

# ALIENERGY

Argyll, Lomond & the Islands Energy Agency

## ALienergy Affordable Warmth Service

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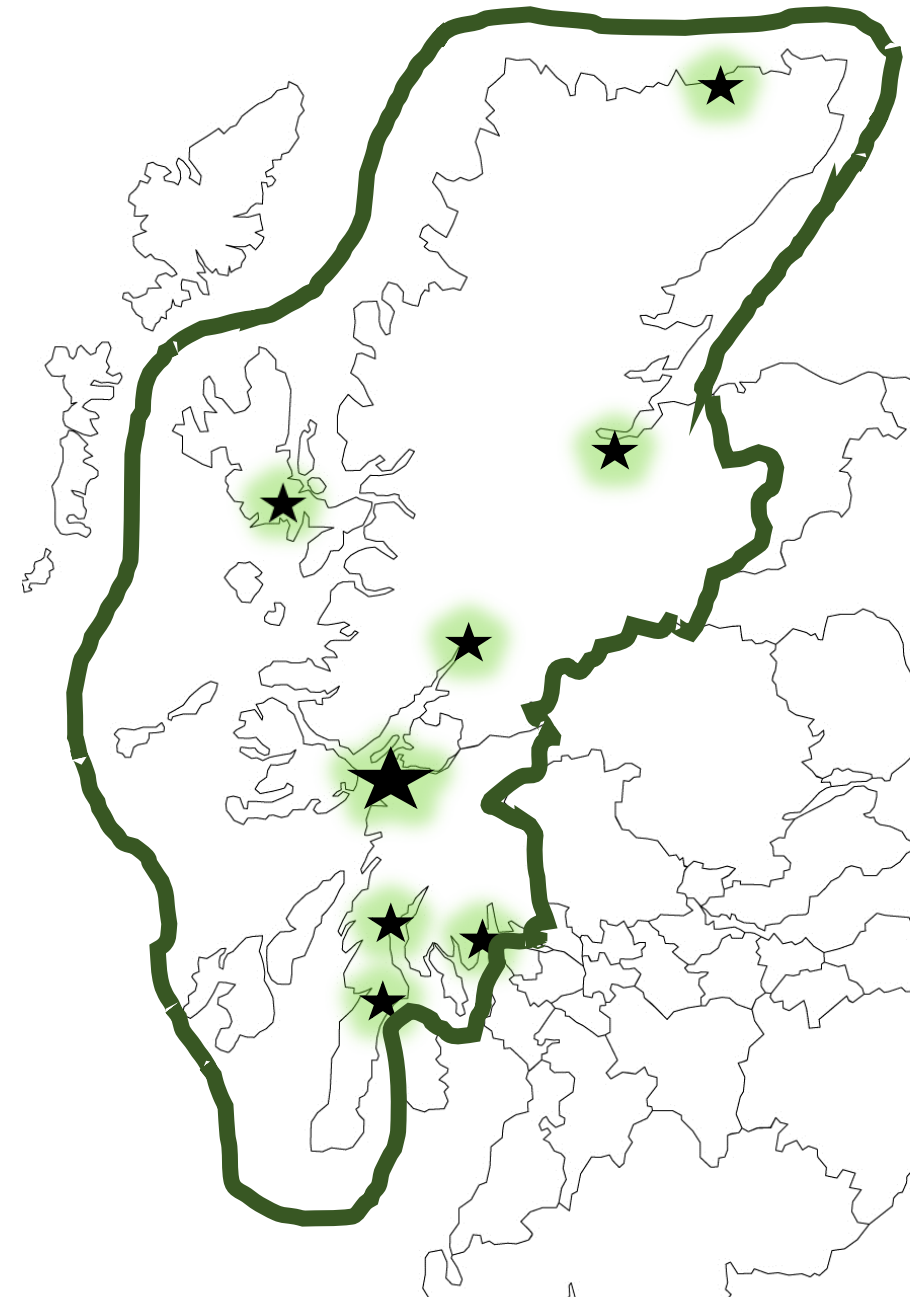
Community Energy for Energy Solidarity Project



CEES has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101026972.



