

Final model for Sustainable Energy Network for the North West



Prepared by the
North West Sustainable Energy Network
Process Group

1. Introduction

Background

- 1.1 The Energy Saving Trust EST is currently piloting the development of a Sustainable Energy Network (SEN), a network of regional delivery agencies that aims to support national awareness raising of sustainable energy and translate householder awareness into practical action
- 1.2 The Energy Saving Trust has set up three Sustainable Energy Centres (SECs) in Anglia (Norfolk, Suffolk and Cambridgeshire), the North East region and Northern Ireland. The 2006 UK Climate Change Programme announced that Defra would be providing additional funding of £10m for the SEC pilots to the Energy Saving Trust. The pilots build on the approach of existing Energy Efficiency Advice Centres by providing increased resources, more support for strategic action and covering small-scale renewable energy and transport as well as energy efficiency.
- 1.3 The Energy Saving Trust report that the SEC pilot will run for two years from April 2005 through to March 2007 and will be extensively analysed and evaluated over this period. In August 2006, the Energy Saving Trust published an end of year report providing a summary of the overall pilot project performance over the first year of its operation, 2005 – 2006¹.
- 1.4 Subject to funding being available for a SEN beyond the pilot project, it is envisaged that roll out across the UK would commence in 2007/08, with a fully operational UK wide network in place in 2008/2009.
- 1.5 To enable full roll out of the pilot, the Energy Saving Trust has started to engage with regional and national bodies and other stakeholders to determine an agreed way forward for a SEN in English regions and the devolved nations where there is currently no pilot. See Annex 1 for a summary of the SEN concept provided by the Energy Saving Trust.
- 1.6 On 23 November, the Energy Saving Trust hosted 'Planning for action' a one-day conference for partners in the English regions to share experiences in delivering sustainable energy at a regional level. The two key aims of the SEN as prescribed by the Energy Saving Trust² at the conference are:
 - To secure an immediate and rapid escalation in the rate at which current carbon saving measure are adopted.
 - To create 'low carbon citizens' who actively choose sustainable energy options through behaviour and purchasing decision.

Consultation in the North West

- 1.7 In July 2006, as part of a series of national workshops, the Energy Saving Trust consulted with regional stakeholders and sought input into how SEN might work in the North West. The workshop was facilitated by Poldervaart Associates who produced a transcript of the flip charts (generated at the workshop) with explanatory text in September 2006. In addition, during October 2006, the Energy Saving Trust sent local stakeholders a summary that highlighted the key points and issues raised at the workshop and stated that the next step in the consultation process was to form a Process Group to shape the SEN for the North West.

¹ Sustainable Energy Network Pilot Project: End of year progress report 2005 – 2006, Energy Saving Trust, 2006. The publication can be viewed on <http://www.est.org.uk/uploads/documents/aboutest/SEN%20EOY%20reportv3.pdf>

² The presentations and report from the day can be viewed on <http://www.est.org.uk/housingbuildings/regions/planning>

- 1.8 The Energy Saving Trust confirmed that the consultation event had identified the North West Domestic Energy Alliance (DEA)³ as core members of the Process Group and invited proposals for additional members. The DEA consists of Government Office for the North West, North West Regional Assembly, Northwest Regional Development Agency, National Energy Action, the region's Energy Efficiency Advice Centres and the North West Home Energy Officers Network. In November 2006, the Energy Saving Trust met with the DEA to discuss the next steps in the consultation process and confirm the membership of the Process Group⁴.
- 1.9 The Energy Saving Trust set out that the role of the Process Group was to reach a consensus with its stakeholders and agree a model that will successfully deliver the SEN concept in the North West region by March 2007. The Energy Saving Trust also set out that the Process Group must work with the output from the consultation event and define the strategy behind its preferred structure and approach to delivery.
- 1.10 On the 26 January 2007 the Process Group opened a consultation on the proposed North West SEN model. The deadline for responses was 23 February 2007. In total the Process Group received 8 responses⁵.
- 1.11 On 22 February 2007, the Energy Saving Trust provided all regional SEN Process Groups with a revised devolved management structure taking into account feedback from regional stakeholders and learning's from the pilots. The new devolved structure means that the Energy Saving Trust will employ a single central Senior Manager responsible for SEN, based at the Energy Saving Trust head office and a number of SEN Regional Managers based in the field. The SEN Senior Manager will line manage the SEN Regional Managers, define and monitor SEN targets, oversee internal support and integration of the SEN at the EST and manager relationships with funders. See section 3 for further details on the new devolved management structure.
- 1.12 On the 9 March 2007, the Process Group sent the Energy Saving Trust a series of questions, to cover the points raised by respondents to the consultation, which fell outside the scope of the Process Group. On the 15 March 2007, the Energy Saving Trust responded to the series of questions. See Annex 2 for the set of questions sent by the Process Group and the response received from the Energy Saving Trust.

Next steps

- 1.13 On 6 March 2007, the Energy Saving Trust announced the provisional roll out timeline. Subject to Government funding, the Energy Saving Trust plans to publish and assess applications to a public notice for an OJEC tender and issue contracts for roll out of the SEN by 2008. The Energy Saving Trust plans to roll out the SEN in two phases across the UK. Under Phase 1 the SEN will be in full operation in April 2008. To qualify for Phase 1 regions must complete their regional consultation by March 2007. Regions failing to qualify for roll out under Phase 1 will await their SEN to be in full operation in July 2008 under Phase 2.
- 1.14 An Independent Panel for the North West will work with the Energy Saving Trust on the tender assessments and procurement of the appointed service provider(s) to deliver the agreed model for the SEN in the North West. The Independent Panel will consist of the Government Office North West, North West Regional Assembly and the Northwest Regional Development Agency.

³ The DEA was formed in 2005. Its main aim is to foster a sense of regional identity and unity within the North West by bringing together organisations that can contribute to the reduction of carbon emissions in the domestic sector and the eradication of fuel poverty. The website is <http://www.nwdea.org.uk>

⁴ The Process Group consists of the Domestic Energy Alliance and Environment Agency. The Process Group consulted with sub-regional policy managers on the proposed SEN model for the North West prior to publication.

⁵ Respondents included the Association of Greater Manchester Authorities, Energy Saving Trust, Jaga Heating Products UK Ltd, Macclesfield Borough Council, Northwest Development Agency, South Lakeland District Council, Wirral Metropolitan Borough Council and Greater Manchester EEAC Steering Group.

2. Regional climate change and energy priorities

National context

- 2.1 Climate change and energy is one of the four priorities for immediate action identified in the UK Sustainable Development Strategy⁶.

Regional strategies

- 2.2 The development and implementation of a North West Climate Change Action Plan⁷ is one of the 'transformational' activities within the Northwest Regional Economic Strategy. The Action Plan was launched in November 2006 and aims to stimulate and measure the progress of the region towards a low carbon economy, preparing it for the challenges of a changing climate and future energy demands, whilst protecting and enhancing our quality of life and rich environment.
- 2.3 In parallel, the North West published a Sustainable Energy Strategy for the region in July 2006. The Sustainable Energy Strategy reinforces relevant policies in the emerging Regional Spatial Strategy for the North West of England⁸, but importantly offers practical advice and information on taking these issues forward, particularly through the spatial planning system, but also taking account of the role that businesses, individuals and the public sector have to play. The Sustainable Energy Strategy provides an important strategic context for the Climate Change Action Plan.
- 2.4 In February 2007, the North West Regional Assembly began research on 'North West Greenhouse Gas Emissions and Renewable Energy Targets' to develop the evidence base for prioritising future regional policies and actions by improving regional energy data-sets. The research will establish a framework by which regional progress on climate change can be monitored, develop robust regional energy balance forecasting tools and develop viable regional and local targets for greenhouse gas emissions and uptake of renewable energy generation.
- 2.5 The North West Regional Assembly produced a Regional Transport Strategy for the North West in 2003. The Regional Transport Strategy is incorporated in the emerging Regional Spatial Strategy, and sets out the region's priorities for transport investment and management across all modes. Specifically, the region's objective for the introduction of a safe, reliable and effective integrated transport network is to support opportunities for sustainable growth and provides better links with jobs and services.
- 2.6 In March 2007, the DEA published a Low Carbon Housing and Fuel Poverty Activity Plan for the North West⁹. The Activity Plan will deliver the action(s) relating to domestic energy and fuel poverty identified in the North West Climate Change Action Plan, whilst supporting other relevant regional strategies and sub-regional and local activities.

⁶ Securing the Future - UK Government sustainable development strategy, 2005, for a copy visit <http://www.sustainable-development.gov.uk/publications/uk-strategy/index.htm>

⁷ Rising to the Challenge – A Climate Change Action Plan for England's Northwest 2007-09, for a copy visit <http://www.nwda.co.uk/RelatedContent.aspx?&area=243&subarea=486>

⁸ The North West Plan, Submitted Draft Strategy for the North West of England, 2006, for a copy visit <http://www.northwesteip.co.uk/home>

⁹ Low Carbon Housing and Fuel Poverty Activity Plan 2007 – 2009, for a copy visit www.nwdea.org.uk

3. North West SEN Model

3.1 The Process Group has applied the output from the consultation in the North West, updates and feedback from the Energy Saving Trust's and accounted for the regional priorities to agree the following model as a delivery mechanism for the SEN concept in the North West region.

Mission

3.2 The region could benefit significantly from mass-market energy solutions, through emissions reductions, competitiveness, investment in the local economy, jobs/skills and reduced congestions.

3.3 The mission of the North West SEN will be to:

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

Performance

3.4 The **key functions** of the NW SEN work plan are awareness raising, advice, partnership and scheme development and information provision and support for action to deliver carbon savings from the domestic sector.

Carbon Savings

3.5 Table 1 sets out some **indicative targets** for a North West SEC provided by the Energy Saving Trust. These are not finalised but give an idea of scale and comparison with the North East pilot project targets. For the North West these indicative targets equate to an average carbon saving per direct customer of 1.63tC (lifetime), as per the target for the pilots. However, the pilot centres actually achieved an average projected carbon saving per direct customer of 1.94tC (based on evaluation activity of the first six months of 2005/06).

