

switch it off...

don't just 'stand by' and waste energy

Campaign	Switch It Off Week
Partners	Warwickshire County Council, Coventry City Council, Worcestershire County Council, The Warwickshire Energy Efficiency Advice Centre (WEEAC), Warwickshire District and Borough Councils, Central Networks (Eon UK), The Freight Best Practice Programme and many others across Warwickshire, Coventry and Worcestershire.
Timescale	Monday 30 October – Friday 3 November 2006
Budget	£5,000 each from each of the 3 major local authorities plus contributions from partners (eg. energy efficient lightbulbs from WEEAC).

Background to the Campaign

The Switch It Off (SIO) campaign was devised as the first county-wide communications initiative following the launch of the Warwickshire Climate Change Partnership on 3 July 2006. www.warwickshire.gov.uk/climatechange

Between 2003 and 2006 gas prices across Great Britain rose by 91%, electricity prices rose by 58% and further price rises are expected in 2007. For Warwickshire County Council, this could increase annual energy bills by up to £1.3 Million.

If everyone in Warwickshire, Coventry and Worcestershire stopped leaving appliances on stand by in their homes, in one year it would save more than £20 million pounds. It would also prevent over 86 thousand tonnes of carbon dioxide (one of the main causes of climate change) being emitted into the atmosphere through wasted electricity.

Objectives

To promote the message to local residents and businesses across Warwickshire, Worcestershire and Coventry to 'switch-off' electrical equipment left on standby. To achieve a decrease in energy consumption between 4.30-6.30pm on Friday 3rd November, during the 'Big Switch Off'.

Strategy and Plan

The catchy 'Switch It off' slogan and logo were devised to be used in all branding. Partner organisations developed individual web pages promoting the campaign, providing free resources to be downloaded and printed off by schools, businesses and members of the public. Free resources included posters, stickers, leaflets and schools' presentations and can be accessed at:

www.warwickshire.gov.uk/switchitoff
www.coventry.gov.uk/switchitoff
www.worcestershire.gov.uk/switchitoff
<http://www.weecac.org/switchitoff.html>

A number of activities were organised in the run up to and during the week of Monday 30 October 2006.

Official Launch

Warwickshire County Council held an official launch on Monday 30 October. SIO hessian bags with energy information and goodies and free energy efficient light bulbs were made available to all members at full council.

Product giveaways

Nearly 1,000 SIO hessian bags with energy information and goodies and free energy efficient light bulbs were given out on the streets in Nuneaton, Leamington and Stratford during the week. Local people were encouraged to take part in the 'Big Switch Off'.

Big Switch Off

Switch it Off week culminated on Friday, November 3, with a big 'Switch it Off' day when everyone in Warwickshire was urged to limit their electricity usage between 4.30pm and 6.30pm. Consumption across the area was monitored by Central Networks over SIO week and the previous week.

Across Warwickshire there was an 8% drop in electricity consumption (32 MW) compared to the previous two days. Across Worcestershire there was a 4% drop (11 MW) compared to the previous day. Across Coventry there was a 6.6% (21 MW) drop compared to the previous day.

Family Challenge

Local families were invited to live with an Electrisave meter for one week and keep a diary of their use of electricity. Twenty four Warwickshire families have so far taken up the challenge. A prize draw covering participants across Warwickshire was held in January 2007. The Beard Family from Leamington won a week's accommodation in Cornwall with a free family pass to the Eden Project.

'Switch it Off' Art Competition for schools

Prior to SIO week, local schools were asked to submit shapes of electrical appliances or lights decorated with a collage of recycled materials or displaying colourful and interesting 'switch it off' messages. Around 1,300 individual artwork submissions were received from schools across Coventry, Warwickshire and Worcestershire. Certificates were awarded to local winners by Jaguar Cars during SIO week. The regional winners were:

Secondary - Aston Fields (Worcestershire)

Infant - High Meadow (Warwickshire)

Special - Brooke (Warwickshire)

The overall winning school was Aston Fields Secondary School (Worcestershire) who was presented with their £250 prize and the Jaguar 'Leaper' Trophy by Bill Johnson (Savers' founder member and Coventry City Council's Energy Manager) and the Head of Jaguar Communications at the morning assembly (09:00 to 09:20) on the 14th December.

Brooke School were presented with their £250 at an assembly on Fair Trade on the 23rd February by Councillor Gordon Collett (Climate Change Champion).

High Meadow Infant were presented with their £250 at an assembly on the 2nd March by April Wickens of Jaguar.

Anti-idling campaign

A national pilot for an HGV anti-idling campaign has been supported by a distribution company in Rugby, and the Freight Best Practice Programme. The pilot aims to encourage drivers of heavy goods' vehicles to switch off their engines when stationary instead of allowing them to idle.

The distribution company, which wishes to remain anonymous at this time, operates 49 x 44 tonne heavy goods vehicles. Fuel consumption in miles per gallon (MPG) was monitored for each vehicle for two weeks prior to Switch It Off week, then during Switch It Off Week and for the following week. Freight Best Practice provided driver training through a presentation to staff at the start of Switch it Off Week.

The results have been extremely encouraging, with 76% (37/49) of vehicles showing an improvement in MPG following the training, including 20% of the fleet (10 vehicles) recording MPG improvements greater than 10%.

TravelWise

Parents and carers were encouraged to 'Switch Off' car engines outside school gates to reduce pollution and improve local air quality. Today one in seven children suffer from asthma and incidents of asthma have more than doubled in less than a decade. Asthma has been directly linked to pollution and a recent report estimated that more children are being killed by pollution from rush hour fumes than by road accidents.

'3 Council Challenge'

Warwickshire County Council's Shire Hall Complex, Coventry City Council's Town Hall and Worcestershire County Council's County hall complex competed against each other during SIO week to see who could reduce electricity consumption the most in their main buildings. Within Warwickshire County Council, 1st floor staff competed against the 2nd floor; the 1st floor won with a drop of 8% electricity usage compared to the previous Friday and a drop of 58% from the highest ever consumption readings.

Electricity consumption at Warwickshire's Shire Hall increased during the week by 1.6%. Consumption at Coventry's Town Hall went up by 2.6%. Worcestershire's County Hall results were not available.

Although evidence shows that employees did turn off lights and equipment, the air conditioning system serving the central computer server units had to work harder than at the same time last year because the weather was milder.

SIO Staff Supporters

Twenty-nine volunteers were recruited from across all Warwickshire County Council directorates to act as informal SIO monitors. Volunteers were asked to put up posters, distribute stickers where equipment had been left on unnecessarily and feedback on progress throughout the week. Volunteers have indicated that they are keen to get involved in any future campaigns.

Measurement and Evaluation

Energy consumption for Warwickshire, Worcestershire and Coventry was independently monitored by Central Networks (E-on). Full data sets are available for inspection on request. See graph in Appendix 1 for energy consumption figures for SIO week and the preceding week. Results showed that:

- Across Warwickshire an 8% reduction in electricity consumption was achieved on Friday 3rd November compared to the previous two days. The weather on Friday was very similar to that on Wednesday and Thursday so this is a significant result. (NB: Data provided in Appendix 1 has also factored in any possible differences in consumption due to weather variations.)
- Electricity consumption in Warwickshire on the Friday was the lowest of the week, compared to consumption the week before when Friday was as high as that on both Monday and Tuesday.
- Rugby and Harbury saw the biggest drops in consumption (11% and 10%) on the previous day.
- On Friday, between the hours of 4:30-6:30pm, the range in peak consumption (ie. the 'height' of the peak) was as low as it was the previous Sunday, when less people are working, etc.
- If this could be achieved every night with people simply turning off what they don't need, it would reduce annual carbon dioxide emissions by more than 5,000 tonnes a year and reduce electricity bills by almost £1.2 million. This figure is based simply on the people who took part in the SIO campaign, estimated at about 5% of the total number of households across Warwickshire, Worcestershire and Coventry.
- If everyone across the three regions had joined in, ie. 550,000 households with a total population of 1.5 million people, an estimated £23 M a year could be saved.

