

# Growing the green economy

How to support people with the transition and ensure no one is left behind



LGA Conference: 6 July 2023

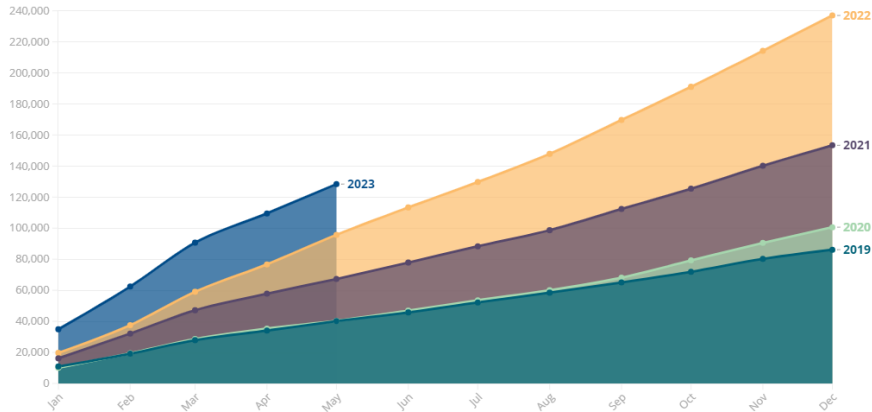


# Setting out the challenges

## Cost of living crisis means demand for advice and support is increasing

### Cumulative number of people who we've helped with energy issues each year

We've already helped more people with energy issues than in the whole of 2019 and 2020

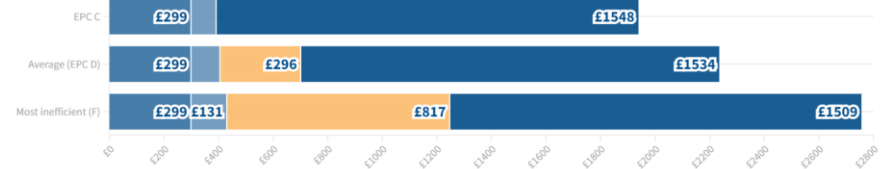


## People in inefficient homes pay a high penalty

### Average cost of wasted energy in low EPC homes compared to EPC C

Price cap level: £1,971 £2,500 £2,074

Standing charges VAT Wasted energy Consumption

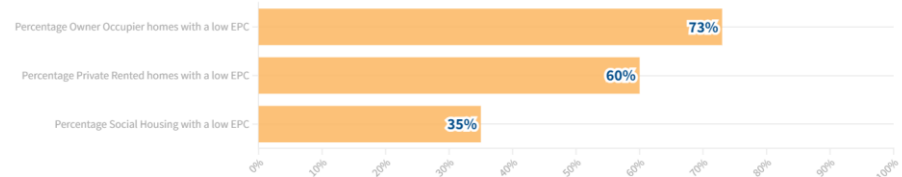


Source: Citizens Advice analysis of Energy consumption by EPC. All homes waste energy, and homes with higher EPC ratings are likely to waste less energy than homes rated EPC C. EPC C was chosen as the benchmark as it is the current government target.



### Percentage of inefficient homes by tenure

Find a constituency: Bristol East



Analysis of data from Parity Projects on the numbers of homes that will be hard to decarbonise and how that differs by constituency, local authority and region, 2021



# LAEP Citizens Charter: bringing the public with you



## Involve

The public should be involved in the development of LAEPs in a meaningful way



## Collaborate

Collaboration between the public and developers of LAEPs should happen throughout the entire development process



## Opportunity

Everyone who wants to should have the opportunity to participate in public engagement



## Representation

Residents should be purposely selected to be representative of their community



## Support

There should be proactive support available to make sure everyone invited to take part feels able and confident to do so



## Information

Information should be timely, clear, engaging and easily accessible



## Transparency

The process should be transparent, with LAEP developers being required to formally respond to findings and recommendations resulting from the engagement



## Accountability

The public should be able to hold decision makers accountable by continuing to feed into plans once they have been agreed



# Building consumer interest in home retrofit and heat decarbonisation

**Homeowner interest in retrofit measures is low.** Across all measures explored, only an average 2 in 5 homeowners were interested in installing them.

**Clear incentives seem to increase interest.** Almost 2 in 5 homeowners are more willing to pay for energy efficiency measures when they understand the potential financial benefits of an efficient home.

For homeowners unable to afford upfront costs, **borrowing is not seen as an attractive option.** Fewer than 1 in 5 homeowners are willing to borrow either through a mortgage or unsecured loan to fund improvements.

Our research found that consumer finances are not the only, or even most important, determining factor when it comes to willingness to pay for home retrofit measures.



