



GenGame

Consumer Engagement Platform

Clean Heat Streets Project

Innovative methodology to deliver a high density heat pumps uptake of heat pumps in Rose Hill area, Oxford

WS3 Task 3.3

User research to test of outputs of consumer proposition workshop, task 3.2

Analysis of focus group 2



Objectives

- Discuss engagement and recruitment strategies to be used in the Rose Hill and Iffely area with members of the Rose Hill and Iffely Low Carbon (RHILC) group.
- Gain knowledge of the social demographics in the area.
- Learn of engagement methods used in previous low carbon technology trials and projects.
- Understand the diversity of social networks.
- Identify opportunities to engage with different network and groups.

Method

- 1.5hrs online TEAMS meeting on Wednesday 21st September 2022
- Participants - 3 representatives from the RHILC group who took part in focus group 1

Key insights

- There are distinct areas within the community, social housing estate, middle class estates and the wealthier Iffely area.
- The social housing tenants have a diverse range of demographics, engage in smaller subgroups and less likely to engage in the wider community.
- The middle-class estates have similar housing types and similar demographics. There is strong engagement with their neighbours and with the RHILC group.
- The middle-class estates and residents in privately owned properties in the social housing estate are more likely to meet the recruitment figure required for this project.
- Poor insulation could impact heat pump uptake if insulation is not included as the package or from City Council incentives.
- Important touchpoints in the community are; the community centre which holds, diverse range of groups and clubs and the primary school within Rose Hill.
- RHILC group have been involved in other low carbon innovation projects in the community and have gained knowledge and experience of how to engage with residents.
- Building trust and getting to know people on a face-to-face basis is key to successful engagement.

Introduction

RHILC are a vibrant Community Action Group aiming to make their area cleaner and greener by promoting renewal energy, energy conservation, waste reduction and tree planted The group are very active in all these areas and aims to make Rose Hill the first zero carbon estate in the country.⁽¹⁾

The RHILC group have strong and trusted relationships within the community through involvement in low carbon innovation projects over the last 10yrs Through the group's many connections and interaction with community groups and clubs they have built up a wealth of knowledge and gained a deep understanding of the people in the area.

(1) <https://www.lowcarbonhub.org/p/community-groups/rose-hill-and-iffley-low-carbon-rhilc/>

Geographical boundaries for the project

In the previous focus group, we initiated the discussion of how the RHILC could get involved with the project and contribute to the engagement and recruitment plan.

Members were curious of what were the boundary for the area for this project, where we wanted to target and which substations.

The theory would be to cover the wider in the community but narrow down to particular substations depending on engagement outcome. For the residents living outside the targeted area would be sign posted to the BUS (Boiler Upgrade Scheme) funding.

The group felt this was beneficial as in their experience there is a lack of knowledge of the BUS funding. This would be a good opportunity to raise awareness.

Distinct social areas within Rose Hill and Iffely

Social housing estate

This estate is in lowest 20% economically in the UK.

It's made up of housing council tenants' properties and ex council houses bought up and now privately owned, some of which are rented out. Other privately owned houses have been built within this area.

A lot of the council houses are poorly insulated.

External wall insulation on one house been added by the owner and is now carbon neutral. The group has spoken to cllr Ed Turner about implementing insulation on these houses in bulk.

City council applied for BEIS funding for Energiesprong research but failed due to poor insulation.

For more information of property types in this area, the RHILC group suggested cllr Ed Turner and Andy Edwards from Bioregional how ran the project ERIC.

Solar PV was installed in council homes for the elderly (67 properties in total) as part of project ERIC in 2016.

Although there is a level of mis-trust in this area of the RHILC group but after 10yrs respect and trust of the group have increased. In this area there are only a few active RHILC member.

sense of community

Distinct social areas within Rose Hill and Iffely Privately owned houses in the social housing estate

For the residents of privately owned council houses, the group feel there is more of a sense of community and engagement in low carbon technologies therefore a viable area to hit the 25% heat pump uptake. This could include 30% within the 25% quoter for social housing.

The RHILC group welcome this area being incorporating into the project as they have had long-term aims to help this estate to become carbon neutral.

sense of community

Distinct social areas within Rose Hill and Iffely

Middle income estates

These estates include Courtland Road and Westbury Crescent and are made up of 1920/30s houses of similar builds and mostly privately owned.

Westbury Crescent is slightly wealthier with larger houses.

Over the years this area has transitioned socially from low middle class to profession.

Most of the RHILC members live in this area, therefore well know to the group. In the group's opinion, this area has the highest chance of reaching the 25% uptake.

Other areas

The Iffely area on the outskirts of Rose Hill is in the top 20% affluent areas in the UK.

Oxford university graduates' accommodation is an area within Rose Hill being rebuilt with low carbon technologies. Because of the turnover these residents there is a lower engagement with the community.