The SIO campaign was picked up by local and regional media, with two television interviews on BBC Midlands Today, interviews on four local radio stations and coverage through 30 newspaper articles in Warwickshire alone. Full details of all coverage are provided in Appendix 2.

Warwickshire County Council staff were invited to take part in an intranet poll to determine: "Did you switch it off last week?" The intranet was available to only two directorates at the beginning of November 2006 and, of the 132 votes polled, 91% of staff indicated that they had taken part in the campaign.

During September 2006 the WCC Switch It Off home page received 104 hits, during October 2006 this rose to 795 hits and during November it reached

1,123 hits. The total number of hits on all of the SIO webpages during this time was 495, 2946 and 3592 hits respectively.

WEEAC Results

In October WEEAC held 18 exhibitions and gave three presentations where they included SIO information. WEEAC took 900 calls in the office. They also did recorded radio interviews for each day of the SIO week with BBC C&W and Wyvern FM.

In November WEEAC held nine exhibitions, gave 16 presentations and took 1,631 phone calls. They can't identify how many calls were exclusively SIO inspired, but the SIO campaign would have reinforced the energy efficiency message and encouraged calls.

Conclusions & Recommendations

The Switch It Off campaign is quite likely a national first in that it not only encouraged local residents, businesses and organisations to switch off appliances on standby, but also set out to actively monitor the reduction in electricity consumption.

Across Warwickshire an 8% reduction in electricity consumption was achieved compared to the previous two days; this resulted in the lowest 'peak' of the week, when usually Friday between the hours of 4.30-6.30pm sees the highest consumption of electricity for the entire week. This is a massive achievement and demonstrates that local residents, organisations and businesses are keen to take part in such initiatives. The results of the SIO campaign in fact confirm the findings of recent local and national polls, where a high level of commitment to environmental action was indicated (WCC Citizens' Panel 2006; Department for Communities and Local Government Survey Oct 2006; RM School Gate Survey Oct 2006).

The SIO campaign demonstrates that a high degree of success can be achieved at relatively low cost where close partnerships are formed between local authorities, businesses and other organisations.

It is recommended that the SIO campaign is now rolled out at a regional level since, with all the methodology and branding already in place, it makes sense to 'grow' the campaign in order to maximise economic and environmental benefits.

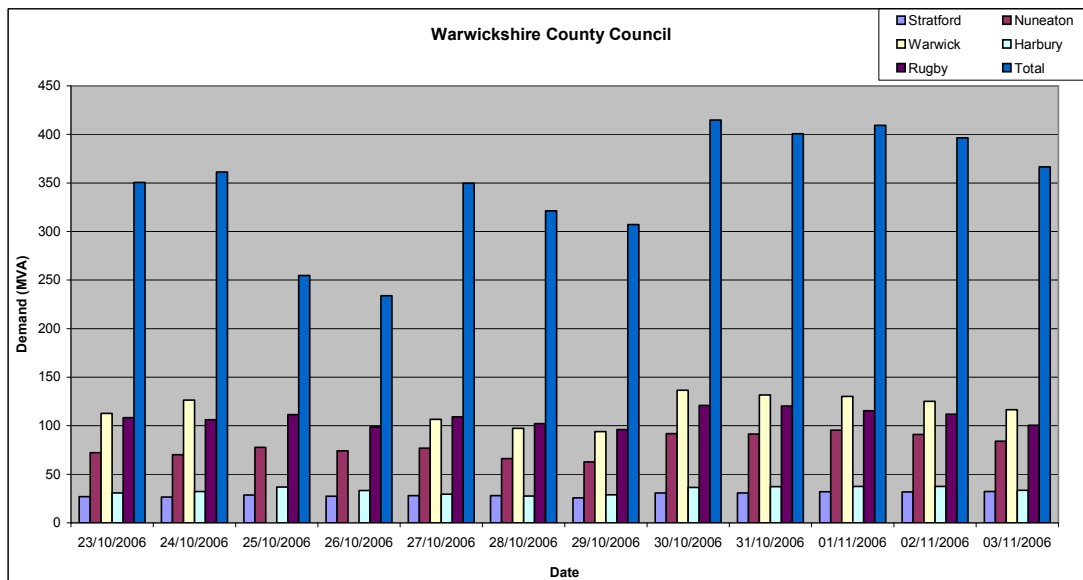
Appendix 1 Data Monitoring by Central Networks (E-on)

