



The power of one

gb
green
barometer

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people in our social networks. What this means is that each of us has the capacity to influence a huge number of other people. If we are, after all, a 'nation of talkers' just think of the power all of us have to make change happen.

Being the Chief Executive of the Energy Saving Trust, I come into contact with a very broad range of people in the climate change arena, from Ministers and funders to policy makers, and business leaders. Clearly my role is to influence, persuade and encourage them to implement policies and measures that help us become low carbon citizens. Some care enough about preventing climate change that they are able to cajole and persuade friends, family, work colleagues and others on their social network of the importance of saving energy. Others just want to tell people they've saved £250 a year and don't appreciate the moral benefit of 'doing their bit'. Whoever you are – trust me - you are a very important influencer. And when you start working out the maths, it doesn't take too long to realise that if each of us influenced just a fraction of the contacts we have, then pretty soon you'd see people reducing their energy consumption and choosing more renewable energy sources, just because everyone else is doing it. Now, I am not nuts, I realise that manufacturers and retailers have to help by developing and offering a choice of energy efficient goods and the Government need to put in the right

legislative framework – but by the same token, it isn't Dixons or the Government who force us to leave our TV'S on standby is it?

Clearly, we're not in this position yet. The important thing for us is identifying who the key influencers are in our communities and then providing the tools to help them communicate energy saving messages to their contacts. Beyond this we need to continue to raise awareness amongst individuals who have an interest in the environment, but who

aren't sure how to take action. Our recently conducted research will assist us in doing this. It explains the first ever index to pinpoint Britain's biggest energy saving influencers which could help us to harness a network of individuals to spread the energy saving message in their communities.

The index identifies four types of influencers (see page 19 for more details) from the highly informed and engaged influencers to less informed groups who have the potential to increase their influence. It shows that women are leading the way, as they make up over half (53 per cent) of the most

influential group (community changers). The most influential Britons are already acting as a trustworthy source of advice to 10 or more people on energy-related issues and start an average of three conversations a month on climate change.

The next stage then is building on this knowledge, as we did during our recent Energy Saving Week - which focused on the

power of communities and demonstrated how friends, family, networks and clubs, societies and community figures can spread the word

and move people to play their part in the fight against climate change.

We are also aware of the important role that local authorities play in helping to get people engaged in and taking action on climate change.

As you will see on pages 6-10, the average domestic carbon emissions (including transport) vary massively from local authority to local authority, although it is not easy to compare apples with apples. For example, an urban local authority generally will have domestic emissions that are lower than a rural local authority. This isn't that surprising – after all if you live in the countryside, it is

“each of us has the capacity to influence a huge number of people”

A question of trust...

So who do you trust? I have to say that when it comes down to it, I take advice and listen to recommendations from friends and family. But why is this? Well the reason is obvious, you know your friends and family and trust their judgement – whether that's about which television to buy, what play to watch or even which car to buy.

Of course most of us interact with a whole range of people beyond just family and friends – whether that's the local shopkeeper, PTA members, work colleagues, fellow church goers, or your football team mates. Our research shows that on average, each of us has around 170

more likely you'll need a car than if you live in central London, which has extensive 24 hour public transport. Another example is that we know solid wall homes are less easy to insulate than homes with cavity walls. This means if a local authority has a high propensity of solid wall homes in their area then helping residents lower household emissions immediately becomes more difficult.

However, what the research does reveal is the positive environmental impact that building to highly energy efficient standards and providing comprehensive public transport could have in helping to lower carbon emissions. We need to build on this. We already work with a number of local authorities through our Practical Help service, providing them with energy saving advice and support via the phone (0870 241 2089) and via the website www.energysavingtrust.org.uk/housingbuildings/localauthorities/

Of course, we are aware local authorities can only deliver results according to their financial means and there is a danger that the UK government's recent comprehensive spending review announcement, which has seen budget cuts for English councils, will impact on the climate change work they can deliver, and therefore our ability to work with them. We hope that government commitment to being a world leader on tackling climate change is backed up with financial support for local initiatives – rather than just rhetoric.

Regardless of where your local authority ranks on household emissions there are always ways that you can save energy. If money is an issue, then cost free measures, such as switching off lights when not in use, turning down the thermostat by one degree and turning products off standby can help save money and the environment. If you're already doing these simple things then

why not install insulation, and only buy Energy Saving Recommended products. If, and only if you've done all of these things, then perhaps it's time to consider installing renewable technologies. There are energy saving options for everyone. Of course, ensuring people are aware of these options is another matter. That's why our Energy Saving Trust advice centres will



“ We know that 90% of people would save more energy if they knew their community had the capacity to save more ”

play such an important role. They work with local authorities and local business leaders to provide energy saving advice that is local and specific to individual needs.

Our Energy Saving Trust network of Green Ambassadors shows how each of us can make a positive difference on climate change within our communities. Green Ambassadors are passionate individuals from all walks of life who act as advocates on our behalf and promote energy saving through their own social networks and friends and family. Whether it's Sheila Pane installing insulation in her home, Lynn Place buying green electricity, Karen Ashdown who cycles and walks everywhere, or Neville Butcher who has installed solar panels – it is inspirational to hear about their work and they no doubt have a similarly galvanising effect on everyone they come into contact with.

The challenge for us is to help grow and build on this advocacy in communities across the UK. We know that 90 per cent of people would save more energy if they knew their community had the capacity to save more – so let's take on this challenge and set in motion a social movement where energy saving becomes a normal part of our everyday lives.

Philip Sellwood,

Chief Executive,
Energy Saving Trust

www.energysavingtrust.org.uk/aboutest/blog

The Green Barometer: So where are we now?

There is a disparity in how environmental issues are covered in the media. This can add confusion in the public's mind on who to believe. Then there is 'greenwash' – people watch businesses make 'green' claims, which they are not able to back up with real evidence. The combination of these two could erode both public belief in the issue of man made climate change – and their own responsibility for dealing with it. This is shown by a drop in our positive attitudes to environmental issues – from 3.42 to 3.28.

However our Green Barometer score for actions people are taking to help the environment has risen from 0.92 to 1.96. This rise reflects an increase in the number of installations of loft and cavity wall insulation. Seasonality clearly plays a part in this increase and we know at this time of year people tend to install these energy saving measures before the colder winter months.

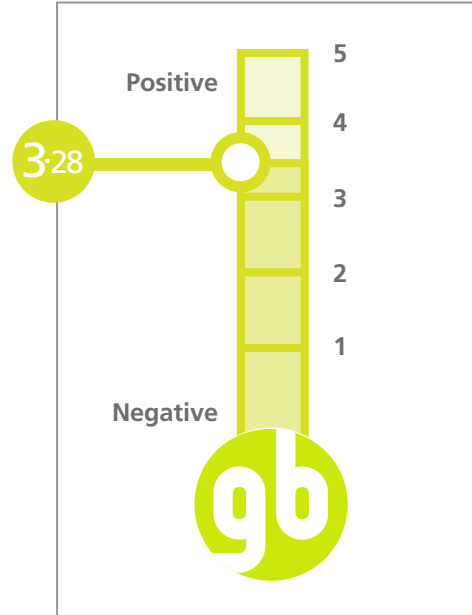
“The Energy Saving Trust called on communities to harness these influences during Energy Saving Week to encourage members to commit to save 20% of their daily energy.”



UK attitudes towards doing something to help the environment

The attitudinal basket is made up of seven views, on which people were asked for their level of agreement. These are:

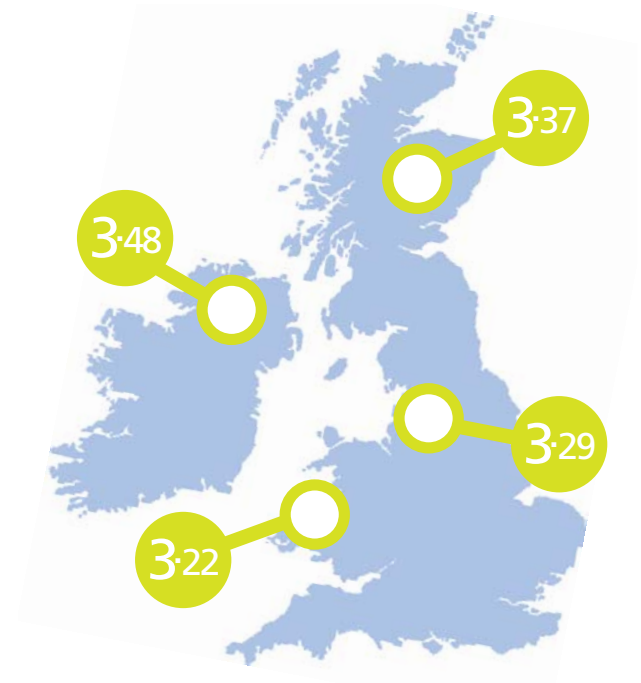
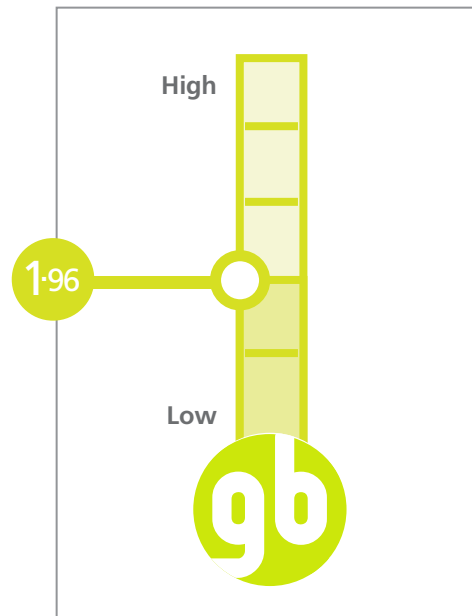
- Climate change will affect me and my family
- If the Government wants me to do more to conserve energy, it needs to start letting me know what I can do
- The Government isn't doing enough to tackle climate change - so why should I?
- I can feel a growing pressure to change the way I live to reduce the impact of climate change
- There is a real link between the energy I use at home and climate change
- The UK should do more to lead the world in fighting climate change
- I feel so strongly about the environment that I've stopped buying from the organisations that I think damage it



UK actions taken to help the environment

The behavioural basket is made up of seven measures which people could take to save energy. These are:

- Installations of cavity wall insulation
- Installations of loft insulation
- Installations of condensing boilers
- The number of people claiming to turn off lights when leaving empty rooms
- The average number of energy saving lightbulbs per household
- The number of people claiming to turn their TVs off standby
- The number of people claiming to consciously walk rather than take the car for at least one journey in the past week.



UK attitudes - nation by nation

Combating climate change: The powerful role of local authorities

According to our research around 30 per cent of us talk to our local authorities about climate change and energy saving – with over a quarter seeing them as an untapped resource for communicating messages about energy saving to communities.

Local authorities play a vital role in achieving sustainable energy in domestic housing. There are three main ways councils can act to help reduce their own carbon emissions and those of their community.

As Community Leaders - through strategic initiatives, local authorities can work with other public and private agencies and the wider community to help cut the overall emissions of their area and develop an integrated response to climate change adaptation. Councils can also form direct partnerships with others in the community to address climate change.

We are here to help councils implement their climate change strategies. We offer a range of advice, support and information, which you can find out about by calling our Practical Help enquiry line on 0870 241 2089 – or by visiting our website,

www.energysavingtrust.org.uk/housing/buildings/localauthorities/

As an Estate Manager - Local authorities are large employers and major consumers of energy and other resources. Through better management of transport and buildings, councils can cut emissions and save money.

As Service Providers - Councils can ensure that the impacts of climate change are properly taken into account and emissions are cut as far as possible. The following table shows the lowest to highest average tonnes of carbon dioxide emissions per household (including transport) by local authority region. The index scores on the right hand side are based on the UK having an average emissions rating of 100 – so a score above this baseline means that emissions are higher than average, whilst a score below this means they are lower.

