

# NEF and the added value of community projects

**Garry Charnock, Co-Chair,  
Ashton Hayes Going Carbon  
Neutral Project**



# Community Response – Ashton Hayes

- Aim: to become the first small community in England to achieve carbon neutral status
- Concern: we want our children and future generations to know that we tried to do our bit to stem global warming and encourage other communities to follow suit



# The community of Ashton Hayes

1000 people in 370 houses



# DECC LEAF funding for community-based energy efficiency and renewables feasibility study

- Community Energy Company is awarded £42,250 from DECC's Local Energy Assessment Fund to investigate community approaches to energy efficiency and renewable generation and to devise a framework for evaluating the added value of community projects
- We work with EnergeticUK, New Economics Foundation, M&M Communications and the University of Chester to complete the study
- The outcomes provide a route map going forward for us and other communities.



# nef

economics as if people  
and the planet mattered



University of  
Chester



# The report title

**An evaluative framework for social, environmental and economic outcomes from community-based energy efficiency and renewable energy projects for Ashton Hayes, Cheshire**

# Why Measure social well being?

This type of outcomes-based measurement generates three benefits.

**First**, the quantification of social, environmental and economic outcomes is necessary to demonstrate effectiveness of government support for small-scale, localised, community energy projects. (Such as increased FiTs for communities)

**Second**, the process of measuring and demonstrating impact will help AHGCN improve decision-making, ensuring its activities create the desired outcomes.

**Third**, there is currently no standard methodological approach for such evaluation.

# Social Return on Investment

## *Phase 1: Setting parameters and impact map*

**Establishing scope and identifying key stakeholders.**

**Mapping outcomes.**

## *Phase 2: Data collection*

**Evidencing outcomes and giving them a value.**

## *Phase 3: Model and calculate*

**Establishing impact.**

**Calculating the SROI.**

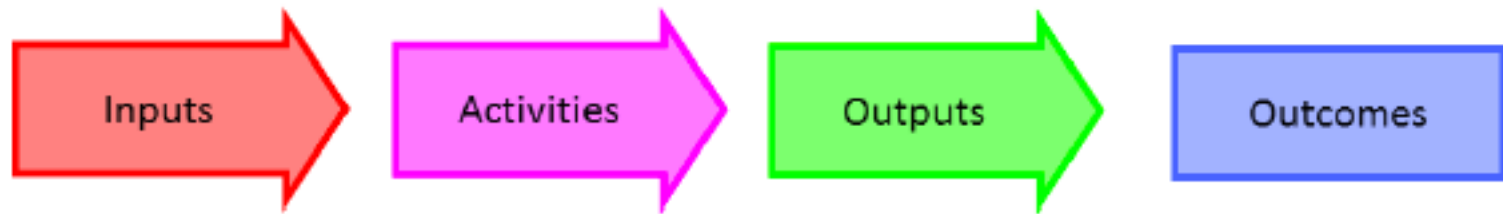
## *Phase 4: Report*

**Reporting, using and embedding.**



# Theory of change

Figure 2: Development of a theory of change



# The analysis process

Figure 4: Principles of SROI

1. Involve Stakeholders
2. Understand what changes
3. Value the things that matter
4. Only include what is material
5. Do not over claim
6. Be transparent
7. Verify the result

# Examples

**Table 3: Examples of possible proxies for valuation**

Outcome	Indicator	Possible Proxies
Improved access to local services (e.g. community shop)	Visits to community shop by households	Savings in time and travel costs of being able to access services provided by the community shop locally
Reduction in carbon emissions	Level of carbon emissions	Cost of CO <sub>2</sub> emissions
Less waste	Amount of waste going to landfill Level of carbon emissions from landfill	Cost of landfill charges Reduction in CO <sub>2</sub> emissions from landfill
Improved perception of the local area (e.g. reduction in community isolation, local energy production, increase in community assets)	Residents report improvements in the local area	Change in property prices Income generation from local energy production Amount spent on community assets

# Future Directions

- Our LEAF study has examined:
  - Community approaches to energy efficiency retrofit
  - Opportunities to develop more community renewable energy
  - The ‘value-added’ by community projects
  - And produced an energy information hub to disseminate these in the community and to others
- This gives us a strong basis to move forward with the next phase of our work and to collaborate with other communities

# Keep in touch/find out more

Our website has lots of material about the project and links to our films. Visit it at:

[www.goingcarbonneutral.co.uk](http://www.goingcarbonneutral.co.uk)