

switch it off...

don't just 'stand by' and waste energy

Switch It Off Meeting

Friday 27th February 2008, 2-4pm, Act on Energy, Wellesbourne.

1. Present: Emma Clarke (WCC), Heather Lammas (Worcestershire County Council WorCC), David Jullien (Act on Energy), Lisa Roskell (Act on Energy), Karen Weber (Rugby Borough Council), Sian Powell (Rugby Borough Council), Rick Smith (Action 21), Paul Chapman (Stratford District Council), Melody Stokes (Coventry City Council).

Apologies: Andy Littlewood (CCC), Kevin Palmer (CCC), Caroline Wilson (De Montfort University), Julie Burton (WCC).

cc. Stephen Docherty and Alan Durham (C&W Chamber), Amanda Booker (SDC), Ian Glover (National Grid), George Martin (Willmott Dixon), Geoff Curtis (British Energy), Hannah Collett (WCC), Jacky Lawrence (WCC), Lynne Roscrow (Carbon Trust), Simon Firth (npower), dlang@heart-of-england.co.uk, Sarah Cross (Groundwork), Maria Smedley (WCC), Zack Sethi (Freight Best Practice), Stephen Marks (Rugby Borough Council), David Trevor (Central Networks), Charles Barker (Coventry Telegraph), Steven Millward (Scottish Southern), Harry Weber-Brown (Energy Savings Trust), Dave Hewitt (Central Networks), Ruth Dixon (WCC), Laura Bassinder (Severn Trent), Trevor David (Central Networks), Steven Millward (Scottish Southern), Liz Alston (WoCC), Sarah Perry (Nuneaton & Bedworth Borough Council)

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2. Minutes from last meeting

Agreed - no matters arising.

3. Background to SIO

DJ explained the background to SIO due to new members joining the group (KW and SP).

Previously WCC had been responsible for secretariat and co-ordination but are unable to do this, this year due to limited resources. It was agreed that Act on Energy would be responsible for co-ordination this year.

4. SIO 2008 – the results/evaluation

Warwickshire

EC noted that the results of Big Switch Off provided by Central Networks have been corrected. EC reported on the giveaways during SIO week and commented that light bulbs aren't such an attraction anymore but giveaways are a good way to talk to people. The probation service was used to put bags together but there were a few issues with this – missing light bulbs, lack of consistency. Dine with Candlelight was a new initiative run in Warwickshire, which proved popular and received good press. EC noted that not as much work was done in conjunction with the Chamber of Commerce but they will hopefully be more fully involved in 2009 and are keen to meet with CCC. EC reported that there wasn't as much publicity through Coventry Evening Telegraph as previous years. Due to the snow, Universally Challenged was cancelled but is to be rescheduled for either 26th or 27th March. EC to check with schools on their preference of date. EC

Worcestershire

HL reported on the Home Challenge which took place in each of the six districts within Worcestershire. During SIO week, work was done with schools on Home Energy Checks and School Energy Checks. HL noted that Worcester Warriors and Worcester Cathedral were also involved in SIO week. HL reported that WorCC did a few promotional stands but they didn't do many giveaways.

Coventry

MS reported that Switch It Off did happen in some of CCC buildings but also commented that there wasn't as much publicity as hoped.

Act on Energy

Act on Energy supported LAs with their SIO activities but also did events at Aston Martin and Jaguar/Landrover to promote SIO.

5. SIO 2009

It was decided that SIO week would take place **9th – 13th November 2009**. ALL

EC would like to get the districts and boroughs more involved with SIO. EC

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HL commented that hopefully the Warmer Worcestershire project would be running by SIO week and so would possibly look to incorporate this into SIO and have a focus on heating. HL

EC to ask National Grid if it is possible to monitor the amount of gas used. EC

EC confirmed that Central Networks are still willing to work with the SIO campaign.

Freebies/Future events

DJ mentioned the possibility of getting energy companies to donate freebies other than light bulbs, e.g. extension lead that can be controlled by remote control.

MS asked about the health and safety issues with giving away/loaning OWLs.
EC reported that WCC give full written instructions with the OWL meters.

SP asked about switching off alternate street lights.
EC reported that the police were happy for this to happen but it wasn't feasible due to insurance issues.

MS proposed the idea of an event which would have a big impact.

EC reported that use of the 'Smoothie Maker' bike had been looked into but it was very expensive to hire.

ALL discussed launching a competition across the three counties asking college and university students to design and make a bike from recycled materials that can generate electricity to power a light bulb or appliance.

RS suggested that community workshops could also be approached and that the Action 21 shop would have bikes.

EC to contact University of Warwick to gauge interest and to work with LR on putting proposal together. EC/LR

MS to contact Coventry University. MS

HL to contact Worcestershire University. HL

RS commented that businesses might also like to get involved, e.g. JLR where staff have allocated time to be involved in voluntary activities.

EC noted the possibility of getting the Ricoh arena involved with an acoustic event.
MS commented that SIO week could be tied into Copenhagen Climate Change Conference, 7th – 18th December.

Other ideas

Schools:

HL and EC commented on the poor response rate from schools.

HL commented that Home Energy Checks were used in schools and Wyre Forest did a giveaway and talked to parents at home time in some schools in their district.

Quiz book:

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DJ suggested the idea of a quiz book for schools and/or pub quiz.

EC reported that a council in the South had already done something similar and she been sent a sample set of questions.

Posters:

MS suggested putting posters in shop windows.

EC reported that this had been done in 2007.

SP suggested a shop window competition.

MS suggested contacting arts centres with possibility of screening films.

RS noted that this is something that Kenilworth Initiative on Climate Change (KICC) is looking into.

Supermarkets/locations:

The group discussed the importance of locations with SP and LR commenting that shopping centres are good and DJ confirmed that the market stall done in previous years was also successful.

Other:

SP suggested using the internet, specifically sites like Twitter and Facebook to engage with teenagers.

MS reported that Cov CC had used Facebook recently on a regeneration project and could provide information on legal issues if required.

MS

DJ told the group that Act on Energy had recently set up a YouTube account.

HL commented on a useful video on climate change on YouTube called 'The Most Terrifying Video You'll Ever See'.

Posters:

HL questioned the impact of the posters as people have seen them before.

Giveaways:

Other suggestions given were:

MS – remote control plugs/sockets

SP – wind-up torches. EC commented that these cost about £3 each.

PC – suggested a prize draw.

HL – reported that WorCC have run a prize draw for OWLs and had a good response so far. Eight of the OWLs were donated by OWL and the council purchased two.

EC – commented that WCC have a good relationship with OWL and all council staff (inc: borough and district staff) are eligible to a 10% discount. EC to provide discount code if required.

EC

HL/EC – discussed loaning out OWLs through libraries but HL reported that Worcestershire libraries weren't interested due to number of parts.

EC discussed the potential of giving scarves away and relating SIO to heating e.g making people aware of cost of heating, how to heat homes sensibly within healthy ranges. Possibly approach energy companies for sponsorship.

6. Awards

EC reported that SIO had won an Energy Institute Award and were hoping to submit for more awards.

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7. Any other business

Programme of dates and venues for meetings to be decided at next meeting.

ALL

8. Date of next meeting

**Friday 17th April, Act on Energy, 29 Wellesbourne House, Walton Road,
Wellesbourne, 2 – 4pm.**