

# **EST Advice Centre Northern Ireland**

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**Director**

**HECA Conference Seminar**

**17-18 May 2007**

# Seminar Overview

- Advice Centre Background
- Role of the Advice Centres
- NI background and context
- NI Advice Centre overview
- Stakeholder activities
- Pilot achievements
- Targets – year 2 & 3
- Areas of focus – year 3
- Further information and contacts
- Questions and discussion

# Background

- Energy White Paper
- Pilot Energy Saving Trust Advice Centres
- Funded by DEFRA

# Pilot Locations

- Anglia
- North East
- Northern Ireland



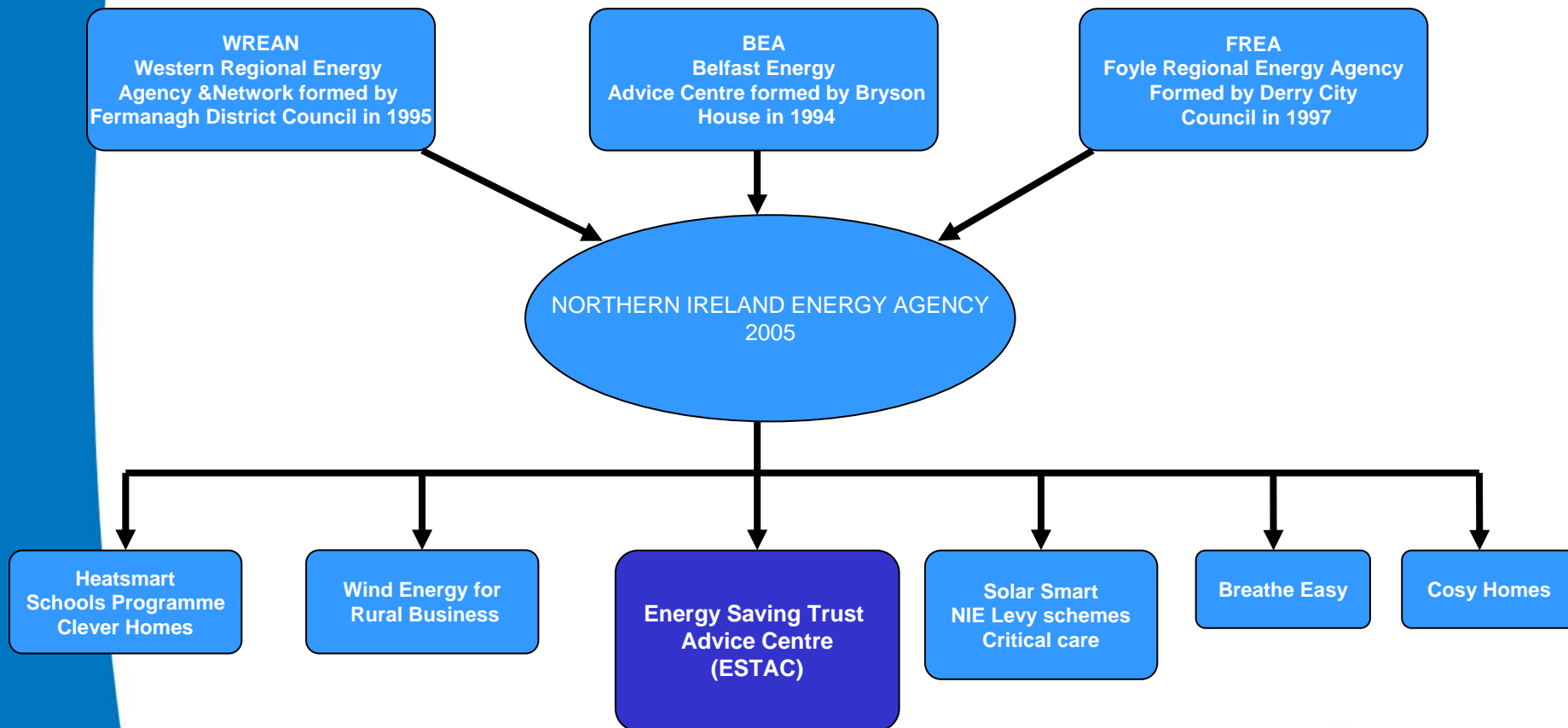
# 3 Key Roles for Advice Centres

- Develop the infrastructure in the region to make it easier and simpler for people to take sustainable energy action in their homes and in their transport choices
- Provide a one stop shop sustainable energy information and advice service
- Provide leadership and a focal point for regional sustainable energy initiatives

# Background to the Northern Ireland Energy Saving Trust Advice Centre

- In 2004 the Energy Saving Trust advertised in the OJ (Official Journal) of the European Union for organisations to establish, manage and operate one of three UK pilot Sustainable Energy Centres, now known as the **Energy Saving Trust Advice Centres**.
- Bryson Charitable Group, Foyle Regional Energy Agency and the Western Regional Energy Agency & Network (WREAN Ltd) established a consortium and submitted a tender bid.

