



# Annual Review

## 2009/2010



energy saving trust®

# About the Energy Saving Trust

The Energy Saving Trust is the UK's leading impartial organisation helping people save energy and reduce carbon emissions. We do this by providing expert insight and knowledge about energy saving, supporting people to take action, helping local authorities and communities to save energy and providing quality assurance for goods, services and installers.

The Energy Saving Trust has brought energy efficiency into the mainstream.

Call your local Energy Saving Trust advice centre for free impartial advice: 0800 512 012

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## Letter from Edward Hyams

In the past couple of years, while the need to save energy has been as strong as ever, the economic crisis has been most people's immediate priority. Last year saw a restructuring of the Energy Saving Trust to reflect current priorities. While belts have been tightened everywhere it has been impressive to see the impacts achieved, with great energy and dedication, by our employees.

Growing numbers of householders in England, Wales, Scotland and Northern Ireland are being helped by our Advice Centres, and the Energy Saving Trust influences a large percentage of energy-saving installations. We are convinced that by working to reduce the nation's carbon emissions we can also help people to save money on their energy bills – and help to rebuild the economy.

Our knowledge-building and partnership activities put us in a strong position for the year ahead. We are already in discussions with our funders about our plans for next year. So we'll continue to support citizens to take action, including through the Carbon Emissions Reduction Target (CERT), Community Energy Saving Programme (CESP) and Feed-in Tariffs – but it won't be 'business as usual'. With the Green Deal on the horizon, the commercial sector will have a huge role to play, and we are already developing the way we work to reflect this.

I'd like to thank the Executive team, staff and Board for all their hard work and support.



## Letter from Philip Sellwood

2009-2010 was a very exciting year for the Energy Saving Trust. At a time when the organisation was facing immense challenges, we set up a £50m boiler scrappage scheme in only three weeks, and delivered it for the government. We carried out groundbreaking research into wind turbines, and put the carbon costs of water on the map. We delivered an ambitious pilot project on financing energy-saving installations, whose learnings will inform the coalition government's Green Deal programme. Our teams in Scotland, Wales and Northern Ireland ensured that the Energy Saving Trust's work is a key part of plans to save carbon in the devolved nations.

While all this was going on, we advised over 3.5million people: our advice and information played a part in the majority of all energy-saving installations.

Now, having redefined our work under four main areas, as you will see in the report that follows, we are very much looking to the future. Our work on wind turbines is already being built on with a field trial of heat pumps, our Energy Saving Trust Recommended scheme is expanding into its 11th year, and we are building many exciting partnerships across sectors.

With many thanks to our hardworking and dedicated staff, I can say that, throughout the challenges of the coming year, we plan to help many more people to reduce both their carbon emissions and their fuel bills, through learning how to save energy.



## Expert insight and knowledge about energy saving

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Underpinning all our activity is 17 years' experience accumulating knowledge and consumer insight. We use this to:

- Verify organisations' energy saving claims
  - Monitor UK housing stock to determine what energy-efficiency measures are needed and where to help partners target their efforts
  - Provide data on how much energy and money savings different measures can contribute
  - Conduct field trials to identify how technologies can work best
- .....

In July 2009 we published the results of our two-year trial of domestic wind turbines, giving the clearest guidance to date for householders. This report is the foundation stone of our growing technology field trial portfolio.

**Detailed monitoring of technologies to make sure people get the best possible advice is at the heart of our field trials portfolio.**

In the last year we supported the development and implementation of the Feed-in Tariff. Over 11,000 people have so far signed up to benefit from generating their own energy.

Our report, The Smart Way to Display (September 2009) was the first and, to date, only piece of research in Britain into how consumers would like to see information displayed on their smart meter. As a result of our work, every smart meter installed will be accompanied by a simple in-home display, enabling people to see what energy they're really using – and to use less.

Our 'Willingness to Pay' research led to the PAYS (Pay as You Save) pilots, announced in August 2009. The insights gained from this work, which looked at who householders want to deal with, and how they want to cover the up-front cost of installing energy-efficiency measures, will now inform the new government's flagship Green Deal policy.

