Notes on the breakout group discussions

Group A

What pro-environmental behaviour do you currently adopt in your home?

Group Size – 8

Wood-burning stove	1
Condensing Boiler	4
Low-energy Activities (i.e. leisure activities that don't use much energy)	7
Replacing Lightbulbs with low-energy ones	7
One hot-water cycle per day	1
Roof Insulation	8
Nature-friendly gardening / composing / water butts / growing own veg	7
Recycling	8
Avoid tumble-drying / line drying	6

What are the top three reasons stopping you from adopting energy-efficient measures for your home?

Main issues

1. Capital Cost
    a. Long payback period (sometimes longer than design life of the system!)
    b. Concerns over quality and availability.
2. Heritage – particularly in conservation areas – might not like how eco-developments look.
3. Disruption and Hassle
    a. Who to ask about materials? Costs? Planning permission? People to install it?
    b. Information can be conflicting – hard to make comparisons.
    c. Not enough time to work out the best option and to go through all the relevant information.

Other issues

- Why replace older technology?
    - Is reliable and very cheap to repair. Modern boilers are more complex, tend to break down more often and are more expensive to maintain.

    - Don’t want to replace something that works (may even be considered immoral!).
- Physical constraints for some technology – e.g. orientation of the house preventing efficient solar panels.
- Household Behaviour – As I have a Lodger, I don’t have control over energy usage in the home.
- Renting so lacking control (e.g. double glazing) and not owning property.
- Waiting for markets for technology and materials to mature.
- Low-energy light-bulbs have poor performance.
- Life events – other priorities emerge through time.

How can we in the Cambridge sub-region meet the carbon reduction challenge for our existing homes?

Main Issues

- Local Awareness Campaign – e.g. via residents associations.
    - Encourage street/ residents’ groups to promote carbon reduction and organise group schemes e.g. through residents’ association internet blog.
    - Heat loss images produced of each house as part of awareness campaign.
    - Develop local/street-level initiatives with advice/guidance provided by neighbours, friends etc.

Other Issues

- Provide information in centralised ‘One Stop Shop’ website with all the information (building controls, planning issues, suppliers, deals etc.)
- Individualised assessments of appropriate steps to take
- Improve bus reliability and numbers to reduce car usage.
- Financial mechanisms
    - Pay as you save – Green Deal – as the average tenure is 7 years (shorter than pay-back periods), loans could be provided to install technology. These loans could then be attached to the house and pass to a new owner.
    - Incentives for landlords to install energy saving measures.
- Exploit opportunities associated with new build which will build capacity of installers, suppliers ect. who can then undertake retrofit.
- District heating funded through tax on new-build.

- Cut red tape and work together
- Change local building regulations and planning conditions for refurbishment and new build.
- Financial incentives for private landlords.
- *This is a manipulative question which assumes I'm on board…*

GROUP B

Question 1) What pro-environmental behaviour do you currently adopt in your home?

- Strictly regulated heating behaviour (only on when in) =9 people
- Solar water heating= 1 person
- Smart meter= 2
- Double glazing= 6, part of house=1
- Not using tap water for garden= 5
- Energy saving light bulbs=9
- Loft insulation=7
- Cavity wall insulation=6
- Draft excluders=9
- Switching off appliances when not in use=10
- Allotment (vegetable garden) = 7
- Non-crease clothing=2
- Farmers market and box= 4
- Washing line not dryer=7
- Don't use dishwasher=3
- PV Desk lamp=1

Question 2) What are the top three reasons stopping you from adopting energy efficient measures for your home?

1) Cost – economic/financial incentive not strong enough, initial expense and payback time, not certain that a measure taken will be reflected in the sale value of the house, cost of installing solar panels on roof despite income from feed-in tariff – upfront capital cost is too high. Other investment priorities
2) Disruption, Scepticism, information and ignorance – current design of house inhibits significant investments. If building work is needed it disrupts family/working life. – people say there is a climate crisis but I do not see it, not yet recycling, waste water or using heat exchangers= not persuaded. – Awareness of how energy efficient the measures are. Technological optimism and thinking the fuel will never run out. Robust technologies and information- energy efficient light bulbs are not light efficient. No reliable and efficient suppliers of low carbon technological.
3) Other- Bad habits, Lack of time to research, Co-operative failure, Quality of life – love an open fire, Lack of social shame, Laziness, Inertia

Question 3) How can we in the Cambridge Sub-region meet the carbon reduction challenge for our existing homes?

- Tackle thermal insulation
- Install PV's - do the sums!
- Introduce energy efficient appliances – replace old ones.
- Provide accurate information on how to reach targets

- Technological progress so that it is cheaper to install energy efficient facilities
- Local messages
- Local initiatives with fun – persuade people to join the transition town movement – they will have fun whilst learning how best to reduce their carbon usage
- Local initiatives with financial incentives
- Education campaign – educate children
- Awareness campaign – see how much we can save by specific measures. Increase occupier awareness.
- Political pressure- put pressure on local councillors, persuade government to change priorities – from subsidising the nuclear industry into putting money into research and development for low carbon technologies.
- Build momentum – be patient, once 10%+ of homes then it takes off.

GROUP C

Question 1) What pro-environmental behaviour do you currently adopt in your home?

- Air sourced heat pumps
- Room by room heating control
- Buying green energy
- Secondary glazing
- Double glazing
- Triple glazing
- Loft insulation
- Cavity wall insulation
- Thermostat control
- K-glass
- Smart meter
- Energy monitor
- Draft proofing
- Oil tank monitoring with a string
- Wood burning stoves
- Energy efficient light bulbs
- Thermal blinds
- Energy efficient appliances

Question 2) What are the top three reasons stopping you from adopting energy efficient measures for your home?

1 – Finance – how we will pay for it (installation and maintenance)

- Concerns with pay back
- Low cost of energy as a proportion of household spending

2 – Trusted advice and a supply chain – not clear brand assurance at the moment,

- Technical skills of builders
- Concerns there won't be support once items are installed
- Lack of information ignorance and lack of trust in the information we're given.
- Often conflicting advice is given, hard to see what we should spend our money on.

3 – Things change so rapidly – We're waiting for a new method, a better idea of what we should do = means we are stalling in making changes.

4 – Other – Local specific problems = disruption to residents
= unusual houses

Convenience – we don't want to wash dishes now we have a dishwasher or hang our clothes out to dry now we have dryers. We don't want to use electricity at inconvenient times (night).

People already living in newer houses won't bother.

Visual impact of PV.

Question 3) How can we in the Cambridge Sub-region meet the carbon reduction challenge for our existing homes?

- Improve knowledge/advice
- Improve infrastructure to make up the supply chain. Build up expertise=provide examples showing it works.
- Use social housing as a role model to improve private housing
- Community groups
- Council led visit street by street assessing energy efficiency of every house
- Accredited people to install energy efficient measures
- Automated controls, won't be able to change behaviour significantly enough without it.