# Northern Ireland Energy Agency



**Derry/Londonderry  
Outreach**



**Enniskillen  
Advice Line  
& Outreach**

**Belfast  
Head Office  
& Outreach**



**EST Advice Centre  
Offices NI**





# Northern Ireland Context

- 680,000 households (1.7 million population)
- Fastest growing house prices & population in UK
- 26 Local Authorities (currently under review)
- Local Authorities - no housing responsibility
- One regional housing authority (NIHE – HECA remit)

# Context Continued...

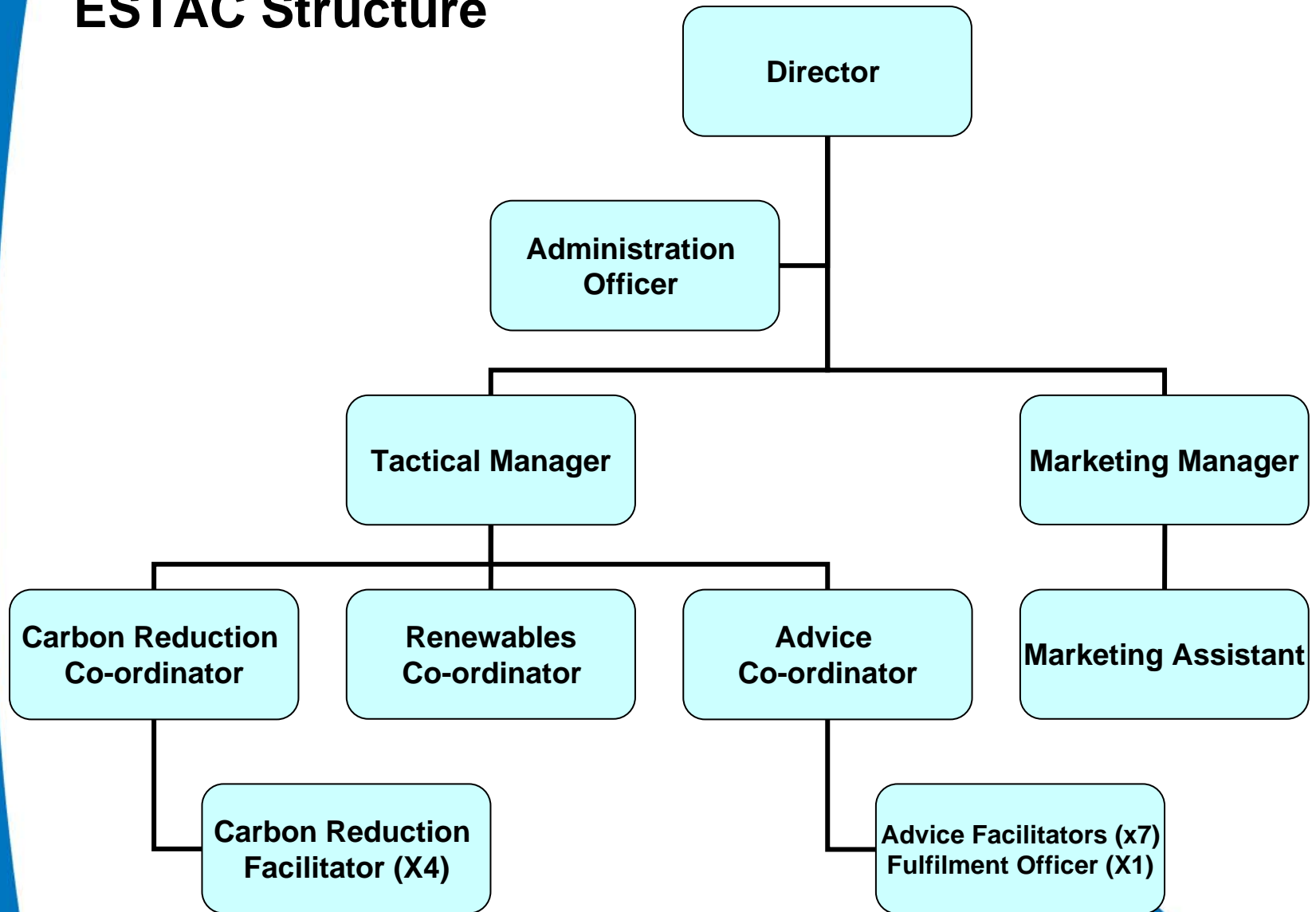
- One electricity supplier (NIE)
- Oil predominant heating fuel
- NI government committed to renewable energy
- Poor public transport system with heavy reliance on road network
- 716,303 cars were registered in Northern Ireland in 2003.
- Approximately 30% of households in NI have no car while car ownership continues to increase by around 4% per year