Table 1: Breakdown of SEC targets for the North West and North East

Region	Total Households	Target Customers Directly Advised	Target Carbon savings / tonnes
North West	3,023,878	289,000	471,070
North East Pilot Project	1 million	97,600	115,033

3.6 On the 15 March 2007, the Energy Saving Trust confirmed that the tender specification will include specific customer and carbon targets. They will measure performance of the SEC during the year and at year-end and will focus on assumed carbon savings. This approach will also be used to set SEC targets for the year. Furthermore, after six to 12 months, the SEC will be independently evaluated against actions customers have actually taken such as the measures installed. The Energy Saving Trust suggests that the results from the evaluation could be used regionally to show sector contributions. However, they confirm that measurement methodologies must fit with the SEN as a whole, in order to successfully and accurately compare or aggregate information nationally.

3.7 In addition, the Energy Saving Trust confirmed that further market analysis shows that the North West has a higher than average for the UK (excluding Scotland) number of households and carbon potential relating to energy efficiency (MtC lifetime) and carbon potential per household

(tC). The market analysis also shows that the North West has a lower than average percentage target consumer segments. See Table 2 for the Energy Saving Trust’s market analysis of the North West.

Table 2: The market analysis of the North West

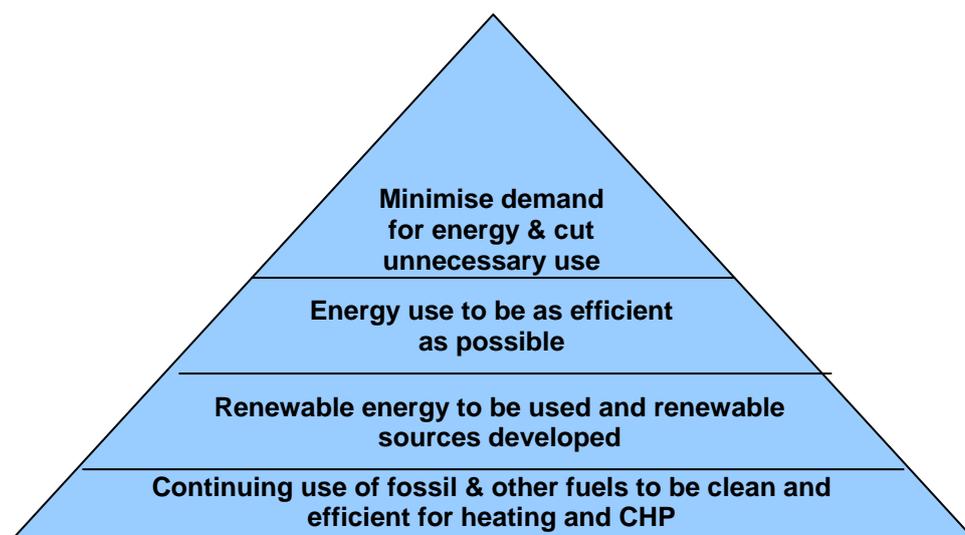
	North West	Average (excluding Scotland)
Number of Households	3,023,878	2,150,561
Carbon Potential energy efficiency (MtC lifetime)	14.13	7.77
Carbon Potential per household (tC)	4.67	3.59
Percentage target segments (%)	23.6	33.5

3.8 On the 18 January 2007, the Energy Saving Trust confirmed that the SEN is focussed upon delivering carbon savings as its primary objective. The Energy Saving Trust stated that the alleviation of fuel poverty is funded through different channels and is resourced appropriately. As a result, SEN is funded to focus upon segmented, targeted ‘Able to Pay’ groups and deliver carbon savings from this audience. The Energy Saving Trust confirmed that the SEN does have the opportunity to be flexible at a regional level and fit (if externally funded) fuel poverty work, although this activity would need to be clearly defined.

Energy hierarchy

3.9 The North West Sustainable Energy Strategy confirms that the starting point for reducing carbon emissions is to save energy. There is also recognition that the reduction and efficient use of energy on their own will not provide the solution to climate change. In parallel, there is a need to make the energy we use secure by increasing the energy supply mix and cleaner by emitting as little carbon as possible. These principles are in accordance with the Energy Hierarchy (see Diagram 1) and reinforced in the relevant policies in the emerging Regional Spatial Strategy for the North West of England.

Diagram 1: Energy hierarchy



3.10 Based on these outputs and targets the **primary objectives** of SEN for the benefit of residents of the North West include:

- Directly advising nearly 300,000 householders in the North West to actively choose sustainable energy solutions through behaviour and purchasing decisions in conformity with the principles of the energy hierarchy.
- Delivering carbon savings of 471,070tC/tonnes.

Renewable energy

3.11 The North West total domestic renewable installation represents 7.3% of the total English deployment. Table 3 sets out the North West percentage of the national total for the separate technology markets and the number of accredited installers (bearing in mind some installers offer more than one technology). These are values as represented by the Low Carbon Building Programme grant scheme¹⁰.

