The Green Deal and beyond

What the low-carbon economy can do for Macclesfield

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The Green Deal and Beyond

Today's briefing

- Overview of the project
- How have we done?
- Green business by numbers
- Energy policy and the Green Deal
- Preparing Macclesfield to take advantage

LEAF-funded projects

Grant overview

- £75k + VAT, of which 2/3 spent in local businesses
- Approx. £10k of time donated by steering group
- Significant over-delivery against scope

1: Evaluation of potential market size

- 23,000 homes: full survey and database with 61 house-types
- Online consumer tool to demonstrate options

2: Renewables study and business case

- Three major projects – town centre civic buildings / SMDA / biomass industrial potential
- Options appraisal for a community energy company
- CEC fully engaged and supporting the process (officers / members)

LEAF-funded projects

3: Supplier database + business engagement

- Inviting professionals to sign up to go-lo
- Reaching out to first-movers in the renewables industry
- Supporting landlords to understand commercial offer

4: Community engagement & awareness raising

- Key influencer briefings – over 100 invitations issued
- Volunteer energy ambassador training
- Development of toolkit for full range of audiences
- Website hub for information and action

How have we done?

Homes survey: COMPLETE

- Accurate and detailed database of all homes in Macclesfield wards
- Total current domestic CO^2 estimated at 126,000 tpa
- Fuel costs represent a major overhead for the town

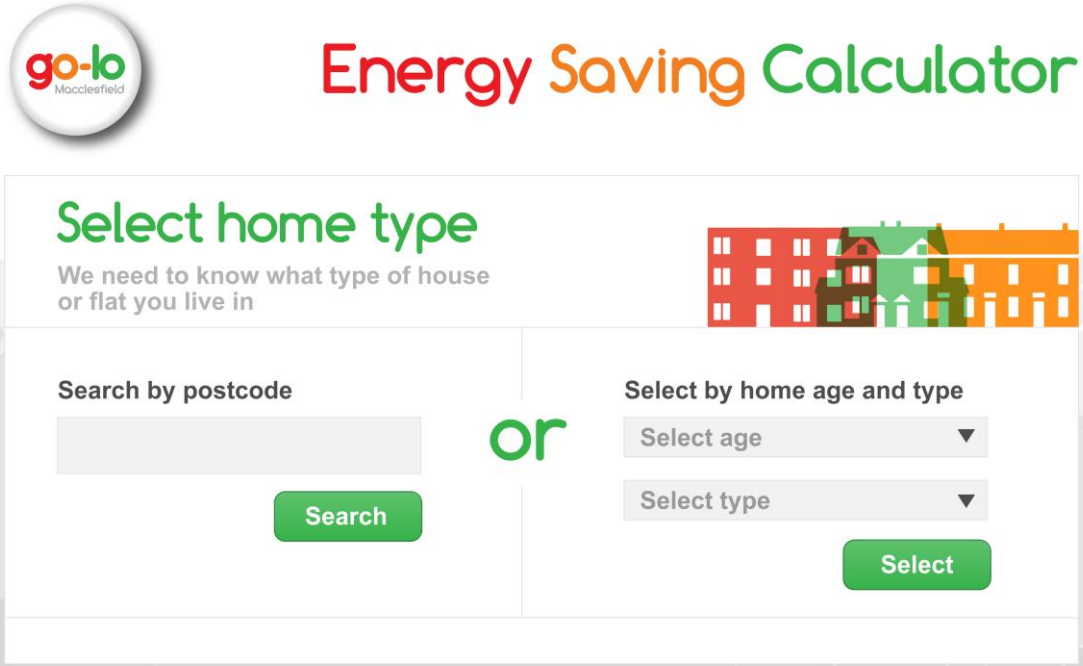
Online Energy Savings Calculator: 95% COMPLETE