Graph showing Electricity Consumption for Warwickshire from 23 October – Friday 3 November 2006

NB: Data has been weather corrected. Further information below.

Graph Data

	Stratford	Nuneaton	Warwick	Harbury	Rugby	Total
23-Oct-06	27	72	113	31	108	351
24-Oct-06	26	70	126	32	106	361
25-Oct-06	29	78	No Data	37	111	255
26-Oct-06	27	74	No Data	33	99	234
27-Oct-06	28	77	107	29	109	350
28-Oct-06	28	66	97	28	102	321
29-Oct-06	26	63	94	29	96	307
30-Oct-06	31	92	136	36	121	415
31-Oct-06	31	91	132	37	120	401
01-Nov-06	32	95	130	37	115	409
02-Nov-06	32	91	125	37	112	397
03-Nov-06	32	84	116	33	100	366



Looking at the graph, it is interesting to note that:

- The maximum demand reduced from the previous night by a range of 11 to 32 Megawatts across the 3 areas.
- There was a cold spell during the Switch it off week that made the overall consumption higher than the week before.
- Friday night may have been a popular time for fireworks parties with people outdoors but these are less likely to start before 6.30pm.
- The clocks changing at the weekend may have had an impact on the weekly energy demand.
- National demand (National Grid data) also reduced on Friday compared to Thursday by around 2000 MW (megawatts).

**Weather Corrected Data for Warwickshire
Friday 3rd November, 4.30 – 6.30pm**

Site Half Hourly Demand Data (MVA)

