

Action Not Words

Conference

**Tuesday 4th March 2008
Hilton Blackpool**

North West Domestic Energy Alliance





Action Not Words

Conference

Catherine Monaghan

North West Regional Assembly

**Energy Saving Trust
Advice Centres
in the North West**



Energy Saving Trust Advice Centres in the North West

Catherine Monaghan

North West Regional Assembly

4 March 2008

History

- 1996 – 52 energy efficiency advice centres created
- 2003 – Government’s Energy White Paper published (para 3.44)
- 2005 – 3 Energy Saving Trust advice centres piloted
- 2007 – end of pilot report published (roll out of network to rest of UK)



Networks areas of activity

Persuade citizens to view low carbon lifestyles and actions favourably and to feel compelled to act

Promotions

Make it easier and more convenient for householders to take up sustainable energy products and services, and to adopt low carbon lifestyles

Proactive targeting

Customer led advice

In depth support

Ensure that society visibly supports low carbon lifestyles through appropriate levels of commitment, leadership and exemplary actions.

Work with Government

Work with business

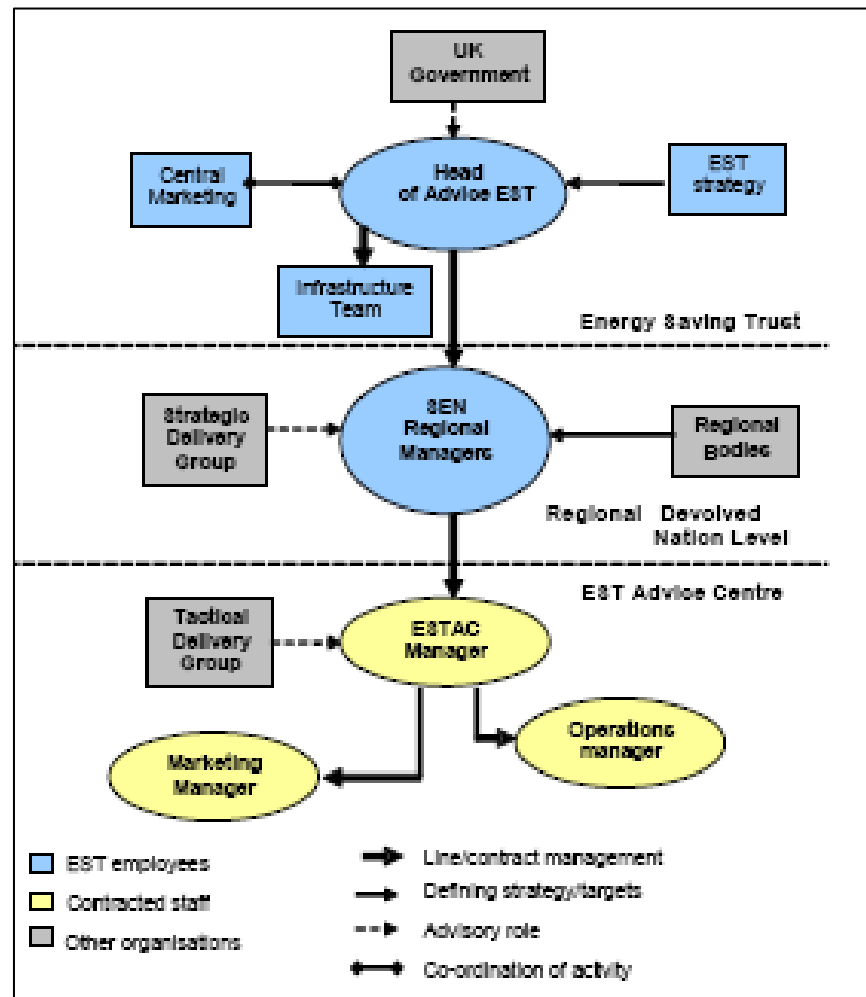
Work with communities

Evolution (roll out in NW)

