

SAVE project

Community Energy Coaching Trial

June 2019



Scottish & Southern
Electricity Networks



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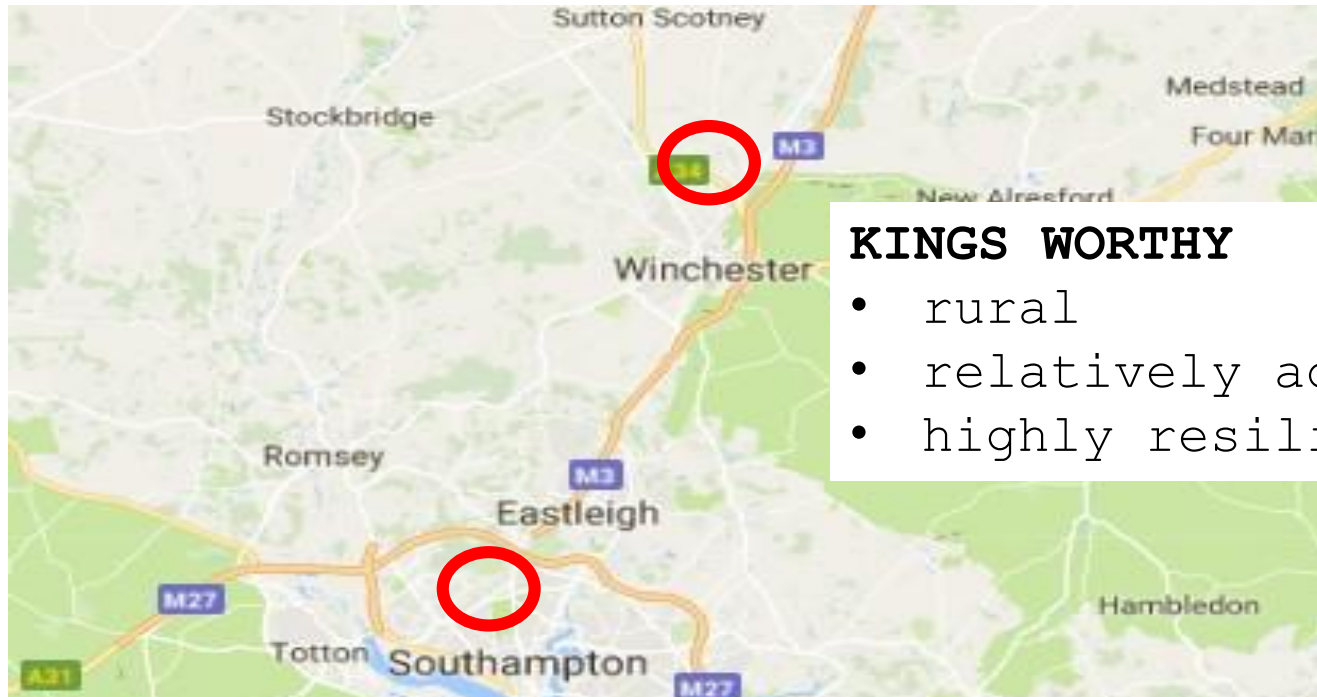
Overview: embedding DSR within communities

We have explored the potential impacts of **direct collaboration** with communities and other key stakeholder agencies to embed peak demand reduction within local well-being strategies

We have identified vital community engagement lessons which can improve the **depth and sustainability of local impacts** especially in less resilient communities

We have looked at how the idea of creating '**stackable benefits**' for stakeholders can add value to business as usual strategies.