3.12 The North West Climate Change Action Plan has provisionally set a target to double the uptake of grants under the Low Carbon Building Programme in the North West.

Table 3: North West domestic renewable installation and accredited installers deployment

Domestic Renewable Technology	Share of Percentage of National Total	Number of Accredited Installers
Biomass Room Heater/Stove (Automated Wood pellet Feed)	No installations	1
Ground Source Heat Pump	11.5%	4
Small Scale Hydro	No installations	2
Solar Photovoltaic	5.3%	2
Solar Thermal Hot Water	4.6%	11
Wind Turbine	11.4%	5
Wood Fuelled Boiler	4.5%	2

Transport

3.13 Table 4 sets out the North West percentage of the total refuelling or recharging stations for alternative road transport fuels deployed in the UK, for each alternative road transport fuel. These are values as represented by the Alternative refuelling stations and electric recharging points grant scheme¹¹.

3.14 The Climate Change Action Plan has committed to setting targets for the number of integrated transport or sustainable travel schemes and workplace travel plans deployed in the region by summer 2007. The Climate Change Action Plan has also set targets to:

- reduce the growth rate of trips per annum by private car to zero;
- reduce the total journeys to school by car;
- halt decline in total bus patronage; and
- continued growth of rail patronage.

¹⁰ <http://www.lowcarbonbuildings.org.uk/home/>

¹¹ <http://www.est.org.uk/fleet/Vehicles/Alternativefuels/Fundingforalternativerefueillingstations/>

Table 4: Percentage of UK alternative refuelling stations & electric recharging points deployed in the North West

Alternative Fuel	Share of Percentage of UK Total
LPG	9.4%
Natural Gas	16.1%
Electric recharging points	zero
Biodiesel	2.9%
Bioethanol	zero

3.15 On the 15 March 2007, the Energy Saving Trust confirmed that the transport aims of the SEN reflect the three aims of Energy Saving Trusts wider consumer programme for vehicle choice, eco-driving and modal shift. Specifically:

- Influencing consumers to buy cars with lower CO₂ emissions than they would otherwise have bought;
- Promoting awareness of ecodriving techniques by encouraging consumers to sign-up for eco-driving lessons with one of Energy Saving Trust's approved driving schools once this initiative is underway; and
- Encouraging consumers to substitute car journeys for more sustainable forms of transport when practical.

3.16 Furthermore, the Energy Saving Trust confirmed that the main transport activity for the SEN is to:

- advise consumers (as the primary audience) and small fleets of less than 20 vehicles or 50 employees (as the secondary audience) if required; and
- contact local transport organisations and develop a list of where to sign-post enquirers for additional or specific transport information. For mobility management this should also include where to signpost people for further information on public transport.

3.17 The SEN will advise consumers by:

- Cross-selling transport messages to consumers that are seeking energy efficiency or renewables advice.
- Responding to consumers that actively seek transport advice from the SEN.
- Presenting to appropriate audiences such as schools, environmental groups, transport groups, community groups etc, with transport as one of the range of sustainable energy actions.
- Providing awareness raising events such as stands at shopping centres, county shows etc.

3.18 The Energy Saving Trust confirmed that the SEN advice to small fleets should be reactive and not proactive. Larger fleets will need to be sign-posted to Energy Saving Trust programmes, where they will be offered free consultancy. The Energy Saving Trust explained that the rationale for this distinction is that smaller fleets are usually managed by general managers rather than transport experts and the advice they require is on the whole similar to that required by consumers.

3.19 The Energy Saving Trust confirmed that the SEC will decide the proportion of time allocated to transport activity, through their market analysis (refer to paragraph 3.6). For example, if the analysis shows that there are large, priority carbon savings available through the provision of transport advice, then the SEC can prioritise transport advice as a tactical action. However, transport advice will only form part of the service and must directly link with energy efficiency and renewables advice.

Regional priorities

3.20 The **operating principles** for the NW SEN are to drive forward the climate change and energy priorities of the region by leading on sustainable energy advice and information and stimulating regional economic benefits at the domestic level. Specifically by:

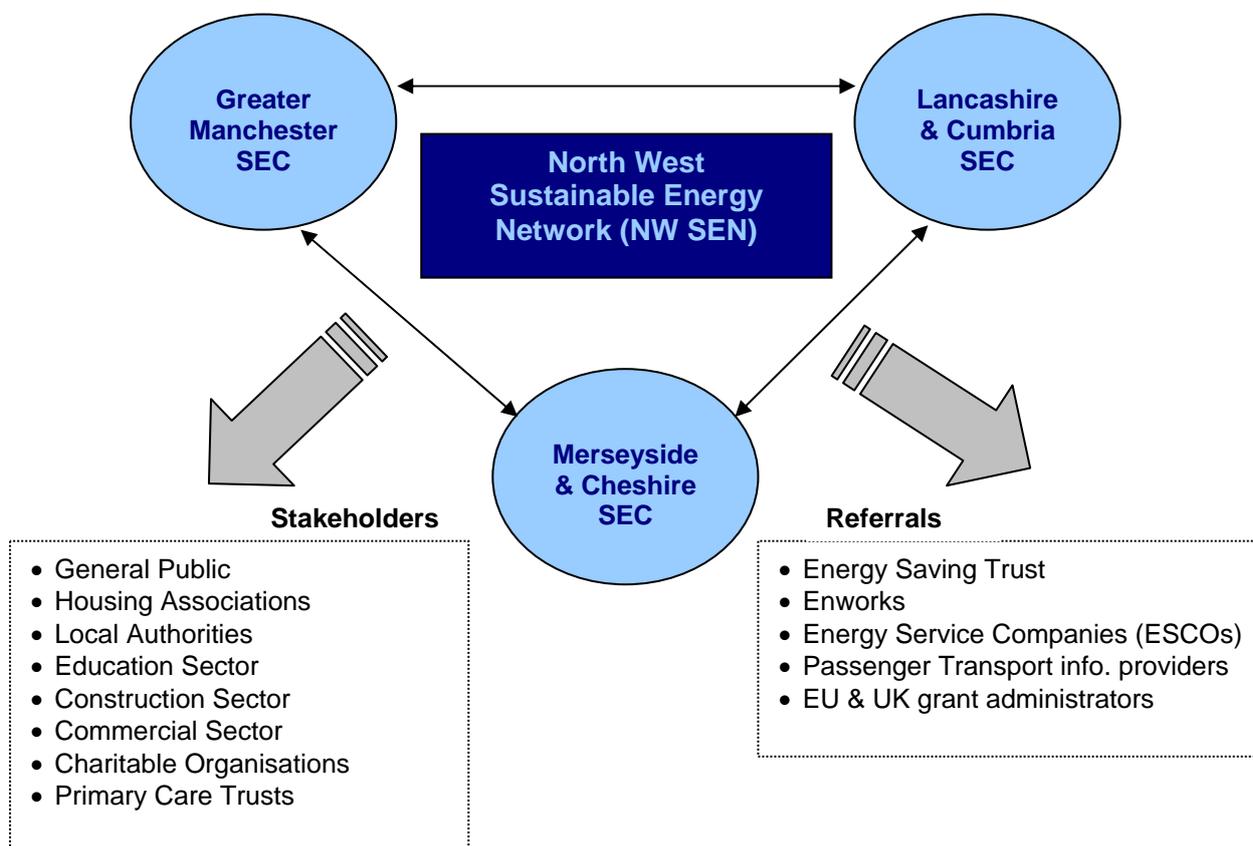
- Encouraging the installation of energy saving and microgeneration technologies and practices and maximise regional access to financial mechanisms to reduce upfront costs for householders, including the fuel poor.
- Promoting best practice in personal travel planning to enable individuals to reduce their reliance on private cars and to make more sustainable travel decisions.
- Providing co-ordination and support for local organisations and supply chains to deliver low carbon solutions.

Structure and management

3.21 Based on feedback from the Energy Saving Trust on the new devolved management structure and local stakeholders the SEN structure for the North West is for three autonomous sub-regional SECs, which build on the existing Energy Efficiency Advice Centres' (EEACs) approach to local advice, to help consumers take action in the areas of energy efficiency, renewable energy and low carbon transport, illustrated in Diagram 2.

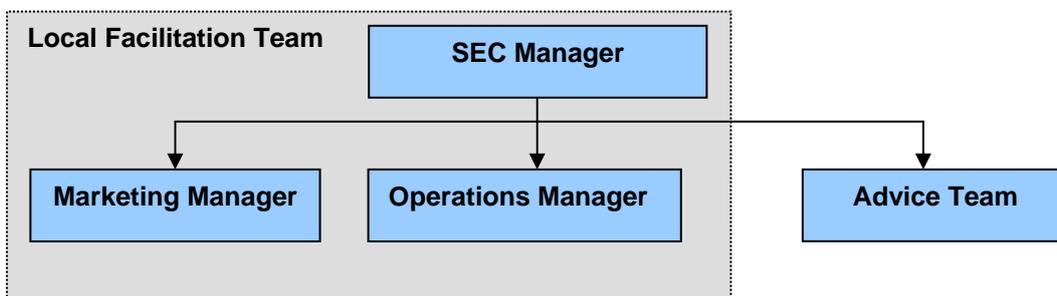
3.22 Each SEC will need to have a physical base within the area they serve (for two SECs this will be two sub-regions combined) and also demonstrate that this is an appropriate location from which to operate such a service and that they have effective geographical reach to all areas of that service area. Each SEC will recognise the different needs and characteristics of rural, urban and mixed areas.