In 2009/10 we worked with BRE, the Keir Group and local small contractors to carry out an exemplar energy-efficiency refurbishment on a hard-to-retrofit Victorian terraced house in Sheffield. As part of the process, these small contractors were trained in green refurbishment practice through a series of 'toolbox talks'. The refurb project reduced the house's annual fuel bills from £1,500 to £500, and we published the report as a resource for the building trade.

**Because of our direct work with the public we have a unique understanding of consumers' behaviours and attitudes around energy-saving.**

The Housing Energy Model, our tool for calculating the trajectory to meeting carbon reduction targets in 2050, was updated in 2010 to reflect current figures and assumptions.

In 2009 we verified advice and information from companies across the utility, retail, government, media and telecomms, manufacturing and construction sectors, including npower, British Gas, Baxi, P&G, Sky, the BBC, and others.

**We have helped to bring the importance of energy efficiency in domestic water use into the mainstream.**

In September 2009 we published our groundbreaking report, Quantifying the Energy and Carbon Effects of Saving Water, in partnership with the Environment Agency. In early 2010 we held a joint event for water companies and energy companies – the first of its kind. Our work in this area has led to partnerships with water companies, which help us to take water-saving advice and measures directly to householders.



## Supporting consumers to take action

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We provide energy saving advice people can trust. From simple top tips to more detailed information, we offer impartial advice to over three and a half million people each year, that is trusted and valued. We do this by:

- Delivering a UK-wide advice service
  - Providing a detailed website that includes a one stop shop for practical advice
  - Administering grant programmes efficiently and cost effectively
  - Working with commercial and public sector organisations to help their employees lead greener lifestyles
- .....

### **Our tailored advice and information pushes forward the delivery of national energy efficiency programmes.**

In 2009, we helped deliver 54% of loft and 27% of cavity wall insulation completed under the energy companies' CERT obligations.

### **In 2009, nearly 70% of customers said they were likely to take further action based on the information we provided. Four out of five would recommend us to a friend.**

In 2009-10 our advice network spoke to 3.5 million consumers on issues ranging from light bulbs to micro-hydro. Our regional advice centres enable large-scale energy-efficiency programmes to be administered on a local basis. In Scotland alone, more than 260,000 people rang us for advice – peaking on one cold January day with 1,794 calls.

We delivered the Government's £50million boiler scrappage scheme in England, developing the programme in only three weeks leading up to its launch on 5 January 2010. Nearly 134,000 vouchers were allocated under the scheme and just under 119,000 G-rated boilers have been replaced with energy-efficient ones.

In 2009-10 we delivered the Home Insulation Scheme for the Scottish Government, offering cavity wall and loft insulation at a specially negotiated price or even free to eligible householders in Scotland. This scheme has seen Energy Saving Trust advisers visit over 100,000 homes, and give energy advice and make insulation referrals on the doorstep.

Also in Scotland, since its launch in April 2009 we have delivered the Scottish Government's Energy Assistance Package, which matches people who need help with their energy bills to the help they need – including benefits checks, access to social tariffs, referrals to CERT and subsidised central heating upgrades. In the year to April 2010 we helped 67,144 households reduce their fuel bills.

From September 2009, Energy Saving Trust has delivered the Northern Ireland Sustainable Energy Programme (NISEP) on behalf of the Northern Ireland Authority for Utility Regulation. NISEP is the new, revamped NI Energy Efficiency Levy with the aim of contributing to the achievement of efficiency in the use of energy; socially and environmentally sustainable long-term energy supplies and doing so at best value to customers whilst also having due regard to vulnerable customers. The new NISEP has a staged opening to allow a wider range of pre-registered primary bidders, together with eligible initiatives to be expanded to include renewable energy.

In February 2010 we re-launched our Grants and Discounts Database to include hundreds of local offers, and made it easier for householders to go directly to installers in their area. We worked with the News of the World, the UK's biggest-selling newspaper, to promote the Database (in its incarnation as Cash Grabber 2) to its nearly eight million readers.