2 communities : 9 stakeholders



KINGS WORTHY

- rural
- relatively advantaged
- highly resilient

SHIRLEY WARREN

- urban
- relatively disadvantaged
- not so resilient



2 years : 4 phases

2016: Foundation activity

2017: Challenge activity

PHASE 1: Earning the Right

- Unconditional support
- Community well-being Strategy
- Embedding local coaches

PHASE 2: Co-design

- Branding Platform
- Focus Groups / co-design teams
- Baseline 'cut' interventions

PHASE 2: Full-on research

- Iterative 'shift' interventions
- Converging local and DNO agendas

Phase 4: Legacy building

- Integrated legacy
- Learning and Replicability

2 well-being brands : 2 trusted intermediaries



www.shirleywarren.org.uk

Working together:

- to give the community a voice
- to improve local services and facilities
- ***to use less energy and save money***

Connecting:

- people
- places
- ***power***



www.connectingkingsworthy.org.uk

5 key lessons

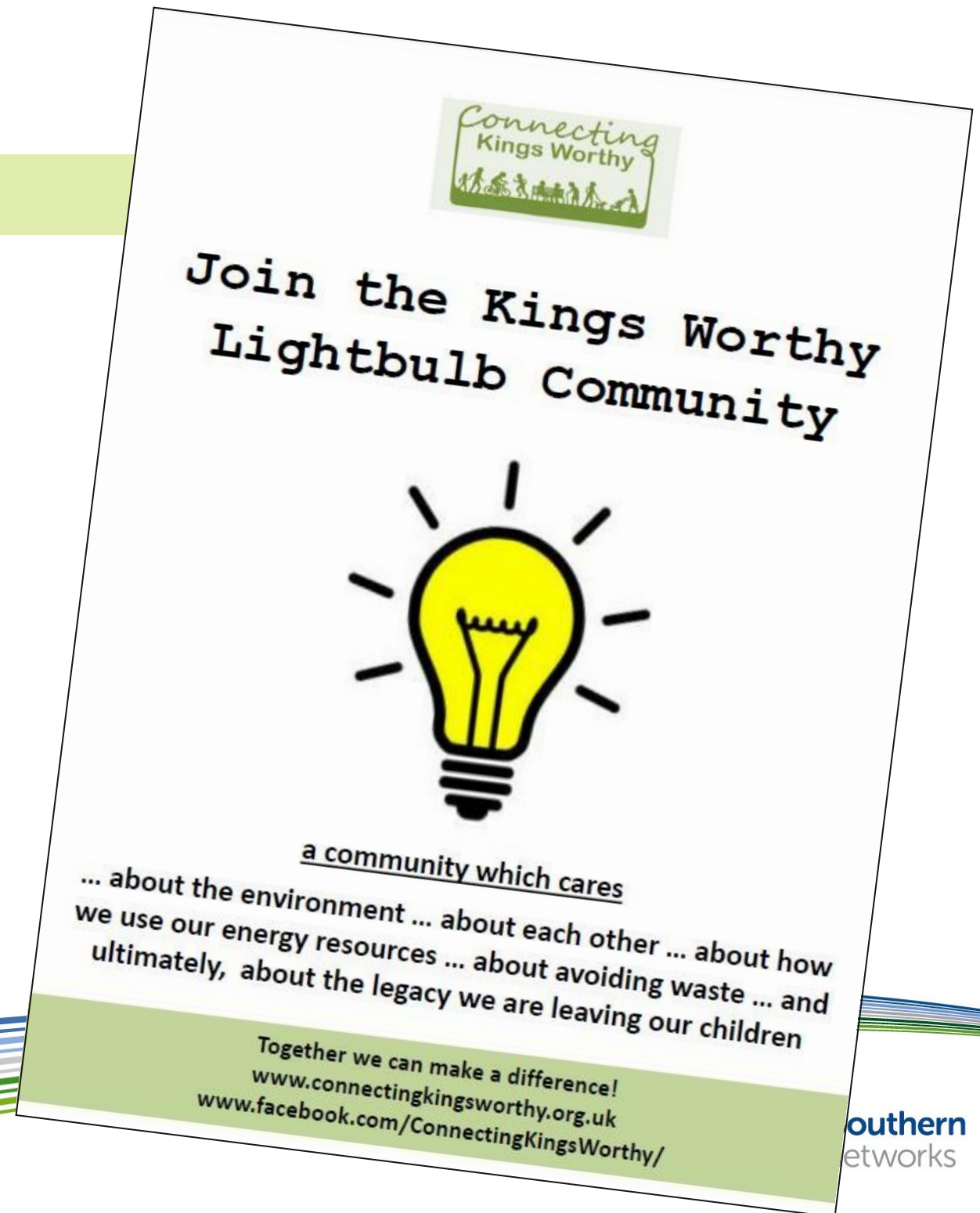
No 1: Behaviour Change

The unifying driver for behaviour change was:

X saving money

X saving the planet

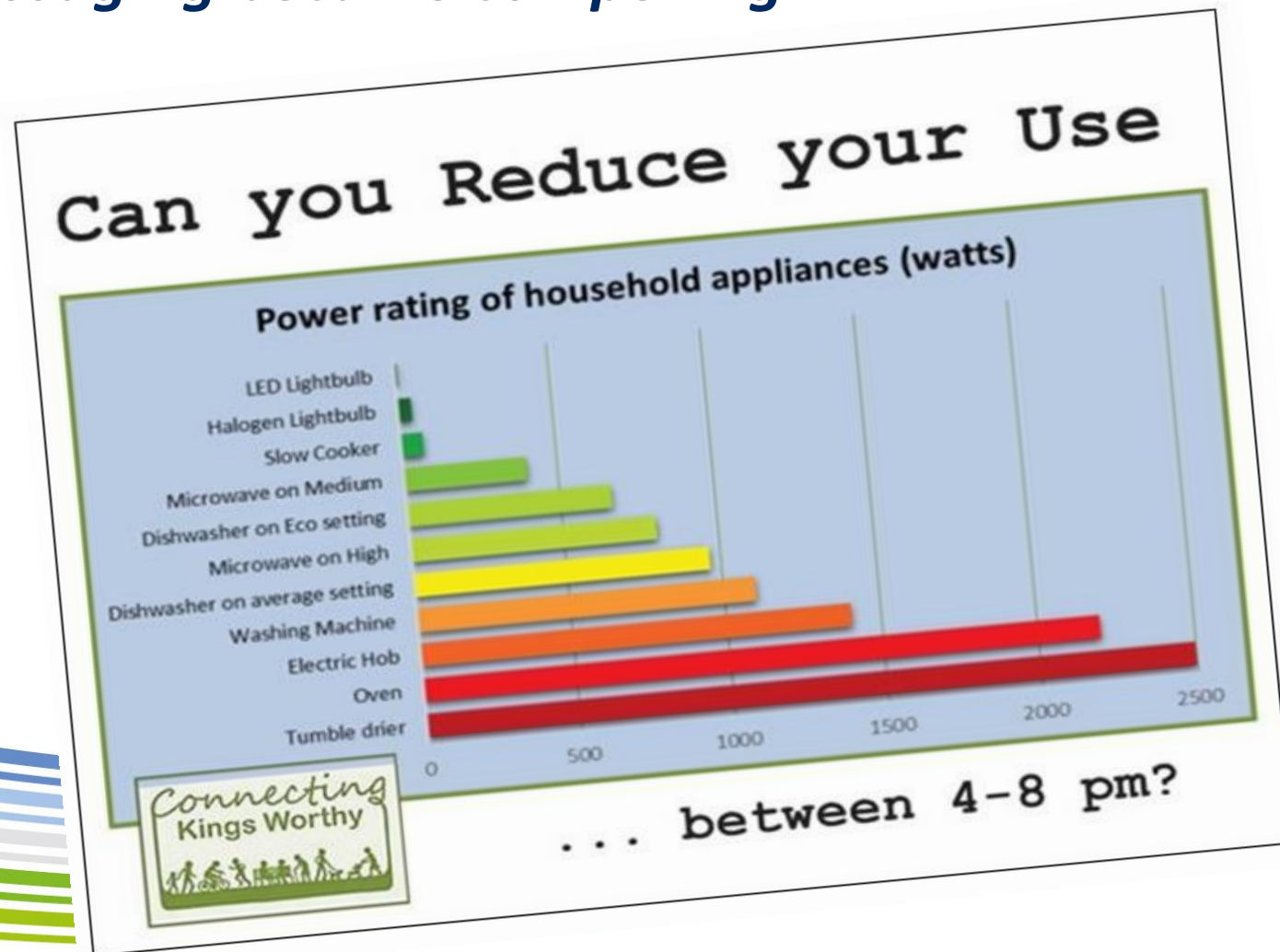
✓ being part of a caring, connected community



5 key lessons

No 2: Addressing Energy Literacy was crucial

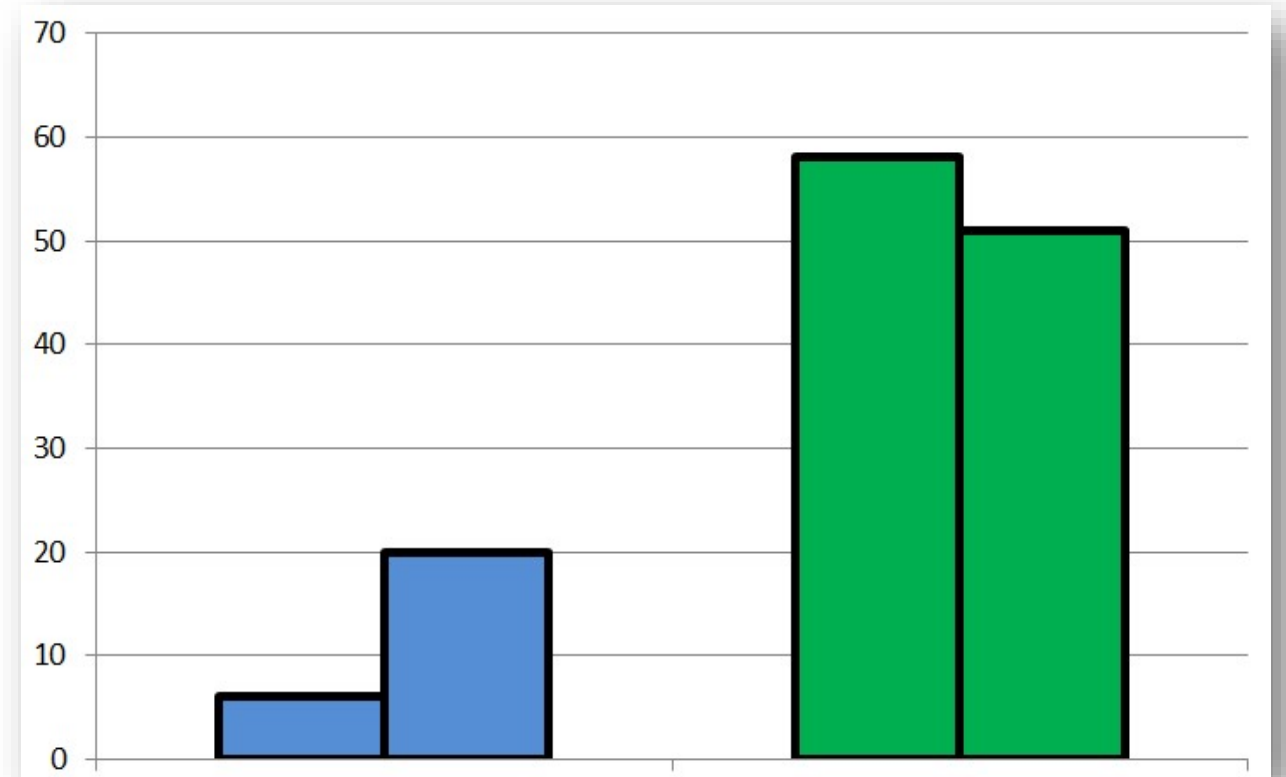
... and once customers understood the significance of the 4-8 peak, the novel shift messaging became compelling



5 key lessons

No 3: Messenger Identity is key

- *20% of households responded positively to a direct invitation from the Network Operator to get involved in the project*
- *compared to over 50% when invited to take energy saving actions through locally branded initiatives*



5 key lessons

No 4: The importance of food routines

Building engagement around the theme of 'alternative cooking', the team was able to demonstrate the value of low energy baking, slow cooking and batch cooking in terms of saving time ...