Diagram 2: North West SEN structure



3.23 Each SEC will be contracted separately and will comprise of a Local Facilitation Team and Advice Team, illustrated in Diagram 3. The Local Facilitation Team will consist of three full time posts including SEC Manager, Operations Manager and Marketing Manager. The Marketing Manager will lead on sub-regional, local and partner promotional campaigns, integrate with national messages and activities and develop press and public relations. The Operations Manager will develop referral partnerships and lead on market analysis and transformation and identify and resolve supply chain barriers. The SEC Manager will produce and delivery the SEC work plan, meet operational and contractual conditions, manage local advice and service delivery and relevant stakeholder relationships. The Advice Team will provide a one stop advice and information service and engage with citizens and communities through outreach activity. The Advice Team will provide a degree of 'hand holding' for applicants to maximise the effectiveness of grant scheme applications.

Diagram 3: SEC management



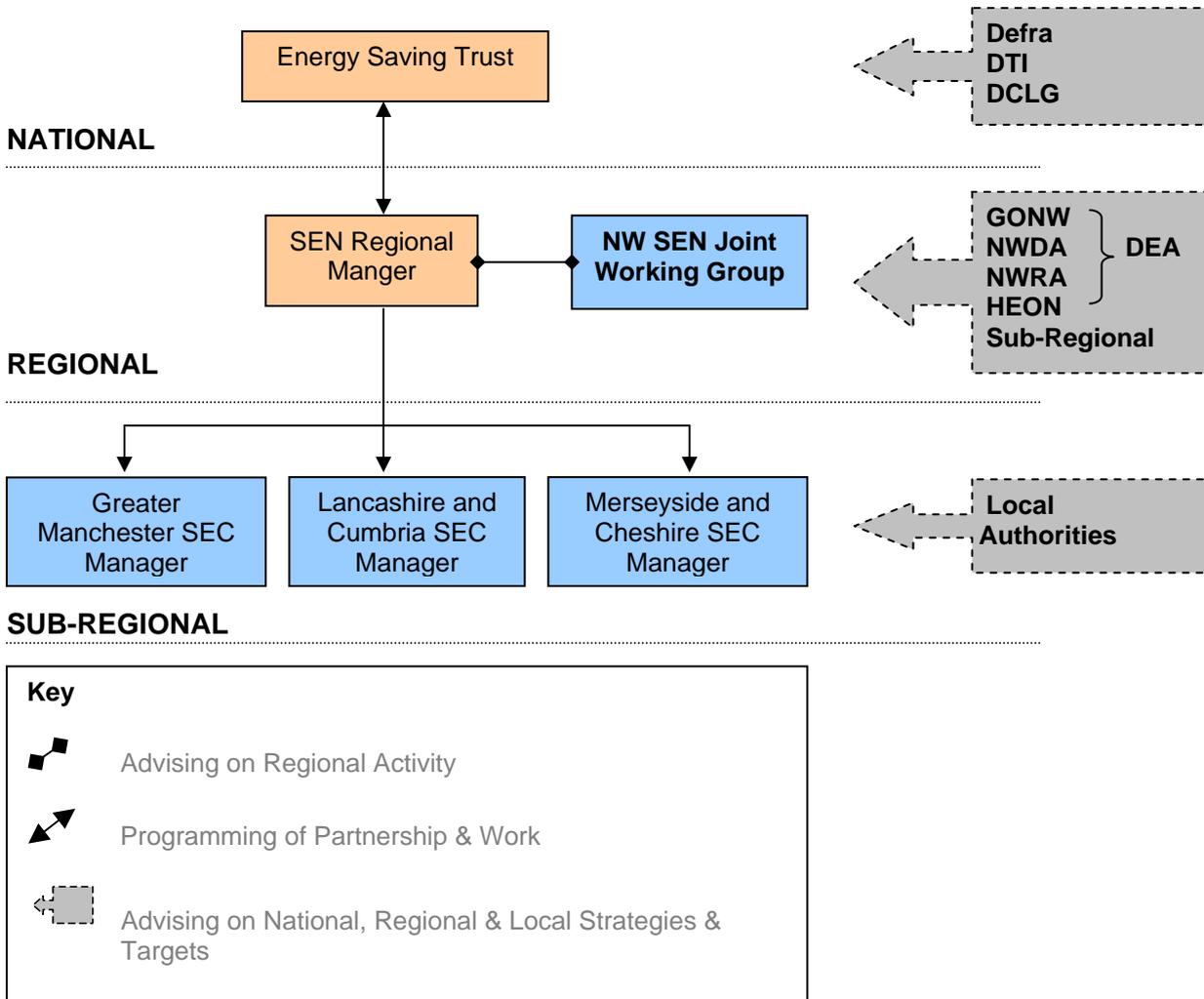
3.24 A SEN Regional Manager, as an Energy Saving Trust Employee, will manage the three SECs for the North West and be responsible for contracts, work plan delivery, implementation and regional & strategic stakeholder relationships. The SEN Regional Manager will lead in terms of needs assessment, work plan development and prioritisation. The SEC Manager will feed in their experience and knowledge to the SEN Regional Manager. The Energy Saving Trust states that the aims of the new devolved management structure is to:

- provide more comprehensive links between national and regional strategy and local delivery;
- ensure that the full SEN concept can be implemented quickly at the strategic level;
- clarify the relationships between the SEN and the regional bodies; and
- provide greater support to the local facilitation teams in pulling together and delivering annual work plans.