**Lack of personalised advice** is dampening homeowner interest in retrofit.

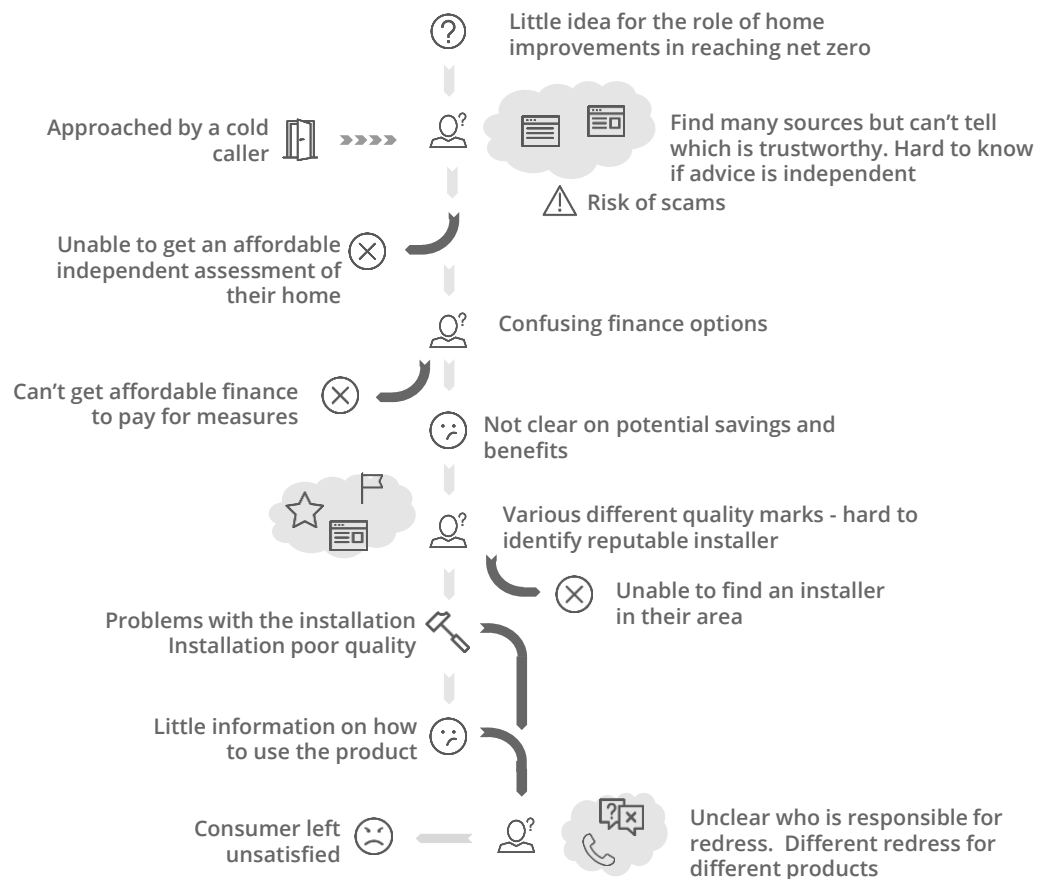


**Upfront costs** are an issue for measures over £1,000, coupled with a lack of interest in borrowing.

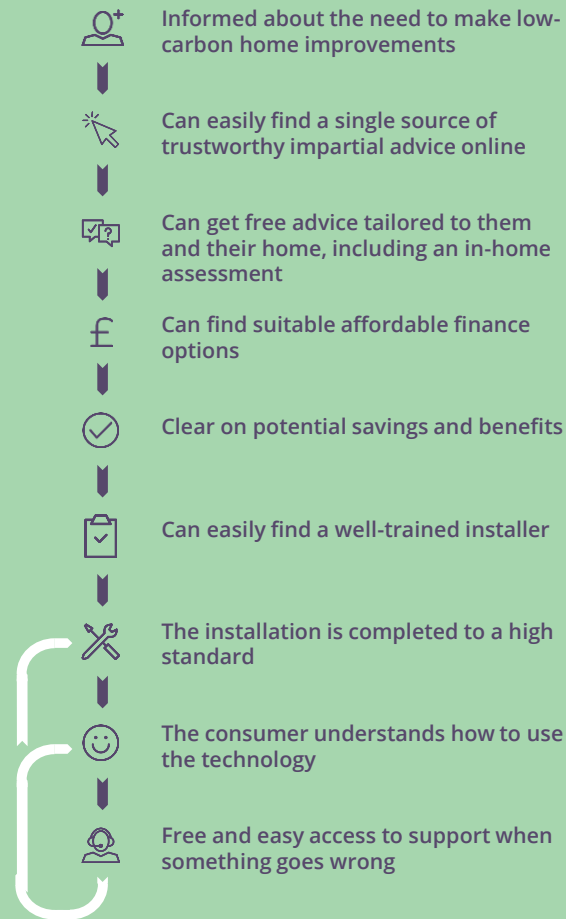


**Lack of incentives** are further suppressing demand for these costly home improvements.

# Transforming the consumer journey



## The consumer journey we need to get homes to net zero



# Citizens Advice helps people find a way forward.

We provide free, confidential and independent advice to help people overcome their problems. We're a voice for our clients and consumers on the issues that matter to them.

We value diversity, champion equality, and challenge discrimination and harassment.

We're here for everyone.

[citizensadvice.org.uk](https://citizensadvice.org.uk)



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