Authorities that are highlighted in dark green have signed up the Nottingham Declaration on Climate Change. Please note that all Welsh and Scottish local authorities have signed the Welsh Declaration on Climate Change or the Scottish Climate Change Declaration respectively – the equivalents of the Nottingham Declaration.

Lowest to highest average estimated carbon dioxide emissions per household (including transport) by local authority area

Local Unitary Authority	Worked with Energy Saving Trust advice centres	Undertaken an Energy Saving Trust Green Fleet Review	Household Tonnes CO ₂ Emissions Per Year	Vehicle Tonnes CO ₂ Emissions Per Year	Total Tonnes CO ₂ Emissions Per Year	Households	Household Emissions Index	Vehicle Emissions Index	Total Emissions Index
1 City of London	Yes		19,688	4,625	24,313	5,232	64	26	51
2 Camden	Yes		411,902	92,796	504,699	103,533	68	27	53
3 Westminster	Yes		483,172	107,013	590,186	119,936	69	27	54
4 Tower Hamlets			357,177	93,824	451,001	90,514	68	31	54
5 Islington	Yes		389,012	69,555	458,567	88,316	75	24	57
6 Kensington and Chelsea			400,459	89,139	489,598	92,989	74	29	57
7 Hackney			413,928	74,985	488,913	92,634	76	24	57
8 Southwark			491,583	117,124	608,707	114,490	73	31	58
9 Hammersmith and Fulham			365,784	85,016	450,800	82,233	76	31	60
10 Lambeth			579,063	116,987	696,050	124,749	79	28	61
11 Newham			454,128	119,453	573,582	100,939	77	35	62
12 Wandsworth	Yes		620,018	172,393	792,411	129,467	82	40	67
13 Glasgow, City of	Yes		1,364,593	394,984	1,759,577	277,670	84	43	69
14 Haringey			521,083	122,183	643,266	99,783	89	37	70
15 Lewisham			553,608	164,203	717,810	110,994	85	44	70
16 Manchester			975,331	291,097	1,266,427	191,953	87	45	72
17 Greenwich			482,048	194,574	676,621	101,735	81	57	72
18 Norwich			273,358	112,683	386,041	57,168	82	59	74
19 Waltham Forest			479,111	168,453	647,564	94,732	87	53	74
20 Nottingham	Yes		630,237	213,935	844,172	120,855	89	53	76
21 Brighton and Hove			576,472	259,244	835,717	119,415	83	65	76
22 Barking and Dagenham			332,547	160,956	493,504	70,342	81	68	76
23 Kingston upon Hull, City of			562,611	212,764	775,375	108,321	89	59	78
24 Ealing			657,464	252,628	910,091	125,305	90	60	79
25 Liverpool			1,030,818	379,656	1,410,474	194,100	91	58	79
26 Merton			418,454	198,589	617,044	84,834	84	70	79
27 Cambridge	Yes	Yes	234,039	102,600	336,639	46,086	87	67	80
28 Portsmouth			397,833	201,068	598,902	81,622	83	74	80
29 Southampton			482,106	225,415	707,521	96,339	86	70	80
30 Brent	Yes		592,424	183,564	775,988	105,374	96	52	80
31 South Tyneside	Yes		349,903	145,620	495,524	67,121	89	65	80
32 Sandwell	Yes		620,475	267,322	887,796	118,663	89	67	81
33 Bristol, City of	Yes		874,557	405,208	1,279,765	170,535	88	71	82
34 Eastbourne			210,293	114,781	325,074	43,047	84	80	82
35 Leicester	Yes		638,653	240,473	879,126	116,024	94	62	82
36 Plymouth			523,273	270,672	793,945	104,666	86	77	83
37 Newcastle upon Tyne			642,044	236,338	878,382	115,574	95	61	83
38 Hounslow			472,232	196,912	669,144	87,933	92	67	83
39 Edinburgh, City of	Yes	Yes	1,147,305	491,133	1,638,437	214,055	92	69	83
40 Hastings			192,793	102,264	295,057	38,477	86	79	83
41 Exeter			242,850	134,360	377,210	49,052	85	82	84
42 Stoke-on-Trent	Yes		555,762	239,654	795,416	103,397	92	69	84

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			Tonnes CO ₂ Emissions Per Year	Tonnes CO ₂ Emissions Per Year	Tonnes CO ₂ Emissions Per Year		Household Emissions	Vehicle Emissions	Total Emissions
43 Birmingham			2,205,732	938,442	3,144,174	408,188	92	69	84
44 Oxford	Yes		311,281	128,837	440,118	56,660	94	68	85
45 Salford			522,856	221,286	744,142	95,669	94	69	85
46 Lincoln			202,644	92,529	295,173	37,602	92	74	85
47 Middlesbrough			308,626	144,140	452,766	57,473	92	75	86
48 Wolverhampton			548,214	241,427	789,641	100,163	94	72	86
49 Sunderland			671,293	284,050	955,343	120,513	95	70	86
50 Easington			222,354	88,087	310,442	39,071	97	67	86
51 Coventry			677,737	336,248	1,013,985	126,645	92	79	87
52 Gateshead			488,933	197,132	686,065	85,594	98	69	87
53 Knowsley			343,867	151,291	495,158	61,701	95	73	87
54 Ipswich			270,063	141,217	411,280	51,220	90	82	87
55 Torbay			305,135	178,075	483,210	60,049	87	89	88
56 Croydon	Yes		799,456	395,195	1,194,652	148,264	92	80	88
57 Barrow-in-Furness			159,426	82,244	241,671	29,989	91	82	88
58 West Dunbartonshire	Yes	Yes	243,746	89,860	333,606	41,372	101	65	88
59 Blackpool			361,351	161,820	523,171	64,870	95	75	88
60 Enfield			652,940	303,520	956,461	118,043	95	77	88
61 Slough			244,192	135,608	379,800	46,824	89	87	88
62 Richmond upon Thames			459,449	208,632	668,081	82,262	96	76	88
63 Great Yarmouth			211,269	123,282	334,551	41,183	88	90	88
64 Wansbeck			149,770	70,633	220,402	27,068	95	78	89
65 Sheffield			1,250,913	542,318	1,793,231	219,947	97	74	89
66 Thanet			308,262	160,215	468,477	57,079	92	84	89
67 Derby	Yes		537,072	282,607	819,679	99,772	92	85	89
68 Harlow			173,472	103,622	277,094	33,625	88	92	90
69 Aberdeen City	Yes		572,038	242,354	814,392	98,693	99	73	90
70 Chesterfield			242,862	124,826	367,688	44,514	93	84	90
71 Reading	Yes		334,826	167,667	502,494	60,713	94	83	90
72 Hartlepool	Yes		221,447	99,827	321,273	38,776	98	77	90
73 Gosport			169,009	105,353	274,362	33,096	87	95	90
74 Thameside	Yes		511,523	250,447	761,969	91,806	95	82	90
75 Luton	Yes		402,343	215,572	617,916	74,432	93	87	90
76 North Tyneside			493,383	228,514	721,898	86,912	97	79	90
77 Blaenau Gwent	Yes		180,715	65,910	246,626	29,597	104	67	91
78 Worthing			237,100	139,709	376,810	45,190	90	92	91
79 Weymouth and Portland			146,831	89,552	236,383	28,320	89	95	91
80 Blyth Valley	Yes		194,298	106,372	300,671	35,887	93	89	91
81 Kingston upon Thames			357,920	190,844	548,764	65,381	94	87	91
82 Cardiff			712,254	386,309	1,098,562	130,880	93	88	91
83 Bournemouth	Yes		407,069	211,916	618,985	73,678	95	86	91
84 Stevenage			173,669	112,788	286,456	33,984	87	99	92
85 Oldham	Yes		507,676	249,241	756,917	89,696	97	83	92
86 Cheltenham	Yes		264,525	149,095	413,620	49,007	92	91	92
87 Adur			138,686	84,755	223,441	26,411	90	96	92
88 Redbridge			551,229	283,057	834,286	98,603	96	86	92
89 Crawley	Yes		206,577	142,896	349,473	41,149	86	104	92
90 Preston	Yes	Yes	306,127	162,810	468,937	55,168	95	88	93
91 Rochdale			488,210	243,734	731,944	86,077	97	85	93

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			Tonnes CO ₂ Emissions Per Year	Tonnes CO ₂ Emissions Per Year	Tonnes CO ₂ Emissions Per Year		Household Emissions	Vehicle Emissions	Total Emissions
92 North East Lincolnshire		Yes	382,567	191,053	573,620	67,276	97	85	93
93 Hyndburn		Yes	193,547	94,622	288,169	33,788	98	84	93
94 Redcar and Cleveland			328,454	167,424	495,877	58,090	97	86	93
95 Bolsover			179,475	91,471	270,946	31,709	97	86	93
96 Walsall			587,824	284,333	872,157	102,036	99	83	93
97 Burnley			214,785	102,237	317,022	36,960	99	83	93
98 Gloucester			252,070	155,654	407,724	47,435	91	98	94
99 Ashfield	Yes		275,884	140,553	416,437	48,376	98	87	94
100 Mansfield	Yes		245,239	121,005	366,245	42,530	99	85	94
101 Sutton	Yes		421,911	263,193	685,104	79,470	91	99	94
102 Torfaen			215,896	114,183	330,079	38,276	97	89	94
103 Peterborough			369,914	226,609	596,523	69,157	92	98	94
104 Leeds			1,792,177	864,591	2,656,768	307,609	100	84	94
105 Renfrewshire	Yes		439,651	213,872	653,523	75,655	99	85	94
106 Waveney			272,907	165,433	438,340	50,671	92	98	94
107 St. Helens	Yes		421,503	226,638	648,141	74,905	96	90	94
108 Sedgfield			231,121	102,261	333,381	38,495	103	79	94
109 Bolton	Yes		641,183	332,862	974,045	112,391	98	89	94
110 Wigan			718,347	405,785	1,124,133	129,604	95	94	94
111 Wakefield	Yes		796,305	396,505	1,192,811	137,459	99	86	94
112 Barnsley	Yes		565,827	262,836	828,664	95,454	101	82	94
113 North Lanarkshire	Yes		829,931	356,733	1,186,664	136,639	104	78	95
114 Merthyr Tydfil	Yes		144,265	58,839	203,105	23,281	106	76	95
115 Thurrock			327,797	213,050	540,847	61,989	91	103	95
116 North Ayrshire	Yes	Yes	362,556	168,125	530,681	60,706	102	83	95
117 Dudley	Yes		703,399	408,634	1,112,033	127,078	95	96	95
118 Corby			134,506	61,422	195,928	22,383	103	82	95
119 Medway			550,102	362,452	912,553	103,858	91	104	96
120 Lancaster			323,365	184,048	507,412	57,744	96	95	96
121 Stockton-on-Tees			431,283	261,475	692,758	78,820	94	99	96
122 Blackburn with Darwen			337,780	149,224	487,005	55,186	105	81	96
123 Tendring			357,254	214,859	572,113	64,774	94	99	96
124 Barnet	Yes		835,205	375,854	1,211,059	136,791	104	82	96
125 Wirral	Yes		794,629	414,729	1,209,358	136,529	100	91	96
126 Nuneaton and Bedworth			277,999	169,403	447,401	50,508	94	100	96
127 Wear Valley			161,250	76,808	238,058	26,813	103	86	97
128 Hillingdon	Yes		568,979	331,843	900,822	101,458	96	98	97
129 East Ayrshire	Yes		305,844	145,387	451,232	50,792	103	86	97
130 Northampton	Yes		470,921	270,373	741,294	83,428	97	97	97
131 Pendle	Yes		216,256	111,693	327,949	36,891	100	91	97
132 Rhondda, Cynon, Taff			578,830	277,228	856,058	96,080	103	86	97
133 Neath Port Talbot			357,473	165,697	523,170	58,709	104	84	97
134 Caerphilly			423,908	212,674	636,582	71,396	102	89	97
135 Southend-on-Sea			430,327	215,714	646,041	72,384	102	89	97
136 Swansea			561,105	303,402	864,508	96,744	99	94	97
137 Dover			252,505	159,789	412,295	46,137	94	104	97
138 Christchurch			116,014	71,228	187,242	20,924	95	102	97
139 Derwentside			231,893	107,682	339,575	37,887	105	85	98
140 Sefton			698,195	365,067	1,063,262	118,394	101	92	98

