

# Community engagement approach: The Net Zero Terrace Street

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## 1. Introduction

RVE are leading on a project they have conceived, 'The Net Zero Terrace Street', which aims to create a replicable, scalable model to decarbonise heat, enable deployment of a standardised package of fabric retrofit and ensure that low carbon heat is an affordable option for all. This is taking place within several rows of terrace houses in Bacup, within an area of an ENWL substation. This work is being supported through a Strategic Innovation Fund grant and a Net Zero Living Pathfinder Place grant. The key to scaling this model, is an engagement methodology that can be used or repeated to any communities where the Net Zero Terrace Street model is suitable for deployment. Without buy in from individuals, the community scale model will not be economic and therefore cannot be delivered. This methodology is planned and delivered with an emphasis to **reach, engage and retain** each person that we work with. The overarching Net Zero Terrace Street project is devised to offer a homogeneous, inclusive solution that gives everyone the opportunity to access low carbon, affordable heat as part of a just transition where no one is left behind.

The Net Zero Terrace Street methodology is based on deploying the following 4 key deliverables. Each deliverable must succeed for the model to be **replicable** and therefore **scalable**. See [Appendix A](#) for more details and diagram.

1. **A technical solution:** Clustered, boreholes with shared ground loop and individual household shoebox heat pump, a standardised package of retrofit, smart water cylinder and shared solar PV. The solution has to enable **affordable, low carbon** heat.
2. **A financial solution:** Investor backed delivery at no upfront cost to householders, but a longer repayment through a standard charge. Local generation model to subsidise the energy bills of participating householders.
3. **Grid:** Areas will be engaged within their individual substation and each Low carbon heat project will be delivered within the constraints of the substation. This will be a Smart Local Energy Solution with all technology deployed being smart and able to be agile within the needs of local grid flexibility.
4. **Engagement:** The engagement methodology is central to the success of the Net Zero Terrace Street. If people do not sign up, then the economics of the model will not be viable or therefore deliverable.

## 2. Energy Advice Delivery methodology

For engagement to be effective the objective of the engagement must be clearly defined and understood.

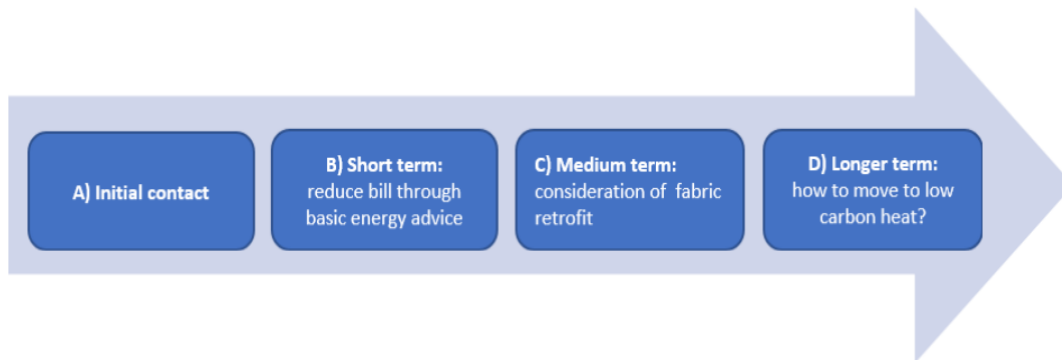
There are key questions that first need to be answered:

1. **What** is the objective of the engagement?
2. **Who's** being targeting for engagement?
3. **How** are people going to be engaged?
4. **Why** will this engagement be important to them and/or the engager?
5. How is engagement **measured** and **monitored**?
6. How is impact of effective engagement evaluated?

RVE have considered all these questions when formulating this engagement methodology.

## 3. Innovation in engagement methodology

The objective of most energy efficiency advice schemes will be to engage people and launch them onto the beginning of the Net Zero journey highlighted below:



It is vital that the following **3 considerations** are reflected in the engagement methodology:

1. The journey for each person that needs to be engaged will be different and the engagement method must take this into account.
2. The engagement at each part of this journey will need to be distinct, as the complexities of each stage increase.
3. As the stages get more complex, the ability to retain people within this journey gets harder, consideration must be given to how people are kept engaged.

Most energy efficiency advice schemes will be well practised at addressing Stage A & B however, they then often rely on 'interested others/ early adopters' moving to stage C & D.

Stages A & B engagement are often done through:

- a 1 size fits all methodology,
- a Scatter gun approach
- a methodology where it is hard to measure impact.

There will be a large drop off between stages B and C as:

- people realise how hard whole house retrofit is;
- how confusing low carbon heat solutions can be;
- how expensive the process will be;
- the complexity and shortages within the supply chain.

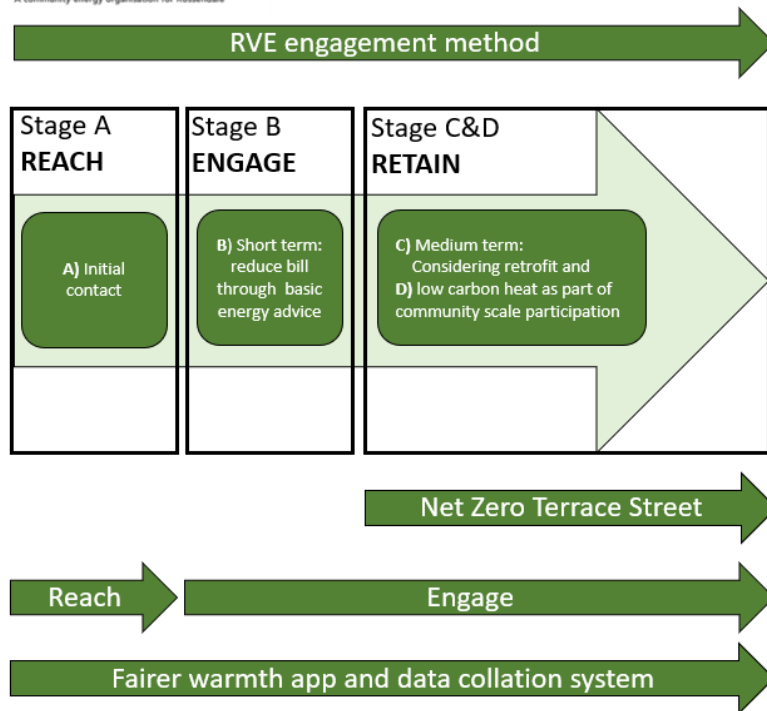
For most people Stages C & D will remain inaccessible due to confusing and conflicting information, no clear pathway for progress or financing and logistical difficulties.

### **3.1. RVE objective for engagement**

#### **Question 1 - What is the objective of the engagement?**

The engagement methodology is based on the principal of **reach**, **engage** and **retain** and highlights the importance that every contact with every person matters and should be utilised to enable each person to begin their pathway to becoming a net zero household. The engagement methodology must have a clear pathway for each person to move towards low carbon, affordable heat, which will be delivered by the community scale Net Zero Terrace Street programme.

The objective is to **retain** people on their NZ journey through stages A-D, with the harder stages of C&D being delivered via a community-based approach, that will bring people along together, as a collective, with a single pathway that is uniform across the streets. **The Net Zero Terrace Street sets out an accessible, homogenous, inclusive path that can be delivered to all those that opt in from Stage A.**



The ambition is to move people towards the Net Zero Terrace Street solution, and access affordable, low carbon heat, via the community scale project, providing people with the opportunity to be part of a local energy club, where progress is made alongside members of their community. The C&D stages become more accessible, in part, as a community solution reduces their need to deliver and fund a total NZ project themselves.

For details of the Net Zero Street concept please see Appendix A.

## 4. Stage A: REACH

### Question 2 - Who is being targeted for engagement?

RVE is looking to engage all residents within the area, as everyone’s energy bills have increased, and all residents will need to transition away from fossil fuels. It’s key that people are engaged in a way they would like to be engaged and they are receiving the appropriate information for the type of house they live in, the tenure of the property and in a way that is accessible and acceptable to them.

#### 4.1. Mapping areas for targeted engagement

Rossendale has a population of approximately 67,000 people, with 18.5% of the population aged over 65. In terms of economic activity, 77% of the working-age population are in employment or self-employed, with 23% economically inactive. The area has a relatively high proportion of people with no qualifications, with 14% of the population having no qualifications at all, compared to the national average of 9%. Additionally, around 9% of households in Rossendale have no access to a car, limiting their ability to access support and services. These statistics suggest that there may be harder-to-reach people in the Rossendale area who require additional support to engage with energy efficiency and retrofitting measures. The target area for the Net Zero Terrace Street is Bacup, within

Rossendale, which is a post-industrial area with aged, terraced housing and is within the 1<sup>st</sup> and 2<sup>nd</sup> decile on the Indices of Multiple deprivation.

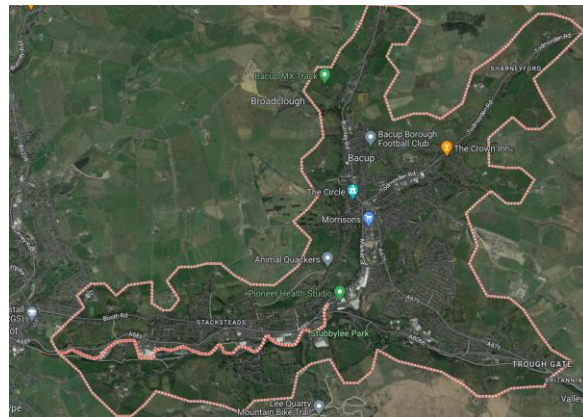


Figure 1- Google earth depicting Bacup

The area highlighted below has been chosen as the target area for ‘the Net Zero Terrace Street’ project. The streets have homes with mixed tenures, and some are in a conservation area and will be considered hard to treat.

Work will also be coordinated with Buro Happold to ensure that the focus of community areas will be in line with their approach to deliver the Net Zero Terraces streets mapped through a substation-by-substation approach.

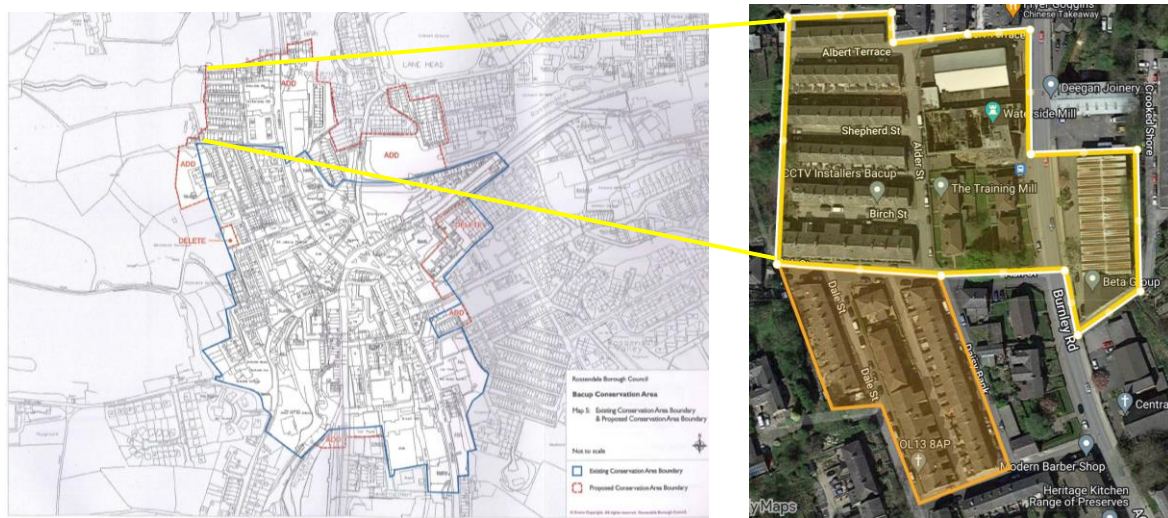


Figure 2 – Area of Bacup targeted for the Rossendale Valley Energy Net Zero Terrace Street

Please see [Appendix B](#) for the details of community stakeholder mapping, which includes a review of local:

- community groups,
- organisations,
- Schools
- community centres
- GP surgeries

- places of worship etc...
- Any other places where we can engage people:
  - Supermarket stands.
  - Market stalls

#### **4.2. How will people be 'reached' and targeted for engagement?**

Getting the word out to people within the Community, to let them know that there is energy advice available, assistance to meet their rising energy bills and a community scale project to deliver affordable, low carbon heat, will be key. The 'REACH' campaign will comprise of the following activity:

##### **4.2.1. Poster and flier campaign**

This will begin with distributing posters and fliers asking, 'do you need help with your energy bill'? these will be dispatched:

- To community groups, organisations, and centres where communities can be reached
- To Schools/ community centres/ GP surgeries/ places of worship etc...
- To people who have previously attended previous events or expressed interest
- To be distributed by RBC community officers
- Via the RVE Supermarket stand
- Via a Market Day stall
- Areas will also be mapped for:
  - Delivering & posting fliers through letterboxes
  - Door knocking activities;

The posters and fliers will detail how people can contact to get advice via:

- A QR code to enable the download of the Fairer warmth app.
- A QR code that goes to a web link and contact us page.
- A Text message.
- An email
- A Drop-in to speak to RVE: energy efficiency advice.

##### **4.2.2. Word of mouth and social media campaign**

A social media campaign will look to work with local facebook groups and other social network groups used by community groups highlighted above. RVE will link with RBC to coordinate across social media channels.

## **5. Messaging**

Messaging will be key to successfully engage those people we manage to reach. Each person 'reached' will need to be incentivised to 'Engage'.

To effectively move people from reach to engage we need to provide a sufficient 'hook'. Our key message will be:

**“Do you need help with your energy bill?”**

In part, this is because we know many people will need help with their energy bill. We then need to ensure that the help they receive is accessible, inclusive and they can see why it will be worth their time and energy to engage with RVE to see if and how we can give them the assistance they need.



We need to show the context of the Net Zero Terrace Street in an easily understandable, succinct way and give them the option to find out more, including, how, in the shorter term, we may be able to help them save money on their energy bill.

### **5.1. Animation**

RVE have created a story board and script which will be turned into an animation, before being soft market tested. See [Appendix C](#).

The animation has to correspond to Stages A-D.

- Stage A: It needs to **REACH** as many people as possible via social media, therefore it must be succinct, inclusive, engaging and informative.
- Stage B: It needs to nudge people to **ENGAGE** and get in touch with RVE, or download the app, engage via the platform, or another route.
- Stage C&D: it needs to show what the Net Zero Terrace Street will deliver and encourage people to want to be part of that journey and **RETAIN** their interest.

All marketing collateral will be signposting to RVE website and the Fairer warmth platform which is where RVE will engage householders and where they will begin their low carbon journey.

## **6. Stage B: ENGAGE - A tailored approach to energy efficiency advice.**

### **Question 3 - How are people going to be engaged?**

The purpose of Stage A is to REACH as many members of the community as possible. Anyone who is successfully reached in stage A will either register on the Fairer Warmth platform or will be logged by the RVE team on to the Fairer warmth platform.

In Stage B, ENGAGE, RVE will provide a tailored approach to energy efficiency advice based on house type and householder preference for engagement activity. This triage methodology will ensure that people are engaged in a way they'd like to be engaged now, and in the future and also that their circumstances are interwoven into the bespoke advice they receive. (See triage categories below)

Households will cease to engage if they are not contacted and engaged in a way that is acceptable to them.

### **6.1. Fairer Warmth: Triage methodology**

RVE will be working closely with Centre for Energy Equality, utilising their Fairer Warmth platform and data collation system. This triaging methodology will give a more bespoke solution to engage and provide targeted energy efficiency advice, designed to keep people informed in a way that is preferable to them at a pace they are comfortable with.

The platform creates a two-way interface between the users and Rossendale Valley Energy, which can enable a trusted relationship to build.

