

Ref number:  
058



## Performance Reward Grant Scheme APPLICATION FORM

To be returned to:

[wiltshirelaa@wiltshire.gov.uk](mailto:wiltshirelaa@wiltshire.gov.uk)

Area Board	Bradford on Avon	
Form submitted by (contact for all queries)	Jane Laurie Low Carbon Bradford on Avon Community Interest Company c/o 32 Newtown, Bradford on Avon. BA15 1NF. Mob. 07842 227 612 Email: <a href="mailto:jlaurie@quoins.demon.co.uk">jlaurie@quoins.demon.co.uk</a>	
Name of initiative	Bradford on Avon Energy Savers	
Brief Description of Initiative	<p>The project will work with a wide range of individuals and partner organisations throughout the community area to raise awareness and support practical action for improved home energy efficiency (insulation, boilers etc) in 2,000+ homes. It will reach out especially to those who find it hard to heat their homes, and facilitate access to grants and advice. The project builds on the achievements of the British Gas Green Streets programme in the Community Area that ends in January 2011 (this provides energy improvements to 3 schools, 3 community buildings and 100 households).</p> <p>This is a community and volunteer led initiative, with considerable potential for replication in Wiltshire and more widely.</p>	
Please put a cross against the ambition(s) that this initiative will support *It is only necessary to identify those ambitions on which you feel your bid will make a significant impact.	Building resilient communities	yes
	Improving affordable housing ( <i>NB private sector housing costs, not social housing focus</i> )	yes
	Lives not services	yes
	Supporting economic growth	yes
	Safer communities	
	Protecting the environment	yes
	Action for Wiltshire – combating the recession	yes
	Improving outcomes for Children and young people	yes
Amount of funding sought	£25,000	
What will this money be spent on?	The total budget for the project is £101,629 over 4 years, of which only £25,000 is sought in this application. The remainder is sought through Reaching Communities Programme award from Big Lottery Fund, where outline approval has already been gained. A full budget breakdown by item, year and funding source is shown in Appendix 1.	

	<p>The PRGS is asked to contribute £17,900 in total in Year 1 and then £1,700 in each of years 2, 3 and 4. Year 1 PRGS budget consists of £12,800 towards the salary and on-costs of the project co-ordinator, £1,250 running expenses, £750 for insurance and other overheads, £600 for training and £2,500 for consultancy. In years 2,3 and 4 PRGS is asked to support the lower recurrent training costs of £200 and consultancy costs of £1,500.</p> <p>The value of householder grants is not included (see supporting economic growth section below)</p> <p>PRGS award will match fund and increase the likelihood of The Big Lottery funding of £76,629.</p>
Is planning permission required? Yes/No	No.
Have quotes been obtained? Yes/No	N/A
<p>Note: Bids will only be considered if they help us to achieve our ambitions in the Local Agreement for Wiltshire. It is important that initiatives have a positive local impact, and that we are able to show success. In this section you are being asked to provide information about how your project contributes, and how you will measure that success. The level of improvement we expect to see will be proportional to the level of the bid: i.e. the more funding required, the greater the level of impact and improvement that will be necessary.</p>	
<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p><b>Building resilient communities:</b> The project meets all the objectives under this ambition.</p> <ul style="list-style-type: none"> <li>• Carbon reduction has been identified as a <b>local priority</b>, with 25 organisations now signed up to the Bradford Carbon Neutral Declaration.</li> <li>• <b>Working together</b> with other organisations is central to delivery, and we have consulted with a range of organisations on how best do this (see below).</li> <li>• The project will support the development of the Climate Friendly Bradford on Avon community network, and the CIC partner organisation. <b>Volunteer</b> involvement is central.</li> <li>• It takes forward CFB’s commitment to ensuring that <b>everyone benefits</b> from a low carbon society, and will help us learn how best to do this.</li> <li>• Provision of a warm home is fundamental to ensure school success, mental and physical health for <b>young people</b>.</li> </ul> <p><b>Improving affordable housing:</b> The project will help make homes more <b>environmentally friendly</b>, by supporting energy efficiency retrofitting of 2000 homes.</p>

**Lives not services:** The project will help **address ill-health** caused by living in cold damp homes (eg. asthma, COPD), especially for vulnerable groups (children, older people etc).

