

Potential roles for community groups in the Green Deal

This resource is based on a piece of joint research between the University of Bristol and the Centre for Sustainable Energy. It is intended to provide an overview of the ways in which community groups might consider engaging with the Green Deal and includes details on some of the requirements of each role, together with issues to consider before setting up local schemes. Although the Green Deal doesn't launch until October 2012, where possible examples have been provided where similar models or projects are already in place.

The main roles that are outlined are:

Green Deal Promotion

- Provide impartial information and advice
- Engaging people and creating demand for energy efficiency
- Signing people up to specific GD schemes

Green Deal Assessment

- Carry out home energy assessments
- Act as a Green Deal Advice Organisation (GDAO)
- Provide training for Green Deal Assessors

Green Deal Delivery

- Act as a Green Deal Provider
- Act as a Green Deal Partner
- Act as a Subcontractor

Under the heading of Green Deal delivery, the main elements which can be offered through the three roles above are:

- *Source and provide finance*
- *Set up and manage schemes*
- *Marketing and promotion*
- *Green Deal Assessments*
- *Installations*

Green Deal Promotion: possible roles and examples

In terms of promotion, the main roles that community groups could play are around providing advice, engaging people on energy efficiency, and signing them up to specific schemes.

Provide impartial information and advice	Examples
Give information and advice to local people on energy efficiency and improvements that would be suitable for their homes.	Esk Valley Community Energy Group received energy efficiency training and now have a team of 'energy champions' and conduct home visits. Here's an example: http://eskvalleyenergy.org.uk/reduction/cee-champions/
Promote the benefits of Green Deal to householders as a means of financing improvements.	Other examples of successful advice provision by community groups include: websites, stands at farmers markets, empty shop displays, drop in advice centres, local advertising.
Make people aware they have a choice of Green Deal providers and help them find registered Green Deal installers, assessors and providers.	

Engaging people and creating demand for energy efficiency	Examples
Raise awareness by running events such as open homes days, demonstrations and displays showcasing energy efficiency options that are attractive and appropriate.	<ul style="list-style-type: none">• Bristol Green Doors www.bristolgreendoors.org/• Eco open Houses (Brighton & Hove) www.ecoopenhouses.org• Lewes Eco open Houses www.transitiontownlewes.org• Green Buildings Norfolk www.cprenorfolk.org.uk/campaigns• Superhomes www.superhomes.org.uk/
Run a media campaign locally promoting the benefits of energy efficiency improvements (warmer, cosier homes) and financing options available under the Green Deal	For example, press releases, radio interviews, posters, flyer drops, articles in local newsletters, and adverts in local papers.
Target specific people / homes within a community with messages that will get them engaged in the Green Deal (e.g. information/materials tailored to the demographic and relevant to the local housing stock).	<ul style="list-style-type: none">• The CSE housing assessments produced under LEAF give useful data both on the types of improvements most appropriate for homes in the local area and also for targeting specific streets www.cse.org.uk/projects/leaf• If the local authority is going to offer Green Deal pilots and/or provider services this could be promoted by community groups. For example: Newcastle City Council www.warmupnorth.com, Birmingham City Council http://tinyurl.com/86hhfmc, Milton Keynes http://tinyurl.com/bvdztwr,