Distinct social areas within Rose Hill and Iffely General

Partly due to the transition of social housing into privately owned properties and the quality of the facilities including the community centre, this socio-economic levels are increasing.

The Rose Hill area is becoming more wealthier; the social housing estate was in the 10% poorest in the UK now the 20%.

Middle class people are moving in and buying up the old council houses (some are RHILC members).

Residents seem to be staying longer in the community as it's becoming safer more respectable and the increase of facilities.

Social networking structure

The community centre is an important hub

The centre is well used by a all residents, some of the groups and clubs include;
Football team, the organiser is environmentally minded, group will pass on his details
Local residents housing association (Rose Hill community network) - group attend meetings and will pass on the email contacts
Youth club - involves a lot of families.

Primary school

The local primary school is an important touchpoint to reach different parts of the community.

Subgroups

There are a lots of smaller communities within the wider area who have own interests, priorities and demographics.
For example – The women's Asian group, Nepali community, Syrian Sisters group, Rose Hill runners, Allotment group.
RHILC member have integrated into these subgroups and have key contacts.

Social housing

The areas has diverse demographics are unlikely to socialise beyond their subgroups.
There are a lot of social problems including unemployed, asylum seekers and racism.
In the RHILC groups' experience there is less trust in this area, but it's increasing.

Middle class estates

In contrast to the social housing residents, these estate have very similar demographic, therefore have a strong interaction with their neighbours.

Previous engagement for other projects

LEMAP

Crowd sourcing data for the LEMAP was collection sat outside food bank to encourage people to fill in the survey.

They offered Incentive of COOP voucher or donate to youth club, also entrance into a prize draw.

Street stalls we set up outside the social housing flats.

Engagement was more successful for the privately owned areas, but very unsuccessful with the people in the social housing as they were suspicious and, in some cases, there was a language barrier.

Thermal Imaging

To engage people for the thermal imaging show homes the group took photos of the outside of properties to show heat loss, then invited residents in groups to discuss the data collected.

In this engagement method the residents could see a personal benefit to get involved.

The group feel a similar method could be use Clean Heat Streets project

Project ERIC and LEO

To raise awareness and recruit residents on to these project, the group went door to door to register interest.

Transforming Energy in Rose Hill

Upcoming event, Transforming Energy in Rose Hill event (LEO project) will be held on 5th Oct (2022). The group aims to encourage residents to sign up to energy saving measures including wall insulation (there is a company willing to give discount on 5 or more houses in local area) and solar PV.

This event can be used to register interest for the Clean Heats Streets project.

Promotion methods used for this event - write up in the Rose Hill News, leafletting and posters

Suggestions for an engagement strategy

Meetings / public events

- Initially, to cover the whole of the Rose Hill area, but lots of smaller communities within the area, who have their own interest and priorities and own demographics. Therefore, hold separate meetings for the different sections of the community, e.g. Nepali group, Sisters group and Asian women's group. They may feel more comfortable communicating within their own group rather than in wider public meetings

School assembly

- Previously the group ran an assembly in the local primary school about insulation. A similar assembly could be repeated for heat pumps. Then children could be given literature to take home to parents, including information about heat pumps, the project and any future meetings / events.

Heat pump champions

- A heat pump owner within the community could open their home so residents can get first-hand experience of the heat pump ownership process.
- This would work well for the middle-class estates, as there are similar demographics, and everyone knows each.
- In contrast for residents in social housing, who don't have the same social cohesion and may feel nervous going into someone's house. In this case, the demo trailer could be placed outside the community centre on the day of e.g. the youth club.

Suggestions for an engagement methods

Social Media

- The RHILC group uses Facebook and found energy related posts are not as popular as general posts that are more entertaining. Other social media methods have not been tried by the group due to lack of resources.

Face-to-face

- Build goodwill and trust from events like picnics, litter picking, etc. then introduce the environment and energy and low carbon technology.
- Ensure there are tangible benefits for the community

Promotion methods

- Rose Hill newsletter, part and online
- Leafleting (door-to-door, school, community centre, clubs etc.)
- Posters (shops, community centre, school, Church, community board etc.)

Trust

- To build trust it's important to get to know people, reassure them there is not an ulterior motive.
- To get over mistrust, get involved with key people and groups.
- They may not trust 'experts'.

Value proposition of project to Rose Hill area

The focus group participants were asked what the Clean Heat Streets project could offer the community and how it could benefit them.

- Reduce cost of energy and save money.
- Save carbon
 - There is a strong awareness of climate change throughout the community regardless of socio-economic situation.
 - People on higher income or have more disposable money may be able to act on their environmental principle but cost is a barrier on people on lower incomes
- increase value of home (privately owned).
- insulation and HP package (involvement of City Council)