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			Tonnes CO ₂ Emissions Per Year	Tonnes CO ₂ Emissions Per Year	Tonnes CO ₂ Emissions Per Year		Household Emissions Index	Vehicle Emissions Index	Total Emissions Index
141 Gravesham			214,272	135,729	350,001	38,920	94	104	98
142 Erewash	Yes		265,342	165,412	430,754	47,752	95	104	98
143 Bexley		Yes	523,236	307,953	831,189	92,061	97	100	98
144 Canterbury			330,739	208,878	539,617	59,723	95	105	98
145 Arun			365,083	233,697	598,780	66,157	94	106	99
146 Newcastle-under-Lyme			294,813	176,915	471,728	52,113	97	102	99
147 Chester-le-Street			135,892	75,291	211,183	23,321	100	97	99
148 Boston			141,189	89,112	230,301	25,418	95	105	99
149 Bradford		Yes	1,169,024	558,789	1,727,813	190,662	105	88	99
150 Darlington	Yes		258,422	136,010	394,432	43,511	102	93	99
151 Durham		Yes	218,357	111,722	330,079	36,395	103	92	99
152 Watford			193,060	110,230	303,290	33,432	99	99	99
153 York			467,080	256,273	723,354	79,648	100	96	99
154 Midlothian	Yes		193,553	112,314	305,866	33,661	98	100	99
155 Shepway			242,142	157,188	399,330	43,863	94	107	99
156 Rotherham	Yes		655,231	314,991	970,222	106,385	105	89	99
157 Penwith			158,958	106,045	265,003	29,052	94	109	99
158 Fife	Yes	Yes	965,462	485,085	1,450,547	158,695	104	91	99
159 Basildon			396,186	254,588	650,773	71,147	95	107	100
160 Kirklees			987,638	512,853	1,500,492	163,874	103	94	100
161 Harrow			514,426	261,339	775,765	84,714	104	92	100
162 Isle of Wight			350,772	214,623	565,395	61,710	97	104	100
163 Broxtowe			267,617	163,695	431,312	46,952	98	104	100
164 Redditch			180,257	123,989	304,246	32,922	94	113	101
165 Ellesmere Port and Neston			189,487	119,608	309,096	33,434	97	107	101
166 Copeland	Yes		179,452	101,026	280,478	30,323	101	100	101
167 Tamworth			168,564	109,336	277,900	30,032	96	109	101
168 Inverclyde	Yes		255,428	91,795	347,224	37,505	117	73	101
169 Falkirk	Yes		416,699	190,104	606,803	65,163	109	87	101
170 Telford and Wrekin		Yes	382,709	243,718	626,426	67,243	97	108	101
171 Forest Heath			139,835	95,266	235,101	25,235	95	113	101
172 Newport			361,386	185,752	547,138	58,698	105	95	101
173 Calderdale		Yes	512,836	259,062	771,897	82,779	106	94	102
174 Havant			285,988	173,296	459,284	49,122	100	106	102
175 Restormel			244,102	163,754	407,856	43,589	96	112	102
176 Carlisle	Yes	Yes	264,730	166,289	431,020	46,059	98	108	102
177 Wellingborough		Yes	180,027	113,083	293,111	31,310	98	108	102
178 Bury		Yes	456,614	261,279	717,893	76,672	102	102	102
179 Rushmoor			195,472	140,490	335,963	35,800	93	117	102
180 Bromley	Yes		783,119	457,911	1,241,029	132,213	101	104	102
181 West Lothian	Yes	Yes	423,647	223,824	647,470	68,956	105	97	102
182 Swindon			453,181	285,775	738,956	78,566	99	109	102
183 Havering	Yes	Yes	557,061	331,098	888,158	94,411	101	105	102
184 Bedford			349,768	245,040	594,808	63,204	95	116	102
185 Swale			292,598	200,766	493,364	52,407	96	115	102
186 Halton			313,980	148,044	462,024	49,059	110	90	103
187 Cannock Chase			233,019	133,510	366,529	38,905	103	103	103
188 Lewes		Yes	227,824	160,198	388,021	41,180	95	116	103
189 Wrexham			323,004	194,487	517,491	54,861	101	106	103

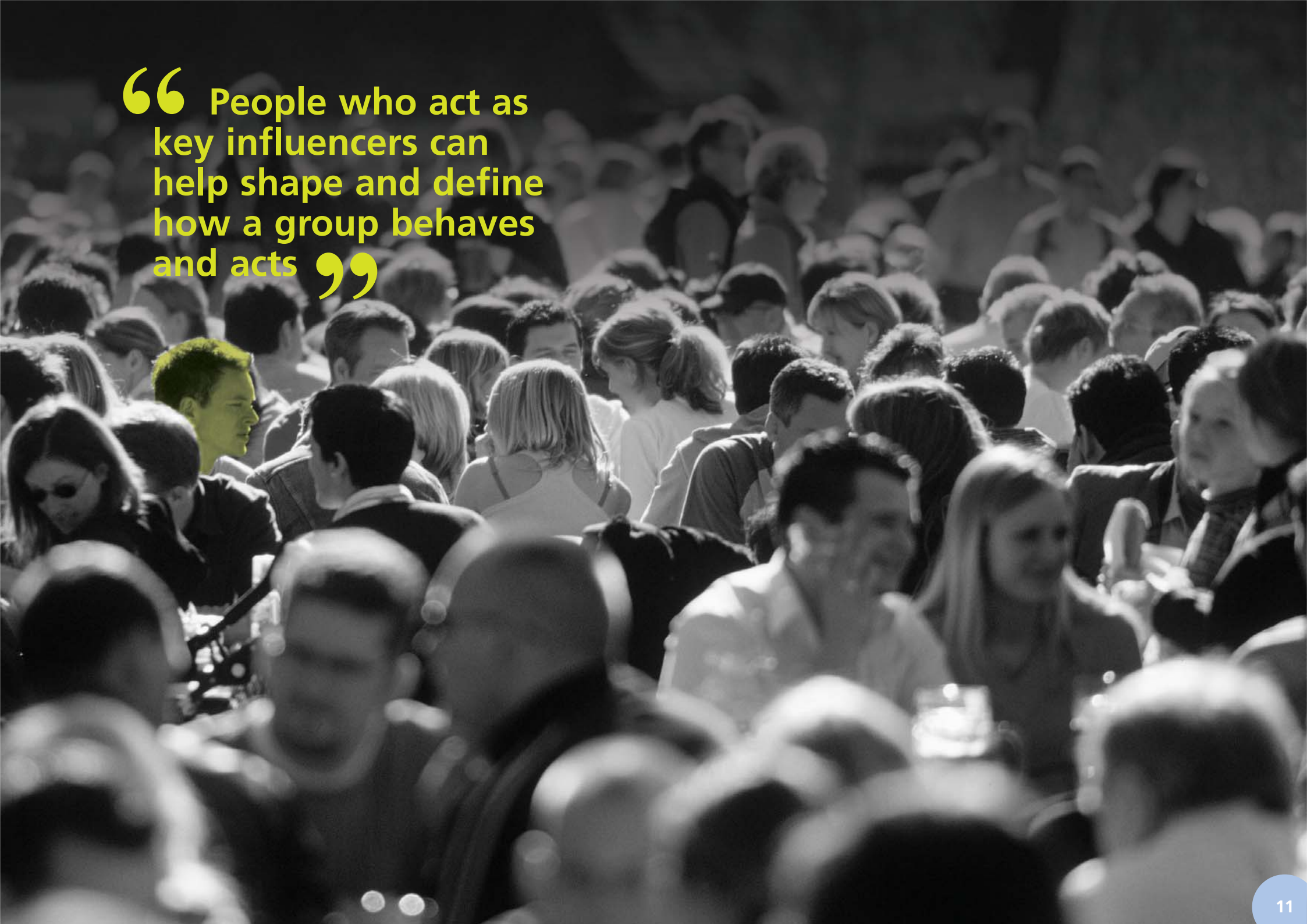
Local Unitary Authority	Worked with Energy Saving Trust advice centres	Undertaken an Energy Saving Trust Green Fleet Review	Household	Vehicle	Total	Households	Emissions Index		
			Tonnes CO ₂ Emissions Per Year	Tonnes CO ₂ Emissions Per Year	Tonnes CO ₂ Emissions Per Year		Household Emissions Index	Vehicle Emissions Index	Total Emissions Index
190 Colchester			371,735	265,355	637,090	67,356	94	118	103
191 Trafford			559,729	313,936	873,665	92,309	104	102	103
192 East Lothian	Yes		241,811	138,584	380,395	40,181	103	103	103
193 Doncaster			784,141	371,934	1,156,075	122,010	110	91	103
194 Dartford			213,558	131,740	345,298	36,435	100	108	103
195 Fenland		Yes	219,703	139,315	359,018	37,838	99	110	103
196 Kerrier			230,289	167,031	397,320	41,863	94	119	103
197 Bassetlaw			266,479	179,369	445,848	46,970	97	114	103
198 East Staffordshire			251,621	178,424	430,045	45,248	95	118	103
199 Carrick			224,003	161,380	385,382	40,528	95	119	104
200 Milton Keynes		Yes	505,185	375,422	880,606	92,508	93	121	104
201 Bridgend			335,505	188,420	523,925	55,036	104	102	104
202 Warwick		Yes	326,562	230,852	557,413	58,514	96	118	104
203 Poole	Yes		345,839	225,023	570,862	59,894	99	112	104
204 Breckland			289,897	230,182	520,080	54,531	91	126	104
205 Stockport	Yes		726,570	437,744	1,164,314	121,866	102	107	104
206 Bath and North East Somerset			428,877	264,873	693,750	72,521	101	109	104
207 King's Lynn and West Norfolk			340,902	243,809	584,711	61,052	96	119	104
208 Oadby and Wigston			129,798	86,173	215,971	22,550	99	114	104
209 Gedling			284,259	182,217	466,476	48,689	100	112	104
210 Wyre		Yes	275,275	189,320	464,595	48,470	97	117	104
211 East Lindsey			332,239	246,001	578,240	60,249	94	122	104
212 Scarborough			296,348	162,914	459,262	47,797	106	102	105
213 North Norfolk			255,797	184,768	440,565	45,649	96	121	105
214 North East Derbyshire	Yes		246,669	159,401	406,070	42,049	100	113	105
215 Wyre Forest			240,360	162,164	402,523	41,620	99	117	105
216 Amber Valley		Yes	304,526	190,922	495,449	51,142	102	112	105
217 Worcester			255,471	137,350	392,821	40,533	108	101	105
218 South Holland			195,114	148,592	343,706	35,379	94	126	106
219 Kettering	Yes		216,237	140,272	356,510	36,662	101	114	106
220 South Ayrshire	Yes	Yes	322,311	167,197	489,507	50,263	110	99	106
221 South Lanarkshire	Yes		866,719	405,954	1,272,673	130,444	114	93	106
222 Clackmannanshire	Yes		146,959	58,351	205,310	21,018	120	83	106
223 Charnwood			370,699	243,896	614,595	62,845	101	116	106
224 Caunty			298,607	181,970	480,577	49,137	104	111	106
225 Taunton Deane			261,192	193,705	454,896	46,472	96	125	107
226 Welwyn Hatfield			248,522	153,429	401,951	40,799	104	112	107
227 Fylde	Yes		207,645	133,982	341,627	34,563	103	116	108
228 Spelthorne			230,458	150,710	381,169	38,545	102	117	108
229 South Ribble	Yes		260,877	177,372	438,248	44,302	101	120	108
230 Denbighshire			248,570	159,621	408,191	41,130	103	116	108
231 North Kesteven			235,116	194,011	429,128	43,147	93	134	108
232 Broxbourne		Yes	210,869	144,739	355,608	35,721	101	121	108
233 St. Edmundsbury			239,085	184,117	423,202	42,461	96	130	108
234 South Gloucestershire			566,181	463,591	1,029,771	103,284	94	134	109
235 Rossendale			183,459	94,658	278,117	27,852	113	102	109
236 Warrington			499,069	312,993	812,061	81,322	105	115	109
237 Moray	Yes		230,787	136,247	367,034	36,754	107	111	109
238 North Hertfordshire			300,681	217,774	518,455	51,892	99	126	109