Promoting and supporting sign up to specific GD schemes	Examples
Signposting householders to schemes where local installers are being used to carry out work.	<ul style="list-style-type: none"> • Somerset West Home Energy pilot scheme www.cse.org.uk/projects/view/1181 • CSE GD Incubator model for non-profit organisations to develop services, with a role for community groups in promoting and referring customers.
<p>Negotiating and/or flagging up discounts for householders that they may be able to access through 'clubbing together'.</p> <p>Community group members can (i) persuade their own neighbours to join them in having work done, and (ii) persuade others to become GD pioneers (new customers) and persuade <i>their</i> neighbours to join them in having work done. Ideally, a continuous process of sequential neighbor referrals/discounting would occur. Community groups could play a key role in instigating this process through holding public meetings, and even hand-holding householders through the process of persuading their neighbours.</p>	<ul style="list-style-type: none"> • A trial by the Cabinet Office Behavioural Insights Team (COBIT) is researching whether uptake of retrofitting can be increased by giving discounts to homeowners who club together. • This comes from a series of trials investigating how to incentivise GD take up being run by the Cabinet Office Behavioural Insights Team. These are detailed in 'Behaviour Change and Energy Use' http://www.cabinetoffice.gov.uk/sites/default/files/resources/behaviour-change-and-energy-use.pdf
<p>Another model is that of providing community rewards for homeowner GD uptake. An example would be micro-generation systems for community buildings such as schools. Community groups could spearhead local involvement, promoting take up on this basis. There could be an opportunity for this initiative to be combined with other local fundraising events to get community rewards faster.</p>	<ul style="list-style-type: none"> • Schemes such as Tesco 'vouchers for schools' http://www.tescoforschoolsandclubs.co.uk/ and 'transform your patch' http://www.transformyourpatch.com/article/about work in a similar way (by promoting shopping with a specific retailer(s) in return for community rewards)
<p>Schemes offering incentives for householders for signing up.</p> <p>Community groups could set up and/pr promote schemes that make offers where the householder benefits directly from vouchers or other incentives.</p>	<ul style="list-style-type: none"> • Proposed scheme as part of COBIT trial where Carillion / Homebase offer a one-month council tax holiday or vouchers for products or services from Homebase and Argos • Competitions to win prizes in return for participation
<p>Referring to schemes which will pay a referral fee to the community group – which can then be used to support local activity and priorities.</p>	<ul style="list-style-type: none"> • Enact 'refer a friend' project http://enactenergy.com/ref/referguide.pdf pays householders to refer their acquaintances. This model should also work for community groups to receive payments. • Warm Streets Communities: CSE currently partners with various community groups under the Warm Streets scheme. They refer customers to the scheme in return for a fee or CSE advice they can use to instigate other sustainable energy initiatives in their area
<p>Community groups could provide an enabling role in their local area to help householders overcome barriers to installation. For example, offer a loft clearance service for vulnerable, disabled, or visually impaired (and/or other) householders who may benefit from loft or roof insulation under the Green Deal or the Energy Company Obligations (Affordable Warmth/Carbon Saving Communities)</p>	<ul style="list-style-type: none"> • Loft clearance is already offered under some existing schemes such as 'Wrap up Leeds' http://www.wrapupleeds.co.uk/ and social enterprises such as Horsham Matters http://www.horsham-matters.co.uk/about/.

Green Deal Promotion: requirements and considerations

Legal / Green Deal requirements

- If storing customer details (e.g. for referral schemes), data protection legislation must be complied with
- The Green Deal Oversight and Registration Body register is here: www.greendealorb.co.uk/, listing all Green Deal approved providers, and there will be a national phone line providing advice
- For some events and activities, public liability insurance and/ or permissions from the council (e.g. for street closure) may be needed

Other considerations

- Useful to have access to information on the housing stock to be able to give good advice on which measures will be most appropriate for local homes (e.g. via local authority, a housing stock assessment or a walkaround audit)
- Keep abreast of developments, new schemes and current regulations in order to give the best advice to householders
- Important to maintain impartiality and get the best deal for the householder
- Understand which Green Deal offers are available in the area, and whether their employees / subcontractors are local
- Be aware of alternative options to the Green Deal – for example local installers (accredited as appropriate) who can carry out work at competitive prices
- A sound understanding of energy efficiency options and what to recommend in which circumstances would be really valuable.
- Local reports, feasibility studies or housing stock assessments could provide useful data on which to base targeting. These might include home energy surveys, housing stock modeling, or analysis of socio-economic data.
- The health and safety of volunteers working ‘on-site’ will need careful consideration, as well as insurance issues and clarity over voluntary / paid roles (and employment law)
- Members could undergo some formal energy advice training (e.g. City and Guilds energy awareness)
- Local Open Doors type events involve volunteer recruitment and training; booking systems; production of accessible information to give out / display; publicising the event and dealing with the media; fundraising to cover costs. In-depth guide published by EST is available:
<http://www.energysavingtrust.org.uk/Professional-resources/Housing-professionals/Existing-housing/Energy-saving-open-homes>
- Setting up, or engaging with local schemes, will involve identification of, and liaison with, local installers, considering customer service and quality assurance issues, and an understanding that just because they are a local and GD registered installer doesn’t mean they will provide a good service.
- The COBIT trial included an option for householders to donate unwanted goods cleared from the loft to charity at the same time – this could be an interesting way of making local benefits go further
- Community groups could raise funds for their services by selling on unwanted goods, meaning the group earns from its labours in this way. They could also charge to conduct this service

Green Deal Assessment: possible roles and examples

In terms of assessment, the main roles that community groups could play are to act directly as a Green Deal assessor, a Green Deal Advice Organisation or as a trainer of assessors.