... as well as energy



- Slow cooker cakes – used 1/5th of the energy of a oven to bake a cake



- Apple and Polenta Slow cooker cake

Average of 41 appliances
in UK household
do you have of each one?

5 key lessons

No 5: Measurable Peak Reduction

As part of local
‘Big Switch Off’
events ...



*... communities achieved
attributable demand reduction
in excess of 10% on the active
trial substations*

3 legacy impacts

No 1: Local legacy plans

In both trial communities the project was seen as transformational ...

... each community produced their own legacy plan as a commitment to ensuring that the positive well-being benefits could be sustained beyond the project.

LEGACY PLAN - SHIRLEY WARREN WORKING TOGETHER



Looking a year ahead, the SWWT Development Group want to see SWWT actively continuing to promote energy saving messages, including those started through SAVE, alongside activities to promote wider social benefit. In particular:

- They want to see if they can undertake a BSO in November 2018 to build on 2017's successful event;
- They want to continue to promote the 'can it wait 'til after 8' message and other energy saving messages to encourage people to use less at peak times but through regular 'touch point' activities rather than set piece events;
- They would like to see a slow cooking club where people could learn how to use slow cookers and benefit from both the time, cost and energy savings to be made but would need some additional resource/staff/volunteer time to enable it to happen. If there was an opportunity to tie in with a 'healthy eating' type project to access additional help/support that would make it more achievable;
- They intend to continue to undertake regular clean ups to reach further into the community helping to restore pride in SW and the way it looks;
- They would like to see the new Community Café built at the front of the Action Centre and in operation – with an 'eco' focus (or similar) to actively embrace energy issues by using energy efficient appliances, looking at environmentally friendly use of disposable (compostable) cups and plates rather than using the dishwasher, possibly having solar panels to generate its own electricity, energy saving messages and information being available to users and so on;
- They would like continued access to the materials designed for the project, for example, the fridge magnets, information sheets and so on;
- They would like to invite Alan Whitehead (MP for Southampton) to talk to them about wider energy policy issues that they are interested in exploring as a result of the project, raising mutual awareness of the impact of energy and environmental policies upon local residents. They will look for a suitable opportunity to do this;
- They would like to try and integrate energy into other community activities and make it something that they do across the board as a matter of course – embedding the learning locally.
- Making the most of the links they now have with tEC, they would like to access energy efficiency support/ tie in with other available projects and with other organisations for broader support as needed;
- They are happy to engage with SSSEN Customer Relations team staff to look at community resilience planning.