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			Tonnes CO ₂ Emissions Per Year	Tonnes CO ₂ Emissions Per Year	Tonnes CO ₂ Emissions Per Year		Household Emissions Index	Vehicle Emissions Index	Total Emissions Index
239 South Kesteven			300,973	240,127	541,100	54,050	95	133	109
240 Angus	Yes		305,759	169,330	475,089	47,342	111	107	109
241 North West Leicestershire			224,674	155,129	379,803	37,846	102	123	109
242 Berwick-upon-Tweed			72,280	47,347	119,627	11,871	104	119	110
243 Crewe and Nantwich			286,687	197,784	484,471	48,062	102	123	110
244 Shrewsbury and Atcham	Yes	Yes	241,068	175,511	416,579	41,309	100	127	110
245 Oswestry			95,664	70,809	166,474	16,506	99	128	110
246 Allerdale			254,449	161,843	416,292	41,265	106	117	110
247 Chester			309,103	206,547	515,651	51,009	104	121	110
248 Newark and Sherwood			278,265	195,270	473,535	46,817	102	125	110
249 Teignbridge			310,978	235,214	546,191	53,941	99	130	110
250 North Somerset			488,007	359,343	847,350	83,678	100	128	110
251 Runnymede			196,707	135,435	332,142	32,767	103	124	110
252 The Vale of Glamorgan			308,571	207,826	516,397	50,915	104	122	110
253 Anglesey, Isle of	Yes		184,026	117,149	301,175	29,680	106	118	110
254 Hinckley and Bosworth	Yes	Yes	252,312	183,244	435,556	42,863	101	128	111
255 Chorley			262,063	178,327	440,389	43,313	104	123	111
256 Scottish Borders	Yes		314,411	193,561	507,971	49,889	108	116	111
257 Sedgemoor			274,688	202,892	477,580	46,894	100	129	111
258 Rugby			231,717	156,647	388,364	38,122	104	123	111
259 Broadland			297,259	240,642	537,901	52,798	96	136	111
260 Fareham			253,180	209,621	462,801	45,361	96	138	111
261 North Warwickshire			155,184	108,062	263,246	25,797	103	125	111
262 South Bedfordshire			287,708	201,203	488,911	47,862	103	126	111
263 South Derbyshire		Yes	210,226	162,634	372,860	36,375	99	134	112
264 Braintree		Yes	332,143	265,703	597,846	58,303	97	136	112
265 Woking		Yes	228,171	161,827	389,998	38,000	103	127	112
266 Flintshire			386,617	251,658	638,275	62,185	106	121	112
267 Bracknell Forest			255,233	205,988	461,222	44,906	97	137	112
268 Maidstone			340,897	273,741	614,638	59,701	98	137	112
269 Castle Point			221,952	153,091	375,043	36,425	104	126	112
270 West Lancashire			280,967	182,984	463,951	45,034	107	122	112
271 Gwynedd			308,880	208,471	517,351	50,153	105	124	112
272 West Wiltshire			317,652	228,578	546,230	52,937	103	129	112
273 Dacorum			349,987	242,156	592,144	57,361	104	126	112
274 Dumfries and Galloway	Yes		420,485	258,367	678,851	65,755	109	118	112
275 Carmarthenshire			453,565	327,351	780,916	75,628	103	129	112
276 Chelmsford			395,939	299,873	695,811	66,991	101	134	113
277 Solihull			511,599	341,950	853,548	82,131	107	125	113
278 Ashford			251,764	214,126	465,890	44,808	96	143	113
279 Belfast	Yes	Yes	946,248	252,029	1,198,277	115,033	141	66	113
280 East Devon			350,705	245,971	596,675	57,159	105	129	114
281 Blaby			222,441	169,062	391,502	37,480	102	135	114
282 Eastleigh			288,115	220,432	508,547	48,628	101	136	114
283 Hertsmere			249,044	156,892	405,935	38,793	110	121	114
284 Rother			240,166	166,880	407,046	38,881	106	128	114
285 North Devon			230,689	173,061	403,750	38,557	102	134	114
286 Stafford		Yes	309,440	232,690	542,130	51,771	102	134	114
287 High Peak		Yes	247,314	156,854	404,168	38,582	110	122	114

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			Tonnes CO ₂ Emissions Per Year	Tonnes CO ₂ Emissions Per Year	Tonnes CO ₂ Emissions Per Year		Household Emissions Index	Vehicle Emissions Index	Total Emissions Index
288 Argyll and Bute	Yes		252,657	157,128	409,785	39,074	111	120	114
289 East Northamptonshire			202,537	156,548	359,085	34,172	101	137	114
290 East Riding of Yorkshire			873,155	596,280	1,469,435	139,778	107	128	114
291 West Somerset			97,362	71,313	168,675	16,033	104	133	115
292 Tunbridge Wells			268,529	194,348	462,877	43,997	104	132	115
293 St. Albans			347,585	234,577	582,162	55,270	108	127	115
294 South Norfolk			274,231	246,891	521,122	49,467	95	149	115
295 Caradon			208,160	167,817	375,976	35,590	100	141	115
296 North Lincolnshire			461,490	241,998	703,487	66,482	119	109	115
297 Suffolk Coastal	Yes	Yes	305,529	240,337	545,866	51,583	101	139	115
298 Stirling	Yes	Yes	256,300	146,325	402,625	38,024	115	115	115
299 East Cambridgeshire			191,664	159,582	351,247	33,126	99	144	115
300 Cherwell		Yes	337,353	258,903	596,256	55,950	103	138	116
301 Vale Royal		Yes	321,689	237,941	559,630	52,505	105	136	116
302 Tonbridge and Malling			273,045	208,249	481,293	45,118	104	138	116
303 Purbeck			123,852	85,509	209,360	19,595	108	131	116
304 Dundee City	Yes	Yes	584,156	131,314	715,470	66,947	149	59	116
305 Pembrokeshire	Yes		306,849	228,654	535,503	50,046	105	137	116
306 Herefordshire	Yes		435,531	390,187	825,718	77,159	97	151	116
307 Epsom and Ewell			182,097	119,487	301,584	28,171	111	127	117
308 South Somerset			409,471	303,792	713,264	66,622	105	136	117
309 Perth and Kinross	Yes		413,296	243,951	657,247	61,286	115	119	117
310 New Forest		Yes	467,522	341,217	808,739	75,231	106	136	117
311 Tewkesbury			206,504	161,301	367,805	34,191	103	141	117
312 Huntingdonshire			392,762	320,553	713,315	66,291	101	145	117
313 Alnwick			89,168	62,228	151,396	14,061	109	132	117
314 Rochford			208,090	148,264	356,354	33,090	108	134	117
315 Torridge			153,064	139,282	292,346	27,144	97	153	117
316 Babergh			211,611	177,476	389,086	36,103	100	147	117
317 Reigate and Banstead		Yes	341,811	232,397	574,208	53,259	110	130	117
318 Mendip			272,759	212,263	485,021	44,801	104	142	118
319 Melton			120,442	101,129	221,571	20,466	101	148	118
320 Three Rivers			223,743	156,841	380,584	35,132	109	134	118
321 Epping Forest			336,448	223,756	560,204	51,647	111	130	118
322 Rushcliffe			282,322	208,080	490,402	45,200	107	138	118
323 Salisbury		Yes	305,427	228,060	533,487	49,121	106	139	118
324 North Cornwall			219,047	182,054	401,101	36,892	102	148	118
325 Basingstoke and Deane			397,512	308,934	706,446	64,763	105	143	119
326 Mid Bedfordshire			316,437	266,832	583,269	53,443	101	149	119
327 Castlereagh			194,818	103,637	298,455	27,338	122	113	119
328 East Dunbartonshire	Yes		290,274	181,200	471,474	43,140	115	126	119
329 Staffordshire Moorlands			251,984	189,120	441,104	40,346	107	140	119
330 Maldon			148,160	135,387	283,547	25,829	98	157	119
331 Guildford		Yes	352,178	238,768	590,946	53,793	112	133	120
332 West Dorset			271,495	199,132	470,627	42,801	109	139	120
333 Mid Suffolk			208,675	198,802	407,477	37,053	96	160	120
334 Congleton			238,986	186,938	425,924	38,701	106	144	120
335 West Lindsey			226,053	160,931	386,984	35,154	110	137	120
336 South Staffordshire			267,336	204,426	471,763	42,830	107	143	120

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			Emissions Tonnes CO ₂ Per Year	Emissions Tonnes CO ₂ Per Year	Emissions Tonnes CO ₂ Per Year		Emissions Index	Emissions Index	Emissions Index
337 East Hertfordshire			338,367	266,966	605,333	54,725	106	146	120
338 Ceredigion			184,866	175,087	359,953	32,495	97	161	121
339 Forest of Dean			210,924	160,857	371,781	33,557	108	143	121
340 South Lakeland			296,467	203,892	500,360	45,131	112	135	121
341 Mid Sussex	Yes		329,403	256,803	586,206	52,728	107	146	121
342 Wychavon			293,121	256,291	549,412	49,405	102	155	121
343 Mid Devon			181,674	160,152	341,827	30,737	101	156	121
344 Aylesbury Vale			406,130	345,484	751,614	67,541	103	153	121
345 Stroud	Yes		291,812	223,139	514,952	46,214	108	144	121
346 North Shropshire			145,702	128,726	274,427	24,617	101	156	121
347 Lichfield			247,508	185,597	433,105	38,733	109	143	122
348 Brentwood			200,303	131,000	331,304	29,611	116	132	122
349 Selby			205,693	152,291	357,984	31,892	110	143	122
350 East Dorset			237,346	178,152	415,498	37,001	110	144	122
351 East Renfrewshire	Yes		248,667	154,290	402,956	35,845	119	129	122
352 Bridgnorth			131,276	113,149	244,424	21,660	104	156	123
353 Teesdale			67,164	54,274	121,438	10,761	107	151	123
354 Elmbridge			365,984	244,756	610,740	54,048	116	135	123
355 Eilean Siar (Western Isles)	Yes		85,431	44,534	129,965	11,470	127	116	123
356 Tynedale		Yes	160,144	129,738	289,882	25,571	107	152	123
357 Malvern Hills			190,989	165,165	356,154	31,362	104	157	124
358 Wycombe			432,331	295,788	728,118	64,095	115	138	124
359 Horsham		Yes	319,241	277,647	596,887	52,465	104	158	124
360 North Dorset			174,098	134,245	308,343	27,099	110	148	124
361 Stratford-on-Avon			300,184	268,406	568,590	49,901	103	161	124
362 Chichester			313,916	225,389	539,305	47,318	114	142	124
363 Monmouthshire			231,148	185,251	416,399	36,469	108	152	124
364 Isles of Scilly			5,714	4,933	10,646	929	105	159	125
365 Daventry	Yes		188,426	171,002	359,428	31,353	103	163	125
366 Bromsgrove			238,810	184,236	423,046	36,817	111	150	125
367 South Cambridgeshire			345,256	295,383	640,639	55,689	106	159	125
368 Harrogate			439,856	310,913	750,769	65,096	116	143	126
369 Sevenoaks		Yes	300,505	225,432	525,937	45,459	113	148	126
370 Ribble Valley			155,655	122,573	278,228	24,019	111	153	126
371 Highland	Yes	Yes	706,918	371,483	1,078,401	93,090	130	119	126
372 Macclesfield			447,299	310,891	758,190	65,354	117	142	126
373 Windsor and Maidenhead			388,852	251,710	640,562	55,167	121	136	126
374 Wealden			372,490	323,183	695,673	59,887	106	161	126
375 Craven			156,175	114,499	270,674	23,299	115	147	126
376 North Wiltshire			342,260	269,459	611,719	52,635	111	153	127
377 Vale of White Horse			316,999	234,141	551,140	47,338	115	148	127
378 Castle Morpeth			143,475	96,083	239,558	20,575	119	140	127
379 Aberdeenshire	Yes		655,330	452,534	1,107,864	95,139	118	142	127
380 Test Valley		Yes	306,917	236,073	542,990	46,370	113	152	127
381 Winchester			301,506	230,486	531,993	45,426	114	152	127
382 South Hams			233,776	181,342	415,118	35,428	113	153	128
383 Richmondshire			124,967	103,731	228,698	19,448	110	160	128
384 Eden			135,126	131,919	267,045	22,704	102	174	128
385 Ryedale			139,292	118,976	258,268	21,939	109	162	128