3.25 The SEN Regional Manager and each SEC Manager will represent the interests of the Energy Saving Trust and their SEC respectively at the regional SEN Joint Working Group. The DEA and Sub-Regional representatives will sit on the SEN Joint Working Group and advise and ensure effective dialogue on regional activity. It is for each Sub-Regional representative to represent the interests of the local authorities of their sub-region on the SEN Joint Working Group. National Government will direct on climate change and energy strategies and targets through the Energy Saving Trust via programme management. The Governance arrangements for the North West SEN are illustrated in Diagram 4.

3.26 Each North West SEC will directly engage with and build on the success, skills, good practice and achievements of regional stakeholders such as Primary Care Trusts and Local Authorities as existing advice providers and local strategic partners. An example of a key role that Local Authorities play in the domestic sector is regeneration, the development of new housing and refurbishment of existing stock and travel advice.

Diagram 4: North West SEN governance



3.27 The SECs will provide an impartial, expert advice service branded as the Energy Saving Trust with high public awareness by creating good customer contacts. The SECs will utilise Energy Saving Trust market segmentation data to determine the most appropriate messages, communication channels and products to reach and influence individual customer groups. The SECs will align market analysis, market transformation and marketing and evaluate performance constantly.

Annex 1 – Summary of SEN concept

As outlined in the 2003 Energy White Paper, the UK is aiming to reduce carbon dioxide emissions by 60% from current levels by 2050. It is not expected that such a change can be delivered purely through technical solutions or legislation. Instead, the successful creation of a low carbon economy will require significant behavioural change from the 25 million UK householders whose homes and transport account for half of the total energy used.

The Energy Saving Trust believes that such a change can be achieved through two integrated approaches:

1. Securing an immediate and rapid escalation in the rate at which current carbon saving measures are being adopted. This requires a co-ordinated strategic approach to identify the areas of greatest potential for carbon savings, convincing greater numbers of householders that they need to take action to reduce their energy use, and making it easy and convenient for them to do so.
2. In the longer-term creating 'low carbon citizens' who are aware of their rights and responsibilities in respect of energy use, and who actively choose sustainable energy options through their behaviour and purchasing decisions. The proportion of low carbon citizens must be big enough to make low carbon behaviour seem normal, so changing the behaviour of those who remain unengaged but continue to conform to social norms.

To achieve these outcomes, the Energy Saving Trust proposes to bring into being a Sustainable Energy Network (SEN) in each English region and devolved nation. A SEN is defined as a co-ordinated, locally driven approach to providing sustainable energy solutions to householders and communities. At the heart of SEN is a behavioural change model that defines all of the familiar tools (e.g. advice, accreditation, financial incentives) that contribute to successfully getting householders to take carbon saving actions. This model will provide a cohesive strategic framework for each SEN to implement and will serve to facilitate the two approaches outlined above as follows:

- To escalate the rate at which carbon saving measures are adopted, the focus will be on installed measures with significant carbon impact such as cavity wall insulation. Here, the model will be used to define and target specific approaches and messages to stimulate action, identifying the organisations that need to be involved in delivery and to replicate appropriate good practice from elsewhere.
- To create low carbon citizens, the focus will be more on the individuals adopting sustainable energy choices in their behaviour and purchasing decisions. The model will be used to develop an overall practical infrastructure that creates the conditions for low carbon citizenship to exist and enables all citizens to act in this way.

The tangible outputs of the Sustainable Energy Network will be:

- A local advice service that builds on the success of the existing Energy Efficiency Advice Centres but advises on mass market renewables and transport as well as energy efficiency. It will also look more widely at how to make it easier and more convenient for householders to achieve carbon savings. This means that citizens will have appropriate support in adopting low carbon actions or lifestyles.
- Co-ordination and support for organisations directly working to deliver sustainable energy and those indirectly involved but with a key role to play (e.g. retailers.) This will also focus on the need to link national and local messages and initiatives and means that citizens will receive simple communications and have simple paths to action.
- Regional implementation plans that review the whole supply chain for sustainable energy products and services identifying how barriers can be overcome, how integration with

Government policy instruments can be improved, and how potential economic benefits for the region from this activity can be secured. The sum of all delivery activities will therefore lead to defined strategic goals being achieved.

The Sustainable Energy Network concept is not a short-term 'silver bullet.' It is about putting in place the long term infrastructure, tools and relationships that will facilitate the creation of low carbon citizens and, through its actions, demonstrate the commitment of Government and business to creating a low carbon economy.

Annex 2 – The Process Group’s set of questions and Energy Saving Trust’s response

Q1: *What level and type of transport activity is expected to be delivered by the SEN? What proportion will it be to overall activity?*

This questions stems from what appears to be a potential misunderstanding by some strategic bodies of the role of the SEN in delivering advice/support/action in the transport sector. It is linked to the relationship (if any) with business activity (travel plans, infrastructure development etc). The question is also aimed at informing these stakeholders of the likely proportion of staff resource which would be directed to this sector. I think everyone understands that transport advice/signposting is a core part of the SEN role, however a statement from EST of the proportion of this activity to the whole and any limitations (e.g. is activity proportionate to funding source i.e. DEFRA/DTI/DfT?) or extensions (e.g. non domestic advice) would ensure clarity (transport advice appears to form less than 10% of the customer targets in the SEN pilots as reported in the Q3 SEN report).