		Correction Factor	Stratford	Nuneaton	Warwick	Harbury	Rugby	Total
Monday	23-Oct-06 16:30:00	1.00	26	68	101	30	101	325
	23-Oct-06 17:00:00	0.99	26	68	111	30	104	338
	23-Oct-06 17:30:00	1.00	27	69	108	30	105	340
	23-Oct-06 18:00:00	1.01	27	72	113	31	108	351
	Maximum		27	72	113	31	108	351
Tuesday	24-Oct-06 16:30:00	1.02	25	68	114	31	104	343
	24-Oct-06 17:00:00	1.02	26	67	110	31	104	337
	24-Oct-06 17:30:00	1.04	26	69	114	31	105	345
	24-Oct-06 18:00:00	1.04	26	70	126	32	106	361
	Maximum		26	70	126	32	106	361
Wednesday	25-Oct-06 16:30:00	0.96	26	75	No Data	34	104	239
	25-Oct-06 17:00:00	0.94	26	75	No Data	33	103	238
	25-Oct-06 17:30:00	0.96	28	76	No Data	35	107	246
	25-Oct-06 18:00:00	0.97	29	78	No Data	37	111	255
	Maximum		29	78	0	37	111	255
Thursday	26-Oct-06 16:30:00	1.03	26	71	No Data	32	91	219
	26-Oct-06 17:00:00	1.03	26	71	No Data	32	89	219
	26-Oct-06 17:30:00	1.06	27	74	No Data	33	95	229
	26-Oct-06 18:00:00	1.06	27	74	No Data	33	99	234
	Maximum		27	74	0	33	99	234
Friday	27-Oct-06 16:30:00	1.01	26	64	107	28	100	325
	27-Oct-06 17:00:00	1.00	27	70	100	27	102	326
	27-Oct-06 17:30:00	1.02	28	74	100	28	105	334
	27-Oct-06 18:00:00	1.03	28	77	106	29	109	350
	Maximum		28	77	107	29	109	350
Saturday	28-Oct-06 16:30:00	1.07	24	56	82	23	88	274
	28-Oct-06 17:00:00	1.06	26	58	86	24	90	284
	28-Oct-06 17:30:00	1.05	27	61	92	26	97	302
	28-Oct-06 18:00:00	1.06	28	66	97	28	102	321
	Maximum		28	66	97	28	102	321
Sunday	29-Oct-06 16:30:00	1.07	23	56	84	24	87	275
	29-Oct-06 17:00:00	1.02	24	58	88	26	90	285
	29-Oct-06 17:30:00	0.98	25	62	92	28	94	301
	29-Oct-06 18:00:00	0.99	26	63	94	29	96	307
	Maximum		26	63	94	29	96	307
Monday	30-Oct-06 16:30:00	1.02	31	76	111	31	111	359
	30-Oct-06 17:00:00	1.00	30	80	116	31	112	370
	30-Oct-06 17:30:00	1.00	30	90	132	35	120	407
	30-Oct-06 18:00:00	1.03	29	92	136	36	121	415
	Maximum		31	92	136	36	121	415
Tuesday	31-Oct-06 16:30:00	1.04	31	80	120	34	No Data	265
	31-Oct-06 17:00:00	1.01	30	85	126	35	No Data	275
	31-Oct-06 17:30:00	1.02	29	91	132	37	No Data	289
	31-Oct-06 18:00:00	1.04	29	91	123	37	120	401
	Maximum		31	91	132	37	120	401
Wednesday	01-Nov-06 16:30:00	1.01	27	83	115	35	106	366
	01-Nov-06 17:00:00	0.99	29	88	124	35	107	383
	01-Nov-06 17:30:00	1.00	32	95	128	37	115	407
	01-Nov-06 18:00:00	1.00	32	94	130	37	115	409
	Maximum		32	95	130	37	115	409
Thursday	02-Nov-06 16:30:00	1.00	28	77	111	35	103	354
	02-Nov-06 17:00:00	0.98	30	83	120	35	106	373
	02-Nov-06 17:30:00	0.98	32	90	125	37	112	397
	02-Nov-06 18:00:00	0.97	32	91	121	37	111	392
	Maximum		32	91	125	37	112	397
Friday	03-Nov-06 16:30:00	1.00	27	79	102	31	90	329
	03-Nov-06 17:00:00	0.99	30	82	110	31	96	348
	03-Nov-06 17:30:00	0.98	32	84	116	33	100	366
	03-Nov-06 18:00:00	0.97	31	84	116	33	99	363

Weather Correction

The data has been 'weather corrected' by applying a correction factor. This allows us to rule out any variations in electricity consumption that may have been experienced due to changes in weather conditions.

Please note that it is difficult to compare one year's consumption with another on a regional basis even with weather correction. One year is different in many ways from another - not just the weather. However it is possible to compare one year with another for a building using weather correction.

Future monitoring

It is always better to use more detailed data to measure an effect. Therefore future campaigns would benefit from increased monitoring / meter readings of selected buildings where initiatives are taking place.