**Supporting economic growth:** The project will lever in considerable amount of external grants to low income households in the area (e.g. people on benefits are entitled to £3500 of Warmfront energy upgrading). The Department of Energy and Climate Change have estimated that the CERT scheme will have cost benefits of £8.65 billion nationally until end of 2012 and this suggests a pro-rata cost-benefit of at least £500,000 based on the target of 2000 households. Our experience with implementing the Green Streets programme shows us that energy companies own workforce and contractors are not sufficient to provide insulation to match local needs and local trades (electricians, builders, joiners, plumbers) will be needed to respond to greater uptake of insulation and energy efficiency work. The project will thus increase economic demand for such trades and stimulate local up-skilling in such trades.

The four year timescale of the project will also bridge the introduction of the Coalition Government's 'Green Deal' in which accessible low cost finance will enable a wider spectrum of households to access insulation and other energy efficiency measures. The project will be thus be a resource to support a wider group of residents of the area to be early adopters of this more universal and more economically ambitious programme. This means that there are potentially considerable additional effects on stimulating local building trades and suppliers beyond those that would directly come from the improved take up of insulation and heating works for the core group of low income households that form the focus of the project.

Second order economic effects of the project result from householders with reduced energy bills (and increased health and well-being) being able to put more money into local consumption of goods and services and hence stimulate economic growth. Additionally, gains in the real disposable incomes of lower income households will mean a more efficient use of existing resources such as Government and Council expenditure on transfers and domiciliary services. There is likely to be reduced demand for government services from gains in health, warmth and reductions in other vulnerabilities directly attributable to fuel poverty.

The Big Lottery funding of £76,629 will create two part-time posts in match funding will strengthen our application and chances of success considerably.

	<p><b>Protecting the environment:</b> The project will reduce Wiltshire’s carbon footprint, leading to annual <b>carbon savings</b> of at least 2000 tonnes.</p> <p><b>Combating the recession:</b> The project will contribute to helping households with <b>fuel costs and energy conservation</b>, and promote the Wiltshire Council energy fund as well as the Citizen’s Advice Service <b>emergency support</b> scheme.</p>
<p>What makes this initiative a local priority (e.g. evidence from research and local support)</p>	<p>Households in Bradford on Avon are particularly at risk of fuel poverty, due to a combination of its older age profile, above average proportion of one person households and older housing stock. The CIC has undertaken a research review of fuel poverty and wide local consultation. These inform the overall proposal and are fully outlined in the Lottery Bid (see Sections 2.4 and 2.6). Highlights of this are:</p> <ul style="list-style-type: none"> <li>i) An estimate of local incidence of fuel poverty of 25-30% based on historic survey data, ‘best practice’ modelling and changes in fuel prices alongside the characteristics of both local residents and housing stock.</li> <li>ii) Appreciation of the ‘stigma’ effects of low income and its resulting low levels of ‘take-up’ of both energy efficiency and benefit programmes.</li> <li>iii) Appreciation of high levels of risk aversion in having insulation work undertaken. This leads to the necessity of using community based and locally trusted partners to identify participants and to deliver the programme.</li> <li>iv) The potential technical complexity of insulation work and uncertainties in its delivery to older and ‘non-standard’ homes.</li> <li>v) Poor targeting design of current programmes (45% of ‘fuel poor’ are not entitled to WarmFront, for example)</li> </ul> <p>Climate Friendly Bradford on Avon (CFB) has established a reputation as one of the most proactive and effective local groups. It has now set up a formal Community Interest Company, Low Carbon Bradford on Avon, to help develop its growing programme of work. CFB has c.500 supporters, with about 50-60 regularly involved. So far 25 organisations have signed the Carbon Neutral Declaration, including the Town Council, Chamber of Commerce, schools, leading businesses, community groups etc. It was the successful South West contender in the British Gas Green Streets programme, leading</p>