- Beta site undergoing testing and desnagging
- Due to launch by end of May

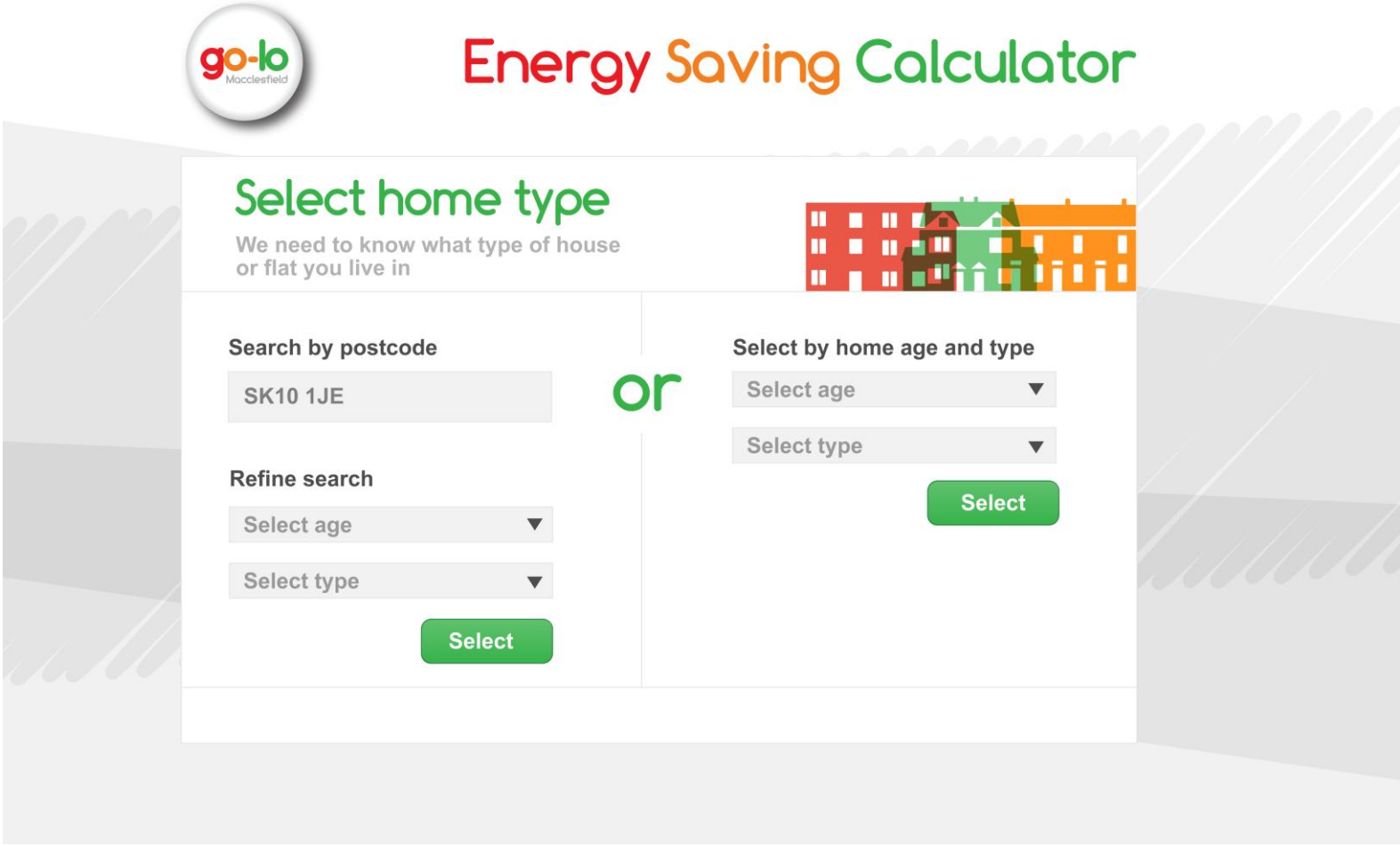
Renewables study and business case: COMPLETE

- Town centre civic buildings scheme offers 18% to 36% IRR
- SMDA can be (almost) zero carbon using predominently food waste *(97% renewable power & 80% renewable heat through AD)*
- Biomass industry looks marginal but high employment potential
- CEC actively considering prudential borrowing options
- Community energy company structure exists in outline

