



Peter Owen: Chief Executive

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- Started in 1996, growing out of a local environment organisation Wirral Green Alliance
- Initially providing telephone advice and attending events
- The Charity's objects („the Objects”) are “To advance the education of the public about energy efficiency and other environmental initiatives, including the alleviation of fuel poverty and the minimisation of waste produced by electricity generating stations through the promotion of energy efficiency.”
- Our area of operations cover the whole of Merseyside and Cheshire

- Each year we support many thousands of unique households through our advice and measures (typically around 8,000 per year)
- We also deliver training to front-line staff and community members
- We engage at local and regional level to promote sustainable energy including:
  - COOL Wirral (Peter Owen is currently acting Chair)
  - Attending various affordable warmth steering groups
  - Acting as Secretariat to the North West ALEO

- At the heart of our services is the independent, free, and impartial energy efficiency advice
- We don't stop at providing advice but aim to assist clients to take a next practical step
- We do this through delivering projects that achieve measures or action e.g:
  - LEAP – 1,200 home visits installing “easy measures” underpinned by resident specific advice
  - Warm and Well – Providing advice and potential referral to measures for c4,000 households
  - Liverpool Affordable Warmth – Providing support to c400 households struggling with fuel bills
  - Managing grant funds on behalf of local authorities and other funders
  - Applying for grants for fuel debt write-off
  - Issue fuel vouchers
  - Provide “winter warmth packs” and emergency heating

## Previous schemes:

- REAP – Programme of resident engagement and advice also offering fixed price (c£150) subsidised insulation to over 2,000 households in Cheshire
- Merseyside Collective Energy Switch 2013-2021 – Providing access to market leading fuel tariffs for Merseyside households through “collective purchasing” backed by all 6 local authorities, which saved over £1m on fuel bills
- Wirral Free Insulation Programme 2010-2012 – Wirral Council funded free loft and cavity wall insulation in conjunction with utility subsidies. EPPlus was managing agent and lead for resident engagement with British Gas as partner utility and over 20,000 homes were insulated
- Merseyside Health Through Warmth 2003-2020 – EPPlus delivered npower funded heating, insulation and advice programme to homes where health was compromised by inadequate heating. Invested over £1m of npower funds supporting over 5,000 households

## Behaviour change in context of retrofit:

- Adjust how retrofit cost is perceived e.g. as against car purchase
- Understand need for retrofit
- Understand purpose
- Understand benefit
- Understand specific solution/package
- Understand where to source package
- Understand how to finance package
- Understand how and who to choose
- Understand how to ensure immediate quality and long term integrity and performance

## Money cycle:

- Householder: “I want it but can’t afford it”
- Householder: “I can afford it but can’t find an installer”
- Installer: “There isn’t enough demand for me to invest in training”
- Trainers: “There isn’t enough promise of learners to develop training”
- Government: There is funding but timeline is short
- Everyone: “Crikey this is all very rushed”

Behaviour change is needed across the sector not just by residents