



Engagement Plan for increasing household insulation funding

Rossendale
BOROUGH COUNCIL

1. Introduction

We are committed to helping residents to make their homes more efficient to power, so we need to help those who are able to access the funding they need to do this. The effectiveness of how we deliver our vision is determined to a significant extent by the quality of our engagement. This Plan outlines the approach we will take to ensure our engagement activity is the best possible and helps to achieve our vision.

There has been funding available for some time for household insulation, but we need to make sure that people are aware of the funding, and make sure that residents are maximising the potential of the funding available. The council already has strong links with the local community recognises the importance of ensuring consultation and engagement, so that we can address any barriers to funding and try to alleviate these as best as possible.

2. Our Stakeholders

For this project, Rossendale Borough Council will be engaging with the following stakeholders:

1. Residents
2. Our current funding provider
3. Rossendale Valley Energy
4. Electricity North West
5. Centre for Energy Equality

3. Purpose of this Strategy

This strategy provides the model for undertaking engagement activities either by officers and members or by a third party on behalf of the council.

This Plan seeks to compliment the Council's Engagement Strategy for increasing household insulation funding. This will enable the Council to contribute and aid the Net Zero Terraced Street project where possible. It will be undertaken by both the Climate Change Officer alongside the Communities department.

4. The main requirements of the Engagement Plan are to:

- Inform and develop the Council's understanding and continual development of how best to deliver householder insulation funding.
- Better understand the housing condition of the area and be able to track these changes over time.
- Improve take up of the services already on offer.
- Encourage community ownership of heat decarbonisation and improve understanding of how we move towards net zero.

5. What is community engagement

Community engagement is a two-way process. It involves giving the communities the power to better understand the changing power landscape and help them to make decisions that can lead to improvements in the quality of their life, by lowering their bills and improving local quality, and allow them to take part in shaping the places in which they live.

Engagement requires much more active involvement from communities than consultation alone, with an emphasis on building relationships so that participants remain involved in an ongoing basis. However, it is recognised that people vary in their desire to be engaged and this must be respected, which will be a challenge due to the size of the subject area.

6. Community Engagement Model

The Council, alongside its project partners will seek to understand, inform and empower through the following approach:

	Understand	Inform	Empower
Goal	<ol style="list-style-type: none"> 1. Understand the subject area in terms of their household efficiency. 	<ol style="list-style-type: none"> 1. Increase awareness of householder funding. 2. Increase awareness of Net Zero Terraced Street project area. 3. Increase take-up of the Fairer Warmth App. 	<ol style="list-style-type: none"> 1. Achieve local area champions in the subject area. 2. Continue to monitor the possibility for community energy on Council land.
Approach	<ol style="list-style-type: none"> 1. Use of available platforms to the Council, which are useful for identifying qualifying households in the area. 2. Use of data received from Centre for Energy Equality trial. 	<ol style="list-style-type: none"> 1. Work alongside our PR team to use our social media platforms and use of the free press to promote funding streams. 2. Set up a meeting between community's team, RVE and RBC to see how we can effectively get insulation and the Fairer Warmth App onto meeting agendas. 3. Increase door-to-door engagement to discuss the app with residents in the subject area. Also, explore the possibility of mail-outs to the subject area to increase awareness. 	<ol style="list-style-type: none"> 1. Work alongside RVE to deliver workshops that help to improve the knowledge of residents in the area, which we hope will give power to these people. 2. In the event that space is found, this can be leased under power purchase agreements.

7. Measuring our progress

The Council will need to monitor the progress of our ambition as the Net Zero Terraced Street project evolves. We will need to monitor our performance annually, to see if our engagement process is leading to higher numbers of residents signing up to qualifying funding.