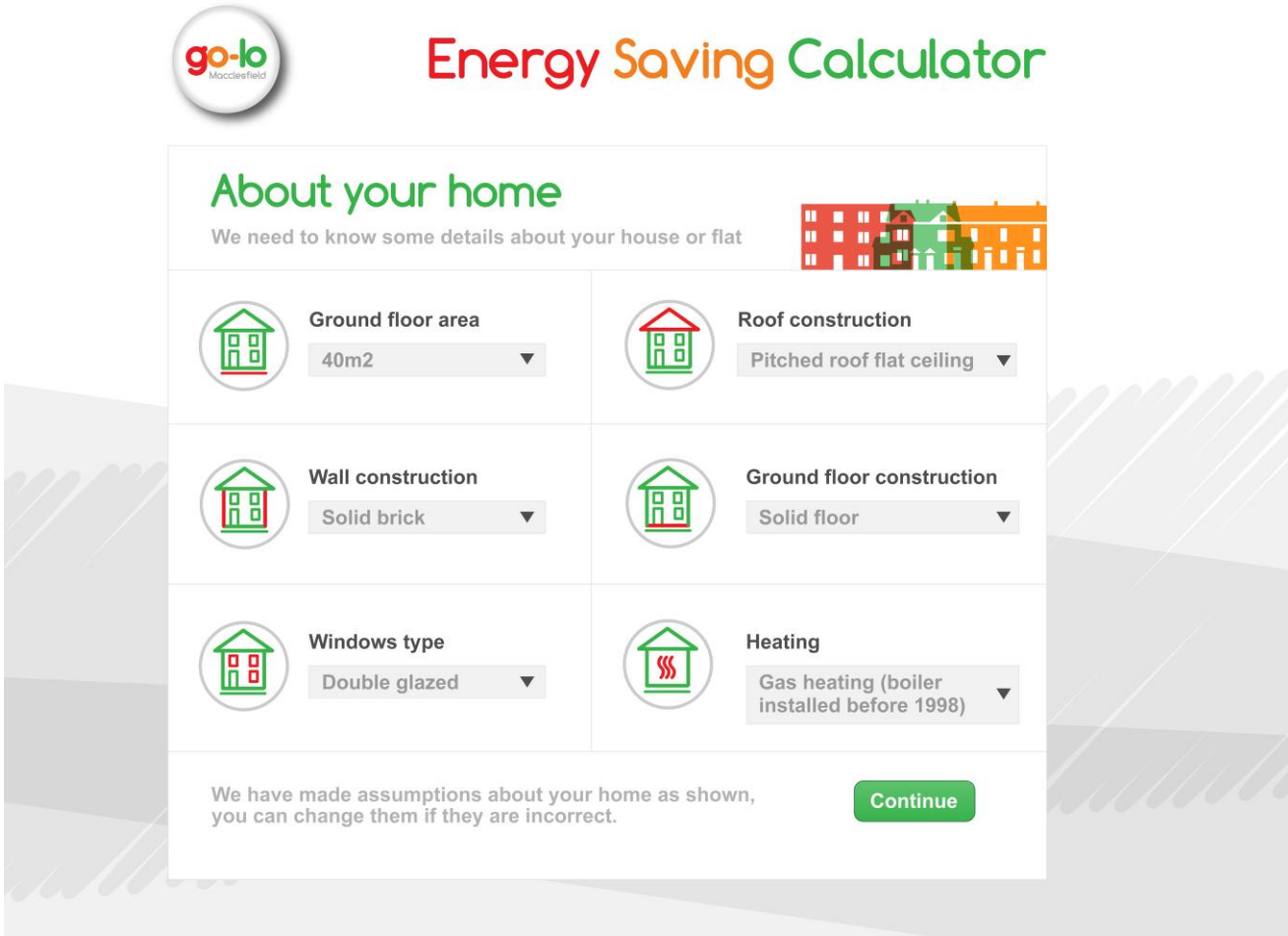
Energy savings calculator – step 1



Energy savings calculator – step 2



Energy savings calculator – step 3



Energy savings calculator – step 4

Energy Saving Calculator

Savings

Select one or a combination of improvements to view the changes to the fuel use, fuel cost and carbon footprint of the house.