It's important to consider that one size does not fit all, and this methodology is fashioned to be mindful of this fact. In person energy advice will be a critical part of each householders' journey to Net Zero, but it is crucial that this resource (both time and expense heavy) is only deployed at the correct moment, when maximum impact is most likely. Our methodology is created to ensure each contact creates maximum impact, through determining where each household is on their journey, which will be logged by the Fairer Warmth System. There are 25,000,000 houses in the UK, it's not

practical to give energy advice to each and every one – we must find more efficient processes. Many people do not like 1-2-1 advice, they would rather interact in different ways.

The Fairer Warmth platform enables this gear shift in engagement methodology.

The triage is key, as it will allow householders to be considered according to the following 3 criteria.

#### **6.1.1. House type and tenure:**

- Off or on gas grid
- Hard to treat.
- Tenure
- EPC
- Other specific features

The main challenges in Rossendale are the older properties with solid stone walls and some being in the conservation area. These hard-to-treat properties are typically more difficult and expensive to retrofit than other types of buildings, and so often go without the energy efficiency measures that could significantly reduce their carbon emissions and fuel bills.

The streets have mixed tenure with private rented, social landlord and owner occupier.

The Net Zero terrace solution offers a useful route for Private rented landlords to decarbonise and retrofit their properties at no upfront cost. With EPC C becoming a requirement for private landlords from 2025 (when a tenancy changes) this could offer a useful route to delivery for those landlords. Within the engagement work, RVE will collaborate with RBC to access a landlord database with the aim to provide support and advice and encourage them to work with tenants to access the Fairer Warmth data collation system that will enable them to progress towards the Net Zero Terrace Street solution.

#### **6.1.2. Consumer type and vulnerability**

- Hard to reach.
- HUGs
- ECO
- Other benefits
- Extra Care Register
- Language barriers

Like all areas, there is a mixed demographic across Bacup that needs to be considered when we are looking at engagement methodology. These include age, gender, family status, education level, income, occupation and race.

Specific engagement techniques will need to be devised for more complex households including:

- Fuel-poor households: Rossendale has a higher-than-average fuel poverty rate, and many households struggle to pay their energy bills.
  - We aim to provide support and advice to these households to help them reduce their energy consumption and bills.
- Older homeowners: Many properties in Rossendale have older owners who are often retired or approaching retirement age.
  - These homeowners may be more resistant to change and require additional support and education to understand the benefits of retrofitting their homes.
- Hard to reach householders.

A key part of the engagement will be to identify those people who are eligible for grants, but have not accessed or need support accessing them, for example HUGS (Home Upgrade Grants)

A key deliverable for the Fairer Warmth process is to address the issue of:

- **Low uptake of grants:** often those most in need do not access the help they are eligible for.
- **Extra Care Register:** Working with key stakeholders to ensure that people who are eligible for the Extra Care Register have been signed up.
- **Barriers to entry:** Many people who need assistance the most, do not access ? Not sure what is meant here?. The Fairer Warmth process looks to address this issue.

### 6.1.3. Householder engagement preference:

- Text
- Email
- Via the platform
- Phone call
- Drop-in session.
- Mail out pack
- Zoom
- 1-2-1

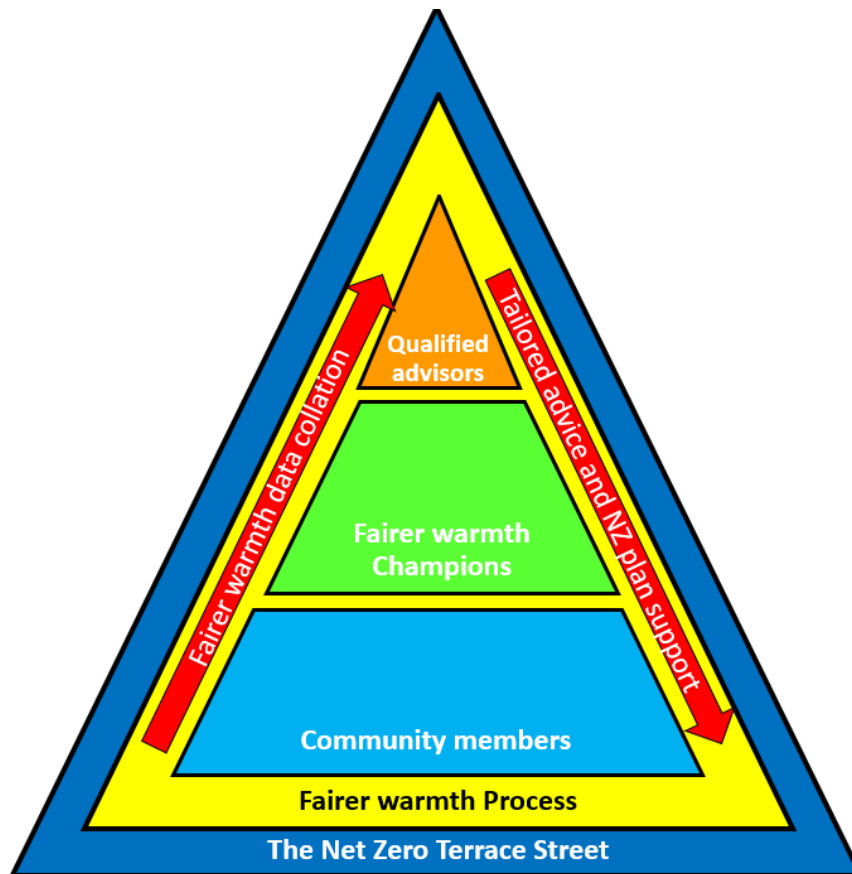
To engage people within the community, we will utilise a range of approaches tailored to meet their specific needs and preferences. The Fairer Warmth system will be the backbone of this engagement through logging data and enabling each householder to be part of a Net Zero journey plan.

## 6.2. The Fairer Warmth engagement process

The Fairer Warmth platform will provide the basis for activity by householders on their own or assisted by the team of 'Fairer Warmth' champions trained up to deliver energy advice. (See triangle below) It is a user-friendly and intuitive platform for accessing information and advice on energy efficiency measures, available grants, funding schemes, energy tips and local support services and is designed with the needs of hard-to-reach groups in mind making it accessible to all consumers, regardless of their level of digital literacy or experience.

- The Fairer Warmth System provides an interface for advisors and champions ensuring consistent advice, effective monitoring and shareable plans with reference materials via the Fairer Warmth platform.
- The Fairer Warmth platform is not replacing 1-2-1 advice but ensuring that this advice is given at the right time, to be the most impactful.
- A core team of advisors providing 1-2-1 advice as well as support to Fairer Warmth Champions and recruitment of additional champions.
- Champions consist of voluntary and part-time advisors who are incentivised to provide advice and recruit more Fairer Warmth champions.

This is all done within the **context of delivering the Net Zero Terrace Street**, as a community scale solution to affordable, low carbon heat.



### 6.2.1. The platform

The Fairer Warmth platform: The household user:

- 1) People can download the easily accessible app in their own time, without the need to speak to an intermediary– this may be more preferable for people considered 'hard to reach'.
- 2) By downloading the app, RBC and RVE will create a relationship with those who access the app and begin them on their Net Zero Journey.
  - a) By ticking they want to hear more, GDPR requirements will be met.
- 3) The app will:
  - a) Link to Local Authority data such as EPC, which gives details of what type of house the app holder lives in;
  - b) This will enable bespoke advice to be given to the householder based on the archetype of the house they live in – this will be easily accessible information via links to youtube demonstrations, which can circumvent literacy or language issues;
  - c) The app will tie into the Government website;
  - d) Fill in an energy questionnaire to give relevant information about energy efficiency measures and advice:
    - i. What upgrades have you done to your house since you moved in?
    - ii. How old is your boiler?
    - iii. What loft insulation do you have?
    - iv. What upgrade measures do you think are a priority for you?
    - v. Are you having to limit your heating due to affordability?
    - vi. Do you have a smart meter?
  - e) Understand what tenure the household is under.

- f) What the household income bracket is, or benefits recipient and offer advice as to relevant grants for retrofit measures – such as HUGs and also soon ECO4.
- g) People who have downloaded the app will be able to continue the dialogue and request further advice through:
  - i. Mail out of information pack
  - ii. 1-2-1 phone call
  - iii. Chat bot
  - iv. Home visit
  - v. Energy audit
  - vi. Informed when there is a drop in event near them.

The questions in this questionnaire are not exhaustive and can be expanded for different areas, or if different parameters are required to build up a profile of an area. For example, has your house been damaged by flooding etc.

The questionnaire is key for the Net Zero Terrace Street planning, for energy demand mapping, heat infrastructure design and system size and for retrofit package design purposes. As the platform enables a 2-way interface with RVE, further questions can be pinged to householders, or if their energy audit requirements, messages can be sent to target areas where people have downloaded the app and recruited, meaning less manpower needing to be deployed.

### **6.2.2. The 1-2-1 advisors**

As per the triangle, RVE will create a cascade approach to energy efficiency advice delivery utilising qualified advisors to train up Fairer Warmth champions who can use the Fairer warmth platform, respond to householders utilising the platform and also work with householders in person to access the platform.

The Fairer Warmth Training Lead and Advisor will develop and deliver training programs for the Fairer Warmth Champions and Advisors, oversee the quality of training delivery, and ensure that training materials are up-to-date and aligned with the latest industry standards. They will work closely with the Project Manager and other stakeholders to develop the training programs, coordinate training delivery, and monitor and evaluate training outcomes.

### **6.2.3. The Fairer Warmth champions.**

Fairer Warmth Champions will be incentivised to recruit new advisors, creating a multiplier effect that rapidly grows community advice networks, whilst also giving employment, skills and development opportunities to people in the local community.

We will look to recruit 'Fairer Warmth champions' from within:

- Tenants' associations;
- Residents' associations;
- Community energy groups;
- Faith groups / leaders;
- Council officers/ community officers;
- Letting agents – target Private rented (energy advice, means bill reduction and therefore rent payments);
- Other sectors.

#### 6.2.4. The Fairer Warmth Champion role

##### Accountabilities:

- Act as local champions for the Fairer Warmth initiative in their community.
- Provide energy advice and guidance to their community members.
- Encourage participation in the Fairer Warmth initiative.
- Collaborate with the advisors to ensure a smooth flow of information and support.

##### Resources:

- Access to the Fairer Warmth System for training and support.
- Regular meetings with the advisors and other champions to share knowledge and experiences.
- Small stipend to cover any expenses incurred during the course of their duties.

##### Expertise and skills:

- Good communication skills.
- Ability to build relationships with their community.
- Passionate about the environment and helping those in need.
- Basic knowledge of energy efficiency and energy-related issues.

##### Responsibilities:

- Attend training sessions and meetings with the advisors and other champions.
- Provide energy advice to community members.
- Encourage community members to participate in the initiative.
- Report back to the advisors on any issues or concerns raised by the community.

##### Experience:

- Previous experience in community engagement or advocacy is desirable, but not essential.
- Willingness to learn and develop new skills is important.

The system is a digital platform, which means that training new energy advisors is fast-paced and consistent. Rather than solely relying on in-person training sessions, there will also be an online training program, which will be accessed from anywhere with an internet connection, and at any time. This allows us to reach more people, and to train them more efficiently. We believe that this approach will help to tackle energy advisor shortages, which have been identified as a key challenge in delivering energy advice to consumers. By enabling more people to become energy advisors, we can increase the capacity of the energy advice sector and help more people to access the support that they need.

The Fairer Warmth champions will provide a local network of energy supporters creating a broad reach into the community, easing the ability of individuals to engage and enabling retainment of people within the process stage A-D.

### **6.3. Fairer Warmth ongoing engagement – RETAIN.**

The Platform will allow a 2-way interchange between householders and RVE, so a picture of need can be built up for individual householders, but also beginning to understand and build data mapped across street levels.

The key will be to continue to keep engaging those on their journey and RETAIN households from stages B to C.

Work to date has showed that the app is being downloaded and utilised through fliers and posters, however awareness raising and accessing the Fairer Warmth platform will be ongoing via:

- Door knocking activities: this will be with a questionnaire and will also be used to introduce the Fairer warmth platform.
- Drop-in centre – as above, this will be using a questionnaire, but will feed into the Fairer Warmth platform.
- Community centres/ places of worship/ market stall/ supermarket stand.
- ‘Energy Heroes’ school’s programme.
- In person advice via our lead advisors and the network of Fairer Warmth Champions that shall be developed throughout the project.
- Door-to-door leaflet drops and engagement with residents to explain the benefits of the project and offer support for sign-up.
- Hosting community events, such as information sessions and workshops, to engage with local residents and provide information on energy efficiency measures and low carbon heating options.
- Utilising social media and other digital platforms to reach a wider audience and provide information on the project, available measures, funding schemes and eligibility criteria.
- Partnering with healthcare and social care networks to reach vulnerable residents and provide tailored support and advice.
- Engaging with local businesses, charities and social housing providers to promote the project and encourage uptake of measures.

The system is designed to be quickly scalable, by incentivising Fairer Warmth champions to provide quality energy advice throughout their communities. We believe that this approach will enable us to reach more people than traditional methods of energy advice, which often rely on a small number of energy advisors delivering one-on-one consultations. By empowering local people to become Fairer Warmth Champions, within the context of the ‘Net Zero Terrace Street’ we can create a trusted network of advisors where people can speak to people, they are familiar with. This approach will help build trust within these communities and provide a channel for those who may be less internet-literate or non-native English speakers to access support. This trust will be because the advice will be given by people who are known to those receiving the advice.

The Fairer Warmth champions will be supported through the Fairer Warmth process triangle and with the platform being able to log their activity and the support they are able to give.

We believe that the Fairer Warmth System will be highly targeted, allowing us to provide energy advice where it is needed most. By using the [Fairer Warmth Data Platform](#), we can identify areas where fuel poverty is most prevalent and target our energy advice accordingly.

The Fairer Warmth system is quickly scalable, digital, tackles energy advisor shortages, tackles language barriers, up-to-date, and targeted. We believe that this approach will enable us to reach

more people than traditional methods of energy advice and provide high-quality support to those who need it most.

#### **6.4. Why will this engagement be important to them and/or the engager?**

Fuel poverty is risen alongside the energy crisis and more people are now facing large energy bills or are having to make decisions about whether they can heat their home. This engagement methodology is designed to be accessible, but also tailored to need and engagement/communication preference. Most people will not have the expertise to understand how they can make their home net zero for the future and this methodology offers them a route and plan towards that delivery.

As this is a community approach, individuals may be swept along with the crowd and feel safer, or more compelled to participate, due to a safety in numbers approach. The messaging will point to similar infrastructure roll outs, such as broadband.

As the diagram in Appendix A shows. the ongoing communication and data collation via the REACH, ENGAGE, RETAIN methodology is key for the Net Zero Terrace Street project delivery which will rely on this information to build an energy map of the area, with building specific data, energy consumption, building heat loads and usage all being vital to deliver the low carbon heat system design. The overall heat demand will be used to size a communal heat scheme and review the number of boreholes required for an ambient loop and size heat pumps/ thermal store for each home.

A key risk to projects such as this, is engagement and survey fatigue. It is crucial that people are retained and do not drop off due to this fatigue.

People are busy and have other priorities, low carbon heat is not on many people's agenda. The engagement must be sensitive to this fact and be done as non-intrusively as possible.

## **7. Market opportunities and service design**

*New to market – products, processes, and services.* Developing a scalable, replicable, integrated, optimised multi-vector Smart Local Energy System (SLES) solution to decarbonising terraced streets which operates within existing network capacity will enable local energy market development and community energy into these communities.

This local energy model and SLES will bring benefits to consumers through reduced bills via a local energy market micro grid, mobilising the supply chain to deliver this project and then the others that will follow, requiring jobs and skills to deliver. New market will bring new investment, benefiting the local industry and the economy.