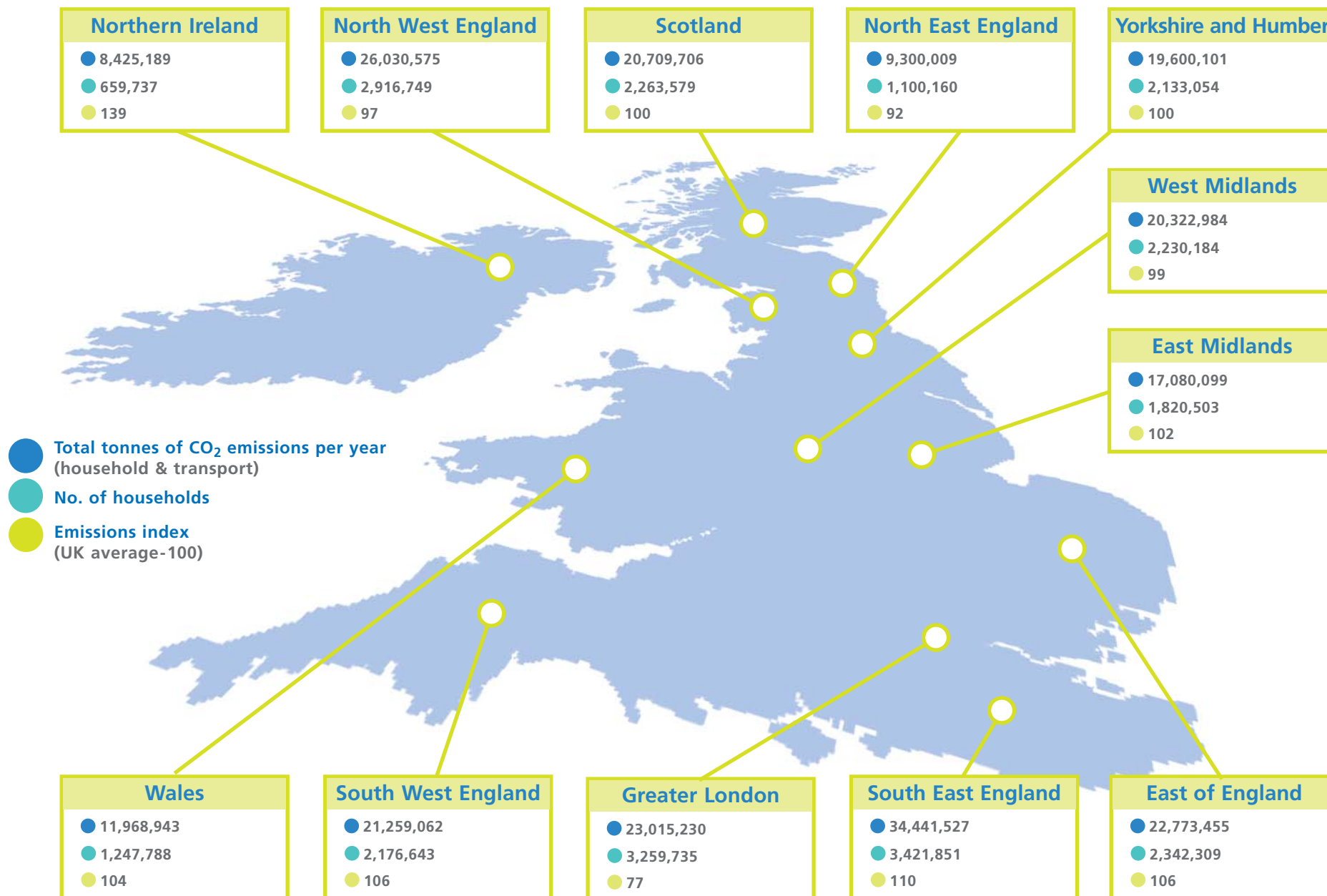
Local Unitary Authority	Worked with Energy Saving Trust advice centres	Undertaken an Energy Saving Trust Green Fleet Review	Household	Vehicle	Total	Households	Household	Vehicle	Total
			Emissions Tonnes CO ₂ Per Year	Emissions Tonnes CO ₂ Per Year	Emissions Tonnes CO ₂ Per Year		Emissions Index	Emissions Index	Emissions Index
386 Powys			345,291	321,672	666,962	56,392	105	171	129
387 Derbyshire Dales			195,862	160,995	356,857	30,097	111	160	129
388 Harborough			208,276	185,204	393,481	33,178	107	167	129
389 South Shropshire			108,011	104,654	212,664	17,910	103	175	129
390 Rutland			91,845	74,299	166,144	13,973	112	159	129
391 Mole Valley			237,636	174,386	412,022	34,620	117	151	130
392 South Northamptonshire		Yes	215,835	197,632	413,468	34,590	107	171	130
393 West Berkshire			405,069	297,513	702,582	58,656	118	152	130
394 Hambleton			230,920	200,282	431,202	35,899	110	167	131
395 Wokingham			389,388	323,642	713,029	59,114	113	164	131
396 West Devon		Yes	135,531	119,848	255,379	21,160	110	169	131
397 West Oxfordshire			274,341	209,109	483,450	39,818	118	157	132
398 Tandridge			226,929	167,093	394,022	32,293	120	155	133
399 Waverley			342,594	243,767	586,361	47,991	122	152	133
400 East Hampshire			309,607	242,473	552,080	45,073	118	161	133
401 Shetland Islands			74,646	43,247	117,893	9,606	133	135	134
402 South Oxfordshire			384,037	274,134	658,171	53,520	123	153	134
403 Newtownabbey			274,413	122,625	397,037	32,161	146	114	134
404 Derry		Yes	358,187	121,165	479,353	38,742	158	94	135
405 Kennet			219,968	161,802	381,771	30,768	122	157	135
406 Carrickfergus			134,293	59,588	193,881	15,577	148	114	135
407 Surrey Heath		Yes	225,749	177,883	403,632	32,423	119	164	136
408 Uttlesford			194,224	165,637	359,862	28,727	116	172	136
409 Hart			236,827	196,634	433,461	34,240	118	172	138
410 Cotswold			260,010	194,699	454,708	35,724	125	163	139
411 Orkney Islands		Yes	63,746	49,427	113,173	8,750	125	169	141
412 North Down			278,771	133,958	412,730	31,898	150	126	141
413 Lisburn			366,657	169,025	535,683	41,167	152	123	142
414 Craigavon			303,886	110,804	414,690	31,795	164	104	142
415 Chiltern			270,746	190,539	461,284	35,324	131	161	142
416 Limavady			109,022	48,128	157,149	11,923	156	121	143
417 Strabane			127,362	53,931	181,293	13,675	159	118	144
418 Coleraine			206,049	94,905	300,954	22,691	155	125	144
419 Larne			117,637	49,126	166,763	12,572	160	117	144
420 South Bucks			199,463	137,248	336,711	25,216	135	163	145
421 Ballymoney			97,998	46,742	144,740	10,744	156	130	147
422 Ards			277,061	131,005	408,066	30,044	158	130	148
423 Fermanagh			199,337	103,883	303,220	22,174	154	140	149
424 Moyle			59,493	28,655	88,148	6,429	158	133	149
425 Newry and Mourne			310,218	136,142	446,361	32,415	164	126	150
426 Dungannon			167,862	77,380	245,242	17,729	162	131	151
427 Armagh			187,487	91,323	278,811	20,113	160	136	151
428 Banbridge			150,775	78,632	229,407	16,484	157	143	151
429 Cookstown			112,794	53,607	166,400	11,939	162	134	152
430 Antrim			172,564	80,286	252,851	18,123	163	132	152
431 Ballymena			226,139	102,436	328,574	23,333	166	131	153
432 Magherafelt			136,190	65,743	201,933	14,272	163	138	154
433 Omagh			169,003	83,865	252,868	17,806	162	141	155
434 Down			234,580	107,724	342,304	23,560	170	137	158

A black and white photograph of a large crowd of people at a social event, possibly a conference or networking gathering. The people are mostly seen from the back or side, looking towards the right. In the middle-left area, a man with short dark hair is highlighted with a red glow. The text is overlaid in the top-left corner in a red, sans-serif font.

“ People who act as
key influencers can
help shape and define
how a group behaves
and acts ”

Combating climate change: The powerful role of communities

The current situation – region by region



Combating climate change: The powerful role of communities

The potential – region by region

We are one of the UK's leading organisations tackling climate change. We offer consumers free, impartial and expert advice on energy saving and grants. We understand that because each of us has different social, financial and geographical circumstances the type of energy saving advice we give needs to vary. Accordingly we have segmented our consumer audience into ten distinct groups:

1 Environmentally Mature

- Rich, affluent couples, living in large detached homes in the suburbs or more rural villages.
- This group represent a key target because they are high consumers of household and vehicle energy and therefore have high CO₂ emissions.
- **Environmentally Mature** represent the highest echelons of successful business with most households having at least two cars.
- Despite this high energy use they are well educated, understanding the dangers of global warming and have one of the most positive set of attitudes towards the environment.
- This group is five times more likely to have installed renewable energy and are the group most likely to have recently donated to environmental/ conservation charities.

2 Educated Advocates

- Contains a mixture of young city centre professionals and educated couples still enjoying a city lifestyle.
 - **Educated Advocates** are well educated, probably to university level and are still enjoying the lifestyle they began whilst in education. House ownership is low; they are over three times as likely to be sharing a house - and there is a high transient element; they are twice as likely to have lived in a property for less than 12 months. As a result it will be hard to make major changes to their homes, but they will try to do whatever they can. If people have purchased their first property it is likely to be either a high value flat or a well-appointed family house.
 - Car ownership is low but company cars are becoming common.
 - **Educated Advocates** will prove a critical group in the next few years as their lifestyles develop meaning higher levels of car ownership and a greater need for larger houses to accommodate growing families.
- ### 3 Discerning Elders
- Professional couples on the cusp of retirement.
 - This group has worked hard to attain their current standard of living and they take great pride in their homes and cars.

- Houses tend to be larger because in many cases children have only recently left home. Consequently this means that energy bills are still quite high. Room exists for energy bills to be cut.
 - Vehicle ownership is moderate and usage is beginning to decline as their range of travel becomes more focused around the communities in which they live. Therefore they might be persuaded to down size their current cars.
 - **Discerning Elders** offer a significant opportunity for us as they are not only interested in environmental issues, but are at the point in their lives where mortgages have been paid off and children have left home so there are few financial commitments.
- ### 4 Comfortable Conservatives
- **Comfortable Conservatives** have worked hard to establish a level of stability within their lives that they feel comfortable with and are quite reluctant to change this.
 - As both household and vehicle emissions are above average there is scope for reducing emissions. However they are a group who don't like to be pressured into making decisions so the best way to persuade them to implement change is by presenting all

the relevant information so they can make up their mind in their own time.

- Readership of quality newspaper and magazine subscriptions - such as National Geographic are high within this group.