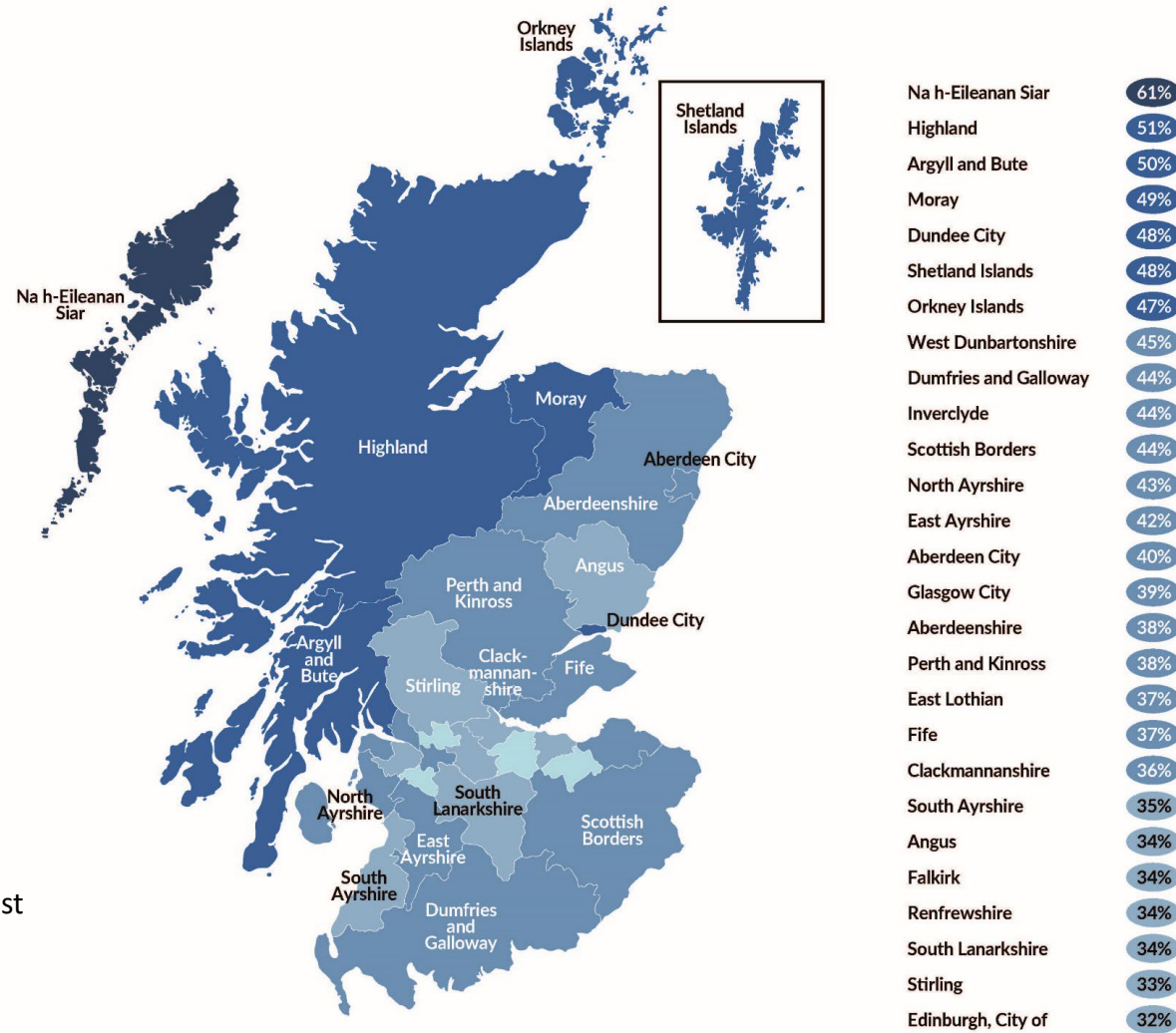
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# Fuel Poverty Levels In Scotland