Our work on Decarbonising Rossendale has flagged up there is a lack of understanding and knowledge in both businesses and the wider community on the impact of net zero on them. The current energy crisis has highlighted how vulnerable we are to the external pressures of the global energy markets. A localised energy solution will empower the community and give them certainty in uncertain times.



## 7.1. Service design

We are running a Service Blueprint Workshop to trial how we might use a Service Design approach in designing the customer offer and supporting service for Net Zero Terrace Street.

Service Blueprinting is a proven method of designing a customer focused service that helps the customer (householder) move smoothly through a service offered towards ‘reward moments’ (when they get something/achieve something) and helps identify and solve ‘pain points’ (which mean they might drop out of the service). It also helps design a service that works for those actually delivering it – ensuring that staff and suppliers have the systems, communications and resource to do their job effectively. From this, we can start to cost and resource a service, and develop a range of options for a business model.

A Service Blueprint Workshop brings together all the stakeholders from across the proposed service from customers to suppliers to work together using all our expertise and experience to design the service together. The mix of viewpoints and experience is very effective. This workshop is a first-attempt at using Service Design for ‘the Net Zero Terrace Street’ project and it will inform the approach for the Phase 2 bid.

## 7.2. Wider Stakeholder engagement plan

Healthy warm homes through affordable, low carbon heat is key to health and wellbeing. The current cost of living crisis is having immeasurable impacts of social wellbeing and health outcomes, both physical and mental. All stakeholders recognise this problem and are motivated to work with us to create a workable solution that can be replicate and scaled. As seen in [Appendix B: Collaborative partners](#), there is a long list of stakeholders that we will be working with. Including **consumers, suppliers, operators** and the **community** as a whole.

Within the next phase of work, we will look at service design, blueprint mapping. This will include stakeholder engagement including suppliers and operators.

## 7.3. Solar Co-op

To enable affordable, low carbon heat to be delivered, the overall annual cost of energy must be reduced (see flow chart in section 9.1). To help reduce costs to consumers RVE are looking to create a local energy supply model through a solar co-operative. The Community Benefit Society RVE is working with local businesses to install solar PV (owned by the co-op and funded through a share offer) sell the electricity back to the building owner and any profits and surplus sold to the grid will allow create a subsidy for participants in the energy club formed through the Net Zero Terrace Street. See [Appendix H](#) for further details.

# 8. Next steps

## 8.1. Marketing collateral

The next phase of work will look to bring together all the marketing collateral together all based within the context of the Net Zero Terrace Street and the questions “Do you need help with your energy bill?” and use the collateral to engage and undertake energy efficiency advice, alongside informing people about the wider context of the Net Zero Terrace street project. See Appendix E for collateral and energy efficiency top tips.

## **8.2. Energy efficiency advice**

The advice incorporated into fliers, leaflets and youtube content will be available on the RVE website and Fairer warmth platform.

- Clear explanations of the energy efficiency and clean heating measures available, how they work, and their benefits to residents, including cost savings and improved comfort.
- Information on the correct installation and use of measures to ensure they are effective and safe.
- Advice on living with energy-efficient measures and making the most of them in day-to-day life.
- Broader information on energy efficiency and clean heating measures, including airtightness, draught-proofing, heat loss calculations, and whole-house retrofit plans.
- Advice on potential retrofit installation costs and timelines, as well as how to access Trustmark-registered suppliers for safe and reliable installations.
- Information on available government funding schemes and eligibility criteria
- Specific support for harder-to-treat properties, including identifying appropriate measures for off-gas-grid properties.
- Tailored advice for homeowners, landlords, and leaseholders from all levels of income, including those who are fuel-poor or on a limited budget.

## **8.3. Soft market testing**

An extensive package of collateral has been developed and will be put forward for soft market testing and delivered by the engagement plan set out in [Appendix E](#) and [Appendix f](#) . This work has included:

- Audience insight research – research into the people we are targeting for the campaign, and the ‘what’s in it for them’ to ensure they are engaged from the start.
- Promotion of the Fairer Warmth platform; write a plan of how the platforms can be promoted, which channels, to who and how often.
- Delivery of animation
- Customer panel consideration, who should be represented on the customer panel to give the project the best chance of success.
- Engagement plan, including approach and outputs – details engagement plan outlining the strategic approach and suggested outcomes to measure the success of the project.
- Identify, design and produce marketing materials needed for the different stakeholder groups.

## **8.4. Service design: blueprint mapping phase 2**

This document will be used to develop a scope of work for a tender to deliver a service design and service blueprint mapping.

## **8.5. Measure, monitor and evaluation of impact.**

Question 5: How is engagement **measured** and **monitored**?

Question 6: How is **impact** of **effective** engagement **evaluated**?

We will measure the impact of the engagement methodology through various methods and Key Performance Indicators (KPIs) to ensure that we are achieving our intended outcomes. Our KPIs have

been developed based on the needs and characteristics of our target area and population, and they align with the goals of the Fairer Heat initiative.

A methodology to measure and monitor engagement will be devised so that the impact of the engagement process can be evaluated. Our monitoring and evaluation of impact will be in line with the Stages A-D process.

**In-App Monitoring:** One of the key benefits of the Fairer Warmth system is the ability to monitor and have a continuous dynamic communication system between advisors and those receiving advice. The Fairer Warmth system has inherent features that enable effective monitoring. Some of the key things that the system will monitor are listed below:

- Number of App downloads and total users. We will track the number of Fairer Warmth App downloads in addition to in-person advice, aiming for 2000 downloads in 2023/24 and 3000 downloads in 2024/25
- Total one-to-one advice sessions offered via the system measured through our appointment system and tracking system for advice and support. We aim to provide advice to 600 people in 2023/24, and 1500 people in 2024/25. We will also track the number of homes with measures installed following our advice, aiming for 120 homes in 2023/24 and 250 homes in 2024/25.
- Number of energy efficiency measures taken up measured by tracking use of the energy saving advice and intuitive feedback system.
- Number of grants (e.g., ECO/HUG) taken up and referred on via the system.
- Total estimated carbon reduction measured using the embedded carbon calculations within the system.
- Total estimated annual bill reduction (per user /region / total).
- Likely EPC improvements measured through data aggregation based on efficiency measures implemented.

**Customer Satisfaction:** We will measure customer satisfaction with advice and empowerment levels as a percentage of all users, with a target of 90% satisfaction in 2023/24 and 95% satisfaction in 2024/25. We will obtain feedback from our clients through surveys and consultations, and we will use this feedback to improve our services and provide more tailored advice.

**Harder-to-treat homes:** We aim to identify 100 harder-to-treat homes and overcome barriers to retrofit in 2023/24, and 120 in 2024/25. We will also identify 70 vulnerable consumers and overcome barriers to retrofit in 2023/24, and 160 in 2024/25. These KPIs will be measured through our community engagement strategies, which include targeted outreach and consultation with vulnerable and hard-to-reach communities.

We will use analytics to track usage of the app, including the number of energy assessments completed, and we will use this data to improve the app and make it more user-friendly.

We will also measure the carbon emissions saved through our proposal. We aim to achieve carbon savings of 500 tonnes CO<sub>2</sub>e in 2023/24 and 1000 tonnes CO<sub>2</sub>e in 2024/25. We will measure carbon savings through energy assessments, tracking of measures installed, and data from energy suppliers.

[See Appendix F: GDPR](#) for details on GDPR requirements.

## 9. Conclusion

This phase 1 has provided the opportunity to set out a comprehensive plan to move the Net Zero Terrace Street towards the delivery of an engagement phase of the project. Key to delivering the Net Zero Terrace Street are solutions that must encompass the technical, financial, grid and engagement solutions and methodologies for delivery. Each facet can't achieve success without the others. This report has set out the methodology for the engagement facet and needs to be progressed into the alpha phase alongside the Grid and technical; solutions.

## 10. Appendix A – The Net Zero Terrace Street concept

Decarbonising urban areas is a complex problem, especially considering the electrification of heat and transport and its impact on the electricity network. The current strategy is around macro (heat networks centred around large loads and peripheral areas) and micro (individual homes) solutions e.g., air source heat pumps (ASHPs).

Many communities, especially terraced streets, will not be appropriate for either solution. ASHPs are not feasible due to space constraints, noise implications, efficiency losses, maintenance issues and risk of damage in a confined area such as a small back yard. Macro solutions including heat networks prove challenging due to space constraints in locating energy centres and the scale of delivery needed to be commercially viable.

Of the 6.9 million terraced homes in the UK, many will not be suitable for ASHPs and will need to look at resistive electric for low carbon heating. This is ~3 times more expensive to run than a heat pump meaning a higher risk of fuel poverty for those in terraced streets.

A street by street, planned approach utilising shared ground loops offers economies of scale, the ability to engage within communities and encourage a 'move with the crowd' uptake, the ability for the DNO to unloop houses and look at network capacity with a total NZ load plan, reducing overall upgrade costs and thus negating those costs being socialised and pushing up bills further.

With the dramatic rise in the cost of energy being a significant impact on the cost of living and with domestic heating being responsible for 14% of total CO<sub>2</sub> emissions, targeting scalable, investible solutions in areas of need should be a priority to Local Authorities. [BRE identified the cost of poor-quality housing](#) to wider society – to mental health, educational achievement, and long-term care at £18.5bn each year.

This innovative solution overcomes multiple barriers to the rapid deployment of low carbon, affordable heat at community scale. It will produce a replicable delivery model for decarbonisation of terraced housing that can be scaled and is appropriate for those that might otherwise be left behind.

The solution identified is a Smart Local Energy System (SLES) which will comprise ambient loop ground source heat pumps (GSHPs), community battery storage, solar PV and local peer-to-peer Power Purchase Agreements (PPAs) controlled by optimisation software. The benefits case of the system can simply be summarised that it would reduce bills and peak network capacity by up to 70% compared to the counterfactual of direct electric heating in individual homes. This system relies however on novel arrangements between a variety of stakeholders including the local authority, community energy organisations, resident groups, supply chain, energy suppliers, aggregators and the local distribution network operator. Its value objectives include:

- Overcoming barriers to entry for consumers who could not otherwise afford to decarbonise their home.
- Protecting consumers from fuel poverty through reduced bills
- Accelerating decarbonisation through enabling participation and uptake at a community level
- Being a replicable model that is scalable and deployable in many other areas.

The Net Zero Terrace Street model looks to create solutions to:

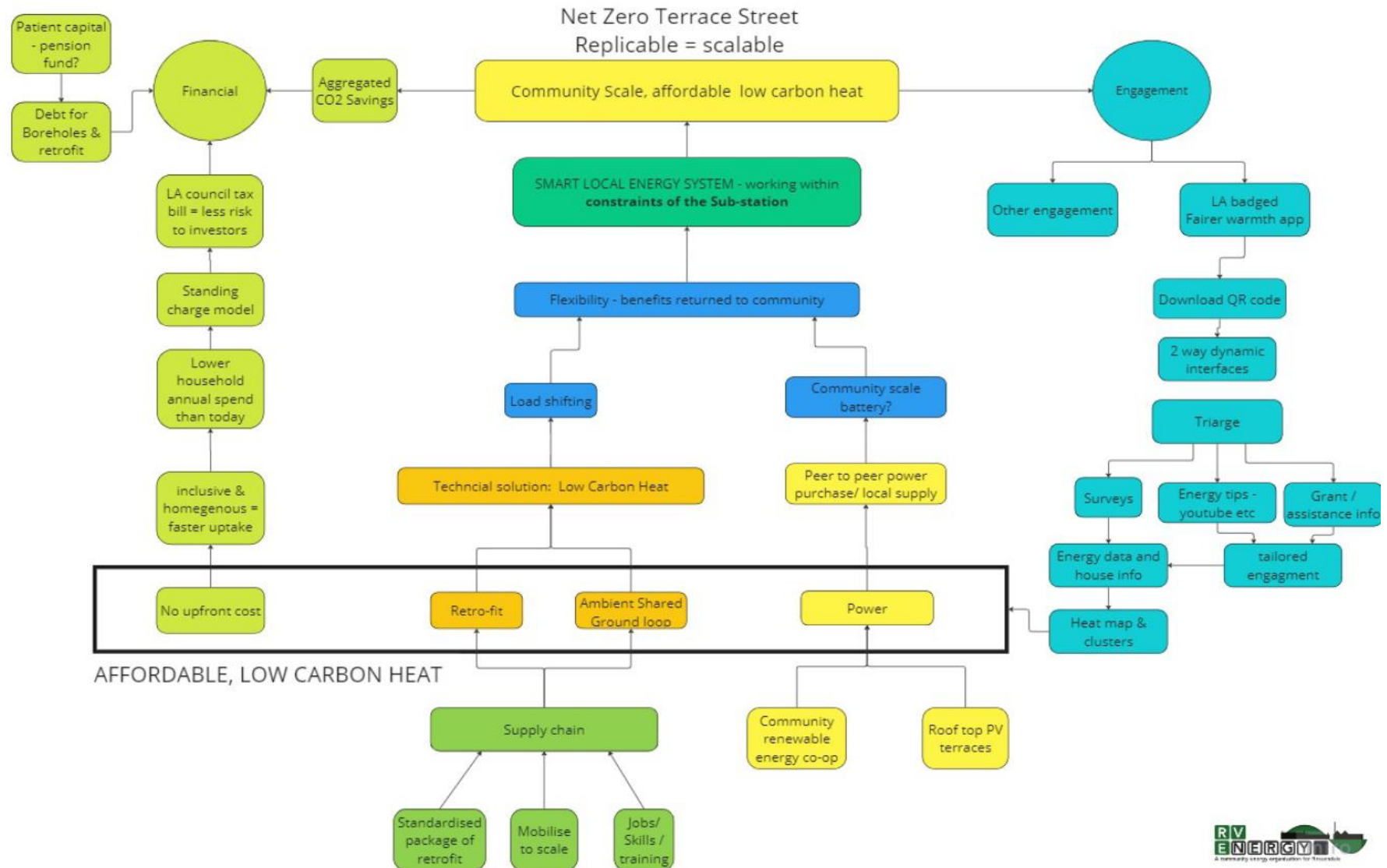
- A technical model that can provide low carbon, affordable heat to people in their homes.
- Offers a standardised package of retro fit.

- Creates a commercial and investable business model bringing multiple parties and ownership models together and provides a no upfront cost to consumers.
- Works within the constraints of a sub-station and enables the community to access the increasing benefits of flexibility.
- Engagement and buy in from multiple parties including consumers.
- Governance including public procurement mechanisms and fair distribution of benefits.
- Policy and regulatory barriers
- Supply chain barriers including multiple skill types and technology solutions being offered in a cohesive manner.