Carry out home energy assessments	Examples
Members of the community group could become Green Deal Assessors and get paid to carry out assessments	
Groups could sponsor the training of a local GDA. They may be able to negotiate discounted spaces on Green Deal Assessor training courses and/or fund raise to pay for the course fees.	
Groups could work in partnership with a local Green Deal Assessor and then sign-post householders to that assessor.	
Groups could signpost householders to local (or national) organisations that are registered to carry out Green Deal Assessments.	
Groups could explain the Green Deal Assessment process and results to local people. This could include using online tools for calculating carbon and cost savings, clarifying details in the Green Deal Assessment report, and discussing the appropriateness of different measures given a householder's energy use patterns.	<ul style="list-style-type: none">• Deane Energy Savers is a community group which accesses council funding to provide a limited number of energy audits each year.• Lightfoot is a CIC which offers energy audits for £50 http://www.h-e-s.org/page/home

Provide training for Green Deal assessors
<ul style="list-style-type: none">• For whole energy networks covering wide set of community groups it might be worth becoming a training body.• Self-employed Green Deal assessors could offer basic training tailored to the local area. This promotes skilling up of local population by making training geographically accessible and could be sponsored by local groups/council (more readily than sponsoring local training by a national certification body) to make training accessible to all• Groups with information on their local area or particular needs could get in touch directly with the sector skills council and / or with their local Green Deal training provider to make recommendations for inclusion in Green Deal training.

Act as a Green Deal Advice Organisation (GDAO)
<ul style="list-style-type: none">• In this role, groups or organisations can win and issue work to their GDA members. As part of the process, they must provide customers with information on (a) the Green Deal, (b) what will happen during the survey and (c) whether they are working for a GD provider or are an independent organisation.• There are requirements to maintain a register of contracted GDAs and provide this to their Certification Body for their records; to demonstrate that they, and any contracted GDAs have suitable arrangements to cover any liability; to ensure that contracted GDAs have access to any pre-approved training

and CPD required to maintain their competence to practice under the Green Deal. Records of assessments need to be kept up to date with details on location, type and dates of assessment, problems and corrections, name of the GDA, customer complaints, site notes etc.

- The group / organisation has to keep a schedule of audits and resulting actions, ensuring that at least 5% of Green Deal Assessments are internally audited within a 12 month period (sole traders need a procedure for self-assessment to meet this requirement).
- Finally, the GDAO is required to instruct all GDAs on how to act in relation to the following: collection of pre-visit information, customer requirements, organisation stipulated customer service requirements, customer enquiries, customer request for services outside the scope of the GDA role, complaints and feedback, cost of assessments, and generally ensuring GDAs observe the Green Deal Code of Practice.

Green Deal Assessment: requirements and considerations

Legal / Green Deal requirements

- Assessors must be members of a GD Advice Organisation: <http://www.nesltd.co.uk/blog/green-deal-advice-organisations-unravelled>
- Assessors must comply with all relevant Health and Safety regulations
- Green Deal Assessors must be recognised by the Operator of the Register of Energy Performance Certificates (England and Wales) as active members of an EPBD Accreditation Scheme for either Domestic Energy Assessments or Non-Domestic EAs, and meet the requirements of the DEA/ NDEA National Occupational Standards: <http://tinyurl.com/d4ee4lr>
- Assessors must have appropriate insurance to cover liability for the entirety of the assessment service undertaken, with insurers recognised by the FSA.
 - For Green Deal assessments on domestic buildings, they must have professional indemnity cover of £100,000 for each claim in relation to any Green Deal assessment, and public liability insurance of £1,000,000 per claim.
 - For non-domestic buildings, procedures must be in place to ensure a minimum level of indemnity cover is in place proportionate to the risks associated with the provision of the Green Deal assessment, and is in any case no less than £250,000 per Green Deal assessment.
- All information associated with Green Deal provision must be kept for 7 years.
- Assessors must have systems to ensure data protection, register with the Public Register of Data Controllers, and comply with the requirements of the Data Protection Act 1998 when processing personal data obtained under, or in connection with, the Green Deal.
- Certification Bodies will need to be assessed by the UK Accreditation Service (UKAS) to the standard EN 45011 and against a set of guidelines for certifying the provision of Green Deal Advisor Services.
- Must be certified according to the Green Deal specifications & BS EN 45011 (UKAS).
- Your certification body must apply to UKAS for accreditation to certify against PAS 2030 (specification for the installation of energy efficiency measures (EEM) in existing buildings.). Once UKAS accredited it can then register with the Green Deal Registration and Oversight Body
- Sector Skills Council for Green Deal: <http://www.assetskills.org>

Other considerations

- All of the options outlined in the 'Carrying out Green Deal Assessments' section could increase local employment and expertise, support local networks, and potentially build more trust with householders.
- Training costs could be a big consideration. Approximate cost of GD assessor course for existing DEAs is £1240. Approximate cost of GD assessor course for new entrants is £2060.

Green Deal Delivery: possible roles and examples

In a delivery capacity, community groups could act as a green deal provider, a partner (to a provider), or as a subcontractor providing specialist Green Deal services.

