



POWER
Low Carbon Economies



INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS



European Union
European Regional Development Fund

ANNEX 2

Best practice Identified and transferred

Section	Indication of content
1 Title of the best practice	Freephone Advice Line
2 Precise theme/issue tackled by the practice	Provision of free and impartial advice on sustainability issues
3 Objectives of the best practice	<ul style="list-style-type: none"> • Provision of access to information and advice for a number of sustainability issues • Facilitating or signposting individuals or groups to grants and loans
4 Location	Country: UK County: Hampshire, Isle of Wight, East Sussex, and West Sussex
5 Detailed description of the best practice	<p>Origin</p> <p>tEC was contracted to host the Energy Trust's energy efficiency advice freephone number for several years and covered Hampshire, Isle of Wight and West Sussex.</p> <p>The initiative was heralded as a great success due to the impartial nature of the organisation and the advice proffered. Regionally, tEC is seen as a 'sustainability broker', with highly qualified staff and a thorough understanding and knowledge of a broad range of sustainability issues.</p> <p>When the EST contract ended in 2009, tEC decided to continue this service under its own funding.</p> <p>Our freephone advice line now appears in Local Authority magazines and websites, and a variety of other media including adverts, notice boards and through council customer contact centres.</p>

Timescale

On-going

Bodies involved / implementation

tEC works closely with the local authorities in the area who advertise the freephone number via their websites and customer contact centres. tEC also works closely with insulation companies, referring customers to them for free surveys for loft and cavity wall insulation.

Process and detailed content of the practice

tEC **promotes** its freephone in Local Authority magazines and websites, and a variety of other media including adverts, notice boards and through council customer contact centres.

The freephone number is also promoted at all tEC events: school visits, training sessions and community events. This is through flyers, posters, and promotional literature, as well as on tEC's website.

tEC's qualified and experienced energy advisors provide **advice** on a variety of topics, including energy efficiency, renewable technologies; as well as; sustainable transport, behaviour change, waste and water efficiency.

tEC 'signposts' individuals to the grants/loans they are entitled to and other sources of assistance of information (local authority, Environment Agency etc.)

Whilst advising customers, tEC offers a referral service whereby insulation companies carry out insulation and renewable technology surveys and provide and obligation free quotes to carry out the recommended measures (generally cavity wall and loft insulation).

tEC records details of all enquiries made and acts as a contact point for customers with further queries.

Legal framework

tEC is an independent, not for profit organisation providing free and impartial advice. The information shared by tEC's qualified energy advisors is based on current

	<p>scientific information. The insulation and renewables companies tEC refers to are registered with the relevant industry bodies, for example, CIGA (Cavity wall Insulation Guarantee Agency) and MCS (Microgeneration Certification Scheme).</p> <p>Financial framework tEC no longer receives core funding (from the Energy Saving Trust) for its freephone advice line. It is partly funded by small referral fees generated from the insulation and renewable technology companies.</p>
6 Evaluation	<p>Possible demonstrated results tEC records all enquiries to its free phone advice line and monitors the number of successful insulation and renewable technology installations. These records are used to calculate the amount of CO₂ saved and profile the callers' interests.</p> <p>Possible success factors No of reasons:</p> <ul style="list-style-type: none"> • tEC is an impartial charity providing free advice as a "one stop shop" for sustainability issues. • tEC is not selling a service, we primarily provide information and advice that individuals can act upon • Advantage of having a team of highly qualified staff with wider experience of energy efficiency and sustainability issues <p>Difficulties encountered tEC no longer holds the widely advertised national Energy Saving Trust freephone line.</p>
7 Lessons learnt from the best practice	
8 Contact information	<p>Adam Goulden Sustainable Resources Manager Email: adam.goulden@environmentcentre.com Phone: +44 (0) 2380 336172 Web: www.environmentcentre.com</p>
9 Other possible interesting information	Links to the CERT Policy document.
10. Best practice transferred	Total Free Phone Advice Line enquiries in Hampshire (through the TrIsCo project), October 2009 – 31st December 2010 : 979

	<p>Successful installation for loft and or cavity wall insulation in Hampshire, through the TrIsCo project :</p> <p>1st October 2009- 31st December 2010</p> <p>Loft Insulation: 122 Cavity Wall Insulation: 105 Loft and Cavity Wall Insulation: 58</p> <p>This results in combined lifetime savings of 0.154 tCO₂</p>
--	--

'Screen Shot' of the tEC Homepage

Save money and energy!

For friendly and impartial advice on free or discounted cavity wall and loft insulation for your home call our team of qualified energy advisors on...

0800 804 8601

tEC's qualified energy advisors can answer your questions on:

- energy saving measures for your home
- insulation
- grants
- renewable energy

If you have a question call our freephone line **0800 804 8601**

The Grove, 25 St John's Street, Hythe, Hampshire, SO45 6BZ

www.hytheanddibden.gov.uk