



SHARE

Social Housing Action to
Reduce Energy Consumption



Case Study 22



Local Tenant Energy Network in the UK distributes 35,000 low energy light bulbs

The SHARE forum in the UK has brought together staff and tenants of a social housing provider in Stroud, leading to the development of Gloucestershire's first 'Tenant Energy Network'. Stroud District Council have been active participants in the SHARE forum since the beginning of the project. They decided to set up the Tenant Energy Network (TEN) following a forum meeting attended by two of their tenants.

For the launch of the network they planned to deliver a total of 35,000 low energy light bulbs to 5,200 local homes, in just one fortnight, including every home owned by the Council.

It was made possible to give the light bulbs to tenants free of charge as these were provided by Powergen, a major fuel supplier in the UK, under the Energy Efficiency Commitment (EEC) Scheme.

Stroud District Council worked closely with their tenants to promote the campaign, and arranged local drop in points in each area where residents could come and collect a bag of 'goodies' (free gifts).

As well as light bulbs the bags contained carbon monoxide detectors, SHARE energy advice fact-sheets, top tips for saving energy written by tenants, information on TEN and the Energy Efficiency Advice Centre free advice telephone number.

SHARE is an Intelligent Energy Europe Project working in eight European areas to develop energy efficiency and low carbon technologies in social housing. For more information about the SHARE project and for other case studies see the project website:

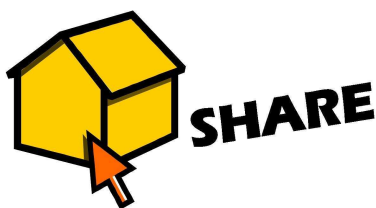
www.socialhousingaction.com

Householders who came to collect their bag were entered into a prize draw to win £100, donated by Barratt Homes. However, even with this incentive, very few tenants came to the drop in points to collect their light bulbs, with responses ranging from less than 1% to 25%.

To ensure delivery of the light bulbs, the Council enlisted the support of volunteers, Neighbourhood Wardens Village Agents and councillors. Housing Asset Manager at Stroud District Council, Ruth Kirkup said, "The volunteers were brilliant, we had residents, local councillors and council staff helping us."



She went on to say, "This was a very ambitious campaign, and we have learnt a lot from it. We hope this activity has raised awareness amongst our residents of the importance of reducing energy consumption and how their actions help make their individual home safe, comfortable and affordably heated."



Stroud District Councils 'Tenant Energy Network' (TEN).

The idea for a Tenant Energy Network came from discussions between Stroud District Council staff and their residents about how best to broadcast energy efficiency advice. Residents indicated that if information was seen to be coming from their housing provider, it may not be trusted as much as from someone they knew.

On this basis it was decided it would be useful to have residents from within the community who were informed and available to give advice on energy saving to their friends and neighbours. These 'Energy Champions' would receive training on energy efficiency and fuel poverty, and would be encouraged to use this knowledge to benefit those around them.

The delivery of the light bulbs helped to raise awareness of the TEN and it is hoped many more residents will become involved in the future.



*Winner of the light bulb prize draw –
Maureen Poole of The Crapen, Cam.*


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