



SE² case study: Energy saving project for North Fulham NDC

What was the problem?

Following on from two previous projects in the area, SE² were commissioned to carry out energy efficiency and sustainable lifestyles work with residents on the West Kensington Estate and across the wider North Fulham NDC area. The West Kensington Energy Savers Project aimed to contribute to the NDC aims to improve sustainability in the local environment, to promote sustainable lifestyles and to improve access to training and work opportunities.

Why did it matter?

The West Kensington Estate was selected for an energy efficiency project as many residents are at risk of fuel poverty. With this in mind, the project was intended to help people save money on their energy bills and to find out about green employment opportunities.

What did we do?

In September 2009, our team of trained energy advisors visited the West Kensington Estate and carried out a short energy-use survey with over 100 residents. The survey enabled the team to provide tailored energy advice to householders and gain an understanding of the level of energy-saving activity already taking place. Residents were also asked to make a number of energy saving pledges such as turning appliances off standby or turning their thermostats down. The team also assessed residents' eligibility for grants and assistance for household energy improvements. Return visits were made to 82 households later in the year to follow up on pledges and see what impact the project had made on residents' energy behaviour.

As well as home visits, we delivered energy advice at a series of community events between September and December 2009. Residents were able to speak to energy experts about ways to save money on their energy bills and take home a selection of energy-saving products including light bulbs and wind-up torches.

The project also promoted cycling in the NDC area, with the dual aims of supporting healthy lifestyles and providing access to cycling industry training. We held three bike doctor sessions, with local residents receiving free safety checks and minor repairs from professional bike mechanics. We also held two bike mechanic taster days where residents spent a whole day learning the basics of bike maintenance and were offered the chance to follow this up with a fully-funded place on a two week bike mechanic course.

What difference did we make?

We found that 85% of residents had acted on their energy saving pledges, with the most successful being switching to energy saving lightbulbs. 59% of people said that the project had raised their awareness of energy saving and 62% said it had helped them save energy. Combined with the people who received energy advice at events, hundreds of local residents have potentially saved money on their energy bills and reduced their carbon footprint.

Eight NDC residents learnt basic bike maintenance and three people completed the accredited bike mechanic training course. So, as well as improving local peoples' experience of cycling, a number of participants have gained skills that could open up a range of opportunities for volunteering and employment.

For further information about SE²'s work on this project, please contact Chloe McLaren Webb on 020 8469 1333 or email chloe.mclarenwebb@se-2.co.uk.