The Net Zero approach to an area of terraced streets is considering:

- Low carbon heat:
  - Ground source bore holes (150m deep, placed in alley and highways) for clusters of terraced houses,
  - Taking the ambient heat (10-150C) and circulating it via brine, through a shared loop network for each cluster of homes.
  - Each home will have a small Heat pump within the home, which will upgrade this low temperature heat to useable heat (450C) for the central heating system.
  - Radiators would need to be upgraded to ones with a larger surface area to enable adequate heat transfer.
  - As the heat pumps will be operating on a source temperature of 10-150C, the scheme will offer better efficiencies for householders than ASHPs, which will ensure lower running costs and bills.
  - Smart water cylinders or Thermal batteries (Sunamp or similar) will be used for hot water – offering potential flexibility for the local grid.
  - The improved efficiencies mean that the pressure on the Electricity Grid at peak tea-time winter months will be less, with less requirements for expensive reinforcements.
- Low carbon transport – EV charging and/ or EV Car clubs
- Shared Solar PV across the Terraced Street with shared battery storage and using Allume (sol-share) to ensure maximum generation is consumed across the terraced street.
- Potential for urban battery or other renewable generation utilising Local Supply model and peak shaving.
- Fabric retrofit – a standardised package that will reduce the energy consumption enough to meet the heat load of the 6kW Shoebox heat pump.
- Grid Constraints – the technical solution must fit within the headroom of the local substation to offer a truly replicable and therefore scalable solution.
- Community flexibility – is a smart local energy system can be deployed, then the community can benefit from the benefits of flexibility.
- Finance – how can this be financed, including potential retrofit costs, with a homogenous package that is inclusive to all within the terrace street. Speed of delivery is dependent on uptake and uptake is dependent on accessibility to:
  - Technical solution (replicable)
  - Ability to communicate effectively with communities.
  - Financial solution

10.1. Flow chart showing the Net Zero Terrace Street pathway



## **11. Appendix B: Stakeholder mapping:**

### **Community networks OL13 and wider Rossendale**

- Rossendale Community Network; facilitated via RBC communities' team. Monthly newsletter reaches Rossendale wide community groups and other network organisations e.g., CVS, Citizens Advice
- Business networks – Bacup Business Association, other business networks – check with RBC Economic Dev.
- Climate change networks RBC to provide details.
- Food banks: Trinity Baptist, Raft Foundation – Rossendale wide
- Irwell Health Centre and GP networks

### **Community spaces in Bacup:**

- ABD, Irwell Health Centre,
- Central Methodist church hall,
- Trinity Baptist Hall,
- Doals Centre Weir,
- Scout Hall Burnley Road,
- Stubblelee Greenhouses, Stubblelee Annexe,
- Bacup Library,
- The Alliance (evenings only), via Valley Heritage
- Royal Court Theatre
- Bacup Nat (Bacup Natural History Society)

### **Schools and nurseries:**

- Maden Centre,
- Bacup Nursery School,
- Nursery at Futures Park
- Primary schools: Thorn, St Mary's, Northern, Sharneyford, Britannia, St Saviours + their PTAs

### **Sport etc**

- Bacup Cricket Club,
- Bacup Football Club,
- Bacup Judo Club
- Pioneer Gym (run by Rossendale Leisure Trust)
- Danceworks (based at Trinity and ABD)
- Fusion Dance and Fitness (meet at Doals)

### **Faith**

- Central Methodist and St Johns,
- Trinity Baptist,
- Weir Baptist,
- St Marys

### **OTHER**

- Events: Bacup and Stacksteads Carnival (last Sunday in June), Easter Saturday, Christmas market
- Bacup Pride
- Bacup Now
- Valley Heritage



- Letting Agencies

## TO KEEP IN THE LOOP

- Bacup 2040 and Bacup HAZ (Heritage Action Zone) board – led by RBC but with community representation,
- Together Housing and Together NETZero (main social housing provider in Bacup)
- Other social housing providers active – Calico.

### 11.1. Collaborative partners

There are many different partners building up a picture of how a Net Zero terrace street can be delivered, highlighting the complexity of the challenge:

- Valley Heritage
  - Conservation charity, recipient of the Community Renewal Fund and led on full retrofit of Bacup Grade 1 listed Bank. Led on the community energy asset development and the NZ terrace street, focusing in particular on engagement within the community.
- Rossendale Borough Council
  - Local Authority: Working and liaising with Joe Walker, climate emergency officer, Jackie Flynn, Communities engagement, Mandy Lewis Director of Economic Development, Adam Allen, Director of Communities
- Buro Happald
  - Technical feasibility, Community energy project long list and Net Zero Terrace Street
- Community Energy South
  - Utilising and sharing their project development experience from 'Communi heat' and other community energy projects.
- Kensa
  - Shared group loop design to provide low carbon heat and leading on work to develop an application for the Green Heat Network Fund
- Together Housing
  - Housing Association trail blazing in low carbon housing innovation (Solar and Battery storage project and low carbon heat solutions with Kensa) Large number of houses in Bacup and will be an 'anchor load' for the planned shared ground loop and application for the Green Heat Network Fund.
- Lancashire County Council
  - Strategic support: will need to engage with Highways and possibility of leveraging finance to meet gap funding from the GHNF.
- ENWL
  - DNO keen to understand more around NZ terrace street standardised model of delivery within the constraints of a sub-station and engagement in an area with vulnerable customers and the potential to look at flexibility/ smart local energy systems solutions.
- IOT Horizons
  - Working on the Bacup bank and will look at sensors and monitoring for NZ terrace street with regards to smart local energy systems solution and data strategy.
- Allume
  - Provider of sol-share, a solution that allows behind the meter distribution of solar generated to maximise consumption within the terrace street and minimise export to the grid.
- Insall Architects

- Remodelling houses to offer different spaces for different households, alongside 4 different levels of retrofit.
- Centre for Energy Equality
  - Fairer Warmth App. Virtual engagement application to support energy efficiency and affordability challenges. Funding application supported and would like to trail through the de-carbonising Rossendale project.
- Rossendale Valley Energy
  - The Community Benefit Society that has been set up to develop community owned energy assets.
- Northwest Net Zero Hub
  - Providing strategic support and a grant for the Rossendale Valley Energy project
- Carbon co-op
  - Experts in Retro-fit and Providing energy audits and retro-fit plan.
- Veritherm
  - winter monitoring on selected homes to get actual performance data.
- CHiL
  - Are the retro fit deliverer for grants across Lancashire. Working closely with the Fairer warmth app to automate appropriate grant recipient leads.
- Groundwork
  - Deliver Green Doctor across East Lancashire and worked with RVE to deliver energy advice within the community for CRF.
- East Lancashire Chamber
  - Through the CFF RVE collaborated on retrofit training and supply chain work
- Local Businesses:
  - Through the RVE solar co-op project, RVE has engaged and is working with a number of businesses across Rossendale.
- NEA:
  - Working with the NEA on energy efficiency advice delivery through the Local Energy Advice Delivery Fund.
- Local Politicians
  - Support from MP Jake Berry and local Councillors
- CA (Citizens Advice)
  - provide energy advice and support to people at risk of fuel poverty across Rossendale and East Lancashire

## 12. Appendix C: Service Design proposal

Service Design expertise for the RVE Net Zero Terrace Street Pathfinder project.

- 1. Planning, facilitation and write up of a Service Blueprint exploratory scoping workshop**
- 2. Using the output of the workshop to develop and write a scope for Phase 2 bid**

### Background – what is Service Blueprint Design?

Service Blueprint is an invaluable way of designing services around the customer to make their journey as easy as possible. Critically it helps identify the resources needed to provide the service – including physical resources (leaflets/posters/emails/app messages), front facing contacts (staff, community champions, contractors etc), back office contacts (staff, automated replies) and systems CRM, payment and IT systems and technical heating/energy system or retrofit design processes; this then enables us to (in Phase 2) to conduct further more detailed Service Blueprint design options through further workshops to develop plans for staffing and resourcing in a realistic costed business plan.

It also enables the service to be designed with the key actors and identifies issues or problems (eg sequencing, data protection and sharing, quality assurance) before they emerge later, so that the service not only works for the customers/householders, but also for the staff team delivering that service.

Service Blueprint design was undertaken for People Powered Retrofit (PPR) early stages, reviewing other retrofit services from around the world and UK. This was done in combination with reviewing the customer journey while deliberating what was going on behind the scenes, completing interviews to interrogate those activities, how they were set up, what staffing, processes, data, quality assurance, contracts, finance etc they had that sat behind the line of visibility.

Various options were then built for PPR, in a workshop with lots of stakeholders; then a business plan with staffing / resourcing plan was developed to work out who we needed, costs, time etc to actually deliver such a service.

Service Blueprinting is an iterative process, and there's a live version of the PPR service blueprint, that goes right into depth, down to the manual with email responses, what's automated. This has been developed for different customer journeys.

The approach is based on theory from the book, 'Service Design Thinking' and using a standard Service Blueprint Template, which is being increasingly used, so it should be familiar to future finance/engineering consultancies.

### Proposal

This early work will comprise:

- 1. Planning, facilitation and write up of a Service Blueprint exploratory scoping workshop**

Design and facilitate a workshop for 10 – 15 people from a range of stakeholders.

The purpose of this workshop will be to draft out a rough customer journey with associated steps based on work to date. It will help developing awareness and skills of participants to think in a Service Design way. The output will be a very rough starter of what the service will look like.

This will be a session run over the morning of 16<sup>th</sup> June including a break and will cover:

- An introduction to Service Design Blueprinting process with examples
- Interactive workshop: developing the Net Zero Terrace Street Service Blueprint version 1.
- Discussion of what we found/surprises/omissions and which key stakeholders are needed for Phase 2
- Discussion of how Service Safaris to learn from existing schemes could be useful as a basis of Phase 2 Service Blueprint design process.

A write up of the workshop and image of the v.1 blueprint will be provided.

## 2. Using the output of the workshop to develop and write a scope for Phase 2 bid

Following the workshop, the outcome/outputs and discussion points will be written up as a proposal for Service Blueprint Design research, workshops and write ups (possibly including business plan/scoping staffing/resourcing, if needed) for the Phase 2 bid.

## 13. Appendix D: Animation: The Net Zero Terrace Street

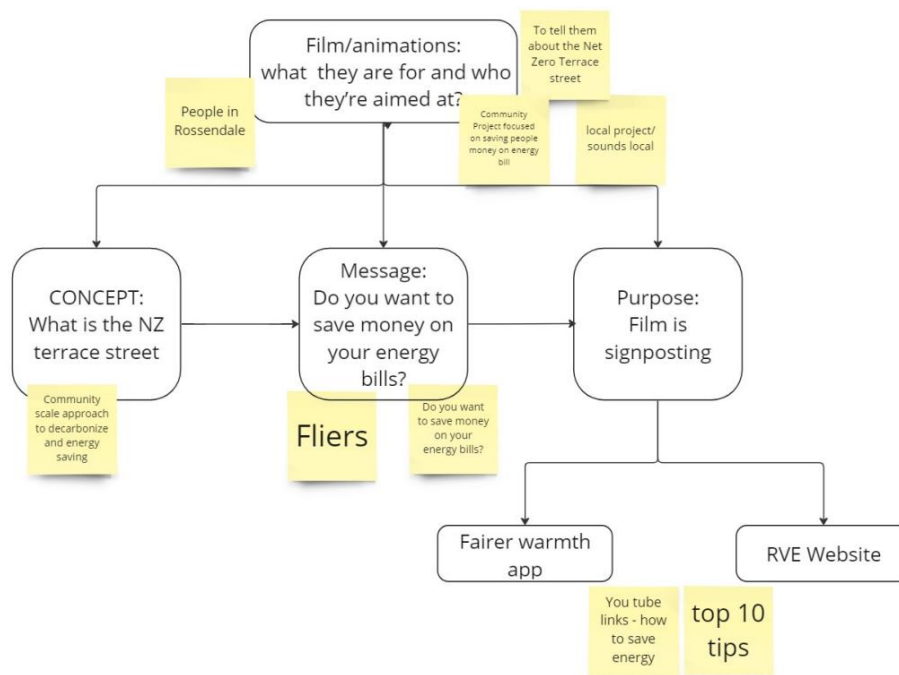
### Animation

The final versions for market testing:

<https://youtu.be/cLA9cZuumr8>



## Background



- **Concept:**
  - The film is to tell local people about the 'Net Zero Terrace Street' which is a community scale approach to looking to decarbonise, undertake fabric retrofit and deliver affordable, low carbon heat and healthy, warmer homes.
- **Messaging:**
  - 'Do you want to save money on your energy bills?'
- **Purpose:**
  - The film needs to sign post people with that message towards the RVE website and the Fairer warmth app – we want them to get in touch and sign up to know more about how they can save money on their energy bills in the short term and access the Net Zero Terrace Street in the longer term.

## The animation

Concept for animation for NZ terrace street

- 60- 90 seconds long animation. Social media – Facebook etc
- Shorter version for tictoc etc?

### **Scene 1: Before –The problem**

- Pencil drawing/ sketch – black and white
- Cold house, cut away in living room (curtains fluttering, blue lips, red nose and scarf, person shivering, looking worried etc, 1 red wisp from radiator)
- Energy bill drops through door, opens it and it's big ££££s – person shocked.
- What am I going to do?? Everyone is asking that question.

### **Script Scene 1:**

*We've all felt the pinch this winter, with energy price hikes meaning most of us have had to heat our homes less than we'd like. And even then, we've been faced with really big bills.*

**Scene 2: you are not alone & this has to change.**

- Pan out from cut away living room to the terrace streets.

**Script Scene 2**

*We are Rossendale Valley Energy, a community benefit society working alongside the community to look at a community wide solution to roll out affordable energy across Rossendale. We don't want people to face the energy crisis alone.*

**Scene 3: The community solution:**

- Community based solutions fly in, bore holes, heat pumps, fabric retrofit, solar... with each addition, colour comes to the picture.

**Script Scene 3 – the community solution**

*We believe everyone should have access to affordable energy and a warm home and we're working on a community based, street by street, solution so we can all meet this challenge together.*

*This community solution will allow residents access to an in-street heat network, extra insulation, a heat pump and solar panels, providing lower bills, with no upfront costs to householders.*

**Scene 4: After: – affordable heat and healthier, warmer homes**

- Zoom back into the living room.
- Warm, cosy house, (full colour) sketch person looking warm and happy.
- 3 wisps of heat from radiator
- Energy bill drops through door, opens it and it's lower £s.

**Script Scene 4 – affordable heat and healthy warmer homes**

*We believe this community scale approach will deliver affordable energy, warm, healthy homes and lower energy bills for communities across Rossendale.*

**Scene 5: How do we get there?**

- Zoom out from living room, out across roofs of terrace street.
- 'Be part of your community solution'.

**Script Scene 5 – how it happens.**

*Be part of your community's solution and help bring fairer warmth to Rossendale.*

**Scene 6: Conclusion – Be part of the Journey.**

- Sketch turns to real street photo, RVE logo.

- Statement 'providing fairer warmth to our community, join our journey...
- Add in other logos.

**Script Scene 6 – Join the journey.**

*Get in touch to find out more and how to benefit:*

- Go on our website.
- Look out for our fliers.
- Use the QR code.

*Be part of the journey, together we're stronger.*

**Notes:**

Diary of a wimpy kid type sketches?

Rough sketch type drawings



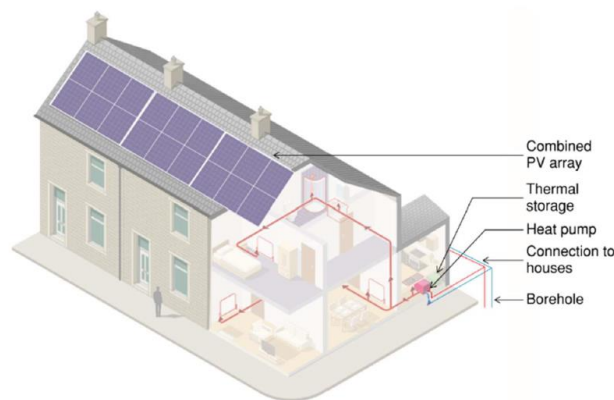
Red bull



Diary of the wimpy kid



Some of the streets in Bacup (taken from drone footage)



A cut away of the terrace street from the Buro Happold report (Community Renewable Fund)

**DEADLINES:**

Storyboard to be created by 24 May

Animation (completed) to be finished by the following week, or earlier.

**AUDIENCE:**

The video is going to go on social media to give people an idea of what the project is in 90 seconds.

