

REPORT TO: GREENER STRATEGIC GROUP ON 15TH APRIL 2010

SUBJECT: MORAY ENERGY EFFICIENCY FAIR 2010

BY: DIRECTOR OF ENVIRONMENTAL SERVICES

1. REASON FOR REPORT

1.1 To inform members of the outcome of the Moray Energy Efficiency Fair.

2. RECOMMENDATION

2.1 It is recommended that the Group notes this report, and agrees, in principle, to hold a similar Event in March or April 2011

3. BACKGROUND/UPDATE

3.1 The Community Planning Partnership's Greener Strategic Group on 8th October, 2009, agreed to hold an Energy Efficiency Fair in early 2010.

3.2 Five hundred people attended this inaugural event which was held on 24th March 2010, in Elgin Town Hall. The target audience included the general public, businesses, and community groups throughout Moray. The objective of the event was to increase awareness of energy efficiency and renewables technology, which could potentially help the people of Moray to save Money, and local businesses to raise their profile.

3.3 The activities throughout the day included:

- Twenty-two exhibitors, comprising accredited installers and organisations who provided specialist advice, information and demonstrations of new technology available.
- Home Energy Checks/Domestic Advice on a one-to-one basis, with free follow up home appointments in some cases.
- Eight presentations/talks were given throughout the day on a variety of subjects, which provided the opportunity for the audiences to ask questions and get advice from the experts.
- One-to-one surgeries for the small business community and not-for profit organisations
- Business Billing Surgeries for businesses to discuss energy efficient ways to save on their utility, waste bills etc.
- Moray Council Planning and Building Standard Officers were on hand throughout the day to provide advice to those interested in installing renewable energy products.
- Tours sponsored by Moray College were provided from Elgin Town Hall to the College's Technology Centre.
- Sixty children from East End and Hopeman Primary Schools attended two specially arranged events which were designed to link in with their current school projects on energy efficiency.

3.4 Marketing

A marketing campaign was undertaken as follows:

- 41,224 event programmes were mailed out in the Council Tax mailing
- 2,000 additional leaflets were distributed to Libraries, Council Access Points, Citizens Advice Bureau, MVSO
- Electronic leaflets were sent to a range of organisations including: Moray Chamber of Commerce, Federation of Small Businesses, Moray College, Business Gateway, Federation of Village Halls and Community Councils.
- Newsletter Bulletins – MVSO, Community Planning E-Bulletin
- Websites – including Community Planning, MVSO, Moray Council etc.
- Press Releases in all Moray area newspaper publications, bespoke advert with editorial in Northern Scot.
- Visitors received a recycled carrier bag and pencil on arrival.

3.5 Evaluation

- (a) Evaluation forms were designed for both the public and exhibitors to complete in order that information could be collated to assess the success and to consider suggestions to improve the quality of future events. (Please refer to Annex 1 of this report.)
- (b) The responses show that the majority of those responding found the event worthwhile and informative. A number of comments were made about how the Event would have addressed different topics, technology or advice. These will be helpful comments in dealing with any follow up from the Event or organising a future event. This was the first Event of its kind in Moray, and it achieved the objectives of the Greener Strategic Group. Further information from the Evaluation Forms can be provided on request.

Future Events

- 3.6 The Event on 24th March was very successful, and using the experience of organising it and the feedback from evaluation forms and discussions with those attending, there is merit in recommending a similar Event in March or April 2011. If the Greener Strategic Group agreed to hold a similar Event in 2011, consideration would be given to organising it in the near future, particularly to booking the venue, obtaining resources, and contacting organisations who could attend and participate.

4. SUMMARY OF IMPLICATIONS

(a) Single Outcome Agreement/Service Improvement Plan

The promotion of renewable technologies and potential increase in the installation of renewable energy within Moray would assist in reducing greenhouse gas emissions in line with Scottish Government targets and Single Outcome Agreement commitments.

(b) Policy and Legal

There are no legal implications as a result of this report.

(c) Resources (Financial, Risks, Staffing and Property)Financial

The cost of providing promotional marketing including the hire of venue and hospitality for the exhibitors was £4,100 and was funded as follows:

The Moray Council (Economic Development Delegated Authority)	£1,000
HIE	£1,000
LEADER	£ 500
Energy Saving Trust	£1,000
Forestry Commission Scotland	<u>£ 600</u>
Total	<u>£4,100</u>

Staffing

Staffing has been carried out through the Community Planning Partnership Greener Strategic Group and the Development Services Division of Environmental Services.

5. CONCLUSION

This event has helped to meet some of the objectives of the Greener Strategic Group in terms of identifying and promoting good environmental practice. It was reported that a number of visitors were from outwith the area and had come to Elgin specifically to the Fair, the Greener Group could consider these wider audiences in marketing of any future Event. There appeared to be quite clear reasons for people attending, with particular interest in finding out how to save energy around the home, and businesses with the main objective to save money. People were keen to investigate the various products they could install into their new builds/or replacing existing old heating systems etc. Exhibitors were very positive and would encourage similar events in the future, and have suggested some additional activities, which could enhance the content. Local businesses interest in billing surgeries was low, however, as a result of the Fair, Envirowise and Business Gateway Moray are jointly developing specific workshops to provide to the business community.

In conclusion the Energy Efficiency Fair was very successful and it is recommended that the Community Planning Partnership Greener Strategic

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Group considers the outcomes and whether to arrange a similar event next year.

Author of Report: Mairi McIntosh, Development Officer
Background Papers: Full evaluation held within Development Services
Ref: