

Cheshire and Warrington Renewable Technology Roadshows

Introduction

A project within the Climate Change Skill Fund was to hold a series of renewable technologies roadshows. The aim of these events was to showcase the technologies with the objective of introducing members of the public to possibilities of renewable technologies within their domestic arena and to encourage installations.

Cheshire and Warrington

Across the sub-region, there are many Low Carbon Communities, which are tackling climate change through reducing their collective carbon footprint. Energy use and generation is a focus for a lot of this activity and the wider community is equally aware of energy efficiency measure, as well as renewable energy generation. Along with raising energy prices, it was decided to host a series of roadshow across the sub-region to ensure that individuals and communities could hear about a range of energy efficiency measures and renewable technology at a location near where they lived.

About the Events

It was initially decided to hold seven events; one in each of the former boroughs of Cheshire and one in Warrington. Installers of the technologies were invited to have stands and to be available to discuss with the public their technologies. Technologies covered included solar hot water, photo voltaic panels, biomass stoves & boilers and wind turbines. While an opportunity to promote their own business was provided, it was made clear to the installers that public information and awareness was to be the primary focus.



Photos of the installer stands at the Renewables Roadshow



Delivery of the Events

The first event was held in Lymm (198), near Warrington. This was a community event that was being organised by a local low carbon community group. The following six events were held in Cheshire; Chester (20), Knutsford (33), Green Futures Festival Nantwich (95), Frodsham (19), Congleton (49) and Neston (45). (The Nantwich event was one day of a two day event that was organised independently of the Climate Change Skills Fund programme).

The numbers in brackets after the location are the number of attendees. As can be seen the number of attendees varied considerably. While at some events the number was relatively low, the interest shown by the public was very high with visitors spending an average of 50 minutes discussing options with installers. These could be thought of as destination, rather than drop-in, events.

An additional final event was held in Chester. A marquee was hired and set-up outside the Town Hall on a Saturday in July. The footfall was very high, it was estimated that approximately 600+ people visited the marquee. And the quality of the conversations that installers had with the public was good. This format was clearly the most successful in terms of footfall and contacts made by the installers and this justified the additional cost of this event in comparison to some of the others.

Measuring Success

Information from the limited number of installers who responded to feedback requests was that the final Chester event was the most successful. At least 4 installations, approximately 35 site surveys and approximately 60 leads were generated. This can be considered to be a conservative estimate as only about 25% of installers responded and the lead-in time for installations tends to be measured in months rather than weeks.

Conclusions and Next Steps

As a result, numerous people have decided either to install energy efficiency measures and or renewable energy regeneration systems. In addition, information is being made available through a range of mechanisms including website and events such as Green Weekends.

Further information

This case study forms part of the CLASP Cheshire and Warrington Climate Change Skills Fund Programme

For more information visit:

<http://www.claspinfo.org/cheshire-and-warrington>