R1: The main transport activity for the Sustainable Energy Network is advice provision, with the primary audience being consumers. They will be engaged in four ways:

- Cross-selling transport messages to consumers that are seeking energy efficiency or renewables advice.
- Responding to consumers that actively seek transport advice from the SEN.
- Presenting to appropriate audiences such as schools, environmental groups, transport groups, community groups etc, with transport as one of the range of sustainable energy actions.
- Awareness raising events such as stands at shopping centres, county shows etc.

SEN may also advise organisations with fleets of less than 20 vehicles or 50 employees, but larger fleets will be sign-posted to EST’s existing programmes, where they will be offered free consultancy. The rationale for this distinction is that smaller fleets are usually managed by general managers rather than transport experts and the advice they require is generally similar to that required by consumers.

Smaller fleets should be seen very much as a secondary audience and advice to them will be reactive not proactive.

The only additional transport activity SEN should undertake is to make contact with other local transport organisations and develop a list of where to sign-post enquirers for additional / specific transport info. For mobility management this should also include where to signpost people for further information on public transport.

In promoting their service, SEN will say that they provide advice to help householders save energy in their homes and transport. Hence, they will attract some proactive transport enquiries and will be able to therefore gauge the level of demand.

Key Aims

The transport aims of SEN reflect those of EST’s wider Consumer programme:

- Vehicle choice: Influence consumers to buy cars with lower CO₂ emissions than they would otherwise have bought.
- Eco-driving: Promote awareness of ecodriving techniques; Encourage consumers to sign-up for eco-driving lessons with one of EST’s approved driving schools once this initiative is underway.
- Modal shift: Encourage consumers to substitute car journeys for more sustainable forms of transport when practical.

In terms of the proportion of time allocated to transport activity, this will be decided by the SEN, through

their market analysis i.e. if the research shows that there are large, priority carbon savings available though the provision of transport advice, then the SEN can prioritise it as a tactical action. However, transport advice will always only form part of the service, directly linking with energy efficiency and renewables advice.

Q2: *How are the carbon savings going to be calculated and measured? Are these lifetime savings or annual savings?*

As you know the eeacs are measured on notional carbon savings against advice provision. Will the SEN's be measured on actual installations / actions taken and how will behavioral change be captured? This links into plans for measuring actual carbon reduction on a regional basis and how the varying sector contributions (domestic, transport, industry etc) can be aggregated regionally.

R2: The measurement of performance during the year and at year-end will be based upon the findings from previous independent evaluation and will focus on assumed carbon savings. This approach will also be used to set SEN targets for the year. Six to twelve months later, SEN will be independently evaluated against actions customers have actually taken i.e. measures installed. This will then be accumulated for the region and SEN as a whole. Such figures can be used regionally to show sector contributions, however, measurement methodologies must match in order to successfully and accurately compare or aggregate information.

Q3: *What are the regional customers and carbon targets likely to be?*

As discussed you are working on these figures at the moment, however the proposal document includes a table that identifies the region's size (in households) and targets for customers advised and resulting carbon savings. The table is included to provide an indication of the scale of the SEN's activity (thereby demonstrating its significance) and they are not presented as firm figures.

R3: Specific customer and carbon targets will form part of the tender specification. However, indicative targets have been given in the consultation document and further market analysis below, shows that the NW has

- A higher than average number of households
- A higher than average carbon potential relating to energy efficiency
- A higher carbon potential per household
- Lower percentage target consumer segments compared to the average

	North West	Average (excl Scotland)
Households	3,023,878	2,150,561
Carbon potential (energy efficiency) MtC lifetime	14.13	7.77
Carbon potential per household tC	4.67	3.59
Percentage target segments	23.6%	33.5%

Q4: *What is the relationship between the proposed regional est manager/SECs/regional bodies*

The new post has been integrated into the North West regional structure proposal, but there are a few points of clarification. Does the regional manager take the role of working with regional bodies on needs assessment, prioritisation and work plan development or is this retained with sec managers to develop

sub-regionally? Is the regional manager effectively line manager to the sen managers or taking a role of facilitator at a regional level? The question is asked since the proposed structure includes a regional SEN joint working group and the relationship between the SECs and regional manager needs to be clear.

R4: The SEN Regional Manager will be based in the field, and have responsibility for the strategic implementation of SEN, the management of regional and strategic stakeholder relationships and the overall management of contracts and work plan delivery. From that perspective, they will be the lead in terms of needs assessment, work plan development and prioritisation. However, this won't be completed in isolation, with the SEN Managers feeding in their experience and knowledge to the regional manager. The regional manager is effectively the contract manager to the SEN managers.