Your home

Change

Semi Detatched House
Built 1920-1946

Basic energy saving (2 selected) | Advanced energy saving (0 Selected) | Energy generation (0 Selected)

Improvement	Estimated cost	Payback time	CO_2 reduction
Roof Joist Level Insulation (300mm mineral wool) — Fit draughtstrips to window and door openings	£50	Within a year	↓ 1.8%
Draughtproof Openings — Fit draughtstrips to window and door openings	£2500	20 Years	↓ 1.8%
Roof Joist Level Insulation (300mm mineral wool) — Fit draughtstrips to window and door openings	£300	6 Years	↑ 1.8%
Roof Joist Level Insulation (300mm mineral wool) — Fit draughtstrips to window and door openings	£170	2 Years	↓ 1.8%
Draughtproof Openings — Fit draughtstrips to window and door openings	£2500	20 Years	↓ 1.8%
Roof Joist Level Insulation (300mm mineral wool) — Fit draughtstrips to window and door openings	£300	6 Years	↑ 1.8%

Your energy saving calculator results

Energy used by heating
9600 kWh (gas)
↓ 10.1%

Energy used by lighting and appliances
9600 kWh (electicity)
➡ 0%

Annual fuel costs
£590
↓ 2.6%

Annual CO_2 emmissions
3.11 tonnes
↑ 4%

Estimated total cost of improvement work
£890

Estimated total payback time
3 Years
(time taken for selected improvements to recover their costs through fuel savings)

Take Action

Search our database of approved suppliers and fitters

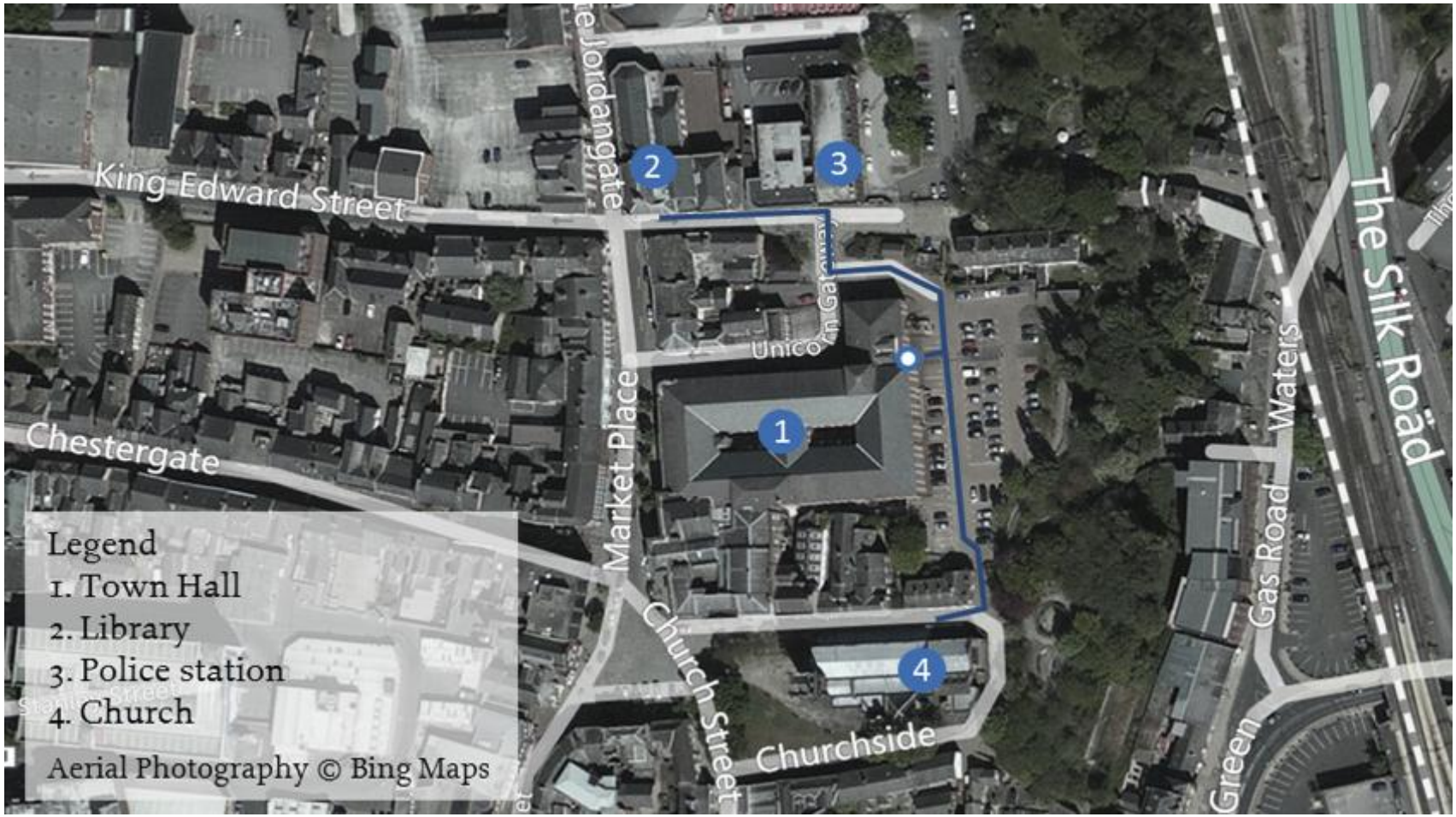
Search

About These Estimated Figures

Information contained in this database is **GENERALISED** per house type in the town area of **MACCLESFIELD, CHESHIRE.** Assumptions have been made based on typical sizes, constructions and thermal values for properties within the age bands within the survey. In order to establish a detailed 'scope of works' for a particular property, it is essential that a professional study is undertaken. This will establish the most suitable sustainable input for the property and its compliance with Building Regulations and any other regulations which may apply.

www.go-lo.org

Town centre heat project



How have we done?

Supplier + business engagement: COMPLETE / ONGOING

- 40 suppliers signed up to date
- Networking has already resulted in proposals for a green-energy business forum in East Cheshire
- Go-lo accreditation / affiliation scheme launched
- Concept of cross-selling welcomed by individual businesses
- VC and supporting professions engaged and positive
- Skills pathway for green apprenticeships produced by Macc College

Community activity: COMPLETE / ONGOING

- Low take-up from key influencers, but good material nonetheless
- Ditto volunteer energy ambassador training
- Toolkits drafted during LEAF project, to be completed by volunteers
- 14 distinct audiences / markets identified, with appropriate resources
- Website going live May 4th

Preparing Macclesfield to take advantage

A green deal for our town

- Our big vision: to kick-start a local low-energy industry
- We want to lower bills and our carbon emissions
- So…**go-lo** Macclesfield is a campaign, an advisor and a connector

What will success look like?

- 20% of our homes deciding to undertake GD retrofit (£65m)
- 20% of people changing their energy behaviours to save money
- Apprenticeships / training to develop a skilled workforce
- Investment attracted into businesses based in the town

Preparing Macclesfield to take advantage

Next steps

- Rolling out voluntary and community engagement work from May 2012
- Identifying projects & funders for community heat / power
- Working with CEC to firm up its role / contribution
- Writing a Macclesfield Low-carbon plan (cf. Manchester: A Certain Future)
- Developing the business case & investment prospectus for the Macclesfield Heat & Power Company: a large-scale community low-carbon heat & power supplier and investor in East Cheshire

Putting Macc on the map..

David Rutley MP:

Macc2020, an active and energetic community group in Macclesfield, has effectively used a local energy assessment fund to stimulate take-up of the green deal among home owners and to promote local small and medium-sized enterprises associated with energy efficiency. Does my hon. Friend agree that that is the right approach given that economic development potential?

Gregory Barker MP:

Absolutely. Macclesfield is a terrific example of community activity. That is exactly the kind of approach we want to see followed across the whole country. It will help get the green deal off to a strong start. It is great that my hon. Friend's constituency is blazing a trail, and I congratulate everyone involved—perhaps he will do so in person on my behalf—on taking advantage of the DECC LEAF scheme to such good effect

Contact us

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