- Aimed at people in Rossendale.
- It's a community-based project for local people.
- It's a community scale approach.
- We want people to have warm, healthy homes.
- We want them to save money on their bills.
- Signpost people to the RVE website to register their interest,
- And visit fairer warmth website where they can get tips on how to save energy.
- Concept is:
  - you are alone in that living room and
  - if you don't know what to do, be part of the community solution (by scaling out to the community, street by street view.
- We're looking at that big picture and we're looking at a community scale approach.
- Be part of this journey with Rossendale valley energy because together we're stronger.

**CALL TO ACTION:**

- Get in touch via our website.
- Here's our QR code,
- download the app.
- join the journey.

**VOICEOVER:**

Stephen Anderson, a local authoritative but warm voice.

**Logos**

- Rossendale Valley Energy
- Net Zero Terrace at the bottom in text
- QR code?
- Rossendale Borough Council logo on there as well, because it gives confidence to the community. Perhaps on the end screen

**POTENTIAL FUTURE WORK:**

- YouTube videos on the Top Ten Tips.
- How to use the app/website



## 14. Appendix E: Stakeholder engagement

Viva PR's work will include the following deliverables:

1. Review of stakeholder mapping – review mapping carried out by Rossendale Valley Energy to ensure everyone has been included, and all of these are factored into the engagement plan.
2. Engagement plan, including approach and outputs – details engagement plan outlining the strategic approach and suggested outcomes to measure the success of the project.
3. Identify marketing materials needed and their themes for the different stakeholder groups.
4. Design of marketing materials (quantity to be confirmed) – create a logo and marketing material concepts that can be used as a template.
5. Audience insight research – research into the people we are targeting for the campaign, and the 'what's in it for them' to ensure they are engaged from the start.
6. Promo of the Fairer warmth platform – test, giving feedback where relevant, and write a plan of how the platforms can be promoted, which channels, to who and how often.
7. Brief for Huckleberry Films and initial liaison – liaise directly with Huckleberry Films to ensure the content addresses the key messages.
8. Suggestion for customer panels – suggest who should be represented on the customer panel to give the project the best chance of success.

### Background:

- RVE has two goals, decarbonisation & engagement with community to help achieve this.
- Net Zero Terrace - a unique project in the England and RVE hopes to demonstrate that this is something that can be used throughout the country.
- The project has a short time frame for phase 1 Apr – Jun 23
- Stakeholder mapping is the first task to be undertaken by RVE.
- Customer engagement plan and testing on a customer panel are also required.
- Platform to engage with the community has already been developed and is live but needs promoting.
- The platform will provide energy advice and funding information.
- RVE along with Huckleberry Films will create short films and animations to draw people in.
- RVE also want to create how-to videos for the platform/ website.
- RVE needs to identify a customer panel for testing.
- RVE have already selected terraces to target.
- RVE would like Viva to produce an engagement plan by 26<sup>th</sup> April including promotion of the platform.
- The report should detail the approach to community engagement and the outputs to customer panel testing.
- RVE will also require initial marketing materials concepts by May 24th.
- The final strategy for community engagement is also required.

### 14.1. Marketing Materials

- A4 poster (needs QR code) and the phone number, and address if you'd like these adding?
- There is also a version with a softer, greener logo, if you'd like this to be used for the campaign?

- Two versions of a double sided A5 leaflets with different energy saving tips. Again, we need a new QR code and the contact details – both the new and old logos included.
- A letter head for letters / correspondence with residents and stakeholders – both the new and old logos included.
- And a pull up banner for events and pop-up stalls – both the new and old logos included.

#### **14.2. Top 10 energy savings tips**

##### Top 10

- 1) Boiler flow temperature to 60 or lower – potential saving £152 per year. Cost to implement £0.
- 2) Draught proofing windows and doors – potential saving £81, cost £20
- 3) Hot water tank insulation and pipes – potential savings £15 per year. Cost £48
- 4) Energy saving on lighting by changing to A rated bulbs – potential saving £81 per year. Cost £20
- 5) When buying new appliances look for energy ratings – A being the best. These will save you money in the long run.
- 6) Reduce your heating by one degree.
- 7) Install Thermostatic Radiator Valves (TRVs) and learning to use them effectively could save between 10% and 30% of gas use. Potential saving £24 per year. Cost £87
- 8) Regularly bleed radiators to increase efficiency.
- 9) Tuck curtains behind the radiator when it's closed to reduce heat loss.
- 10) Increase shower efficiency by changing shower head – potential saving £45 off their gas bill and £25 of their water bill.

##### Reminder

- 1) Defrost your freezer to increase efficiency and decrease energy use substantially.
- 2) Full wash when doing laundry.
- 3) Air dry laundry
- 4) Wash at 30 degrees
- 5) Turn appliances off standby when not in use – potential saving £65 per year.

## 15. Appendix F: RVE Community engagement strategy for delivery

This engagement strategy has been developed by Viva PR to be delivered over a two-month period initially.

To create a comprehensive and impactful Community Engagement Strategy we recommend the OASIS model:

- **Objectives** – policy outcome, with SMART objectives for both the organisation and communications.
- **Audience Insight** – audience segmentation – what do you want them to think, feel and most importantly, do?
- **Strategy / idea** – proposition, messaging, narrative, channels, partners and influencers.
- **Implementation** – timeline and resources, low-cost approaches, PR and partnerships.
- **Scoring / Evaluation** – Continuous. Not an add on. This will provide key learning for the future.

At all points throughout this process, the plan should be reviewed and refreshed at each stage with the most up-to-date information and insights.

### Objective:

The objective of this engagement plan is to encourage local residents primarily in Bacup to sign up for the Fairer Warmth app, which provides energy-saving tips, and also inform them about the net-zero terrace project in Bacup.

Additionally, the plan aims to address the key message of providing assistance to residents with their energy bills. The plan seeks to increase awareness, generate interest, and ultimately drive sign-ups for the app while fostering community involvement in sustainable initiatives and supporting residents in managing their energy costs.

### Target Audience:

The primary target audience for this engagement plan remains residents of Bacup, but could also apply to all residents of Rossendale, with a specific focus on homeowners and tenants who may require assistance with their energy bills. Secondary audiences include local businesses, community organizations, and key stakeholders.

### Key Messages:

- **Do You Need Help with Your Energy Bill?** Emphasize the availability of assistance and support for residents who require help managing their energy costs.
- **Save Energy:** The app provides practical tips and recommendations to help residents save energy, reduce their carbon footprint, and save money on their energy bills.

- **Net-Zero Terrace Project:** Inform residents about the Net-Zero Terrace project, highlighting its environmental benefits, community impact, and long-term sustainability goals.

### Engagement Channels and Tactics:

- Digital channels, including social media:
  - a) Develop a social media content calendar (please see draft below) to regularly share energy-saving tips, updates on the net-zero terrace project, and information on available energy bill assistance programs. We recommend posting 3 to 4 times a week on each channel.
  - b) Engage with residents through social media platforms, providing support and guidance for managing energy bills. As well as sharing the posts,
  - c) Run targeted social media advertisements (boosted posts) to reach residents who may require assistance with their energy costs, directing them to relevant resources and the app.
  - d) Direct people to the Fairer Warmth app / website where they can receive bespoke information about the support they are eligible for, and money-saving tips.
  - e) The animation, created by Huckleberry Films is a tool to engage with people in a visual way, digitally. The video will be hosted on YouTube and shared on social media channels.
  - f) Stills from the animation will also be incorporated into marketing materials to create a brand consistency for the project. These still can also be shared on the digital channels, such as the cover page of your social media channels and within posts on social media.

Below are some examples of the channels and tactics, who they are aimed at, the objective, why, and the impact:

**Examples of Channels and Tactics:**

Animation	<ul style="list-style-type: none"> <li>• <b>WHO:</b> People who want to receive their information in an easy-to-understand digital format.</li> <li>• <b>OBJECTIVE:</b> Content that is short, simple and easy to share across a number of platforms such as social media, the website and on TV screens.</li> <li>• <b>WHY:</b> People digest information in different ways. Some people prefer videos, some images, some text. The animation helps to appeal to a wider audience. The imagery also creates a brand look and feel that can be used as the backbone of the campaign to give consistency and relatability.</li> <li>• <b>IMPACT:</b> Number of views and engagements (likes, comments and shares) on social media, number of views of YouTube, scans of the QR code embedded into the video.</li> </ul>
Statics of the animation	<ul style="list-style-type: none"> <li>• <b>WHO:</b> Not everyone watches videos, has access to the internet or use of a computer.</li> <li>• <b>OBJECTIVE:</b> Statics from the animation will be integrated into the wider campaign to give the Net Zero terrace campaign consistency.</li> <li>• <b>WHY:</b> The static images from the animation will create a brand look and feel that can be used on various methods of communication throughout the campaign.</li> <li>• <b>IMPACT:</b> Anecdotal measurement of people recognising the imagery and associating it with the RVE campaign.</li> </ul>
Fairer Warmth app / website	<ul style="list-style-type: none"> <li>• <b>WHO:</b> Digitally savvy residents who want to know what they're entitled to to make their house more cost effective to run, environmentally friendly and comfortable.</li> <li>• <b>OBJECTIVE:</b> To engage with residents in a user-friendly way and provide them with the appropriate information for the type of house they live in, and the tenure of the property.</li> <li>• <b>WHY:</b> The app can give instant feedback on grants they may be eligible for as well as helpful tips on how to save money for little or no investment.</li> <li>• <b>IMPACT:</b> The app/website can help people change perceptions and behaviour. This would be measured through downloads of the app / visits to the site, as well as the post code of the person's home will help to identify which areas have engaged with the Fairer Warmth site.</li> </ul>
Social media channels	<ul style="list-style-type: none"> <li>• <b>WHO:</b> For the target audience, we recommend establishing a Facebook channel as a minimum, and Instagram if you can dedicate the resources it.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>OBJECTIVE:</b> Content for both the wider arching ‘energy saving measures’, and more specifically the Net Zero Terrace Street campaign. Utilising the power of the Rossendale community through Facebook groups and commonly used hashtags, you can build a tribe of followers and supporters.</li> <li>• <b>WHY:</b> This campaign is a long-tail campaign and to get the word out about the aims and objectives you need to develop ambassadors. It’s also key that regular content is shared to keep people up to date about the campaign to retain the interest. Facebook will allow you to develop all of these. You can also set up events to promote pop up stalls, events and activities to engage and retain the interest of those who have engaged.</li> <li>• <b>IMPACT:</b> The number of followers, engagements with posts (likes, comments and shares), number of enquiries, the number of people who attend events after seeing it on Facebook, the number of posts shared within active community groups online.</li> </ul>
Boasted posts on social media channels	<ul style="list-style-type: none"> <li>• <b>WHO:</b> To reach new residents within the targeted area</li> <li>• <b>OBJECTIVE:</b> To build your tribe of followers quickly for maximum impact.</li> <li>• <b>WHY:</b> Setting up social media channels is not a quick win. You need to build your tribe and this can be a slow process. By boosting posts (paying for them to be shared within the platform) you can reach people in specific geographic areas, certain demographics, with certain interests, age brackets, etc. It will push your organic posts to people who have never come across your page. It doesn’t need to be hundreds of pounds. The best campaigns last for over 7 days, the content is eye-catching with a clear call to action.</li> <li>• <b>IMPACT:</b> number of followers to the page, number of engagements, number of link clicks on call to actions, number of enquiries.</li> </ul>
YouTube channel	<ul style="list-style-type: none"> <li>• <b>WHO:</b> Some people prefer to digest information in a video format – particularly Gen Z (16-25) who watch YouTube instead of traditional TV channels. They may be a young person living with a parent in one of the homes you’re trying to target, tenants or homeowners.</li> <li>• <b>OBJECTIVE:</b> YouTube is the perfect way to upload content and allows you to create more content in the future relating to the project that your target audience may also wish to view.</li> <li>• <b>WHY:</b> Rather than simply creating content, Video content allows you convey more messages within a short time frame. Videos need to be clear, concise, and visually appealing.</li> <li>• <b>IMPACT:</b> direct people back to the YouTube channel via link clicks.</li> </ul>

### 15.1. Community Events and Workshops:

- a) Organise community workshops and events in collaboration with local organizations, focusing on energy conservation, sustainable living, and managing energy bills including town centre leafletting at supermarkets.
- b) Invite representatives from energy bill assistance programs to provide information and guidance to residents in need.
- c) Offer one-on-one consultations during these events to assist residents in understanding their energy bills and exploring available support options.
- d) Door to door engagement to the targeted terraced streets identified with leaflets & information.
- e) Re-engage/follow up with residents with more detail to ensure their support is retained – supply them with information on outcomes depending on what choices they’re keen on

Community events (supermarkets etc)	<ul style="list-style-type: none"> <li>• <b>WHO:</b> General residents within the Rossendale area.</li> <li>• <b>OBJECTIVE:</b> To reach the people who would not otherwise engage with the campaign collateral or have not engaged with it so far.</li> <li>• <b>WHY:</b> Everyday people are bombarded with marketing materials. Community events are a chance to relate one-to-one with residents. Although the number of people will be smaller, they typically have a better outcome.</li> <li>• <b>IMPACT:</b> measures by the number of forms completed data capture and sign-ups for the Fairer Warmth App and Net Zero Terrace Project</li> </ul>
One to one consultation	<ul style="list-style-type: none"> <li>• <b>WHO:</b> General residents within the Rossendale area.</li> <li>• <b>OBJECTIVE:</b> To reach the people who would not otherwise engage with the campaign collateral or have not engaged with it so far.</li> <li>• <b>WHY:</b> One to one consultation allows people to speak openly and honestly and may encourage people to explain the challenges holding them back from engaging – such as a lack of funds, lack of access to digital platforms, unable to read etc.</li> <li>• <b>IMPACT:</b> measures by the number of forms completed, data capture and sign-ups for the Fairer Warmth App and Net Zero Terrace Project</li> </ul>
Door to door engagement	<ul style="list-style-type: none"> <li>• <b>WHO:</b> Residents, especially in the preferred location area of Bacup.</li> <li>• <b>OBJECTIVE:</b> To identify a street for the Net Zero Terrace project where residents are open-minded and engaged.</li> <li>• <b>WHY:</b> It’s unlikely that all the residents within any terraced street will all have heard about the Net Zero Terrace campaign – and this will only be overcome by door-to-door engagement. Residents are likely to be sceptical and will have lots of questions at the start so it may feel like a hard sell. They are also likely to benefit from a ‘leave-behind’ article of marketing for them to mull over or research further to discuss with the rest of the house/the decision maker. However, if left without contact for too long, they are likely to disengage regardless of how keen they were initially. Residents who show an interest will need regular engagement to keep them interested.</li> <li>• <b>IMPACT:</b> Identifying a terraced street that would be ideal for the Net Zero Terrace project and securing the next round of funding, with their backing and support.</li> </ul>

**15.2. Local Partnerships and Outreach:**

- a) Collaborate with local businesses, community groups, and organizations focused on poverty alleviation and social welfare to promote the app, net-zero terrace project, and energy bill assistance programs.
- b) Seek opportunities for joint awareness campaigns or initiatives that address energy bill challenges faced by residents.
- c) Develop partnerships with local media outlets to feature articles, interviews, or press releases on available energy bill assistance resources and the app's role in helping residents.
- d) Collaborate with MP's and key council members to help spread the message.