## Quality assurance for goods and services

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Enabling consumers to save energy means making sure that they can find the right goods and services where and when they want them. That's why we work with energy companies, retailers, manufacturers and installers to ensure that the market delivers. We do this by:

- Endorsing products through our Energy Saving Trust Recommended (ESTR) scheme
  - Working with manufacturers to help them design products that meet our stringent energy saving standards
  - Working with small builders, local installers and architects to help them understand more about the energy performance of homes, including energy-saving technologies
  - Endorsing the advice of other organisations so consumers know it can be trusted
  - Ensuring that technologies are fit for purpose by running field trials
- .....

Our flagship assurance scheme, Energy Saving Trust Recommended (ESTR), puts our accreditation on over 3,000 household products.

In 2009 the ESTR scheme was transformed into a commercial offering, working with member companies to drive industry as well as accrediting individual products. After a soft launch in September 2009 we introduced a quarterly newsletter to 300 ESTR members across manufacturing and retail, carried out extensive consultations on the future offering, and delivered a revitalising rebranding programme. The new, paid-for service launched in May 2010.

In March 2010, working with Defra, we launched the Voluntary Retail Initiative on televisions, to work with the industry on introducing energy-saving TV sets in advance of statutory requirements. Eight major retailers are working with us, including Best Buy UK, M&S, Co-op, DGSi, the John Lewis Partnership and Argos.

In February 2010 we launched our Endorsed Advice Service – a paid-for offering which helps organisations to deliver the most accurate, impartial energy efficiency advice to their customers. This includes training, a monitoring service, coaching sessions, information support, and an 'Endorsed by the Energy Saving Trust' brand mark. This service has gone on to endorse four organisations since April 2010.



## Helping local authorities and communities to save energy

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We work with local authorities to drive energy-saving action on the ground. We do this by:

- Providing local authorities with the technical expertise, training and tools to help them deliver carbon saving in their localities
  - Bringing together local authorities, energy suppliers and communities to deliver local carbon reduction initiatives
  - Helping community groups plan and deliver carbon-saving actions in their locality
  - Offering advice on reducing emissions from vehicles to local authorities and firms with our Green Fleet Review service and giving transport advice direct to consumers
- .....

**In the year 2009-10, the number of local authorities we work with rose from 80 to 130 – and this figure is rising.**

In April 2010, with our one-to-one support programme and practical help service, we became the first UK supporting structure for the Covenant of Mayors – a formal commitment to go beyond EU CO<sub>2</sub> emissions reduction targets.

With our one-to-one support, Bolsover District Council has produced a Climate Change Strategy. Our expertise is helping Coventry City Council to work closely with registered social landlords, pushing ahead with plans for district heat and power schemes.

Since April 2009 we've been part of a coalition in Sheffield with the local authority, energy providers, the Regional Development Agency and the European Regional Development Fund, to offer free insulation to all residents of the city over the next six years. Instead of waiting for residents to call, the scheme targets householders ward-by-ward and provides support with outreach work by our regional advice centre.

**Local authorities and agencies want to know what works where they are.**

**Our aim is to see an increased emphasis on locally-delivered energy efficiency schemes, based on local conditions and priorities.**

In November 2009 we launched a guide to help local authorities select the right approach for their area.

**Establishing best practice that local authorities can draw on increases efficiency and effectiveness.**

In July 2009 we re-launched our Green Communities programme. As well as our free telephone and email advice service, and wide-ranging training sessions – from basic energy efficiency to navigating the planning or funding processes – we are now also providing tailor-made consultancy to help community leaders to make informed decisions, from project-design stage onward.

**We're helping over 4,500 community groups to take action.**

Our community carbon footprinting tool, launched in May 2009, complements this work by enabling users to see results based on the whole community, including community buildings.

In June 2009 we were awarded the contract to deliver the Welsh Assembly Government's Ynni'r Fro programme. This European-funded programme, supporting the development of community-scale renewable energy schemes across Wales, was launched in January 2010.



## Transport

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Our work on greener transport ranges from leading research, which informs our advice, to smarter driving training. We work with local authorities and many organisations to reduce emissions from fleet vehicles.

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In 2009-10 we completed 140 green fleet reviews, affecting more than 100,000 vehicles, for organisations including the National Grid, Lancashire Constabulary, O2 Telefonica and Miele. We also trained 8,500 drivers with smarter driving lessons, demonstrating 15% average fuel savings.

Our advice centres gave transport tips and guidance to over 160,000 people across the UK.

In November 2009 we were granted funds to extend our Fleet Advice programme into Wales, providing public and private sector organisations with support to 'green' their fleets.

In August 2009 we published our agenda-setting report, Revolution, which projects the uptake of low-carbon cars under different policy scenarios. The report was underpinned by a survey on customer attitudes to electric, hybrid and other low-emissions cars.

In January 2010, in partnership with Friends of the Earth Europe and We are Future Proof, we published our Car CO<sub>2</sub> Internet survey which looked at how easy (or not) it is to find CO<sub>2</sub> information on cars – an area never previously explored. The report gained significant attention, and Nissan, who were low in the study's league table, subsequently changed their website following our advice.

Our transport work in Europe has been influential. In this period we continued to chair the transport working group of the European Energy Network and played a key role in developing 'Eco-Will' with 23 EU partners – a move to develop smarter driving and work with driving instructors.



## Our carbon results

The Energy Saving Trust continues to deliver significant savings in CO<sub>2</sub> emissions. Overall in 2009/10 our work stimulated:

- Annual CO<sub>2</sub> savings of over 804,000 tonnes CO<sub>2</sub>
- Lifetime CO<sub>2</sub> savings of 22,004,000 tonnes CO<sub>2</sub>

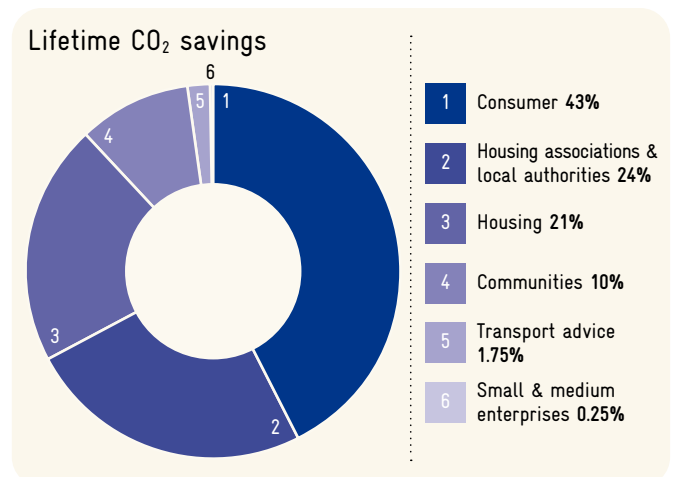
Consumer advice, as the main focus of our work, accounts for nearly half of the lifetime CO<sub>2</sub> emission savings stimulated by Energy Saving Trust activity.

Our work with local authorities, communities and housing professionals makes up most of the remaining CO<sub>2</sub> savings achieved. While CO<sub>2</sub> savings are delivered mainly through energy-efficiency actions by households, renewables and transport activities also play an important part.

The table on the right shows the annual and lifetime CO<sub>2</sub> savings across the main sectors that the Energy Saving Trust works across.

	Annual CO <sub>2</sub> savings	Lifetime CO <sub>2</sub> savings
	000 tCO <sub>2</sub> /a	000 tCO <sub>2</sub> lifetime
<b>Energy efficiency</b>		
Consumer	404	9,467
Housing associations & local authorities	155	5,457
Communities	59	2,086
Housing	143	4,500
Small & medium enterprises	7	42
Total energy efficiency	768	21,552
Renewables	4	108
Transport advice	32	384
<b>Grand total*</b>	<b>804</b>	<b>22,044</b>

\* Results may overlap due to the nature of the integrated services delivered





## Sustainability at the Energy Saving Trust

While we work to reduce carbon emission around the UK, we take our own emissions very seriously at the Energy Saving Trust. Our sustainability group has members in England, Scotland and Wales, acting as ambassadors for energy saving in all our offices.

In our offices we recycle paper, rubbish and food; last year we supplied 3.75 tonnes of organic waste to commercial composting companies.

In 2009/10 we expanded our business travel emissions figures to include travel by ferry, bus and tube. Since implementing a new rule that the CEO must now approve all flights within the mainland UK, overall emissions from aviation have fallen by 2% and per capita emissions by 19%. We hope to improve travel-based emissions further by encouraging employees to join a subsidised cycle to work scheme.

