

# Using energy supplier and local partner funding alongside ERDF –

.....the experience in the south west of the UK.....



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# Key Objectives

Objective	Activity
<b>1. Demand Stimulation</b>	A major <b>Home Eco-refurbishment</b> programme targeted at social housing in 4 priority locations across the programme area <ul style="list-style-type: none"><li>• At least 810 individual measures</li><li>• Demand side stimulus to attract private sector investment and wide participation in business support, knowledge transfer and training programmes</li></ul>
<b>2. Business Support</b>	An intensive business support programme built around three main areas of support designed to create competitive advantage for south west businesses <ul style="list-style-type: none"><li>• Delivery capability at scale</li><li>• Value and cost efficiency</li><li>• Quality</li></ul>
<b>3. Market and Sector Development</b>	A market and sector development programme to create a sustainable market by: <ul style="list-style-type: none"><li>• Creating a highly efficient supply chain</li><li>• Unlocking the owner occupier market</li><li>• Developing innovative self sustaining financial mechanisms</li></ul>

# The Barriers & Risks

## Supply chain

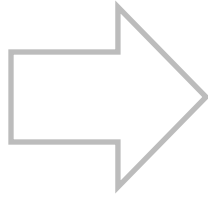
- Size, skills, accreditation etc
- Ability to deliver at scale & maintain sustainable growth
- Quality, reputation, out of area competition

## Market

- Lack of awareness, familiarity, trust
- Finance for owner occupiers
- Even with incentives – will market growth be sustainable?

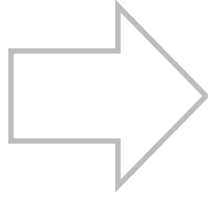
# Building a lasting legacy

**Delivery Capability**



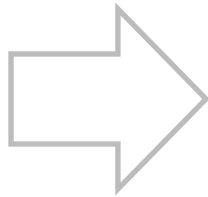
**A network of businesses able to compete at a national level to deliver high quality and high value whole house refurbishment**

**Sustainable market**



**A growing market across both public and private housing sectors, underpinned by strong demand and supported by innovative financial measures**

**Market Readiness**



**Ready to take advantage of the expected growth in microgeneration and energy efficiency markets through national investment in FIT, RHI, Green Deal and other measures**



# ready for retrofit

## warmer greener homes



EUROPEAN UNION  
Investing in Your Future

European Regional  
Development Fund 2007-13

# Funding Package

- £4m ERDF
- £2.4m Bristol CC
- £1.435m EON
- £150k Devon CC
- £15k Torbay Development Agency

# Market Development

Building a sustainable market through innovation.....

Supply Chain

Product evaluation and assessment  
Introduce new technology  
Whole supply chain development  
Manufacturing and distribution  
Drive down product cost

Unlocking the Owner  
Occupier Sector

Innovative finance mechanisms  
Advice and support  
Neighbourhood approaches  
Demonstration Homes e.g Bristol  
Green Doors

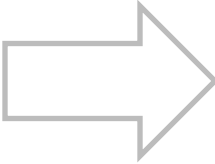
Creating a  
sustainable financial  
model

From grants to private finance  
Remove capital barriers from  
households  
Link FIT, RHI and Green Deal  
Funding from EIB, banks, LA led  
innovation – e.g. Bristol

# Business Support Programme

Building south west competitive advantage....

Delivery Capability  
@ Scale



Target high growth businesses  
Support new and crossover  
businesses  
Leverage construction and trades  
Foster collaborative network

Quality



Training and skills  
Support for accreditation  
Quality management feedback  
Exemplar, mentoring and coaching  
Knowledge and learning

Value



Economies of scale  
Best practice and benchmark  
Product costs and supply chain  
Continuous improvement ethos



# Business Support Programme



- **Business development voucher** to support improved skills, knowledge and sales and marketing
- Link to training providers: FE colleges, **National Skills Academy for Environmental Technologies** , Advisor training, ESF
- **Training on site**, ‘toolbox talks’ & demonstration homes
- Open source library & link to **National Refurbishment Centre (EST&BRE)**
- **Feedback** based quality management and continuous improvement programme
- **Targeting construction sector** for solid wall insulation
- **Working with others** to improve access to support i.e. Green Skills Projects
- Includes **whole supply chain** – domestic & home energy assessors, designers and specifiers, installers, manufacturers, suppliers, wholesalers etc