5 Britain Today

- Reflection of 'modern' Britain.
- Household and vehicles emissions are not high and their attitude towards the environment is below average. This group offers relatively low potential for reducing CO₂ emissions.
- The majority of this group are suburban couples who are strongly influenced by tabloid papers such as the Mail and Express and television programmes and advertising - with makeover shows and gardening programmes being popular.
- A sub-group are to be found living closer to the city centre with a more diverse ethnic mix, but the same indifference towards the environment and relatively low emissions (smaller houses and lack of access to cars) still prevail.

6 Restful Retirement

- Elderly couples and widowers who have low energy use.
- **Restful Retirement** represent elderly people, often widowed, who are either still living independently or have moved into housing that caters for the elderly.

- For those in private housing there is little they can do, or wish to do regarding reducing CO₂ emissions. However for those able to maintain an independent lifestyle there is a financial motivation to save energy. This group is likely to be targeted by other government agencies as they would probably qualify for grants to implement energy saving changes.
- Car ownership is very low as the **Restful retirements** rely on public transport for any regular short trips they cannot undertake by foot. Any longer journeys are undertaken very occasionally or with the family.

9 Driving Dependency

- Young sharers or couples living in new houses in private estates, who see the car as the only way to get around.
- For this group their cars are a lifeline. Almost all trips away from the house involve a vehicle, whether going to work, doing the shopping, or visiting friends and relations. This group are less likely to have formed any strong ties to the estate on which they live and the decision to live there was based on cost and proximity to employment. Most households will have two vehicles with one of them being a company vehicle, leading to high mileage. Public transport service links in these areas are poor. Current attitudes towards the

environment are below average reflecting a 'live for now' attitude. As these couples begin families they will become more conscious of their surrounding environment and their 'legacy'. As households are relatively new this group has the lowest household CO₂ emission score. Although as these houses age it is important that the current energy efficiencies are maintained. Despite this, there is an above average likelihood to switch to a green tariff for energy provision.

8 Financially Burdened

- Families with high expenditure on everyday living.
- **Financially Burdened** reflect those families who despite having good prospects for employment and careers are at a life stage where money that does come in is already accounted for on items such as mortgage, grocery shopping, holidays, etc.
- Housing is newer and large, but the demands of a family result in relatively high energy use.
- Car ownership is average, with any second cars being older models.
- Whilst aware of the environment the **Financially Burdened** feel the financial constraints of their day-to-day life restrict the number of environmental actions they can take.

9 Ethnic Tradition

- **Ethnic tradition** consists of Asian families and other ethnic groups living in suburban semi-detached houses or industrial terraced housing.
- The group accords a high importance on the family and many households consist of extended families. As a result household energy consumption for this group is high.
- Car ownership is limited.
- Shopping is undertaken in local ethnic stores.
- Socialising is done in the communities where people live.
- Concern regarding the environment in general is limited; however some elements of this group have expressed interest in changing to a green tariff for energy bills.

10 Environmentally Indifferent

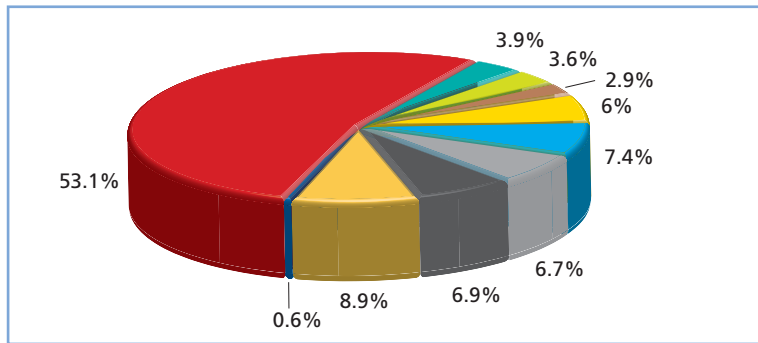
- Consists of poorer families and elderly couples living in council or ex-council accommodation in towns and cities.
- Life is hard for this group and their focus is on day-to-day survival rather than environmental issues, consequently they show the lowest level of concern for the environment.
- Household CO₂ emissions levels for the **Environmentally Indifferent** are just below average and so there would be scope for reduction. For those who own their own properties the motivation

would almost certainly be financial as incidence of fuel poverty is greatest amongst the group.

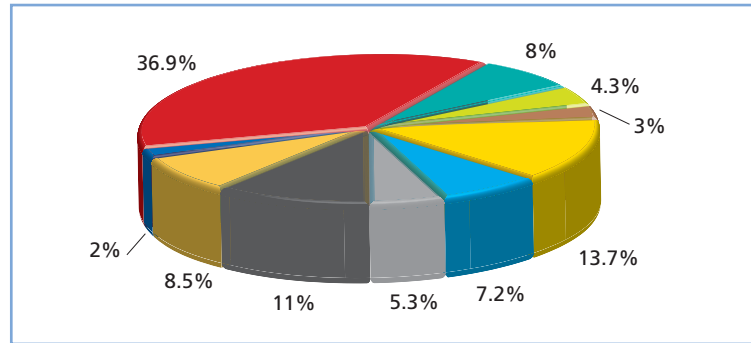
- Vehicle ownership is low and the cars people own tend to be second hand and used as the family run-around.

In order to provide effective energy saving advice, each of these householder groups needs to be targeted in different ways. We know, for example that the **Environmentally Mature, Comfortable Conservatives** and **Discerning Elders** are the three highest for energy consumption – with the **Environmentally Mature** group alone causing 24 million tonnes of carbon dioxide to be put into the atmosphere each year. Yet they are also the three wealthiest groups too. For them, buying Energy Saving Recommended products, loft and cavity wall insulation, and perhaps even renewable technologies is within their financial means. Likewise, we know that groups such as **Britain Today, Restful Retirement** or **Environmentally Indifferent** may not have the financial means at their disposal to spend a lot on energy efficiency measures. So in the case of these groups we need to make sure they are aware that many energy saving measures are actually low, or no cost – and that in the long run implementing these measures will help them to save money.

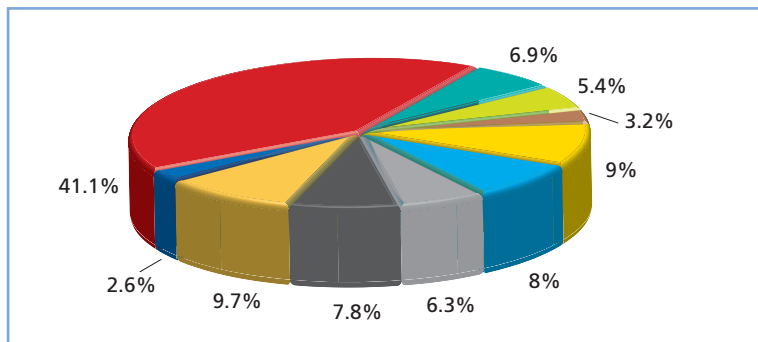
North East England



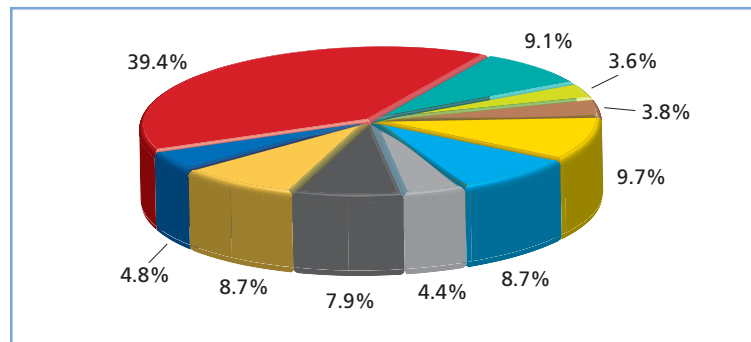
East Midlands



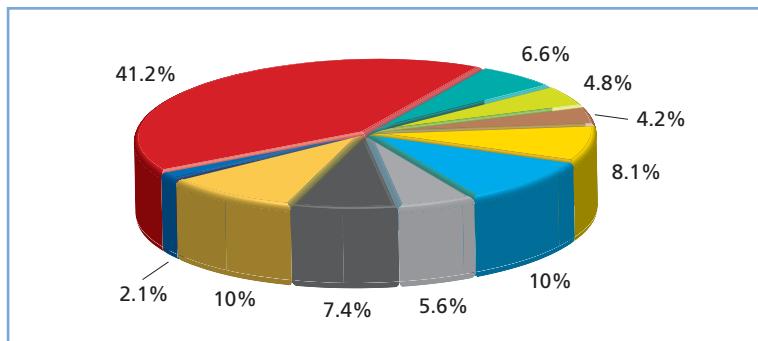
Yorkshire and Humber



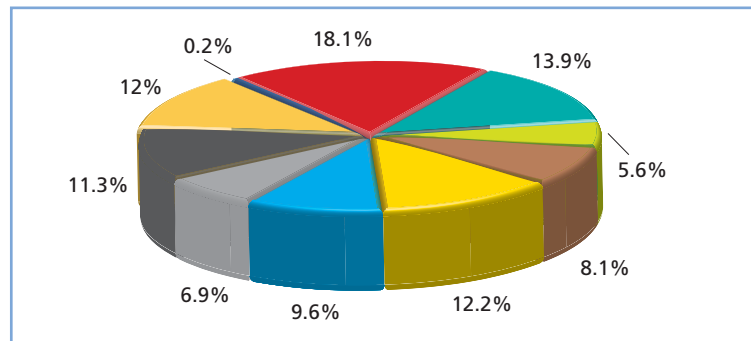
West Midlands



North West England

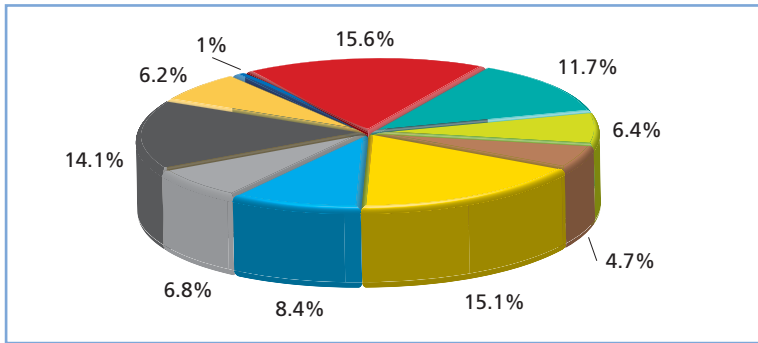


South West England

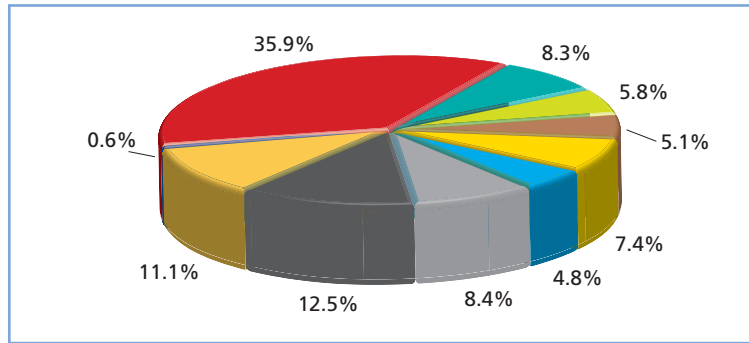


- Environmentally Mature
- Educated Advocates
- Discerning Elders
- Comfortable Conservatives
- Britain Today
- Restful Retirement
- Driving Dependency
- Financial Burdened
- Ethnic Tradition
- Environmentally Indifferent

