

## **Transition Black Isle Climate Challenge Fund 2011-12 - Sub-project Plan**

### COMMUNICATIONS SUB-PROJECT – Preparation for Energy Descent Action

#### SUMMARY

##### PURPOSE

To undertake research and community engagement work leading to the preparation of an Energy Descent Action Plan for the Black Isle and to provide quality input to Highland Council in the preparation of the new Black Isle Local Plan.

The purpose of these activities is to build a framework for a less energy dependent Black Isle and to gather community support for individual and collective action.

##### BROAD ACTIVITIES

1. We will undertake a repeatable, baseline 'survey of attitudes' on the Black Isle
2. We will run a series of community meetings which will be held at locations across the Black Isle focusing on a) raising awareness of energy issues and b) identifying local solutions for reduced individual and collective energy reliance
3. Outputs of the community meetings and research will be gathered systematically and prepared for input into the revised Local Plan and into an Energy Descent Action Plan in 2012.

##### OUTPUTS

- Baseline survey of attitudes
- 3 thematic community appraisals
- 6 village-based community appraisals
- Energy descent reports from each of the 9 appraisals
- Submission of quality advice to Highland Council through Local Plan process
- Dossier of material towards Energy Descent Action Plan

##### CO<sub>2</sub> IMPACT

Year 1 behaviour change arising from the project – 60 tonnes

Long term structural savings

Year 2-5 – average 2% per person saving per year

Year 5-10 – average 5% per person saving per year

TOTAL COST £46,900

#### DETAILED DESCRIPTION

Baseline Survey

We will undertake a baseline survey of attitudes relating to energy descent. The survey will sample around 100 individuals (about 1% of the population). Questions will cover awareness of TBI, involvement in TBI activities and the relevance of TBI activities, how people perceive their community and the existing consultation processes. It will also include specific questions about topics such as food, energy and so on. This survey will be designed to be repeatable to monitor the baseline of attitudes.

#### Thematic Community Appraisals

We will undertake three participative appraisals, each over a month long period, focusing on carbon mapping and opportunities for reduced energy use in the following topics: forestry, the marine environment and food/farming. These will involve:

- A desk study to scope out the local industry and its carbon implications and identify a representative survey sample
- Interviews with a sample of individuals that own or manage the resource to assess current methods and carbon outputs and identify approaches that converge their business interests with a reduction in fossil fuel dependence. It is estimated that a total of 30 interviews will be undertaken
- Hold an open participatory event and exhibition to bring together the findings and invite further public contributions.

#### Village-based Community Appraisals

We will undertake village-based participative appraisals over a period of 3-4 days in each of six villages to assess local opinion on 'energy descent' issues and opportunities. An expert in participative appraisals will train local staff and volunteers in the techniques and will lead the first village appraisal. Work in the other villages will be done by local staff and volunteers. Each village will be comprehensively assessed by interviewing residents – on street corners, in pubs, in the community hall – with clip boards and maps. It is estimated that at least 30 people will be interviewed in each village. All participants and residents will be invited to a final exhibition in the local hall where the material will be displayed and additional comments invited.

#### Information Collation

The outcomes of each all the appraisals will be compiled into a 'Black Isle Energy Descent Report' which will be used to make a high quality and informed submission to Highland Council during their consultation on the Black Isle Local Plan during 2011. The information will also be gathered into a dossier for the preparation of an Energy Descent Action Plan in 2012.

#### OUTPUTS AND KEY MILESTONES

- Employ EDAP Project Officer and assistant (by mid April 2011)
- Design and commission baseline attitude survey (May 2011)

- Undertake baseline attitude survey (June 2011)
- Appoint community appraisal trainer and plan first village appraisal (June 2011)
- Undertake village based community appraisals ( by mid July 2011)
- Commission scoping studies of farming, forestry and the marine environment (August 2011)
- Undertake interviews for the thematic appraisals (Sept 2011)
- Host thematic exhibitions (by end Jan 2012)
- Prepare energy descent reports (Feb 2012)
- Prepare evidence for Local Plan consultation (by council deadline)
- Prepare EDAP dossier (by end March 2012)

#### COSTS BY TYPE

- EDAP Project Officer – 6 days/month for 12 months @ £200 per day =£14,400
- EDAP administrative assistant – 6 days/month for 11 months @ £100 per day £7200
- Baseline survey - £4000
- Community appraisal training over 4 days @ = £1500
- 6 village appraisals – additional helpers, venue hire and materials - £1000 each = £6000
- 3 thematic scoping studies followed by interviews and report writing - £3000 each = £12000
- 3 thematic events including visiting speakers @ £600 each = £1800

#### TABLE OF MONTHLY COSTS WITH TOTAL

[Copy in from sub-project spreadsheet]

#### CO<sub>2</sub> CALCULATIONS EXPLAINED

We will have direct contact with approximately 300 individuals as we undertake the various surveys and interviews (3% of the population). In addition we expect to attract around 400 individuals to the 9 thematic and village based exhibition event. We would expect some behaviour change as a result of these contacts as people mull over the issues and look at the way they live. We could anticipate that, during the first year, 25% of direct contacts will have made a 5% energy saving in their homes (average Scottish use is 5.5 tonnes). This gives a saving of 27.5 tonnes. The same proportion would also have reduced their private car travel by around 100 miles giving a saving of 33 tonnes.

We would expect structural changes in future years arising from the EDAP and the Local Plan with more local employment opportunities, better transport options, more local building materials, more local food production and so on. These changes would result in a more widespread reduction in energy use – say a 2% overall reduction in year 2-5 and a 5% overall reduction in year 5-10.