Appendix 2 Promotional Coverage in Warwickshire

Television Coverage

BBC Midlands Today x 2

Radio Coverage

Mercia FM – Coventry City Council SIO ads

Mercia FM – coverage of campaign

Touch FM – interview with Jacky Lawrence

Fosse Radio – interview with Jacky Lawrence

BBC Coventry & Warwickshire

Newspaper Coverage

	Newspaper	Date	Headline	Position of story
1	Stratford Herald	23/11/06	'Switch it off' day a success	P13
2	Warwickshire Gazette	22/11/06	Support for bid to save energy	P4
3	Warwick Courier/ L'ton Courier	17/11/06	On the big switch-off	P36
4	Rugby Observer	16/11/06	Support for energy saving	P6
5	Stratford Observer	16/11/06	Switch-off is hailed a big success	P16
6	Warwickshire Evening Telegraph	10/11/06	Power-cut of the people	P4
7	Heartland Evening News	9/11/06	Big Switch-off pays off	P8
8	Leamington & Mid Warwickshire Review	9/11/06	Big response to Switch-off	Front page
9	Leamington Observer	9/11/06	Lights out move may save cash for county	?
10	Heartland Evening News	3/11/06	Switch it off at 4.30	P19
11	Atherstone Herald	3/11/06	Householders urged to join the 'big turn off'	P2
12	Warwick Courier	3/11/06	Get energised	P36
13	Leamington Courier	3/11/06	Switch off at tea time to save energy, urges county	P13
14	Nuneaton Evening	2/11/06	Stand by to switch off	P5

	Telegraph		for two hours	
15	Kenilworth Observer	2/11/06	Off message gets airing	P16
16	Heartland Evening News	1/11/06	Switch off and stay Safe	P17
17	Stratford Herald	1/11/06	Saving energy's a big turn off at teatime	Front page
18	Midweek	31/10/06	Switching on to 'Switch it off' week	P2
19	Heartland Evening News	30/10/06	Energy savings bid welcomed	P3
20	Kenilworth News	27/10/06	Nick has plans to save energy and money for businesses and homes	P7
21	Atherstone Herald	26/10/06	Switching on to climate change	P15
22	Rugby Times	24/10/06	What a turn-off	P11
23	Bedworth Echo	20/10/06	Wise up and don't be left in the dark	P13
24	Warwick Courier	20/10/06	TV on standby costs £61 a year	P21
25	Leamington & Mid Warwickshire Review	19/10/06	Cut your bills by 25 per cent	Front page
26	Banbury Guardian	19/10/06	Families in Warwickshire are learning to cut electricity bills by 25%	P4
27	Stratford Herald	12/10/06	Families cut electricity bills by 25%	P13
28	Heartland Evening News	12/10/06	Cut down on your bills	P5
29	Coventry Observer	5/10/06	Families take up challenge	P4
30	Heartland Evening News	16/9/06	Pollution cutting campaign lesson for parents	P7

Continuing Radio Coverage

11/12/06 BBC Coventry & Warwickshire - interview with Jacky Lawrence (SIO and LED / safety of Christmas lights)

Rugby FM – interview with Jacky Lawrence (Schools art competition winners)

Warwickshire County Council Webpage

During and shortly after the SIO campaign, of the 16 environmental stories featured on the WCC web pages, ten covered the Switch it Off campaign.

11/10/2006 Cut your electricity bill by 25 per cent
19/10/2006 Schools switched on to climate change
23/10/2006 Don't be idle 'Switch it off'
25/10/2006 National support for Warwickshire's 'Switch it off' action
26/10/2006 Get turned on to 'Switch it off' week in Warwickshire
30/10/2006 Fire service backs call to 'Switch it off'
31/10/2006 'Switch it off' campaign spreads its wings
01/11/2006 The big turn off is coming to Leamington
02/11/2006 Leader takes climate change issue home
03/11/2006 'Big turn off' today
08/11/2006 Plenty pledge to 'Switch it off'

Other SIO coverage

- 4 Internal departmental magazine articles
- 10 External magazine / newsletter articles
- 1 E-mail from Strategic Director to all Members and Strategic Directors asking for support
- 1 E-mail to all staff from WCC Council Leader asking for support
- 1 E-mail to all Leaders of all District / Borough Councils from WCC Council Leader asking for their support
- 1 E-mail to all staff from Chief Exec asking for support
- 3 E-mails to all staff from each Strategic Director asking for support
- 5 Front web page of other organisations
- 3 promotional items included in other organisations' web sites
- IT support in Environment and Economy Directorate developed 'switch it off' message whenever a person logs out of WORD after 4.30pm
- SIO message appeared on wage packet of all WCC staff
- SIO launch with buffet lunch - all members and Strategic Directors were invited
- SIO article in Working for Warwickshire - newsletter to all WCC staff
- SIO article in Warwickshire View - newsletter to all households in Warwickshire