## FUEL POVERTY BY LOCAL AUTHORITY



Map Source: Energy Action Scotland (using statistics from Scottish House Condition Survey 1<sup>st</sup> April 2023)



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# Fuel Poverty in Scotland – the Lived Experience

**Fuel Poverty manifests in many ways - many of these are common behaviours:**

## **Going out to seek free heat outside the home, for example**

- sitting in the library reading all day because it's warmer than home
- meeting friends in a cafe instead of inviting them around because the home is cold and damp
- taking the free bus for a round trip because it's warm
- being grateful to be in school or work where it's warmer than home
- going round to see friends and relations where it's warmer than at home

## **If one must stay at home, saving money by**

- living in one room because it's too expensive to heat the whole house
- staying in bed as it's the only place to feel warm
- Eating cold food because there's not enough gas/electricity to cook
- wearing dirty clothes to avoid the cost of running the washing machine
- skipping baths / showers to avoid using the hot water at home
- having to choose between heating or eating... freezing or starving

**We are seeing many people whose physical and mental health are affected by fuel poverty**



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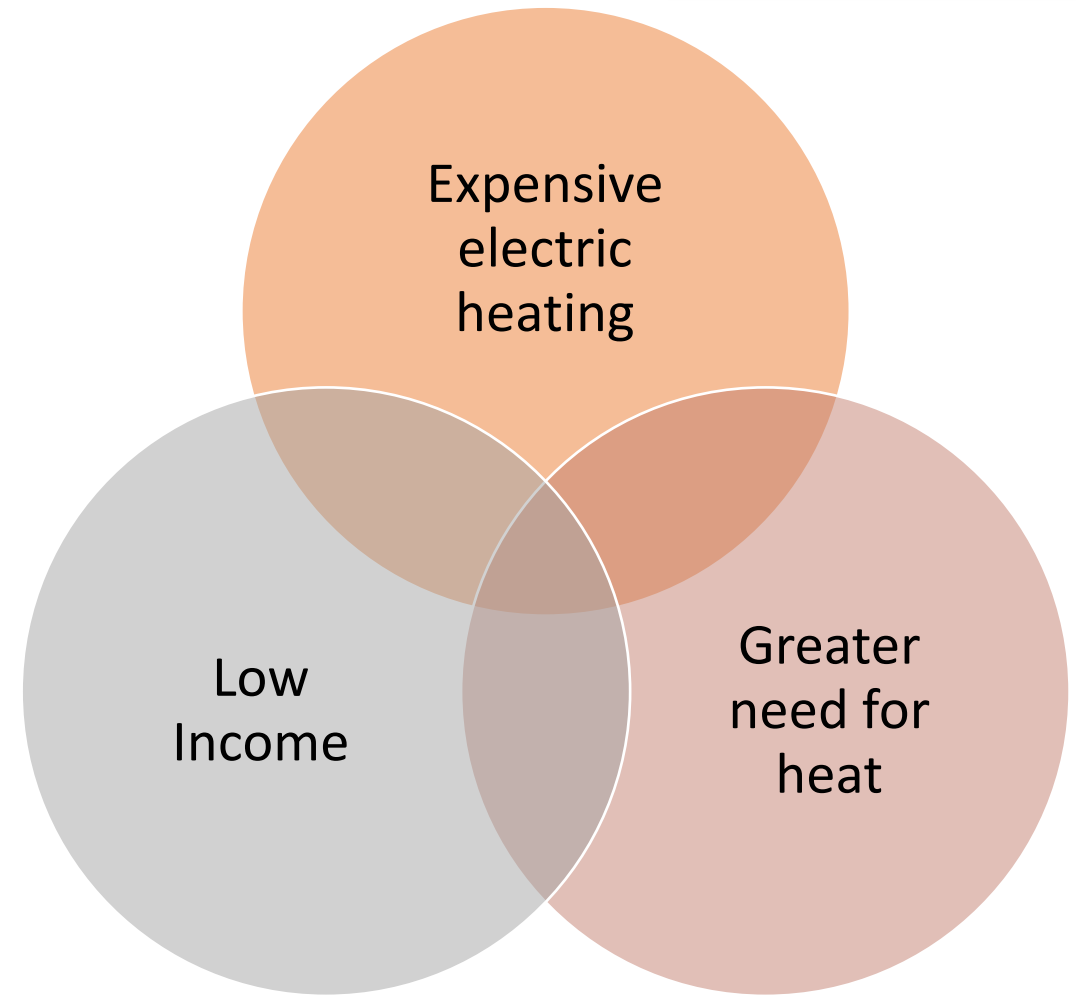


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# Costs of different heating

People with **standard electric** or **storage heating** are generally not recognised as a specific vulnerable category, even though they pay several times more per unit heat than most people.