	<p>to £140k of energy retrofitting in schools, community buildings and households currently underway. We will learn from the evaluation of this initiative to help shape our future work.</p> <p>The project has the full support of CFB itself, and consultation has been carried out with a range of other local and county organisations, including Wiltshire Council (climate change, private sector housing, community and research teams), Wiltshire Money Partnership, the Children’s Centre Forum, Link, Citizens Advice Bureau, Hope Debt Advice, and the Energy Saving Trust regional advice centre. Those consulted have all been keen to support the initiative and work with us, including in provision of advice (eg EST analysis of home energy surveys and follow up hone calls), cross referral (eg CAB), and outreach (eg. Children’s Centre Forum, Link, Hope Debt Advice). The Private Sector Housing team have welcomed our support in promoting WC energy grants, and confirmed that this complements rather than duplicating what they are doing. We will also build on the existing work with schools and community buildings.</p> <p>While there is national and county support for energy saving grants, our experience has shown that some barriers, including lack of awareness, trust and confusion, are best tackled at a local level. This is where our project will complement what is available already.</p>
<p>How will you know you have been successful?</p>	
<ul style="list-style-type: none"> <li>• How will you measure the impact? (may have more than one measure)</li> </ul>	<p>The project has in-built performance measurement and impact assessment by virtue of the linked Lottery proposal (see Section 3).</p> <p>The Lottery evaluation is based on quantitative and qualitative measures.</p> <p>Quantitative measures are based on information gained from questionnaires i) household risk factors; ii) carbon reductions iii) value of grants received; iv) value of works undertaken. In additional quantitative data from project operations will enable measures of i) up-take and coverage (numbers of households and individuals)ii) type of activity (advice, grant work, iii) partners and other organisations involved and iv) events.</p> <p>In addition, qualitative evaluation will be carried out through user feedback sessions, steering group meetings, and two participatory workshops.</p> <p>Together this combined quantitative and qualitative approach will allow a range of outcomes against targets to be measured</p>

	<p>as well as a set of impact measures such as tonnes of reduced carbon emissions, % of households treated, the outcomes of treatment for the householder as well as satisfaction with the project from local residents and partners.</p>
<ul style="list-style-type: none"> <li>• What is your improvement target (s), and when do you expect to achieve this/these?</li> </ul>	<p>The outcomes and annual targets are stipulated as required for and set out in the Big Lottery bid . The following will be achieved by 2015:</p> <ul style="list-style-type: none"> <li>- Energy upgrading of 2000 households, the majority from those at risk of fuel poverty.</li> <li>- Ongoing annual savings of 2000 tonnes of CO2 from 2015, 3000 tonnes total over the course of the project.</li> <li>- 30 groups and organisations working together to tackle fuel poverty and improve energy efficiency</li> <li>- 6000 people actively involved in energy upgrading and action on fuel poverty, in their own homes, in the community or as volunteers.</li> <li>- Wider awareness of the project's experience, among other low carbon groups and decision-makers.</li> </ul>
<ul style="list-style-type: none"> <li>• How will you ensure that the improvement continues after the end of the initiative? <i>(this is one-off funding)</i></li> </ul>	<p>Our aim is to achieve long-term energy upgrading of all the housing stock in the community area: this project will help upgrade nearly one third of the total housing stock. While this is a time-limited project, with no commitment for continuation, we recognise that medium to long-term progress will develop as Government policy (in particular the Green Deal) is rolled out from 2012 or thereabouts. We will directly assess the need for an exit strategy at the end of year three, taking into account the progress of such wider initiatives. The 'Bradford on Avon focus' is not narrowly parochial and the project accepts a commitment to assisting the development of community involvement in energy upgrading other areas. The project will build applied knowledge and expertise and the CIC we will be well placed to respond to new opportunities.</p> <p>A legacy is part of a planned outcome of the project. Both raised awareness and lower risk aversion should result and mean that local people are more responsive to national/county initiatives in future. The CIC is also developing a programme of energy retrofitting support for those able to pay and this may have some scope for cross-subsidy once Green Deal details are firmer from Whitehall.</p>

