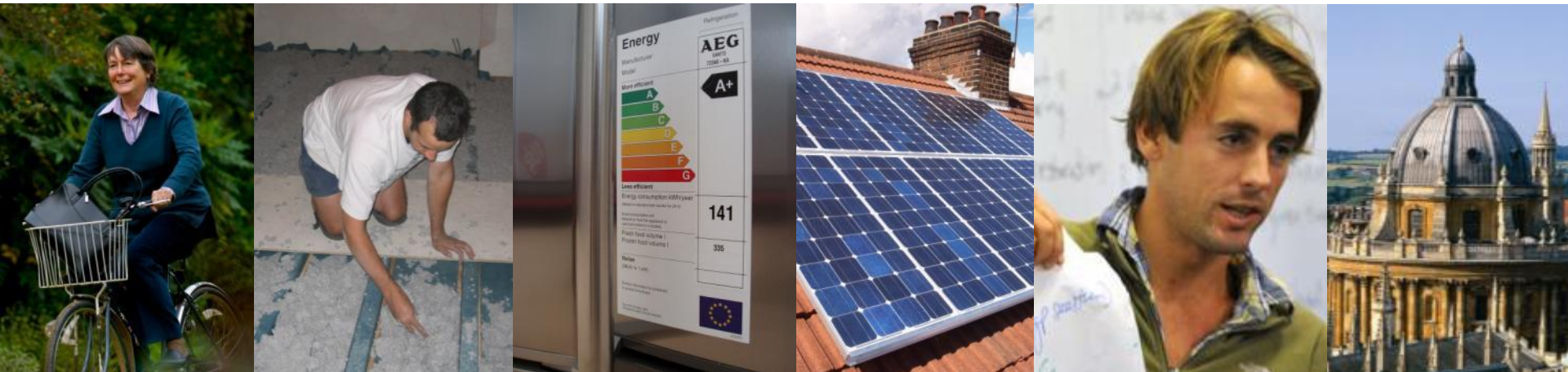


Kirklees, UK case study

Dr Tina Fawcett

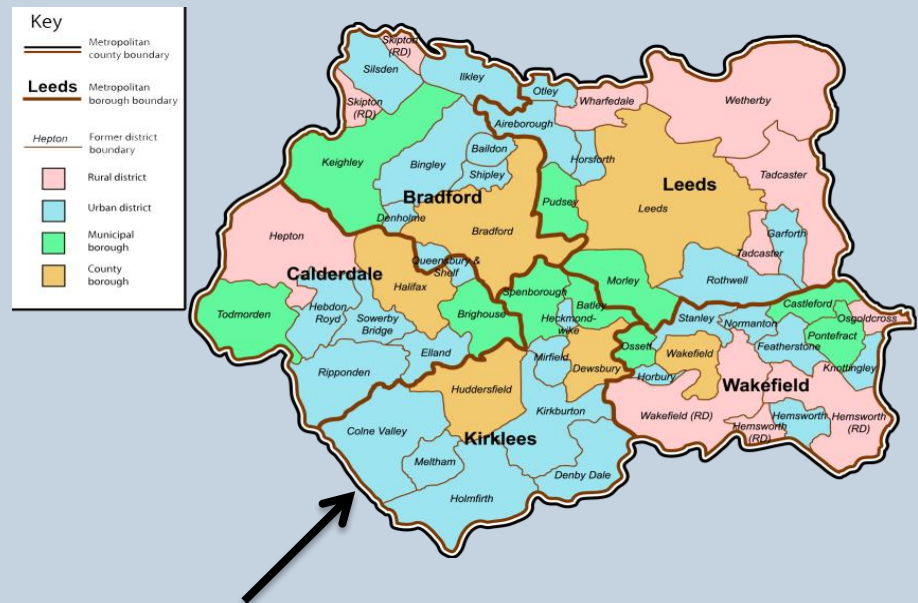


Where is Kirklees?

Kirklees is a metropolitan borough of West Yorkshire, England. It has a population of about 400,000. The local authority ranks among the 25% most deprived in England.



West Yorkshire
within the UK



Kirklees within West
Yorkshire.

Multiple benefits & engaging participants

Kirklees Warm Zone



It was the largest and most comprehensive local Authority home insulation scheme in the UK and offered free loft and cavity wall insulation to every suitable household in Kirklees.

Key message to householders were around increased warmth, health and well-being benefits.

Key aims were fuel poverty and carbon emissions reduction and job creation.



Energy efficiency measures

All households in Kirklees were visited

- 133,700 energy assessments were carried out
- 51,200 households had energy saving measures installed
- 43,000 properties received free loft insulation and 21,500 had cavity wall insulation installed
- 602 heating systems installed through local heating grants funded through local and regional money.
- 446,860 low energy light bulbs were distributed

Key benefits identified by stakeholders

- **Economic impacts** such as local job creation (243 full time jobs), company growth, household savings on energy bills, improved benefit uptake & improvements to property values.
- **Social impacts** such as health benefits for elderly and vulnerable residents, tackling fuel poverty, long-term benefits for future generations and improving general well-being and quality of life
- **Environmental impacts** such as energy conservation, reduction in carbon emissions, raising awareness of energy efficiency and engaging households in broader green issues
- **Political impacts** such as the impact on government thinking and policy on green issues, the influence on area-based models of home insulation, the national reputation of Kirklees-based organisations, a range of partners able to raise awareness of their service offers.

Several benefits including economic and health benefits were quantified through independent evaluation.



Significance of multiple benefits approach

- From the start, energy efficiency measures were seen as a route to delivering a number of benefits, chiefly fuel poverty reduction (through reducing heating costs, and increasing income via benefit eligibility checks), reduction in carbon emissions, and creation of local jobs.
- Multiple benefits also were important in marketing the scheme to householders and in engaging and enrolling them in the programme. This was particularly true for health and well-being benefits: the key marketing message was around 'warmth'.

Relevance to ESCOs

The most important benefits (to the customer) of energy efficiency may not be energy saving, or reduced energy bills. They might be health or comfort or.....

Different stakeholders prioritise different benefits.

There is proof that energy efficiency schemes can deliver significant environmental, social and economic benefits beyond the energy saving they deliver.

The challenge is understanding who can take these additional benefits into account in their decision-making, and who might be willing to pay for them.