When people are also on **low incomes** and **vulnerable** for other reasons at the same time, and often on **prepayment** meters, the combined factors mean that they can be at **extreme risk**.



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# Support needs to be targeted at those who need it most



**EQUALITY**

**VS**



**EQUITY**

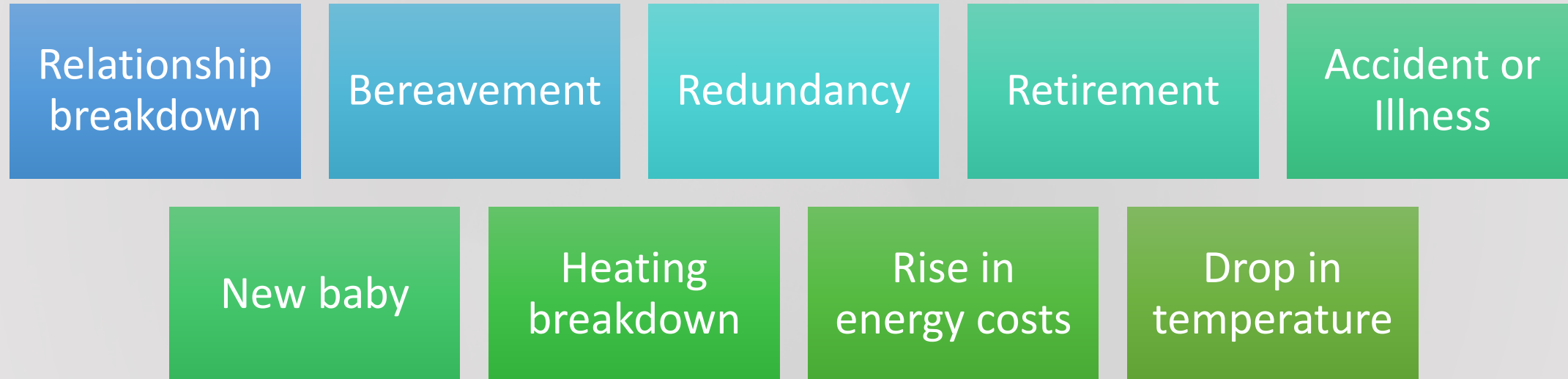


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# Life changes that could lead to Fuel Poverty



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# ALIenergy Affordable Warmth Process

Incoming clients from direct enquiries and referrals

Assessment for crisis interventions

Support to increase resilience to fuel poverty going forwards

Onward referrals as required



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# The Challenge of Funding the Service

- Traditionally ALIenergy has always been funded by applying for **grant funds**
  - usually short-term restricted funds for specific projects
  - fail to provide longer-term security
  - constantly need renewing
  - complicated allocating staff time to different project areas and timelines
  - lack of core / unrestricted funding for organisational running costs and to use for whatever is needed most
- Currently ~20 grant funders
  - huge volume of work ensuring all the different project deliverables are met and providing all the different project reports with different priorities and different formats

**CEES focus: need to diversify funding to reduce dependence on grants and increase unreserved funding which is versatile and flexible**



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# Diversifying Funding through CEES