Who will benefit from this initiative?	6000 people /2000 households will benefit. The majority of these will be from people at risk of fuel poverty (eg. older people, families with young children, people on low incomes, those living in the least efficient housing etc). Fuel prices are likely to continue to rise, with increasing impact on the most vulnerable: energy upgrading provides a long-term solution. The project also lays the foundations for further joint working in this area, as well as considerable potential for wide replication, as emphasised in consultation.
Confirm no unfunded commitments from this initiative	Please delete the statement that does not apply: 1. I confirm that there will be no unfunded financial commitments arising from this initiative,
Will ongoing maintenance of premises/equipment be necessary?	No
What are the key risks to success and how will these be managed?	<p>There are three key risks:</p> <ul style="list-style-type: none"> <li>- <b>Changing national policies, cuts etc:</b> eg. major cuts to energy grants available would make it hard for us to deliver the programme, without raising expectations that cannot be fulfilled. However, while delivery of funding streams (eg CERT) will change from December 2012, proactive liaison with national organisations should help us optimise the programmes that replace it and make the most of opportunities.</li> <li>- <b>Effective management:</b> The CIC directors have a wide range of expertise (energy, management, social inclusion etc) and can call on a good support network, with local people committed to offering skills from legal advice to green building. We are also expanding the CIC membership, and bringing in new skills. Recruitment of an effective project co-ordinator is critical - to be done through an open and formal process.</li> <li>- <b>Local interest and uptake:</b> As fuel bills continue to rise, there is a growing interest in making energy savings, so we do not foresee a problem with uptake. The experience of Climate Friendly Bradford to date has already demonstrated considerable local interest and commitment. The project co-ordinator will carry out a troubleshooting role with householders. We will also monitor progress and adapt our approach accordingly.</li> </ul>
Who will manage the initiative	Jane Laurie Director, Low Carbon Bradford on Avon Community Interest Company

Signed:  
 Chairman of Area Board

Dated:

## Appendix 1

### Total Budget for Project Broken Down by Activity, Funding Source and Year

	Big Lottery Fund					PRGS					TOTAL PROJECT COSTS
	Year 1	Year 2	Year 3	Year 4	Total	Year 1	Year 2	Year 3	Year 4	Total	
<b>Revenue Costs</b>											
Salaries, NICs and Pensions	5593	17486	18215	19585	<u>60879</u>	12800	0	0	0	<u>12800</u>	73679
Recruitment	300	0	0	0	<u>300</u>	0	0	0	0	<u>0</u>	300
General Running Expenses	0	1250	1300	1300	<u>3850</u>	1250	0	0	0	<u>1250</u>	5100
Training	0	0	0	0	<u>0</u>	600	200	200	200	<u>1200</u>	1200
Travel	400	400	400	400	<u>1600</u>	0	0	0	0	<u>0</u>	1600
Consultancy and Advice	0	0	0	0	<u>0</u>	2500	1500	1500	1500	<u>9000</u>	9000
Promotion/volunteer support	2500	1500	1500	1500	<u>7000</u>	0	0	0	0	<u>0</u>	7000
<b>TOTAL REVENUE COSTS</b>	<b>8793</b>	<b>20636</b>	<b>21415</b>	<b>22785</b>	<b><u>73629</u></b>	<b>17150</b>	<b>1700</b>	<b>1700</b>	<b>1700</b>	<b><u>24250</u></b>	<b>97879</b>
<b>Overheads</b>											
Insurance, legal, finance	0	750	750	750	<u>2250</u>	750	0	0	0	<u>750</u>	3000
<b>TOTAL OVERHEADS</b>	<b>0</b>	<b>750</b>	<b>750</b>	<b>750</b>	<b><u>2250</u></b>	<b>750</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b><u>750</u></b>	<b>3000</b>
<b>Capital Costs</b>											
Office Equipment	750	0	0	0	<u>750</u>	0	0	0	0	<u>0</u>	750
<b>TOTAL CAPITAL COSTS</b>	<b>750</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b><u>750</u></b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b><u>0</u></b>	<b>750</b>
<b>TOTAL PROJECT COSTS</b>	<b>9543</b>	<b>21386</b>	<b>22165</b>	<b>23535</b>	<b><u>76629</u></b>	<b>17900</b>	<b>1700</b>	<b>1700</b>	<b>1700</b>	<b><u>25000</u></b>	<b>101629</b>

**NB: It is the responsibility of the Area Board to ensure that:**

- bids are robust and well-founded
- public money is spent appropriately and in accordance with the details of the bid and with any conditions placed on approval by the PRG Panel
- the initiatives are managed well to achieve the benefits and that performance improvement is reported