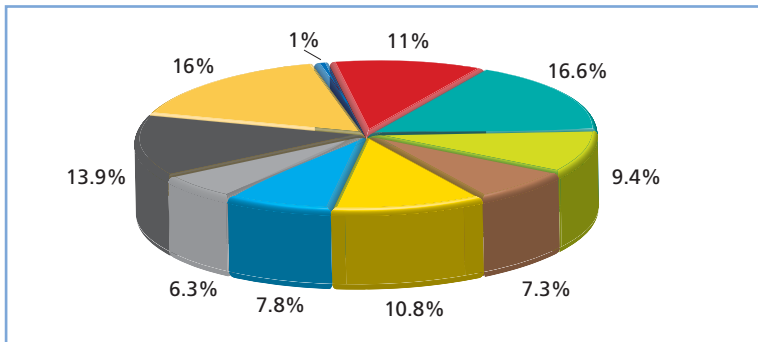
East of England



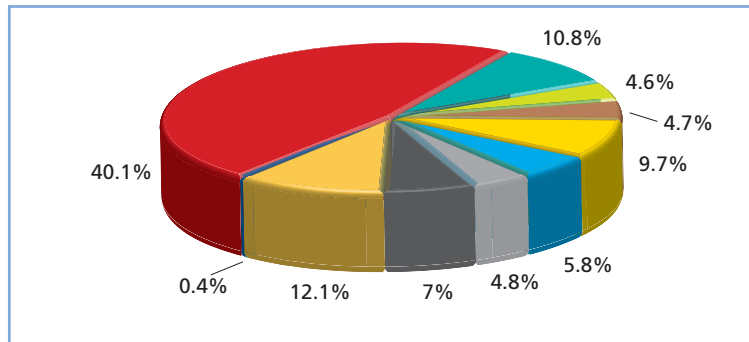
Scotland



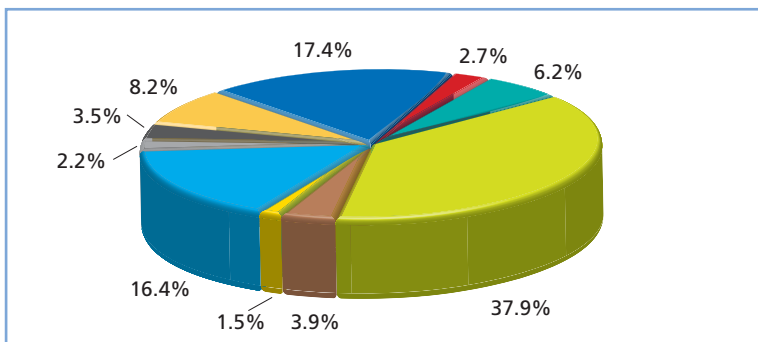
South East of England



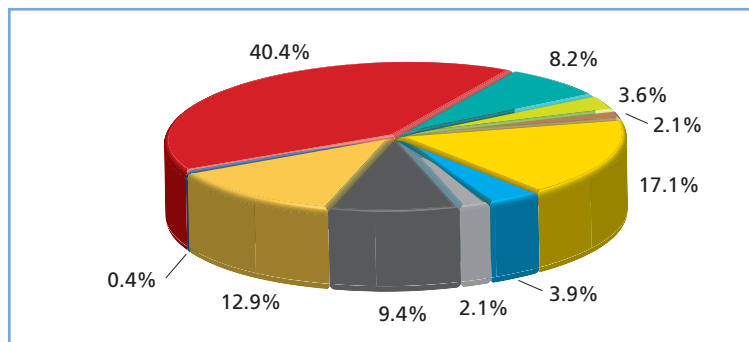
Wales



Greater London



Northern Ireland



For those able to afford it – such as the **Environmentally mature, Comfortable conservatives and Discerning elders** then two of the simplest and most cost effective ways to save money in their home are by installing cavity wall insulation and sufficient loft insulation (270mm or more). A typical household could save up to £200 a year by installing these two measures alone.

The following two tables demonstrate both the carbon and financial savings which could be achieved across the UK were all the unfilled cavity walls and lofts adequately insulated.

Cavity wall insulation	Number of uninsulated cavity walled homes	Tonnes CO ₂ saved per year if these were insulated	Million £s saved per year if these were insulated	Energy saved per year if these were insulated - equivalent number of homes this saved energy could heat
North East	400,000	260,000	31	61,000
Yorkshire and Humberside	820,000	530,000	63	125,000
North West and Merseyside	1,190,000	760,000	91	181,000
East Midlands	620,000	400,000	48	95,000
West Midlands	890,000	570,000	68	135,000
South West	810,000	520,000	62	123,000
East of England	800,000	510,000	62	122,000
South East	1,490,000	960,000	110	227,000
London	880,000	570,000	68	135,000
England	7,880,000	5,100,000	610	1,200,000
Scotland	670,000	430,000	52	103,000
Wales	320,000	210,000	25	49,000
Northern Ireland	77,000	50,000	6	12,000
UK	8,950,000	5,800,000	690	1,360,000

* assumes that only 95% of unfilled cavities can be filled

Using our segmentation you can see that over a third of households in the South East fall within the **Environmentally Mature, Discerning Elders**, or **Comfortable Conservatives** groups. They also contribute considerably above the average UK emissions. Clearly it is important to target the more affluent groups who can afford

to pay for energy saving measures, especially when you consider that if everyone in the South East who was able to install cavity wall or loft insulation actually did so then over 1.5 million tonnes of carbon dioxide and over £180 million pounds a year could be saved - enough energy to heat around 370,000 homes.

However in a region like the North East, where the **Environmentally Indifferent** group make up nearly 37 per cent of households, a different approach is required. The type of energy saving advice given to this group has to include measures which are easy to implement – as loft and cavity wall both are – but also low or no cost where possible. For example,

promoting things such as turning down your thermostat by one degree centigrade, draught proofing, walking instead of driving, washing at 30 degrees celsius and turning off lights which are not in use, are all actions that any of us can do straight away. The results of this being both lower energy bills and lower carbon dioxide emissions. A double win.

Loft insulation	Number of homes with under-insulated lofts	Tonnes CO ₂ saved per year if these were insulated*	Million £s saved per year if these were insulated*	Energy saved per year if these were insulated - equivalent number of homes this saved energy could heat*
North East	465,000	140,000	17	33,000
Yorkshire and Humberside	1,145,000	340,000	41	81,000
North West and Merseyside	1,538,000	460,000	55	109,000
East Midlands	996,000	300,000	35	70,000
West Midlands	1,021,000	300,000	36	72,000
South West	1,164,000	350,000	41	82,000
East of England	1,336,000	400,000	48	95,000
South East	2,027,000	600,000	72	143,000
London	1,181,000	350,000	42	84,000
England	10,873,000	3,230,000	390	769,000
Scotland	800,000	240,000	29	57,000
Wales	540,000	160,000	19	38,000
Northern Ireland	350,000	100,000	12	25,000
UK	12,560,000	3,740,000	450	889,000

* based on a combination of no or low loft insulation

Drilling down: Using our household segmentation model to help provide energy saving solutions

	Household including transport	Local Unitary Authority	Environmentally Mature	Educated Advocates	Discerning Elders	Comfortable Conservatives	Britain Today	Restful Retirement	Driving Dependency	Financially Burdened	Ethnic Tradition	Environmentally Indifferent	Household estimate 2005
UK	Highest CO ₂ emissions	Down	2,596	91	487	6,967	420	342	2,009	4,363	74	6,211	23,560
UK	Lowest CO ₂ emissions	City of London	7	4,723	0	0	479	0	23	0	0	0	5,232
England	Highest CO ₂ emissions	South Bucks	11,747	1,646	1,995	2,685	1,053	985	2,027	2,687	36	355	25,216
England	Lowest CO ₂ emissions	City of London	7	4,723	0	0	479	0	23	0	0	0	5,232
Scotland	Highest CO ₂ emissions	Orkney Islands	3,469	48	259	1,241	413	479	287	1,321	0	1,233	8,750
Scotland	Lowest CO ₂ emissions	Glasgow City	6,365	31,515	6,271	2,077	25,842	27,930	41,666	15,668	8,437	111,899	277,670
Wales	Highest CO ₂ emissions	Powys	22,882	127	2,142	7,319	2,381	2,370	1,648	8,303	0	9,220	56,392
Wales	Lowest CO ₂ emissions	Blaenau Gwent	0	0	32	262	559	1,230	652	584	0	26,278	29,597
Northern Ireland	Highest CO ₂ emissions	Down	2,596	91	487	6,967	420	342	2,009	4,363	74	6,211	23,560
Northern Ireland	Lowest CO ₂ emissions	Belfast	3,910	16,596	3,071	4,683	5,150	2,915	3,449	7,920	1,297	66,042	115,033

The table above outlines the local authority areas with the highest and lowest CO₂ emissions per household (including transport), split by our household segmentation types.

So, as interesting as it is to know how well a city or local authority is or isn't doing in terms of carbon emissions, what is critical is giving people appropriate and actionable solutions. What the household segmentation does – coupled with our comprehensive database of cavity wall and loft insulation installations across the UK – is to help us provide these energy saving solutions.

For example, Camden – the local authority with the lowest emissions per household in the UK – has a high propensity of **Educated Advocates** (nearly three quarters of households fall into this category). We

know that these individuals are well educated, young and whilst they often have a good level of knowledge about climate change, they don't always undertake a great deal of action. What we also know is that they have often just bought their first flat, so therefore we could provide them with tailored advice on how to make low cost changes to improve the energy efficiency of their home – such as putting in energy saving light bulbs.

Of course, places that have low carbon emissions per household don't all have the same household segmentation breakdown. Glasgow is a good example. Nearly 40 per cent of households fall into the **Environmentally Indifferent** category. We know that these groups simply do not have

the financial means to install more expensive energy saving measures, such as loft or cavity wall insulation – let alone microgeneration technologies. This group is motivated by the financial benefits of energy saving – as many will be struggling to pay their fuel bills. Promoting the financial benefits of simple and cost free energy saving measures such as boiling less water when making drinks, showering instead of taking a bath, turning down the thermostat by one degree, or adding draught proofing would be an effective proposition.

In areas such as Powys – which has the highest per household emissions in Wales – we need to target the 'big' wins. Around 25 per cent of households in Powys fall into the **Environmentally Mature**. We know this

group have the financial means to install energy measures, such as loft and cavity wall insulation, as well as buying Energy Saving Recommended products. Therefore we would look to target this group by highlighting the environmental benefits and low installation cost of these measures.

Whilst, Belfast has over 50 per cent of households in the **Environmentally Indifferent** grouping – who would need to be targeted with simple, cost free financially motivated energy saving advice – over 16,000 of the 115,000 households contain **Educated Advocates**, who are young, and well educated. Here is an example, where we would need to ensure that the advice supplied in Belfast takes into account an individual's specific circumstances, so that they could undertake energy saving actions within their means.

The examples given demonstrate that energy saving advice must be given on a region-by-region, community-by-community and person-by-person basis. We have the tools to deliver this service through our Sustainable Energy Network of advice centres across the UK. They provide support and advice on energy saving that is specific to an individual's needs and based on their locality. Each local advice centre works closely with the local authorities and businesses in their region ensuring that there is a consistency of messaging and approach.

You can contact your local advice centre by calling 0800 512 012, or by visiting the website, www.energysavingtrust.org.uk.

The power of one: finding the key influencers

Our recently commissioned research – ‘The Power of One’ shows the important role communities play in people’s lives.

But what does it mean to be part of a community? There are four main elements:

Membership – A sense of belonging, shared identity, personal investment

Influence – Members influence and are influenced by the group

Integration and fulfillment of needs – Members feel rewarded in some way for their participations

Shared emotional connection – Shared history and shared participation

People who act as key influencers can help shape and define how a group behaves and acts. That is why we are keen to encourage advocates of energy saving to spread the word to their social networks. These networks can spread far and wide. It is perhaps not surprising that the core communities we feel part of are the family (87 per cent), friends (86 per cent) and neighbours (84 per cent) – but interestingly we also have a strong affinity to local retailers (63 per cent), and local services (62 per cent).

Community groups do not have to exist physically either – online communities are increasingly becoming an integral part of our everyday lives, with over 40 per cent of us now part of a ‘virtual community’.

Our research also shows that over 90 per cent of us recommend a company or product we like – and over 75 per cent of us have chosen to buy a product or service because friends and family have recommended it.

What this demonstrates is that the main influences on our lives stem from local social connections, rather than from national ones.