Paper based questionnaires (mirroring the Fairer Warmth questions)	<ul style="list-style-type: none"> <li>● <b>WHO:</b> People who are not digitally native, or do not wish to type their personal details into the computer.</li> <li>● <b>OBJECTIVE:</b> To give people who are perhaps a little more reticent to enter their details into an unknown app, to benefit from the Fairer Warmth algorithm.</li> <li>● <b>WHY:</b> The questionnaire will allow RVE staff to advise what grants they may be eligible for as well as helpful tips on how to save money for little or no investment.</li> <li>● <b>IMPACT:</b> The data can help generate bespoke plans for people to help change perceptions and behaviour. The measurement would include the number of forms completed, number of people eligible for support, number of people within the Rossendale area.</li> </ul>
Collaboration with others	<ul style="list-style-type: none"> <li>● <b>WHO:</b> Influential groups in the Rossendale, particularly Bacup, area – such as large employers, active community groups, and organisations focused on poverty alleviation and social welfare.</li> <li>● <b>OBJECTIVE:</b> To join forces with people who are already linked to a large number of others who would benefit from the scheme, and the advice from the Fairer Warmth app.</li> <li>● <b>WHY:</b> Rossendale Valley Energy is launching a new project – so word of mouth is crucial. By joining forces with those who already have influence over a number of people, we are increasing the reach.</li> <li>● <b>IMPACT:</b> The measurement would include the number of forms completed, number of people eligible for support, number of people within the Rossendale area, number of people who download / visit the Fairer Warmth site and who register an interest for the campaign.</li> </ul>
Case studies	<ul style="list-style-type: none"> <li>● <b>WHO:</b> People who have used the app and been made aware of support they are entitled to.</li> <li>● <b>OBJECTIVE:</b> To show residents that the app, the scheme, and the organisation are there to help them save money on their fuel bills.</li> <li>● <b>WHY:</b> People buy from people they know, like and trust. Many people will not have engaged with Rossendale Valley Energy in the past, but they may recognise the name or face of one of their friends, relatives, colleagues or neighbours who has used the services and benefited from a reduction in their energy bills or grant towards an energy-saving measure.</li> </ul>



	<ul style="list-style-type: none"> <li>● <b>IMPACT:</b> Engagement with the case study (web site link clicks, social media engagement, YouTube views, number of people signing up to the app as a result, or enquiring about the campaign.)</li> </ul>
Key local decision makers	<ul style="list-style-type: none"> <li>● <b>WHO:</b> Council Leader, local MP, well-known local influencer (e.g., landlord, employer etc)</li> <li>● <b>OBJECTIVE:</b> To give the scheme credibility, people of social standing need to be engaged in the scheme to help promote its aims and objectives.</li> <li>● <b>WHY:</b> Similarly, to the case studies, people buy from people they know, like and trust. Key local decision makers will be well known in the area, and their backing will give the scheme the gravitas it needs to be seen as credible.</li> <li>● <b>IMPACT:</b> Engagement with the content containing the key local decision makers (web site link clicks, social media engagement, YouTube views, number of people signing up to the app as a result, or enquiring about the campaign)</li> </ul>

**15.3. Direct Communication:**

- a) Develop an email marketing campaign targeting residents, providing them with regular updates, energy-saving tips, and information on available energy bill assistance programs.
- b) Distribute physical promotional materials, such as flyers and brochures, to community centres, food banks, and other relevant locations that serve residents in need as well as door-to-door in the key target streets.
- c) Poster campaign across the town including window stickers in shops, QR code stickers on lampposts, bins etc.

E-mail marketing campaign	<ul style="list-style-type: none"> <li>● <b>WHO:</b> Those who have given their details to find out more about the campaign / app / scheme.</li> <li>● <b>OBJECTIVE:</b> The content should aim to make them feel special, included and a valued participant.</li> <li>● <b>WHY:</b> To retain the interest of people who have shown an interest by keeping them up to date, sending them content of value that answers the ‘what’s in it for me’ question.</li> <li>● <b>IMPACT:</b> the number of subscribers, open rate, click links and sign ups as a result of the newsletter.</li> </ul>
Posters	<ul style="list-style-type: none"> <li>● <b>WHO:</b> wide scale residents in the Rossendale area.</li> <li>● <b>OBJECTIVE:</b> Relate to them by showing you understand that the energy crisis is putting financial pressure on them by offering to help.</li> <li>● <b>HOW:</b> The offer of help and simple call to action will encourage them to engage.</li> <li>● <b>WHY:</b> Not everyone is digitally native, or has access to the internet. Posters in high traffic areas and places with waiting times – such as pharmacies, doctor’s surgeries, hairdressers and cafes will grab people’s attention.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>IMPACT:</b> Each poster will have a QR code and a website / email address / phone number to contact. This would be measured by how many people have scanned the QR codes, how many people have emailed after seeing the poster or contacted the phone number (if asked where they have seen the information, and which location). These can be recorded to measure the impact of the posters.</li> </ul>
Flyers	<ul style="list-style-type: none"> <li>• <b>WHO:</b> wide scale residents in the Rossendale area.</li> <li>• <b>OBJECTIVE:</b> Relate to them by showing you understand that the energy crisis is putting financial pressure on them by offering to help, and signposting them to the Fairer Warmth app and also the Net Zero Terrace campaign.</li> <li>• <b>HOW:</b> The offer of help, tips and incentive to be part of something new will encourage them to engage.</li> <li>• <b>WHY:</b> Not everyone is digitally native, or has access to the internet. Flyers delivered through doors, handed to residents or distributed at events will grab people’s attention as they.</li> <li>• <b>IMPACT:</b> Each poster will have a QR code (different to the one used on the posters) and a website / email address / phone number to contact. This would be measured by how many people have scanned the QR codes, how many people have emailed after seeing the flyer or contacted the phone number (if asked where they have seen the information, and which location). These can be recorded to measure the impact of the flyers compared to the posters.</li> </ul>
QR code vinyls / stickers	<ul style="list-style-type: none"> <li>• <b>WHO:</b> People who live, work and travel to and from Rossendale.</li> <li>• <b>OBJECTIVE:</b> To reach people who may not have otherwise engaged with the campaign by giving the ‘the fear of missing out’.</li> <li>• <b>WHY:</b> Utilising a mix of different touch points will maximise the reach and effectiveness of the campaign. By having QR codes and guerrilla-style marketing around Bacup and Rossendale, people will keep seeing the logo and QR code and will be encouraged to scan the code to find out what it’s about.</li> <li>• <b>IMPACT:</b> Scans of the QR codes – and these could be different codes in different locations, or different types of applications e.g., bins, shop windows etc, to identify where is working the best. This will help to replicate the success.</li> </ul>

## Example timeline

Tactic	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
<b>Animation</b>		Share animation on social media, and YouTube	Share still from animation, linking to video	Share still from animation, linking to video	Share still from animation, linking to video	Share still from animation, linking to video	Share still from animation, linking to video	Share still from animation, linking to video
<b>Social media</b>	Set up social media channels and draft content	Post 3-4 times	Post 3-4 times	Post 3-4 times	Post 3-4 times Share content about case studies	Post 3-4 times	Post 3-4 times	Post 3-4 times Share content about case studies
<b>Social media boosting</b>	Create an ad CTA: download the Fairer Warmth app/visit the website. Run for 1 month				Review and renew ad.			
<b>Social media boosting</b>	Create an ad about NZT. CTA: Find out Run for 1 month				Review and renew ad. Share content about case studies			
<b>Posters</b>	Get posters printed	Distribute to highest footfall locations with QR stickers	Distribute to highest footfall locations with QR stickers	Distribute to highest footfall locations with QR stickers				
<b>QR code stickers</b>	Get QR codes printed	Distribute to highest footfall locations with posters	Distribute to highest footfall locations with posters	Distribute to highest footfall locations with posters				
<b>Flyers</b>	Get flyers printed	Hand our flyers during door-to-door engagement with residents	Hand our flyers during door-to-door engagement with residents	Hand our flyers during door-to-door engagement with residents				
<b>Door to door engagement</b>		Door to door engagement with residents with flyers	Door to door engagement with residents with flyers	Door to door engagement with residents with flyers		Door to door engagement with residents with flyers	Door to door engagement with residents with flyers	Door to door engagement with residents with flyers
<b>One to one consultation</b>					One to one consultation			
<b>Email marketing campaign</b>	Email to residents as and when engaged with and add to newsletter list	Email to residents as and when engaged with and add to newsletter list	Email to residents as and when engaged with and add to newsletter list	Email to residents as and when engaged with and add to newsletter list	'XXX month update' (monthly)			
<b>Event</b>					Run event with marketing materials, show animation on screen, paper-based questionnaire and QR codes to scan	Follow up (e.g., add to mailing list etc)		

					(new event QR code)			
<b>Paper based questionnaires (mirroring the Fairer Warmth questions)</b>					Paper based questionnaires at event			
<b>Community collaboration</b>	Community collaboration	Community collaboration	Community collaboration	Community collaboration	Community collaboration	Community collaboration	Community collaboration	Community collaboration
<b>Key local decision makers</b>	Engage with key local decision makers	Engage with key local decision makers	Engage with key local decision makers	Engage with key local decision makers	Engage with key local decision makers	Engage with key local decision makers	Engage with key local decision makers	Engage with key local decision makers
<b>Case studies</b>			Identify case studies	Create content about case studies	Share content about case studies	Identify case studies	Create content about case studies	Share content about case studies
<b>YouTube</b>					Share content about case studies			Share content about case studies

## Social media plan: example

### MONTH ONE:

1 Have you seen our posters? Scan the QR code to see how you can save money on your gas and electric bills.	2	3 LAUNCH: We're excited to show you our brand-new animation showing how we can help you reduce your energy bills...	4	5 Would you like to be part of a ground-breaking pilot project?	6	7 Have you scanned one of our QRs codes yet? Give them a zap with your smart phone to see how you can save money on your energy bills.
8	9 How can your household save money on its energy bills?	10	11 We're going to be at XXX this weekend...	12	13 Over XXX of people have already benefited from FREE money saving tips	14
15 Live in a terraced house? Sick of the rising cost of fuel? If the answer's yes, we want to speak to you!	16	17 Have you visited XXX recently? It's one of the locations where you can find our posters. Thanks for sharing!	18	19 Three tips to save £s on your energy bills...	20	21 Have you visited our Fairer Warmth site yet? After entering a few details, it gives you a bespoke plan of how to save money on your energy bills.
22	23 Have your seen our team?	24	25	26	27 We have been speaking with residents in Bacup to	28

	If you spot our banners come and say hi and see how we can help you lower your energy bills.		Over XXX people have watched our animation so far. Haven't seen it yet? Click on this link... XXX		see if they'd like to take part in a world-first project – Net Zero Terrace. Click here to find out more...	
29 We're going to be at XXX next week...	30					

### Customer testing panel:

The panel should include a representative sample of customers or potential customers who are likely to use the product or service. This may include individuals with different demographics such as age, gender, race, socio-economic status, and geographic location.

The testing panel may also need to take into account factors such as language spoken, industry focus, or specific product use case.

The goal of including a diverse group is to ensure that the product is functional and usable for a wide range of people and to capture a broad range of potential issues or pain points that users may experience. In addition, having a diverse testing panel may help reveal opportunities to improve the product or reach new audiences.

The panel is used to gather feedback about products or services, test new ideas, and gain insights into customer needs and preferences.

When forming a customer testing panel to assess housing needs, it's important to include a diverse group of individuals who represent the intended target market. Some groups that could be considered for such a panel include:

**Current tenants:** Those who are already living in the terraced streets in Bacup to provide valuable insights into what they like and dislike about their current living arrangements, as well as what features and amenities they would like to see improved or added.

- Through leaflets
- Door to door enquiries
- Supermarket survey at Morrisons in Bacup, with an incentive for stopping such as a prize draw

**Potential tenants:** Prospective renters who are considering the property can give feedback on what features are important to them, what they are willing to pay for energy bills, and what they expect from a comfortable living environment.

- Potentially via Rossendale Lettings in Bacup and other Rossendale based estate agents such as Ryder & Dutton
- Speaking with local landlords and their tenants

**Social service organisations:** Groups that provide social services can provide feedback based on the needs of vulnerable populations who may be looking for subsidized or affordable housing options, such as the elderly, low-income earners, or those with disabilities.

- Via the council
- Maden Centre
- AB&D Centre
- Irwell Health Centre

**Architects and designers / Bacup Heritage:** Including architects or designers can provide insight on the layout, design, and construction requirements for the housing units, ensuring that the property is both functional and aesthetically pleasing in line with the conservation area.

- Valley Heritage

**Property managers:** Property managers are knowledgeable about the day-to-day operations of housing and can provide valuable feedback on rental rates, occupancy standards, and maintenance requirements – as well as what landlords are looking for in terms of ROI of retrofit energy solutions.

- Local landlords
- Social housing associations – Together Housing, Calico etc
- Council housing officials

**Community organisations:** Local community organisations can give feedback on how the campaign will impact the neighbourhood and how the housing units can meet the needs of the wider community.

Overall, a successful customer testing panel should include a diverse group of individuals with different perspectives and experiences that will help ensure that housing needs and preferences are adequately represented and considered.

To ensure this is carried out within your timelines, I would give them a brief overview of the scheme, it's aims and objectives, why you've invited them to be involved, the KPIs and **how they can support it**.

**Execution of the customer testing panel:**

When conducting a customer panel, it is ideal to ask a mix of open and closed questions to gather the most complete and useful feedback. Both types of questions have their place in customer feedback collection, and each type serves a different purpose.

Closed questions usually require short, definitive answers like "yes" or "no." They are useful for gathering specific information, such as demographics, preferences or opinions on specific features.

Closed questions are effective in that they can help group feedback easily in number and percentages; however, they may not encourage the participants to provide detailed responses or express their feelings fully.

On the other hand, open questions are useful for soliciting more elaborate responses and encouraging free-flowing conversation. They require more thought and prompting the patrons to explain their experience and sometimes resulting in suggestions and valuable feedback.

Therefore, using both open and closed questions will help provide a more comprehensive picture of the customer's perspective and facilitate a more organic discussion, resulting in invaluable information for your proposal.

## **16. Appendix G: Funding used to support the NZ terrace street project.**

### **16.1. Community Renewal Fund**

The Community Renewal Fund was used to create a template which could lead to a pilot project with significant value - trailing a Net Zero terraced street, in a conservation area, with hard-to-treat homes with hard-to-reach households and within the constraints of the local substation. The area defined falls mostly in LSOA 003C – which is classed by the Indices of Multiple Deprivation as within the highest 7% of most deprived areas. These households are likely to be vulnerable to fuel poverty. Creating a replicable model to provide low carbon, affordable energy solutions, including upgrading the building fabric to provide warm, comfortable, healthy homes for the future will be a step forward in future planning to address Carbon emissions from swathes of terraced streets.

This initial report and work done to look at community renewable energy potential and setting up Rossendale Valley Energy Community Benefit Society has been instrumental in moving this project forward.

### **16.2. The Strategic Innovation Fund**

The potential to study and standardise a Net Zero solution for a terrace street area was the concept put forward for the Strategic Innovation Fund.

Terraced housing has a limited number of archetypes and the ability to create a standardised methodology that can allow replication across areas, which can then be utilised in Local Area Energy Plans will be incredibly valuable. The SIF Discovery £150,000, Alpha £500,000 and Beta £2m phases is offering a route to delivery which would allow planning, operation, including a physical trail with collection of live data showing how technology works on the network and a delivery methodology for further housing.

Discovery phase: this is work looking at how the Net Zero terraced work could answer many of the following questions and build a solution based on the headroom for individual substations.

- What will the overall load and demand profile be for heating across the street?
- What spare capacity do Sunamp Batteries give across the street?
- What will the generation be from PV?
- How much generation will be consumed across the terrace with sol-share and battery storage?
- What is the head room at the substation?
- How can Net Zero be reached within that headroom?
- Is an urban battery required and if so what size, or is an aggregated domestic battery model more suitable?
- What demand reduction through building fabric upgrades can be achieved?
- What level of fabric upgrade offers the best value for money within this model (both capital costs and ongoing operational costs for householders)
- What performance data can be live, how will that integrate with the network, what are the data exchanges?
- How can this be Benchmarked?



- Are properties looped, can they be unlooped as part of the project?