In the coming year we will widen our focus once again, to include emissions from our advice centres, contractors and materials purchased – creating the Energy Saving Trust's first comprehensive carbon footprint. We will also continually work to improve our environmental management processes and maintain our ISO 14001 accreditation in environmental management.

	Tonnes CO <sub>2</sub> eq
<b>Year</b>	<b>2009/10</b>
<b>Total electricity</b>	<b>145.41</b>
England office	76.28
Scotland office	24.25
Wales office	39.83
Northern Ireland Office	5.06
<b>Total gas</b>	<b>5.78</b>
England office	1.67
Scotland office	2.80
Wales office	-
Northern Ireland office	1.32
<b>Total transport</b>	<b>155.96</b>
Train	74.52
Taxi	1.79
Car use	41.78
Air	36.55
Tube	0.51
Bus	0.80
Ferry	0.00
<b>Grand total reported</b>	<b>307.16</b>
<b>Head count in September</b>	<b>264</b>
<b>Emissions per capita</b>	<b>1.16</b>



## Our funding

### Grants administered

Because the Energy Saving Trust works directly with organisations, community groups and individuals, some of the programmes we deliver are grant-funded from other sources, and the money is redirected to the recipients. In 2009-10 we administered:

- £9.8million on boiler scrappage
- £8million on the Low Carbon Building Programme (LCBP)
- £1.4million on the LCBP extension
- £2.6million on the Scotland Home Renewables initiative (household)
- £140,000 on monitoring for the Good Homes Alliance (ongoing)
- £26,000 on the Scotland Home Renewables initiative (community)

### Funding by area of work

	Programme turnover excluding grants paid	Grants paid	Total programme turnover
Assurance	£3,695,077 (5%)	£298,467 (1%)	£3,993,544
Consumers	£53,233,811 (76%)	£21,731,435 (98%)	£74,965,245
Insight	£7,546,720 (11%)	£140,565 (1%)	£7,687,285
Local authorities	£5,485,024 (8%)	£26,277 (<1%)	£5,511,301
<b>Total</b>	<b>£69,960,631</b>	<b>£22,196,744</b>	<b>£92,157,375</b>

### Funding by funder

	Programme turnover excluding grants paid	Grants paid	Total programme turnover
DECC	£42,684,884 (61%)	£19,208,526 (87%)	£61,893,410
SG	£19,490,112 (28%)	£2,609,911 (12%)	£22,100,023
DfT	£5,371,257 (8%)	£256,467 (1%)	£5,627,724
CLG	£41,457 (0%)	£79,840 (<1%)	£121,297
Other	£2,372,921 (3%)	£42,000 (<1%)	£2,414,921
<b>Total</b>	<b>£69,960,631</b>	<b>£22,196,744</b>	<b>£92,157,375</b>

#### Key

DECC: Department for Energy and Climate Change

SG: Scottish Government

DfT: Department for Transport

CLG: Department for Communities and Local Government

## Board of Directors

The Energy Saving Trust's activities are overseen by a Board of Directors. In 2009-10 they were:

Edward Hyams (Chairman)

Philip Sellwood (Chief Executive)

Sir John Harman (Senior Independent Director)

Sir Ian McAllister

Dame Helena Shovelton (left 30 April 2009)

Peter Hofman (left 30 April 2009)

Peter Mather (left 31 March 2010)

Catherine Meredith MBE (left 30 April 2009)

Lesley Mason (left 30 April 2009)

Gearoid Lane

William MacDiarmid (left 31 March 2010)

Mike Fairey

Sir Simon Milton (left 28 February 2010)

Dr Gary Felgate

Judith Hackitt CBE

Dr David P F King

David Topping

Andrea Cook OBE

## Member organisations

### Government

- The Secretary of State for Energy and Climate Change
- The Secretary of State for Transport
- The Secretary of State for Northern Ireland
- The First Minister for Scotland
- The Welsh Assembly Government

### Private sector

- Baxi Group
- BP
- Centrica
- EDF Energy
- E.ON
- Firmus Energy
- National Grid
- NIE Energy
- Phoenix Gas
- RWE npower
- Scottish and Southern Energy PLC
- Scottish Power Ltd
- Worcester Bosch

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