadcaster and Villages will be able to link in with other funded projects we currently have going. For example, if they come across a vulnerable resident needing a one-to-one home visit then we would be able to meet this need through separate funding.

Our aim is to create a new network of local expertise that can address the issues and options relating to energy usage, supported through the Yorkshire Energy Dr CIC. An exciting opportunity to make a lasting impact on the lives of many people in our local community.

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