Community microgrids underpinned by novel commercial models and planned through an approach of developing smart local energy systems (SLES) could have the potential to deliver high value to both network customers/consumers and the DNO. A data driven approach of collecting winter data on homes to determine actual heat performance requirements through non-invasive means will significantly improve the benchmarking and forecasting capability for these homes. The data will be fed into a model that is developed to evaluate community energy options for clusters of terraced homes. Options will include exploring reducing the size of the heat pumps, utilising space saving thermal batteries instead of hot water cylinders. Community solar systems can be deployed which would provision for and aggregate roof top solar and virtually manage it behind the meter. The incorporation of novel emerging community models such as Energy Local can be leveraged to deliver further reductions to bills. Such systems would give access to a wider range of services than individual households could otherwise access and would ensure no one is left behind. Further opportunities exist to maximise value to the DNO vs the counterfactual as these systems will have far more ability to control heating and hot water demand through the technologies selected. This flexibility in addition to far more efficient heating can be quantified to determine the regional network benefits. Managing demand directly with generation at the local level will also significantly reduce the impact on the network of excess generation being distributed upstream as it will be utilised at point of generation.

This project proposes to develop modelled solutions which include real property data, techno-economic assessment and DNO grid impact studies to quantify and appraise the benefits to both network customers and the DNO for implementing such solutions. The network impact model will consider how reinforcement would be planned, network behaviour of different solutions, how the network would benefit from these configurations' vs the counterfactual of individual home direct electric solutions. The modelling approach is initially focused on a small cluster of homes, but this will then be extrapolated for the larger area determined for the Green Heat Network Fund to look at opportunities to continue integration into developing a virtual energy management and forecasting capability that can be used for wider planning unifying the DNO asset planning and flexibility approach with community led schemes in an urban and semi-urban context. It will directly inform DNO data structures and processing techniques to understand the data that needs to be provided and that which can be obtained through the delivery of such schemes which can be disseminated widely to community groups, local authorities and other DNOs.

We are now looking to apply for the alpha phase, having successfully delivered the discovery phase with our partners, Buro Happold, ENWL and NPG.

### **16.3. Powering Our Communities Fund**

An application to the Electricity Northwest 'powering our communities' fund was successful and through Valley Heritage, RVE were awarded £15,000 for capacity/ resource for engagement. This work is based around the development of the Community Benefit Society, Rossendale Valley Energy, engagement within the community of Bacup for the NZ terrace street project, including liaising on the 'fairer warmth app' and energy efficiency advice, and for time to monitor progress and link with Sharenergy on the Lanxess 2.5MW solar project.

#### **16.4. Fast Start Innovation grant – Fairer Warmth App**

A grant has been awarded with Rossendale Borough Council and the Centre for Energy Equality to progress the 'Fairer warmth' app and trail it within the specified areas of Bacup for the Community Renewal Fund work and the wider area being targeted for the Green Heat Network fund. Please see the appendix for details of the Fairer warmth app.

- The app could act as a 2-way interface between LAs and communities. Downloaded via a QR code on posters (School gate/ Drs Surgery/ Bus stop/ Community centre – 'Do you need help with your energy bill?')
- The App would need to be owned by individual LAs and would access their data sets on housing stock/ IMD/ EPC etc.
- People can access without needing to 'reach out' to service which can be a barrier.
- They can tick that they want info – GDPR compliant.
- Upload energy bill data, info on boiler age/ insulation etc.
- Receive bespoke advice based on their postcode and therefore house archetype pulled from data set – this would be via Youtube videos – boiler optimisation/ draught stripping – language / literacy issues side stepped.
- Relevant grants can be highlighted based on tenure/ IMD and uploaded data on household income etc.
- Social prescribing etc.

We believe that our consortium's experience and innovative approach will make a significant impact in reducing fuel poverty and ensuring equal access to safe, affordable, and sustainable energy for all.

The Fairer Warmth project will also provide support for hard-to-treat properties in Rossendale, which are often stone-walled and consist of large areas of terraces. These properties are typically more difficult and expensive to retrofit than other types of buildings, and so often go without the energy efficiency measures that could significantly reduce their carbon emissions and fuel bills.

The project will address this issue by providing tailored advice and support for homeowners and landlords with hard-to-treat properties, including guidance on the most effective retrofit solutions and access to financing options such as the ECO grant funding and other available schemes. The Retrofit Training Lead and Fairer Warmth Developer will work closely to develop training materials and courses focused on hard-to-treat properties, ensuring that the Fairer Warmth Champions are equipped with the necessary expertise and knowledge to provide effective advice and support.

The Fairer warmth app or data platform is designed for people to sign up (or be signed up on their behalf). The app will pull through local authority data on house type, EPC, Tenure and with some additional data from householders including, household income, can ascertain if people are eligible for grants.

This can be undertaken by the person interacting with the app, or someone on their behalf.

A basic questionnaire can be filled in and the app will then make suggestions as to what energy saving measures will be likely to reduce their energy bill. Links to Youtube clips on 'how to' can be accessed so users can see how to do boiler optimisation etc.

## 16.5. Net Zero living: Pathfinder places

Net Zero Terrace is a Smart Local Energy System (SLES) comprising ambient loop ground source heat pumps (GSHPs), community storage, solar PV and local peer-to-peer Power Purchase Agreements (PPAs) controlled by optimisation software. The project will provide a replicable model that integrates with the electricity network, reduces bills and defers the need for reinforcement. Its innovation lies within the integration and optimisation of community energy models for electricity and heat utilising the Distribution Network Operator (DNO) network for fair distribution of generation and provision of flexibility.

This SLES will be up to four times more efficient than the counterfactual of electric boilers, and thereby considerably reduces both network capacity requirements and consumer bills.

The commercial and contractual solution of multi-partite agreements and a governance structure allowing the participation of community energy groups, system aggregator, energy supplier, ESCO, local authorities and supply chain to work together and deliver a single solution to the consumer underpinned by novel finance and operating arrangements. The outcome will be to reduce energy bills by 70% as compared to the counterfactual of direct electric heating and to enable the accelerated uptake of solutions working within grid constraints.

The key opportunities realised will include the transition of local communities to affordable low carbon heating and transport, growth of community energy models (including development of community benefit funds) and job growth by enabling a new localised market of deployment that is scalable nationally.

Some aspects of the technical solution have been identified in other types of market particularly private developments and apartment blocks where landlord-based energy offerings have been provided. Community energy solutions and shared heating systems are now accepted within the market; however, the model of integration being proposed here is considered entirely novel.

The project is designed to provide non-technical solutions for the Net Zero Terrace street, including:

### **Non-technical Solutions**

- Grid barriers –Avoiding grid reinforcement means **avoided costs**, but also the time delayed (and uncertainty) is avoided. Technical work with ENWL is underway to review the NZ terrace street solution and how that load works on the local grid.
- Financing: a major non-technical barrier to deployment. Key to this project is lowering the household energy consumption and bills, but at no upfront cost to the householder.
- ‘Property linked finance’ or ‘Green mortgage’ propositions here will not be appropriate and a homogenous, inclusive solution that is appropriate to all householders on the terrace street will give the speed of sign up and therefore speed of deployment.
- The Green Heat Network Fund grant favours large, centralised heat networks and smaller, community, street-by-street projects will struggle to mobilise and access that grant. We need a longer-term sustainable financial solution that can be mobilised and replicated with no time limit.
- It is proposed that the Kensa “Stithians” model of utilising a standing charge (SC) could be adopted. This SC will cover:
  - a. Infrastructure costs – the payback of the boreholes, ambient loop and kit
  - b. A package of retrofit would also be offered, and this debt would be layered on top of the infrastructure debt and reclaimed on the SC also.

This project will enable the detail and modelling of this mechanism to be understood and what the balance will be between the retrofit requirements (to bring down energy consumption and household bills) the costs of the infrastructure, per household, and other reduced costs on the annual energy bill through the SLES.

The expected SC will be at least 40-60 years or similar to current electricity and gas infrastructure SC, in perpetuity.

Further SC cost reductions could come through adding the SC to the Council Tax bill. This will give certainty to the debt providers of payment (as a priority debt) with the reduced risk, this should reduce the cost of capital. The LA could also claim the aggregated Carbon savings.

- Engagement is a key and in the context of deploying at scale, a more innovative solution than traditional engagement, which takes considerable manpower, must be adopted. Work on the 'Fairer warmth' app will be delivered and piloted creating a two-way dynamic interface between householders and the local authority. Understanding of what the heat solutions mean to the individual and translating the technical language into accessible format e.g., using animation/video.
- Creating enough demand in the same geographic area is key to supply chain mobilisation, which in turn gives confidence for the supply chain to upskill, train and create new jobs.
- Local businesses – working on a community solar project Rossendale Valley Energy, are working with local businesses to develop community solar.
- Transport – car ownership is low due to deprivation and no off-street parking creates a barrier to EV ownership. The project will consider a charging hub and EV car club as part of the network study, how can this enable local grid balancing and reducing the overall cost of the car club.

## **16.6. Local Energy Advice Delivery**

RVE has put forward and had accepted a proposal to provide a localised and targeted approach to energy advice utilising the Fairer Warmth Platform and trained Fairer Warmth Champions. Our methodology is designed to specifically address the needs of hard-to-reach consumers through trained and incentivised Champions providing high-quality, personalised advice and support to their local communities, which can be more effective in engaging and empowering consumers than a national resource.

The programme will be delivered over 2 years and will encompass the methodology put forward in the report above. The overall approach and objectives are to REACH, ENGAGE and RETAIN people along the individual journey that each household will need to take on their pathway to decarbonise. As stated above, the engagement methodology covers stages A,B,C & D, with C&D being covered by the Net Zero Terrace street holistic, affordable, low carbon heat solution.

The funding will also encompass the '[Energy Heroes](#)' schools programme, where we will work with 10 schools over both years.

## 17. Appendix H: How a Solar Co-op supports affordable, low carbon community heat delivery.

### 17.1. What is a solar co-op?

A solar co-op is usually a Community Benefit Society (CBS), set up and run by volunteers, with the aspiration to install and develop community-owned solar roof top arrays or on the ground within their locale. The objective is to collaborate between communities, councils and local partners to find localised, place-based solutions to meet the net zero challenge.

There are large amounts of buildings that don't have solar, and the aim is to address that by delivering as much solar across roof tops as possible, generating clean, green energy and displacing grid electricity with a higher carbon factor, thus saving carbon emissions and helping mitigate climate change.

There are many solar co-ops across the UK, all following the same model, helping develop and roll out solar projects across towns and cities. See [Community Energy in England - Google My Maps](#)

### 17.2. How does it work?

Communities are able to raise capital investment through a Community Benefit Society, which is a unique incorporated entity, which is allowed to raise capital through share issue to its members. It is very democratic, in so far as it allows 1 member = 1 vote. A Community Benefit Society is asset locked and can therefore not be sold off. A CBS is not-for-profit, so any surplus goes to the Community Benefit Fund which can be accessed, through grants, by the local community or used by the CBS to develop and deliver further energy projects.

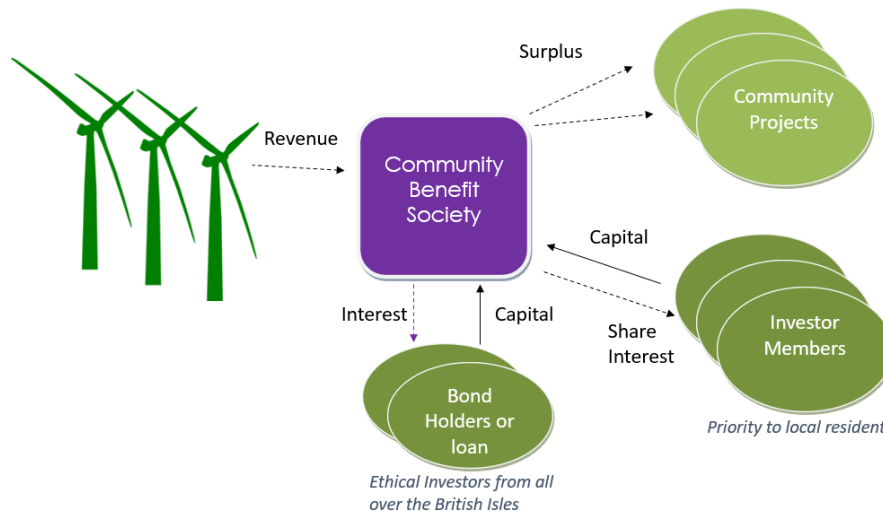
A solar co-op is a great way for the building owners to get 'free' solar panels on their roof, funded by the Community Benefit Society. The CBS then sell the solar PV-generated electricity to the building owner at an agreed discounted, index-linked rate, thereby delivering energy cost savings to the building owner.

The CBS do all of the pre-installation development activities, application for a Certificate of Lawful Development or planning permission application. The CBS manage the complete procurement and installation of the PV project, including structural surveys. The CBS enter into a roof lease arrangement with the building owner, usually for 25 years (the lifetime of the panels). The panels can then either be gifted to the building owner or decommissioned and removed. The electricity sales are delivered through a Power Purchase Agreement with the building owner.

The revenue from the sale of the PV-generated electricity to the business goes towards the interest payments and investment repayments to the community investors. Any profits go to a community fund to support the Net Zero Terrace community members and will enable reduction in fuel poverty.

See below for an illustration of a Community Benefit Society structure.

# How does community energy work? Simple Co-op Structure



## 17.3. Project process

The key is for the community energy group to begin with a good marketing campaign to raise awareness of what they are trying to achieve and how. The group will need to use networks and contacts to engage building owners to gain momentum and build a critical mass of potential Solar projects to ensure there is enough installed capacity to enable a Community Share issue to be undertaken to raise the capital and complete the delivery of an area wide solar project.

Marketing should focus on building owners located in the target area with:

- non-northerly facing pitched roof in good condition.
- Where the building owner will use a significant amount of the energy generated.
- With given to sites that do not require planning permission

Many businesses are keen to engage, as they do not want the capital outlay of a solar array, but they are pleased for the discount, a PV array without having to organise procurement and installation themselves, the ability to support a local not-for-profit community organisation where the primary mission is to:

- reduce local carbon emissions.
- Increasing the amount of local renewable energy generation
- Deliver projects to reduce the energy demand of local households, businesses and organisations.

## 17.4. Solar Co-op delivery plan

The model plays a really important role in helping community energy groups establish a co-op structure and begin project delivery. It is a well-trodden path and can give groups a focus and a route to mobilise. Projects are by no means easy but offer a structure that enables community energy

groups to start to build a potential asset base that will over time afford them a community benefit fund that will allow them an income that can be utilised for further energy project development.

Once CBS has created a long list of interested businesses or building owners they will undertake a feasibility study, either in-house or find grant funding to pay for support.

This will need to include the following:

- Mapping of potential installed capacity of solar arrays
- Generation profile of the suggested solar arrays
- Profile of electricity consumption for each building and a review of generation likely to be consumed on site.
- Negotiation of the suggested power purchase price and how it will be indexed.
- Creation of a 25-year business case appraising the profit, loss and cashflow of the scheme.
- If the business case is viable, then work can then be undertaken on the following:
  - Lawful development certificate
  - Structural surveys
  - Consultation with the Distribution Network operator.
  - Template 3rd party roof leases and Power Purchase agreements with the building owners.
  - SWOT analysis and a detailed understanding of the risks of the project and advice on any mitigation
- Writing of the share issue and collaboration with a share issue practitioner for approval.
- Review of technology suppliers/manufacturers/ installers and information on guarantees/warranties
- Procurement of installer
- Community share issue marketing and delivery.
- Project management and delivery.

#### **17.5. How does it support the delivery of low carbon, community heat?**

At its most basic, community owned renewable power generation projects generate surplus profits that feed into community benefit funds. However, these projects can be so much more. They not only promote localism, but they also generate local jobs, skills and knowledge in an increasingly crucial sector.

