

WELWYN HATFIELD BOROUGH COUNCIL
CLIMATE CHANGE MEMBER GROUP – TUESDAY 23 NOVEMBER 2021
REPORT OF THE CORPORATE DIRECTOR (PUBLIC PROTECTION, PLANNING
AND GOVERNANCE)

ENERGY SAVING TRUST APP PROPOSAL

1 Executive Summary

- 1.1 The Energy Saving Trust (EST) is a leading organisation for providing help and advice around energy saving and frequently work alongside the government as a trusted organisation to deliver information to individuals and organisations throughout the UK.
- 1.2 EST has designed an Energy Saving App for householders to help them identify how to reduce energy use around the home, saving residents money and reducing their carbon emissions.
- 1.3 The EST app has been in use for several years, EST have previously only rolled this out to private companies, which has been very successful. Now, for the first time, they are offering the app to local authorities.
- 1.4 Hertfordshire Climate Change Sustainability Partnership (HCCSP) is asking all local authority members if they would like to purchase the app and share the cost of the £6,100 set up fee.
- 1.5 All of the other nine Hertfordshire district councils and Herts County Council have confirmed and the app proposal will go ahead between them.
- 1.6 HCCSP is therefore now seeking formal agreement from Welwyn Hatfield Borough Council. Should agreement be gained, the one off set up fee would be £555.
- 1.7 In addition to the set-up fee two further charges would be payable:-
 - a) 0.15p per household that downloads the app.
 - b) £5 per month to contribute to the support fee. (This is likely to be a temporary cost just in the first year).
- 1.8 HCCSP have suggested a target of 10% of households downloading the app over a three-year period.
- 1.9 The total cost to the council over three years if a 10% target was achieved would be £728 plus the one off set-up fee plus 12 months support fee. A total of £1,343.

2 Recommendation(s)

- 2.1 That Members approve drawing down £2,100 of the Climate Change earmarked reserves to contribute to the HCCSP EST Energy Saving App proposal to cover set-up charges, 12 month's contribution to the support fee and 20% (9,706) of households downloading the app over the next three-year period.

3 Explanation

- 3.1 The Energy Saving Trust is an independent organisation – working to address the climate emergency. They are a respected and trusted voice on energy efficiency and clean energy solutions with the aim of empowering millions of householders every year to make better energy choices.
- 3.2 The EST Energy Saving app is designed to give simple, low or no cost behavioural advice to householders. Residents click on images of different rooms around the house and receive tailored advice. Once an item is clicked, a question appears, which residents typically answer yes or no to. Based on their answer, a tip will appear indicating what they could do differently to save energy and how much per year it could save them. Residents can choose to have their report emailed to them.
- 3.3 The one off set up fee for the app provides access to the app for the lifetime, as well as all future updates and improvements.
- 3.4 Residents would need to enter a postcode to access the app. This ensures the council would never pay for a resident outside of the borough as the system is able to automatically recognise which postcode is assigned to each authority.
- 3.5 There is an ongoing cost of 0.15p per householder that downloads the app, the council will be invoiced quarterly for this fee.
- 3.6 The admin of how to arrange payment for this will be decided by the Hertfordshire Sustainability Officer Group (HSOG).
- 3.7 The council would have access to all of the data collected by the app, including everything that the user clicked 'yes' or 'no' to, savings etc. This data is accessed via both an online back office portal as well as downloadable Excel file reports.
- 3.8 The resident does not need to enter any sensitive data other than an email address which is optional and the app can be downloaded on both Apple and Android devices.
- 3.9 The council could use the data collected to guide communication strategies and initiatives. For example if lots of residents clicked 'yes' they are interested to find out more about a water saving device, we could work with the water companies to send out free devices and information.
- 3.10 The HCCSP Behaviour Change sub-group will provide digital versions of all promotional material content (social media posts, press releases, posters and fliers etc.).

Implications

4 Legal Implication(s)

- 4.1 The contract will be held between the Energy Saving Trust and HCCSP.
- 4.2 I am not aware of any formal agreement that the council will be asked to enter into by HCCSP.
- 4.3 There is not a contract term, if the council decided to stop offering the app to residents, we would stop all promotion and ask HCCSP to inform EST to remove the Welwyn Hatfield postcode data. This will ensure, residents would be unable to download the app and the ongoing 0.15p charge per household would cease.

5 Financial Implication(s)

- 5.1 Estimated costs to the council are as follows, based on take up by 2.06% and 5% of households in the borough in the first six months of the scheme.

	Oct 21 - Mar 22	Oct 21 - Mar 22
	2.06%	5%
Per year, first year only	60.00	60.00
One off cost	555.00	555.00
Per household	150.00	364.00
Total	765.00	979.00

6 Risk Management Implications

- 6.1 The primary risk in this proposal is low take up of the app. This may result in poor value for money, though the impact and likelihood of this are considered low. To mitigate the risk we will participate in shared publicity and promotion, including through social media channels.

7 Security and Terrorism Implication(s)

- 7.1 None relating to this report

8 Procurement Implication(s)

- 8.1 The recommendation is in accordance with the Contract Procedure Rules. As the total value of the contract is less than £10,000 then only one quote is required.

9 Climate Change Implication(s)

- 9.1 The benefits of the Energy Saving app include supporting the borough's residents to reduce their carbon emissions and save money on their energy bills.

10 Human Resources Implication(s)

10.1 None relating to this report

11 Health and Wellbeing Implication(s)

11.1 The Energy Saving Trust App is likely to have a positive impact on the boroughs residents health and wellbeing by helping residents to become more energy efficient by reducing energy costs and creating a more comfortable living environment.

12 Communication and Engagement Implication(s)

12.1 A communications and marketing plan will be developed in advance of the product launch.

13 Link to Corporate Priorities

13.1 Whilst this proposal does not directly link to our corporate priorities, it will support the council to continue to engage with our communities and also reduce our carbon footprint.

14 Equality and Diversity

14.1 An EqIA was not completed because this report does not propose changes to existing service-related policies or the development of new service-related policies.

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