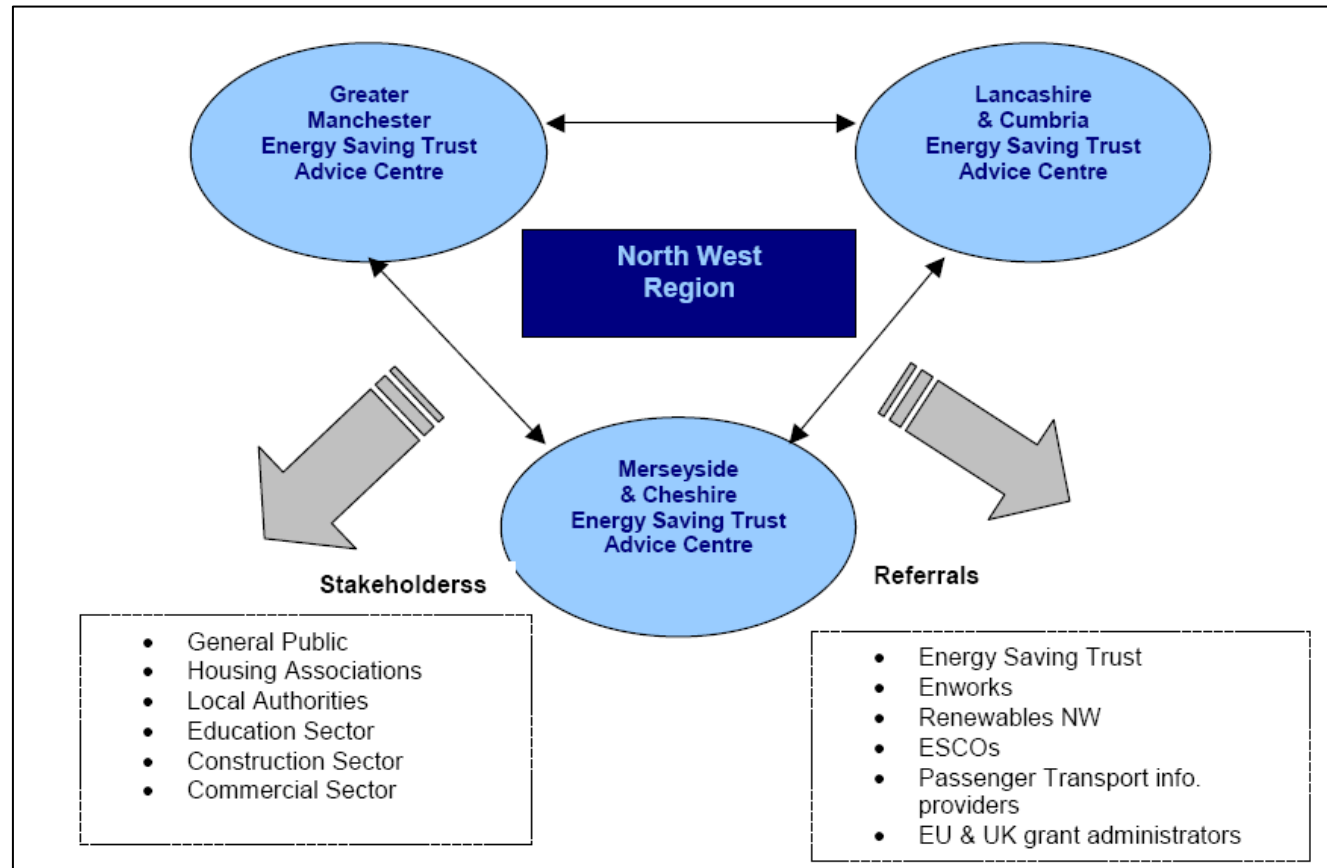
- **March 2007** - Publication of model for North West
 - Applied output from regional consultation
 - Included updates & feedback from Energy Saving Trust
 - Accounted for regional priorities
 - 3 sub-regional ESTACs
- **Oct 2007** - OJEC tender issued
- *Feb 2008 – OJEC tender reissued (L & C)*
- **March 2008** - Regional Manager in post
- **May 2008** - Delivery of core services
- **August 2008** - Delivery of full services
- *2008/2009 – Delivery of services (L & C)*



Management



Bringing it all together





Vision

- EST advice centre network vision:

“a world where sustainable energy is the choice for all individuals and organisations.”