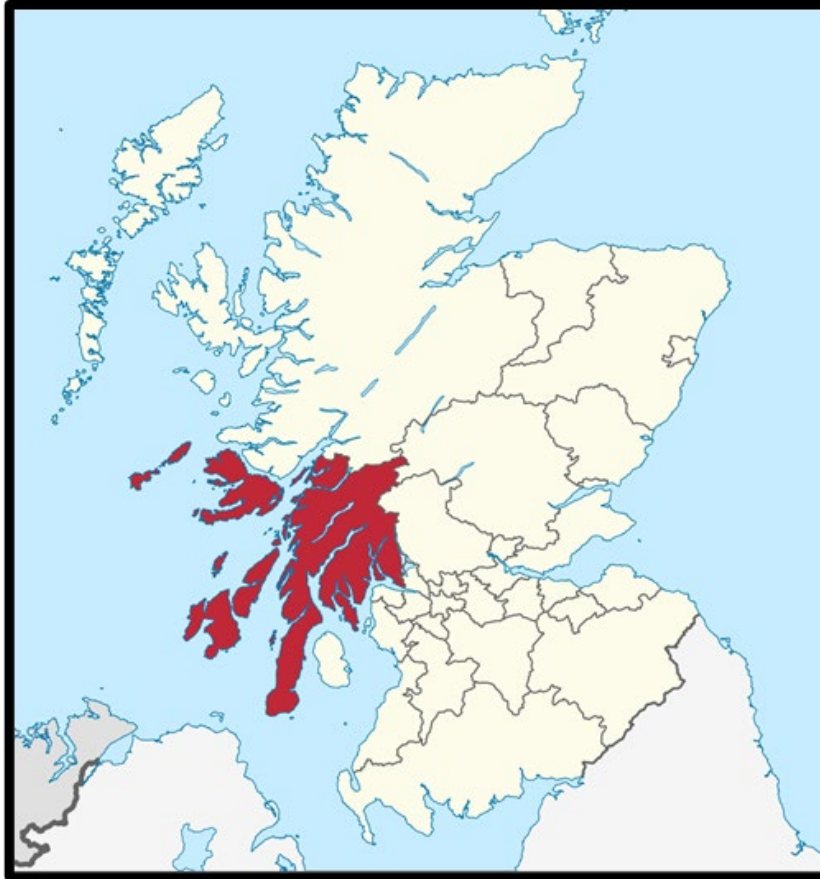
- Initially inspired by **Microdonations** model of Energie Solidaire
  - but not possible as ALIenergy does not have its own customer base.
  - model perceived by potential partner donor businesses in local rural area to be too difficult / complicated, too much commitment in current financial climate – rather give a one-off donation.
- **Broadened approach** to include other methods of fundraising
- **Donation Button** set up on website, social media, email signatures, QR code on leaflets, posters and banners
  - secure payments from individuals, easy to use, allows gift aid
  - funding received through small donations, including some book sale proceeds from a local author, and a local funeral collection
- **Proactive marketing** – seeking larger donations and service agreements from local organisations through direct dialogue.
- Total raised so far **£177,004** was enough to expand the service.
- Starting to look at other **sustainable fundraising** methods
  - investing in local renewables and opening a charity shop in the town centre.