As part of our research we have produced the first ever index to pinpoint Britain’s biggest energy-saving influencers. The influencer index splits the public into four types - it shows that women are leading the way, as they make up over half (53 per cent) of the most influential group (‘community changers’).

The index measures an individual’s awareness and information on climate change (AI) and energy saving issues, and compares it with their response in terms of their degree of engagement and action (EA) ($I=AI \times EA$).

The table below outlines the four categories of ‘influencer’

Find out which category you belong to by visiting: www.energysavingtrust.org.uk/Influencer.

Community changers (38 per cent of UK population)

The biggest and most influential group; couples dominate the community changers who are vocal about their opinions and back up their views with action. They believe they’re knowledgeable about climate change and energy saving and turn to many sources for advice and information on these issues. As part of extensive communities, including international and online communities, this is the group who initiate the most conversations about climate change and these are potentially the people with the power to do most to help fight climate change.

Armchair advocates (20 per cent of UK population)

Married men lead this group which claims to be very knowledgeable about climate change and energy saving. Often however, this knowledge is not backed up with action. Group members tend to view their core social network and experts or authorities as the most trusted sources of information.

Tea-time solvers (17 per cent of UK population)

Often women between 35 and 54 and most likely of all groups to have children, Tea-time solvers feel guilty about not saving energy and admit to not knowing a lot about climate change. When looking for information on these issues though, the group makes use of a wide circle of influence, consulting everyone from neighbours to radio programmes in their quest for knowledge.

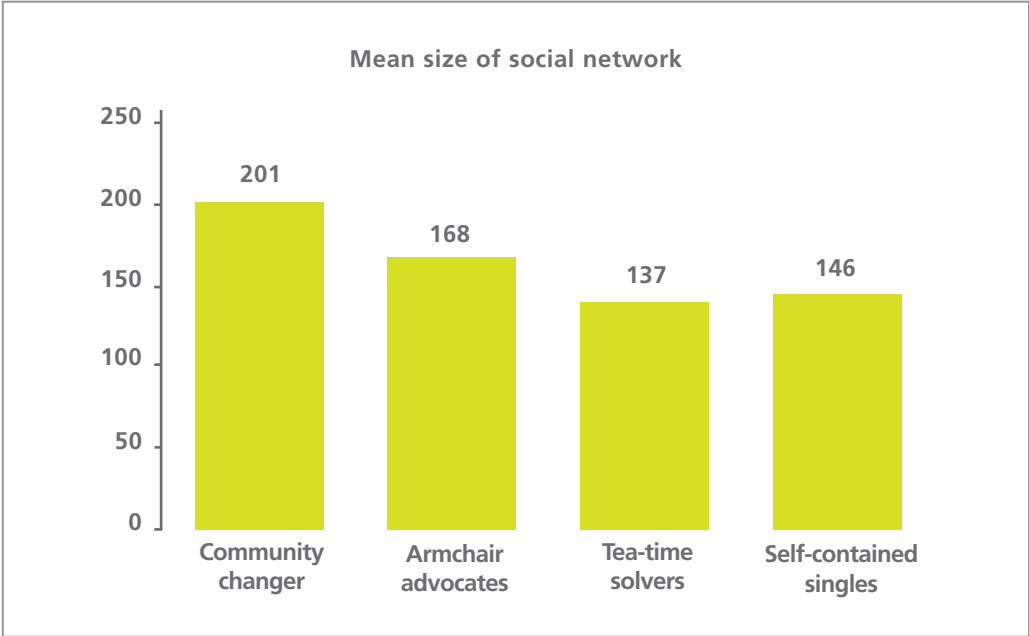
Self-contained singles (25 per cent of UK population)

Predominantly aged between 18 and 44, and the most likely of all groups to be single, this group still has room to learn more about energy saving. Moving within select communities, they only regard a small circle, mainly made up of friends and family, as trusted advisors when it comes to climate change and energy saving.

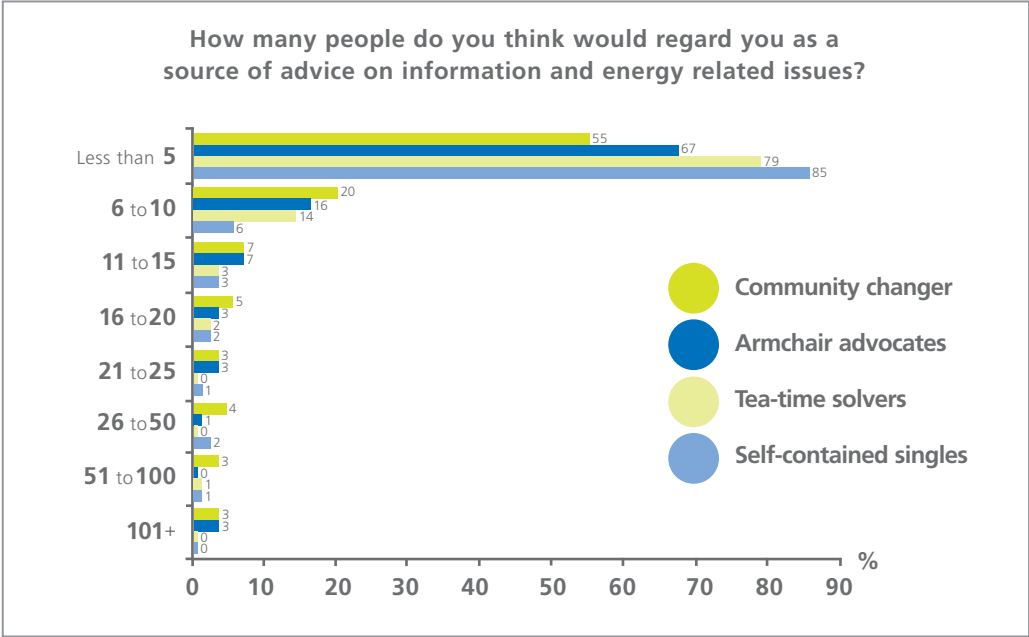
The power of one: the key statistics

The higher someone's influence index, the more people regard them as a source of advice on energy related issues.

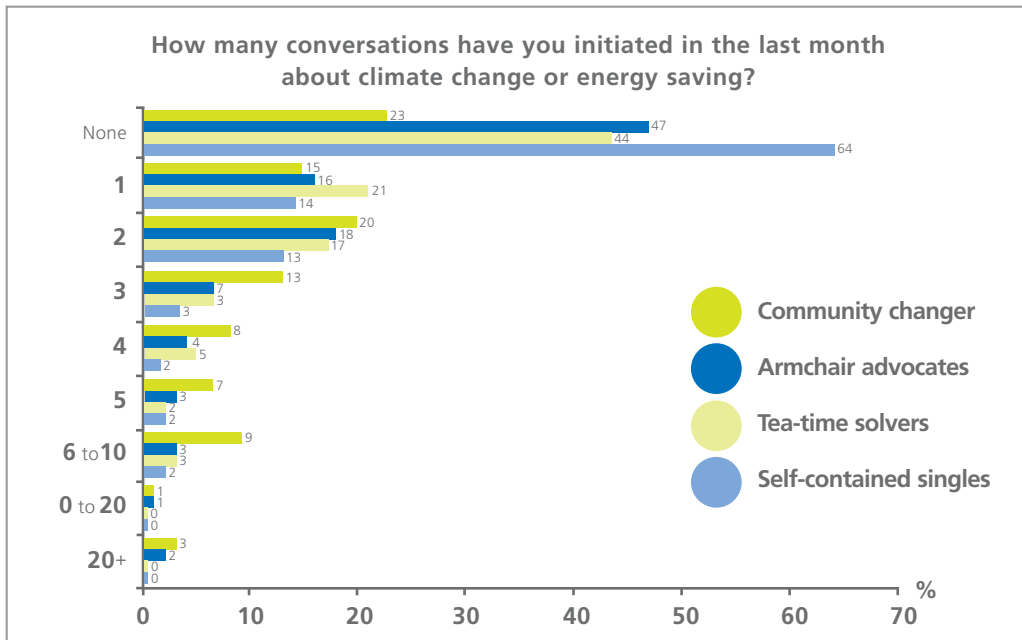
People with the highest levels of engagement and action have larger social networks than those with low levels.



Source: Wildfire and HCHLV, HCLV/EST Power of One Survey 2007

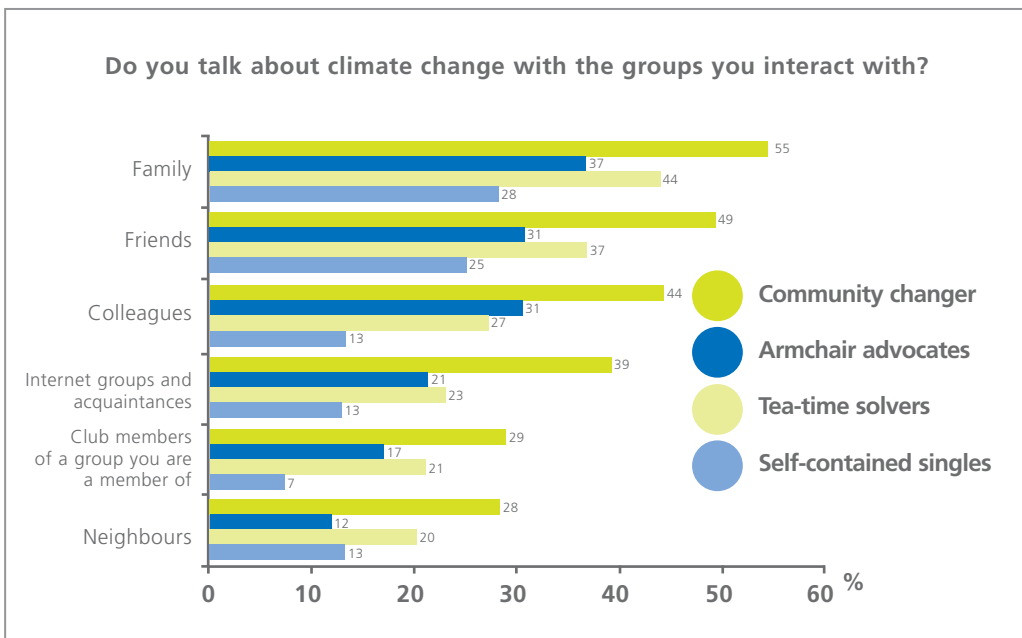


Source: Wildfire and HCHLV, HCLV/EST Power of One Survey 2007



Source: Wildfire and HCHLV, HCLV/EST Power of One Survey 2007

Those with a higher influence index are more likely to initiate conversations about climate change.



Source: Wildfire and HCHLV, HCLV/EST Power of One Survey 2007

Those with a high index of influence are much more likely to talk about climate change with those they interact with regularly.

Green Barometer Methodology:

1,202 households were interviewed during August 2007. Interviews were conducted in the home and face to face. The sample is representative of the UK population. The survey is a quarterly national tracker of behaviour and opinion run by the Energy Saving Trust.

Power of one methodology: The research was carried out by the Henley Centre during August 2007. It included a 15 minute, on line survey to a UK representative sample of 2,000 respondents.

Consumer segmentation methodology: The Energy Saving Trust developed the consumer segmentation model with Experian, in which UK households are divided into one of ten segments according to their household energy bills, car usage and attitudes towards the environment. Built from a wide variety of socio-demographics and market research data, the segmentation can be applied at the most granular of geographic levels to help understand the geo-demographic location in key environmental attitudes and behaviours.

Local authority carbon dioxide emissions**Methodology:**

The Energy Saving Trust has now applied this proportional carbon emissions model to published Defra data which uses models carbon emissions at a local authority level. See <http://www.defra.gov.uk/environment/statistics/globalatmos/galocalghg.htm>.

The Energy Saving Trust has developed a new national ranking of household emissions by combining the Defra's domestic household emissions estimates with the Trust's segmentation's car emissions, to give a more complete picture of household energy use and models back usage to population segment at postcode level.



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