- Climate change action plan vision:

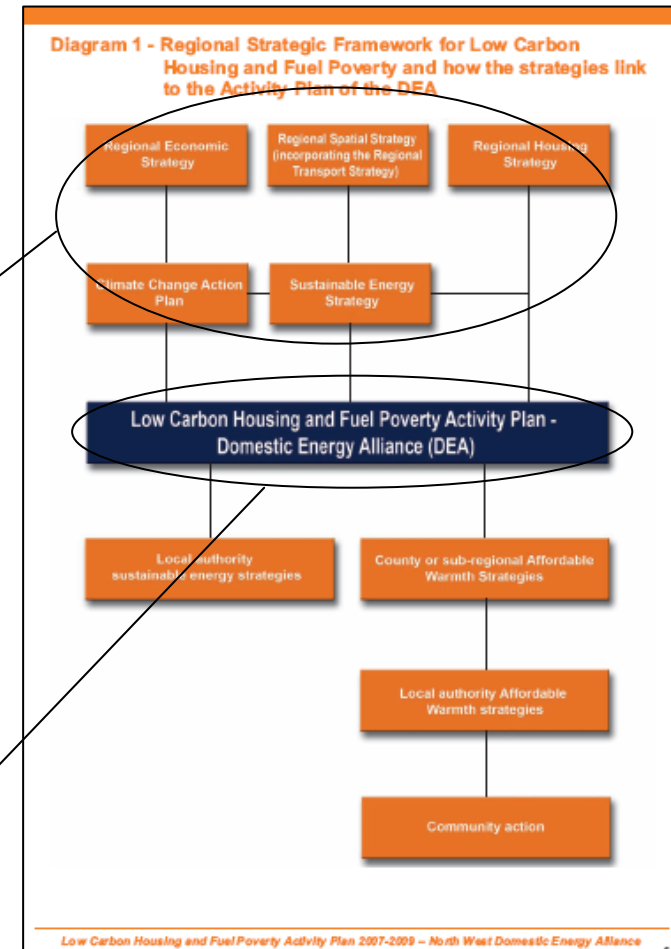
“A low carbon and well adapted Northwest by 2020”

- North West model mission:

“create citizens who actively choose sustainable energy solutions and technologies through enhanced awareness, a change in behaviour and improved purchasing decisions and who contribute towards a low carbon and well adapted North West.”

Regional strategic framework

- Draft Regional Spatial Strategy:
 - Sustainable Energy Strategy informs and is informed by the RSS.
 - Regional Housing Strategy is currently under review and will inform future RSS policy.
- Regional Economic Strategy:
 - Transformational action to develop & implement a Climate Change Action Plan.
- Low Carbon & Fuel Poverty Activity Plan





Links with regional strategies

- Climate Change Action Plan
 - NWDA will host the EST regional manager
 - NWDA funding secured to accelerate the North West's Advice Centre evolution
 - Potential NWDA funding for recruitment of a Regional Transport Advice Project Officer covering all NW ESTACs.
 - EST regional manager will represent EST on the North West Climate Change Partnership, and assist with coordination of actions 5, 7.2 & 9 of the CCAP covering transport and domestic energy.
- Low Carbon & Fuel Poverty Activity Plan
 - DEA will work with EST and Advice Centres on developing effective communication and co-ordination
 - EST regional manager will represent EST on the Domestic Energy Alliance

Action Not Words

Conference

Tuesday 4th March 2008

Hilton Blackpool

North West Domestic Energy Alliance