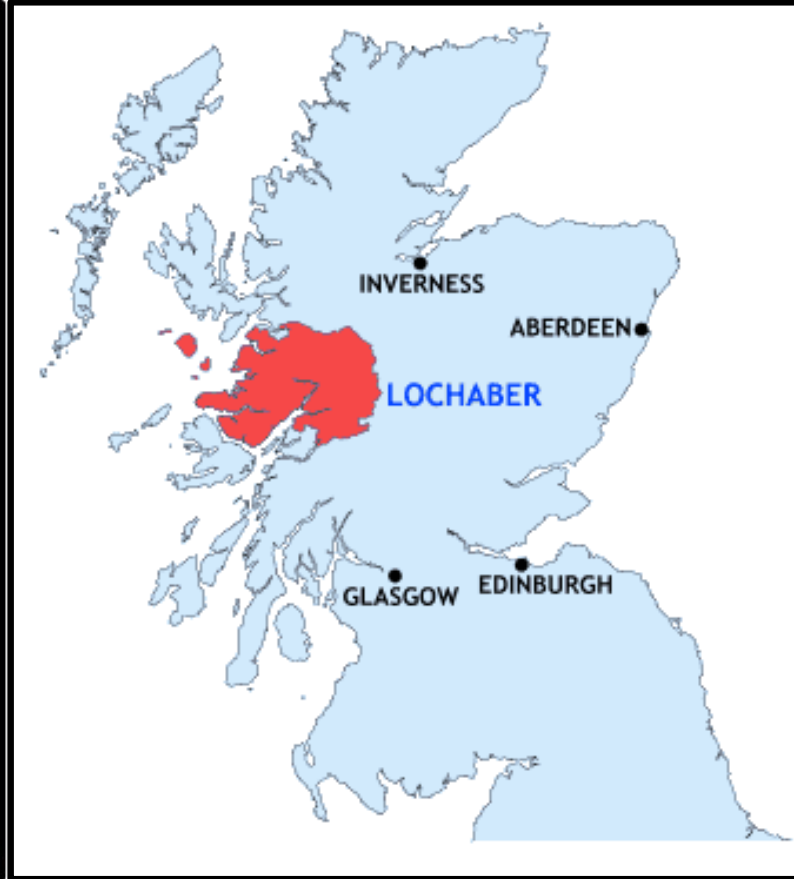
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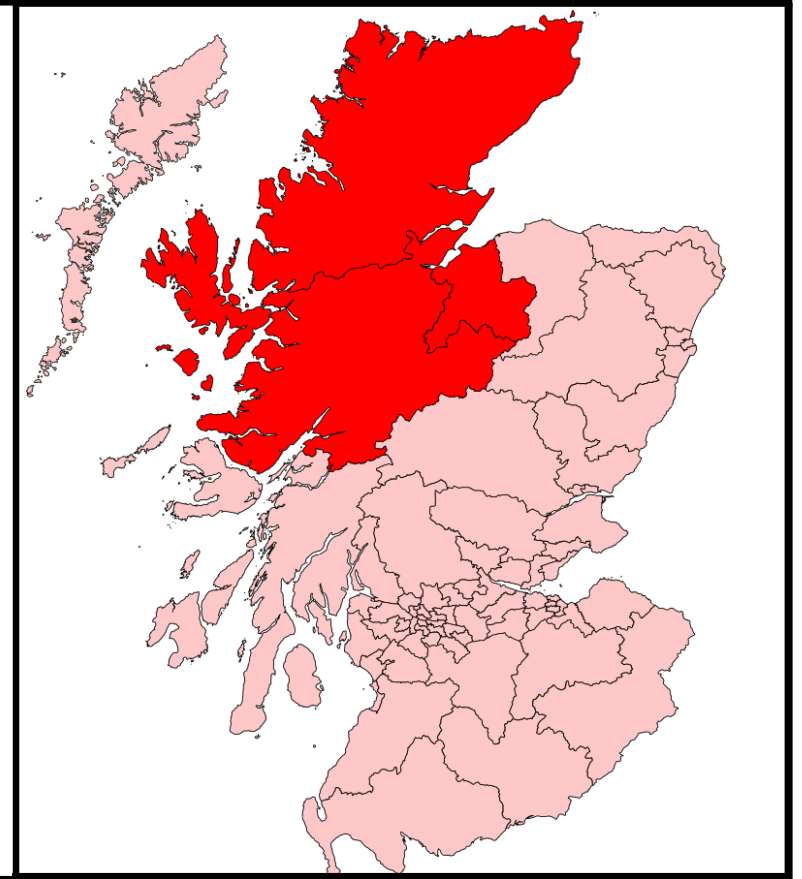
## Areas covered by ALIenergy's Affordable Warmth Advice Service



Argyll and Bute



Lochaber



Highland



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# Added value from CEES pilot

- New approach of initiating **direct dialogue** with potential funders - proactive targeted face-to-face approach more effective than mailouts
- Research for **digitized mechanisms of donation**
- Success raising enough funding for **new services** - new area that brings new challenges (in terms of its extreme remoteness) and in new circumstances (the energy price crisis). New energy advisors, new systems for service delivery and client engagement, new network of referring organisations, new systems for project management.
- **Significant learning** for toolkit and for exchange with other partners



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Questions?



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