As well as supporting local economic development, community energy also encourages local ownership and decision making. Through the co-operative model, decision-making is equitable and keeps the interests of the community at its heart. This re-democratising of energy to local areas provides a means for community empowerment engagement.

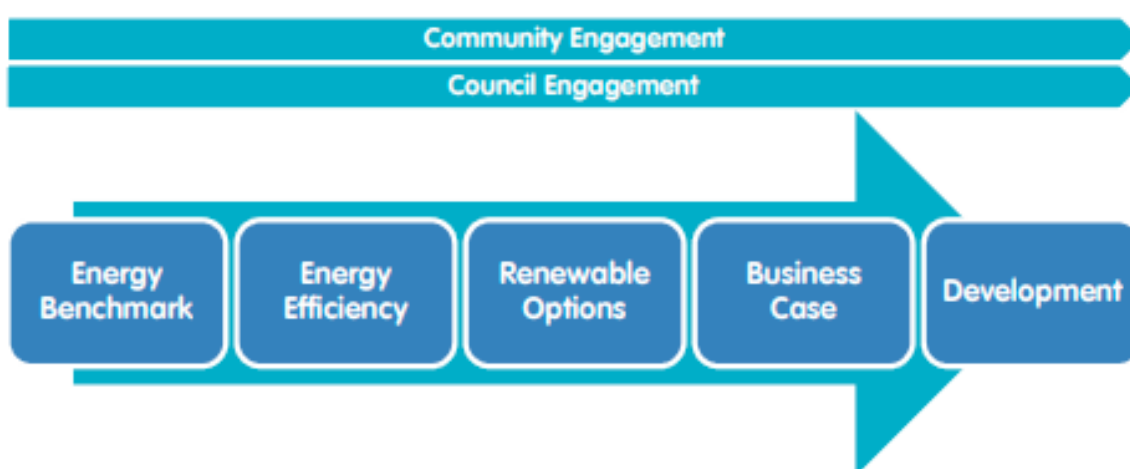
Community energy also provides an opportunity to alleviate fuel poverty. Not only through providing funds for energy efficiency through the surplus of community energy projects, but also through community engagement and education on energy issues. The educational opportunities presented by community energy can also help communities reduce their demand and become more energy resilient. A CBS helps to create a shared vision and take a holistic approach that joins the dots between renewable power generation, community heat, education and empowerment opportunities through a bottom-up approach. This re-engagement of communities with energy issues gives the opportunity for greater energy awareness and behaviour change, both essential for real and lasting change.

### 17.5.1. Place based, Net Zero communities.

For us to transition to Net Zero, each community will need a place based, net zero transition plan and this should be built on the following principles:

1. **Energy Baseline** – How much energy does the community use now?
2. **Power Down:** Energy reduction – Can this energy demand be reduced and by how much?
3. **Power Up:** Renewable energy generation – What potential is there to develop renewable energy generation?
4. **How** can this be achieved – What needs to be done to enable these changes?

Key to this delivery is Local engagement, with the community and also with other stakeholders such as the Local Authority and the Distribution Network Operator.



### 17.5.2. Collective Community Action

The key is to bring as many people along on the journey, if we are to move towards Net Zero as quickly as possible. This is important as:

- Collective action will be cheaper, faster and more effective.
- We need localised energy solutions; each solution will be nuanced.
- Community action leads to collaboration, networks and knowledge transfer.
- Communities can become more resilient, which will be important as we face more extreme weather and issues like flooding.
- It will mean no one is left behind and lead to a just and equitable Net Zero transition.
- It will help enable Community Wealth Building, £Bns leaves our local economies in energy spend. If some of this spend can be retained through local energy generation and supply, there will be a significant multiplier effect.
- The Net Zero transition needs a 'broad church' collaboration and Local Authority engaged and working with communities.

### 17.6. What are Localised Energy Solutions?

Each localised energy solution will be bespoke to each community, but there will be intrinsic similarities that can form the basis of real world scenarios and the ability to share, learn and create a



pool of knowledge. This will provide invaluable evidence the DNOs can utilise for their planning when looking at the future systems scenarios. Examples of localised energy solutions:

- Collective community low carbon heating solutions.
- PV-T (Solar PV panels with solar thermal capacity) combined with smart water cylinders, community or domestic battery storage providing spring/ summer domestic hot water.
- Rural hydropower generation, matching the winter demand from the electrification of heating homes.
- Active network management and Smart Local Energy Systems balancing the grid at a local level allowing automated load shifting to create the most efficient solution on the grid.
- Community, containerised battery, backup solutions.
- EV car shares.
- The flow through of the benefits from flexibility to the entire community.
- A shared financial solution that works on scale and delivers homogeneous, inclusive access to the Net Zero Solution for all.

## 17.7. Case studies

### 17.7.1. Community centred, localised energy solutions

Community centred, localised energy solutions offer a practical and strategic way forward, giving more certainty to the DNOs, which in turn should offer a more cost-effective solution.

A community working collectively, also gives the DNOs a community liaison point, which allows useful and productive dialogue for both parties. Examples of Collective community low carbon heat solutions being brought forward by communities include:

1. **Barcombe** – [transition to individual ASHP](#) and community solar, in a planned and staged way to limit impact on the grid. A study showed the cost of grid reinforcement for an unplanned transition to electric heating is considerably more expensive than working with the community to follow a staged approach. How can those avoided costs be monetised to deliver low carbon solutions.
2. **Swaffham Prior** – [centralised GSHP with bore hole array](#), with insulated heat network delivering water at 75degrees C. Private wire 6 miles to link to 39MW solar farm to allow subsidised electricity for the Centralised heat pump.
3. **Stithians** –[Heat the Streets](#)- clusters of houses with ambient ground loop and shared boreholes. Each home has a small heat pump to raise temperature of water from ~12 degrees C to required radiator temp – ideally 45 Degrees C (ERDF funding)
4. [Chipping Community Energy](#) – as above but seeded and driven by the local community.

A number of other rural communities are also following suit creating a useful model of community centred small scale local area energy planning that will help inform DNOs and enable them to build up ‘real world’ examples of community led, NZ transition.

### 17.7.2. Solar co-ops: GMCR

Greater Manchester Community Renewables Limited (GMCR) is a community benefit society, set up and run by volunteers to install community-owned renewable energy across Greater Manchester.

They raised funds to install solar panels on seven schools in Salford, one in Bury and a community centre in Partington, funded through community shares.

The panels are held for the benefit of the community, and any surpluses go into a community fund to support local carbon reduction, energy efficiency and environmental education projects. Their first three share offers raised over £400,000 to fund the solar panels on their nine sites. Everyone who buys shares becomes a member of GMCR. In return for helping to fund their solar arrays, members receive share interest of up to 4% per annum, subject to the financial performance of the Society.

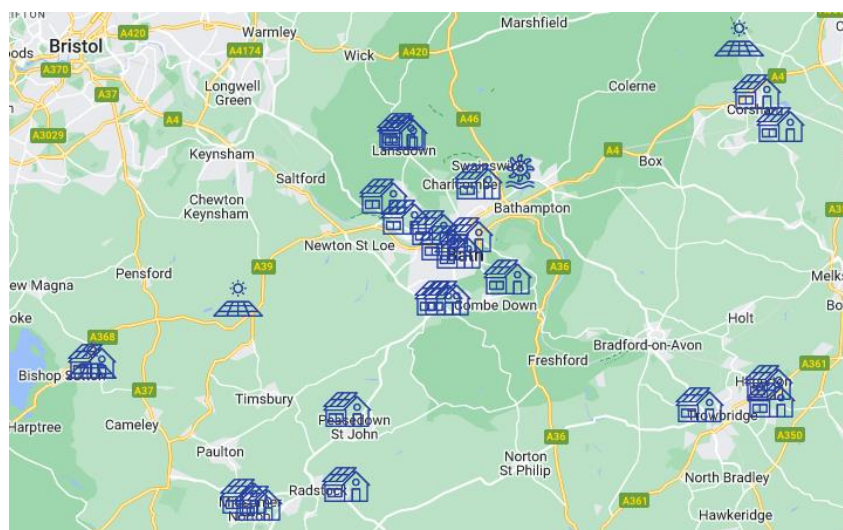
They estimate that over the lifetime of the project, they expect to generate a Community Fund of £190,000 to fund eco-friendly projects in the local community.

### 17.7.3. Solar co-ops: Bath and West Community Energy

BWCE are one of the most successful community energy groups, established in 2010 with the aim of creating a financially sustainable community business delivering renewable energy projects via a not-for-profit community energy model, they have been a trailblazer in the Community Energy Sector.

Their vision is for an energy system where local people can buy low-cost, clean energy direct from local energy projects owned and shaped by their communities.

They have now delivered multiple projects which can be seen [here](#) and continue to innovate to bring holistic solutions to deliver affordable, low carbon energy within their communities.



## 17.8. Examples of Local Authority and community energy partnerships

The best projects are those where the common ambitions of the Community Energy groups can meet the low carbon aspirations of a motivated Local Authority.

### **17.8.1. Plymouth Energy Community**

In 2013 Plymouth City Council recognised the role of community energy in addressing fuel poverty and carbon emissions in the city. Through finding founder members and helping to set up Plymouth Energy Community as an independent organisation, run by volunteer members they began their collaborative journey. They have delivered numerous renewable energy, energy efficiency and retro-fit projects and are even looking to deliver community owned affordable zero carbon home in Plymouth. Their multiple achievements are testament to collaborative work across multiple local stakeholders.

[Plymouth Energy Community | Community ownership](#)

### **17.8.2. Pathways programme**

[Pathways — Community Energy South](#)

Community Energy South has developed a step-by-step approach supporting the development of the community energy sector across Regional Authorities. Through working with Local Authorities, they look to produce bespoke community energy signposting guides and networks of communities to enable capacity building, knowledge sharing and support networks with the ambition to deliver place-based Net Zero communities.

## **17.9. Local supply models**

### **17.9.1. Local electricity Bill**

The Local Electricity Bill has been a campaign to include clauses in The Energy Bill to make allowances for the delivery of local energy supply models which will help create a sustainable business model for new distributed generation of electricity to be sold to local consumers.

The Enabling small-scale generators to sell the electricity they generate to local households and businesses, getting a fair and guaranteed price for their electricity and offering consumers discounted electricity will allow the proliferation of new community owned energy assets, which will allow the sector to grow and thrive. Communities will reap substantial benefits by keeping revenue within local economies and creating new skilled, local jobs.

Localised solutions could mean reductions in expensive grid reinforcements and increased community resilience, encouraging more community owned renewable energy generation, local economic benefits realised through the lifetime of the project.

### **17.9.2. Energy Local model at Ynni Ogwen: Community energy solutions**

The 100kW hydro scheme generates 450MWhs pa was developed and is owned by [Ynni Ogwen Cyf](#) a locally owned community benefit company, operated for the environmental and social benefit of Dyffryn Ogwen. Any surplus income generated is transferred to a community fund, which is set up to fund other environmental and community projects within Dyffryn Ogwen. The Community owned Hydro scheme is clearly an asset the community are rightly proud of and is a great tool for educating about energy, climate change and energy efficiency. The scheme hosts regular school trips and other tours.

[‘Energy Local’](#) is a community project that works with Ynni Ogwen Cyf, where the community benefit company encourage households to sign up to an ‘energy club’ which helps them match their electricity use with power from a local hydro plant. This enables savings on their electricity bills while supporting local renewable energy. Ynni Ogwen Cyf offer energy advice to the community, and they are also looking at an affordable, community scale, low carbon heating solution which will include hard to treat buildings and households vulnerable to fuel poverty.

The community group are trusted messengers within their community. This is key, when we’re looking at the whole systems transformation which is required for achieving Net Zero



Coanda screen and intake



Powerhouse

### 17.9.3. UrbanChain

UrbanChain is a provider of Peer-to-Peer energy exchange services. They **manage over 200GWh of renewable energy** and serve generators of renewable energy and consumers that want to buy that energy, knowing it is true green energy.

Rosendale Valley Energy are working with UrbanChain to look at how the Solar co-op and the community owned solar that it will develop can be fed into the Net Zero Terrace Street project, looking to enable the subsidy of electricity for the householders taking part in the project.

### 17.10. Conclusion

Key requirements of any place-based Net Zero community solution are buy-in through engagement, interest, empowerment, ownership, investment and long term value.

This is a complex journey for any community and there needs to be sufficient support through a core working group team with passion, vision and commitment.

Winning hearts and minds within the community and being skilled at sharing the learning, making noise about what they’re doing and building a momentum towards delivery. The solar co-op is a driver within the wider NZ project for these reasons. It enables broad participation, a sense of delivery and the potential to subsidise the price of energy within the wider goal of achieving affordable, low carbon heat delivery.

Where this sits within the Net Zero Terrace Street plan – add to overall plan with flow chart.

### 17.11. Solar Sites Summary

Site Name	Address	Postcode	KWp installed	Projected annual output (kWh)
Anglo Recycling	Bridge End Mills, Tong Lane, Whitworth, Rochdale	OL12 8BG	251	216,381
Interfloor	Interfloor, Broadway, Haslingden, Rossendale	BB4 4LS	468	365,218
We Buy Books	Hall Carr Mill, Fallbarn Road, Rawtenstall	BB4 7NX	146.625	106,989
Lanxess Trafford Park	Tenax Road, Trafford Park, Stretford, Manchester	M17 1WT	272.6	204,088
Lanxess Baxendan	Paragon Works, Worsley St, Accrington	BB5 2SL	800	653,600
<b>Total</b>			<b>1,938</b>	<b>1,546,276</b>

## 18. Quotes for Lease templates

### Pre Share offer:

1. **Title search and title review: £500 plus VAT per site** for checking title ownership and flagging ownership issues or restrictions on title that will need resolving. This doesn't cover dealing with any issues such as getting third party consents to satisfy title restrictions or bank consents. If there are any issues that need resolving we can quote at that point for any additional work.
2. **Preparation of template Lease (inc PPA) Heads of Terms: £1,500 plus VAT**
3. **Note:** the above does not include any tailoring of the HOTs to the relevant site/ Landlord specifics and providing "on-call" responses to queries and inputs to HOTs or attendance at meetings/ calls to negotiate terms. Shareenergy will update any HOTs and lead on negotiations.

### 1. Post Share offer

1. **Preparation of template form of Lease (inc PPA): £3,000 plus VAT**
2. **Finalise / support negotiation of full form Lease (with PPA) based on agreed form HOTs plus registration of Lease: £5000 plus VAT per site.** This would include tailoring each Lease (including PPA) to the relevant site/ title/ Landlord specifics and providing "on-call" responses to queries and inputs to HOTs and covering both property and PPA elements (but no attendance at meetings/ calls to negotiate terms, and with Shareenergy leading on negotiations).

## 19. Appendix I: GDPR

Data collection and storage will be carried out in compliance with GDPR regulations. All personal data collected will be handled in accordance with the GDPR principles of lawful, fair, and transparent processing, and will be stored securely.

The Fairer Warmth system is GDPR compliant and has a Privacy Policy in place which outlines how personal data will be collected, processed, and stored. All users are required to sign up to and agree to this Privacy Policy or have an option to decline. The system uses secure encryption methods to protect personal data during transmission and storage and will only be accessible to authorized personnel.

Data collected through the Fairer Warmth system will be stored securely on a dedicated server with restricted access. Data will be regularly backed up and encrypted to ensure the security and integrity of the data.

All project staff will be trained in GDPR compliance and the handling of personal data and will be required to adhere to strict data protection protocols. In addition, CEE who operate the Fairer Warmth System hold Cyber Essentials Plus certification to ensure that our cyber security measures are up-to-date and effective.

All personal data will be handled compliantly and only used for the purposes outlined in the project. Data will be deleted after the end of the project, or as soon as it is no longer required for the purposes for which it was collected, in line with GDPR regulations.