3 legacy impacts

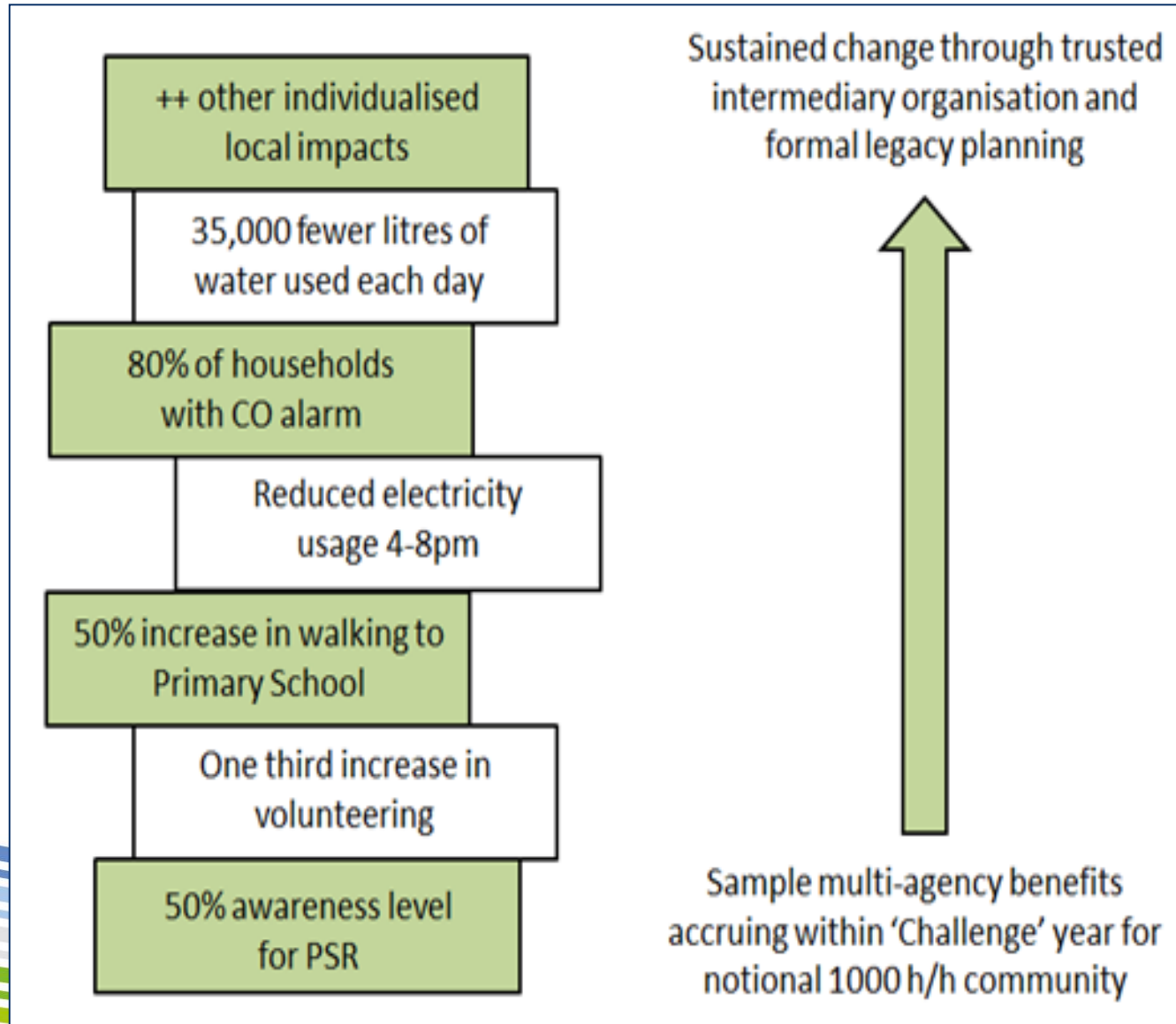
No 2: Additional social impacts



- The trial delivered an array of positive social outcomes linked to local well-being strategies
- Most significantly for Shirley Warren where the proportion of vulnerable customers was higher and the level of social capital lower
- Baseline PSR awareness levels were less than 8% in both communities

3 legacy impacts

No 3: Stackable benefits



- *stakeholder partners including other utilities and local councils have committed to maintaining the legacy of the project by using this coaching approach elsewhere*
- *the principle of 'stackable benefits' underpins the **Social Constraint Managed Zone (SCMZ)** initiative*

In Summary

- a win / win coaching approach based on direct local collaboration
- we 'earned the right' to open up behaviour change opportunities
- increased energy literacy underpinned novel 'shift' messaging
- as disseminated through trusted local intermediaries
- with 'caring and connected community' as the key driver for change
- the centrality of cooking to peak reduction was reinforced
- communities achieved measurable peak demand reduction
- and created a lasting legacy of positive change in community well-being
- with a commitment to ongoing peak reduction
- stackable added value benefits for wider stakeholder agencies
- underpin opportunities for scalability and the development of SCMZs