Act as a Green Deal Provider	Examples
A community group acting as a Green Deal Provider would receive the profit from each customer's installation and could co-ordinate delivery and delivery partners to meet local needs. A single group (or consortia of community groups and SMEs) taking on this role would need to be extremely well organized with very robust systems and processes in place, have good strategic relationships and be in a position to negotiate contract terms and fulfill (or contract out) all of the key roles outlined below.	<ul style="list-style-type: none">Empower is a community group that has already signed up to be a GD provider. Yorkshire Energy Services is a Community Interest Company that has signed up to be a Green Deal Provider.

Act as a Green Deal Partner (specialise in one of the key roles below and partner with other groups to provide the full service)
Source finance for Green Deal Plans; attract ECO funding and administer the loan systems attached to each Green Deal.
Scheme set up and running – including control systems and governance. This would involve robust data management and financial systems; management of contractual relationships and procurement of services as necessary.
Market and promote Green Deal to consumers and to suppliers; actively managing demand and shaping / costing work packages to meet demand.
Carry out Green Deal Assessments
Carry out installations - building work and technology installations – assuming all necessary requirements and certifications etc are in place

Act as a Subcontractor	Examples
Groups could work as a subcontractor to a Green Deal Provider : work for a national or local Green Deal provider to deliver locally tailored services which could include Installations, Green Deal Assessments, Sales or other work packages falling under the key roles outlined above.	<ul style="list-style-type: none">The Sustainable Action Housing Partnership (SHCAP) proposes a model whereby Local Authorities and social housing providers come together to form Community Green Deal 'Delivery Bodies', which could work in partnership with Community Green Deal Associations, independent, community-led organisations that can promote the local offer.

Green Deal Delivery: requirements and considerations

The GD Oversight and Registration Body (GDORB) (www.greendealorb.co.uk) is the agency in charge of managing the application, registration and ongoing accreditation of GD Providers. These bullet points list some of the key requirements of Green Deal providers, and some considerations if this route is seriously being considered.

Legal / Green Deal requirements

- Green Deal providers must comply with the Green Deal Code of Practice and with requirements set out in the Green Deal Framework Regulations: <http://tinyurl.com/dy6ur6e>
- Sign up to the Green Deal Arrangements Agreement (GDAA), a contractual agreement between Green Deal Providers and electricity suppliers
- Comply with the Data Protection Act 1998
- Maintain auditable records of all Green Deal Payments
- Hold a valid Consumer Credit Act 1974 (CCA) licence. (£575 for a sole trader; £1215 for a partnership, company or other organization).
- Hold a credit risk profile: <http://tinyurl.com/d8uej3a>: it is likely this will be a Category A licence (consumer credit business). New entrants with no track record of credit management may find it very difficult to get a CCA license.
- Meet requirements of relevant consumer protection legislation, such as the Sale of Goods Act, the Consumer Protection from Unfair Trading Regulations and the Unfair Terms in Consumer Contracts Regulations, and comply with prompt payment of invoices code: <http://www.promptpaymentcode.org.uk/>
- Be able to draft contracts for Green Deal plans setting out the financial terms of the agreement, interest rate, terms relating to warranties, and options to allow consumers flexible payment terms and to switch energy suppliers. Domestic plans constitute consumer credit agreements regulated by the CCAct.
- Take out a contract of insurance to ensure that the contract is valid for the lifetime of the guarantee and cover the risk that they cease to exist or otherwise cannot honour the guarantee

There are various **legal structures** that a Green Deal Provider can adopt. This needs serious consideration when setting up, taking in to account plans for future projects or developments; scope for raising finance through shares; whether profits will be generated and how they will be used; ensuring that community benefit is embedded etc.

Other considerations

- An agreed code of conduct detailing 'do's' and 'don'ts' and service level agreements (e.g. speed of install, payment terms, manners on site, cleanliness, etc.) might be useful for setting up and delivering local schemes
- It will be essential to make sure that local contractors are appropriately qualified and accredited. There could be potential to obtain national GD accreditation and warranties 'en masse' for groups or networks of smaller contractors.
- The provider must find the (very substantial) finance; The Green Deal Finance Company can provide detail of membership requirements.
- Groups may need to negotiate with major finance providers and major energy suppliers to explore the basis and scale on which they could provide finance to customers and establish processes and procedures for collecting repayments through energy bills
- For any role in Green Deal provision, robust systems will be required for effective marketing, customer service, quality control and financial management.
- There may be restrictions in contract terms which might prevent a community group or SME from contracting with more than one provider as a partner for Green Deal delivery.
- A consortia developed around the 'Green Deal Incubator' model may be a more realistic way to approach becoming a local Green Deal Provider.