# EST Advice Centre NI Overview

- Employ 20 full-time staff
- Operate from 3 sites



# ESTAC Structure



# What We Offer.... One Stop Shop

Only organisation offering a total regional advice service on energy efficiency, renewables and low carbon transport to householders.



# Customer Advice

Average 2400 Free-phone calls per month

Outreach - Attend Shows and Exhibitions  
(150 year two) 10,350 customers advised



# Stakeholder Activities - NIE

## Year One

- Bill Insert
- Targeted all NI householders
- Call to action
- Phone freephone number

# Stakeholder Activities - NIE

## Year Two

- HEC Insert NIE bills
- 565,000 customers
- 4% return
- Effective targeting of key customer groups



# Stakeholder Activities – NIHE

## Jointly Funded and Branded Marketing Campaign

- Common message
- TV and radio advertising
- Buses and bus shelters adverts
- Newspaper and other local publications
- Joint approach to large NI wide shows events

# Pilot Achievements

- Year One – total customers advised 97,513
- Year Two – total customers advised 228,149
- Savings per customer 1.33 tonnes carbon lifetime (Year 2)

# Targets 2006/07 (Year 2)

Activity	Target	Achieved	% Achieved
Customers Advised (EE, RE, LCT)	73,200	67,279 (10% of NI population)	92%
Assumed Carbon Savings	86,275tc	98,899tc	115%
Customers Advised (RE)	6,223	13,525	217%
Customers Advised (LCT)	6,223	8,023	129%

# 2007 - 2008 KPIs (Year 3)

Activity	Target
Customers Advised	71,083
Carbon savings tc/lifetime	111,039
Customers advised (Renewables)	6,223
Customers advised (Low Carbon Transport)	6,223

10.5% of NI population

# Areas of Focus – Local Authorities

## 2007 - 2008



Deliver Key Account Management service to two Northern Ireland LA's.

Secure 4000 tonnes carbon savings

# Areas of Focus – Transport 2007 - 2008

To provide **information and advice** to 6000 customers on eco (Smart) driving and to 223 on car choice

# Areas of Focus - Transport 2007 - 2008

- Participate in local car showroom launches
- Give advice and cross-sell to Smart driving and car choice
- Develop further links with Travelwise
- Participate in national Travelwise Conference (Belfast, 2007)
- Run a PR campaign during Green Week

# Northern Ireland Insulation Partnership

- Advice Centre facilitated the set-up
- NI wide forum to focus on all areas and drive action
- Key players – NIE, NIHE, EAGA, National Insulation Association, Advice Centre



# Northern Ireland Insulation Partnership

## Terms of Reference include:

- Encourage loft insulation top-up through effective marketing and incentives
- Identify "hotspots" within NI that have un-insulated cavity walls and plan to target them
- Identify solid wall insulation products and case studies - with the aim of developing a solid wall strategy for NI

# Northern Ireland Insulation Partnership

## Early 'wins' from the partnership

- Increase in level of CWI cashback
- Improved communication between key players
- Understanding issues/problems faced by industry
- Analysis of data on CWI
- Marketing co-operation

# Further Information

## Energy Saving Trust Website

[http://www.energysavingtrust.org.uk/northern\\_ireland\\_advice\\_centre](http://www.energysavingtrust.org.uk/northern_ireland_advice_centre)

<http://www.energysavingtrust.org.uk/aboutest/what/EnergySavingTrustAdviceCentres/>

# Sustainable Energy Network Pilot Project

End of year progress report 2005 – 2006



<http://www.energysavingtrust.org.uk/aboutest/what/EnergySavingTrustAdviceCentres/>

# Roll-Out

## Key Contact -

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# Discussion & Questions