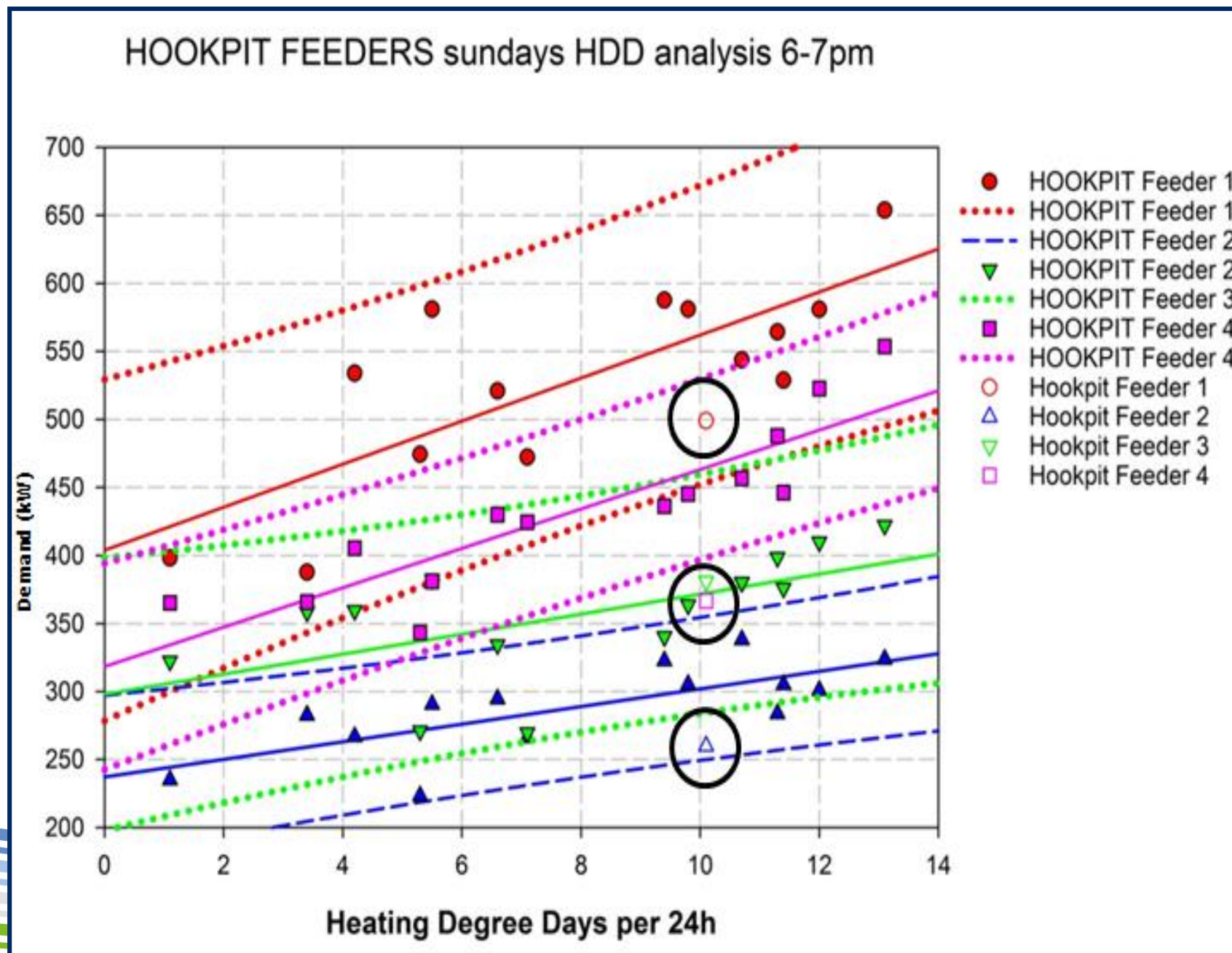
Thank you

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BSO: regression analysis



Rollout: progressive scaling

