

## The Energy Saving Scotland advice centre network

### Background and context

The Energy Saving Scotland advice centre network was launched in April 2008 to provide a “one stop shop” for people wanting to save energy, money and carbon. It acts as single point of contact for advice and support for energy efficiency, fuel poverty, small scale renewables and sustainable transport. This makes it easy and simple for people to find out what they need and so makes it much more likely that they will take action. The network is funded by the Scottish Government and managed on their behalf by the Energy Saving Trust.

There are 5 regional centres within the network, with additional sub-regional offices in rural areas. In this way the network combines full coverage across the whole of Scotland with a local presence which ensures that advice and support given takes into account local needs and circumstances. A map showing the network locations is attached.

The network focuses on providing advice and support to householders, although it also delivers support to local authorities, housing associations, private landlords and small businesses.

The primary route to contact the network is via a Freephone number, although there are also some services delivered through events and home visits. A call to the Freephone number puts the customer in contact with a knowledgeable and experienced advisor who will gather data on their home and circumstances, discuss their needs and provide advice on what to do. They may also refer them for any available grants or other forms of financial support and point them towards those providing sustainable energy goods and services such as insulation installers, microrenewables suppliers etc.

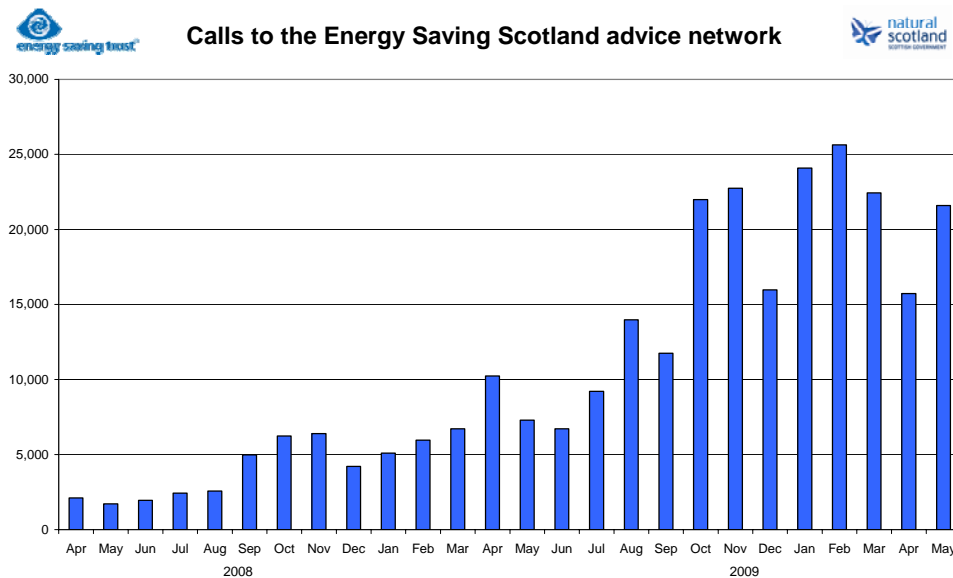
The network is a key channel for the Scottish Government in delivering sustainable energy advice and support to householders; it is a large scale operation which has contact with over 250,000 households in Scotland each year. The network is focussed on delivering outcomes with follow-up evaluation to track what actions people take after

they contact the network. This means that its impacts are known and are significant with network advice and support resulting in over 400,000 tonnes of lifetime carbon savings each year. There is also a considerable contribution to Scotland’s economy through green jobs and the nearly £200M lifetime savings on the fuel bills of network customers that are achieved each year as a result of the support and advice given.

Now that it is established the network’s comprehensive coverage and reach means that it can be used to deliver additional services efficiently and effectively. This is happening as the network is now delivering the Scottish Government’s flagship Energy Assistance Package and Home Insulation Scheme as well as an increasing variety of other Scottish Government sustainable energy initiatives. Therefore the network is a key component in delivering both the Scottish Government’s climate change targets and fuel poverty policies.

Progress and achievements

The numbers of call to the network have been increasing steadily since it was launched and, as the graph below shows, by November 2009 averaged more than **1,000** calls per working day. Of course not each call is a new client, many people call the centres several times on different matters over a year; these calls resulted in a total of over **250,000** customers to the network per year.



These customers will save over **400,000 tonnes of carbon** as a result of the advice, support and referrals they receive.

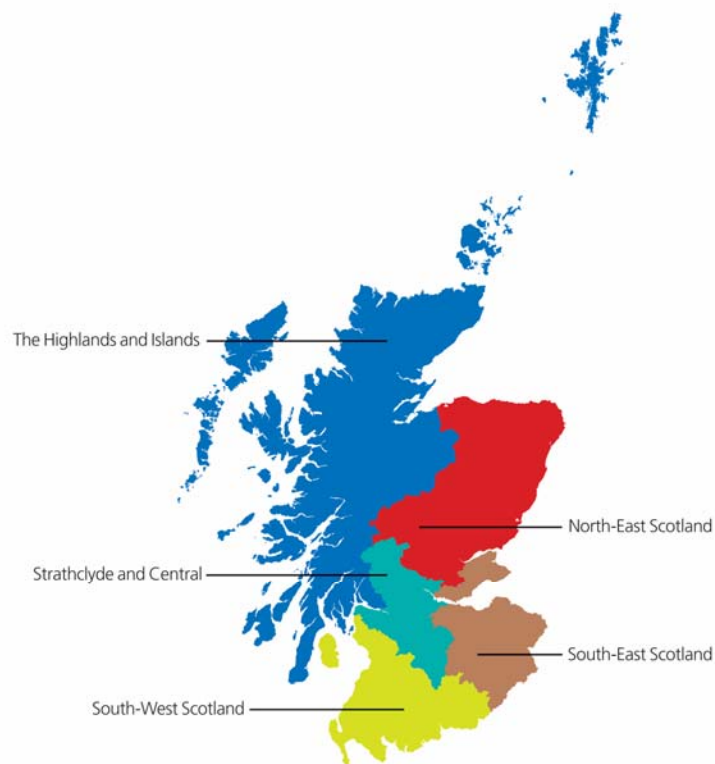
Through the **Energy Assistance Package** the network refers qualifying households for subsidised fuel tariffs, benefits checks, free insulation and additional energy efficiency measures as well as providing energy efficiency advice.

Through the **Home Insulation Scheme**, home visits are made in selected areas across Scotland to offer householders energy advice and access to free or subsidised insulation measures.

Other activities include:

- **referrals** to fuel suppliers for loft and cavity wall insulation for work under the Carbon Emissions Reduction Target (CERT).
- advice on **sustainable personal transport**.
- advice on **small scale renewables** and including in-depth advice through a home visit.
- advice on **efficient water use** in the home.
- advice, consultancy support and interest-free loans for **smaller businesses** to help them save on energy bills.
- support to **communities** receiving funding from the Climate Challenge Fund.

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## Location of staff

There are ESSac staff based in the following locations: Lerwick, Kirkwall, Stornoway, Inverness, Fort William, Aberdeen, Dundee, Dunoon, Glasgow, Ayr, Dumfries and Edinburgh.

