



## **Solar Streets Proposal – Updated in line with Corona Virus**

### **Concept**

The Green Group (UK) Limited have been working with a Solar PV installer, I.D.D.E.A. Limited (IDDEA) and have agreed a partnership approach to offering the concept to councils who have declared a climate emergency and want to reduce the carbon footprint of their area at little cost to themselves.

Solar Streets requires a concentrated geographical area to promote a “bulk deal” to residents of that area and also features a community element.

Prices can be reduced versus individual quotations due to economies of scale in:

- Surveys – surveyors can do perhaps 6 in one day instead of 2 or 3
- Scaffolding – scaffolding can be moved quickly from one property to another resulting in perhaps 2 jobs per day instead of 1
- Panels – if panels are purchased in blocks, say, 10, better prices can be achieved

All of the above results in typical prices of, currently, £4,000 for a 4kWp/14 panel system which is in contrast to over £6,000 quoted by the Energy Savings Trust for a similar sized system and is thought to represent at least a 25% saving versus individually priced systems.

For each installation a community donation of £50 is added to a fund and then the residents of the area decide on what it is spent on. This could be something like solar panels on the roof of a community centre, thus saving carbon and providing the entity with savings that can be spent elsewhere.

IDDEA also can install Battery Storage and Electric Vehicle Charging Points.



## The Green Group's involvement

Using the model employed in Henley on Thames, we act in two important ways.

- We act as the single point of contact with the council or climate change action network group. We manage and fund all of the marketing activity culminating in town hall events from where IDDEA take over the sales activity
- As we are regulated by the FCA as credit brokers we can also advise those who do not have spare amounts to fund the installation but we do not currently provide loans

The Green Group are paid a commission by IDDEA for each install which compensates us for the time and budget spent in promoting the marketing. These commissions are built into the pricing schedule.

We have developed the marketing for Henley and also for Reading Hydro CBS where similar “through the line” campaigns have been devised. The campaign would usually involve:

- Local press releases
- Some local press advertising
- Contacts with other local media, radio and TV
- Production and placement of posters and banners
- Production of leaflets for distribution with guidance provided on the best streets
- Social media coverage

The campaign would last for 1 month before the event and we would provide the projection equipment on the day of the presentation, which is probably best recommended as an evening event starting at 7pm in a known focal point such as the Town Hall which underlines the council's support.



## **What does the council and climate change/energy group have to do?**

Although in short the answer is “very little”, there are some key things that the council sponsored energy or climate change group has to provide:

- Genuine support for the activity in terms of willingness to promote the offer
- Provide the town hall (or similar), free of charge
- Be happy to have the relevant body’s logo used on materials
- Provide people to work with us to deliver the marketing plan such as finding banner / poster display sites
- Volunteering to deliver leaflets

Therefore there is very little cost to the campaign from the council’s point of view, but their backing is crucial and without it the campaign is unlikely to be successful. There are examples where the support has been insufficient and the campaign becomes uneconomic as the required minimum installs, usually 10, have not been achieved.

## **What would we expect to happen as a result?**

Based on IDDEA’s experience in towns such as Frome where over 70 solar PV installations have been carried out, with the correct council/local climate group’s support, it should be possible to get a take up of at least 1% of the homeowners in the area. Each household would save 1.5 tonnes of CO<sub>2</sub> per year.

From a conceptual go ahead decision the town hall event would be 1 month ahead with the activity, desk top surveys, technical surveys, quotations and installs taking place over the following month.



## Update on activities during CoronaVirus Lockdown

As a result of guidelines to the Construction industry and on mass gatherings there have been some changes to both the survey/installation and marketing phases. These will remain in place until restrictions are lifted.

Surveys – The following information has been conveyed to households requesting surveys:

- *Please notify us in advance if there is anyone in the house with symptoms of the Corona Virus or is under quarantine or is in a 'high risk' category.*
- *Please do not arrange for any visitors or deliveries to occur during the allotted survey time period.*
- *If possible please clear space around the electrical distribution board so that the surveyor can capture images of it without touching anything.*
- *If possible please have access to the loft out ready.*
- *The surveyor has been instructed to conduct as much of the survey as possible outside, with weather permitting.*
- *Any aspect of the survey carried internally will be done with gloved hands and with a strict 2m separation where possible.*
- *Where 2m is not possible, OR if you would feel more comfortable, the surveyor will wear the face mask at all times whilst in the property*

Installations – The following information has been sent to households prior to installation:

- *Please do not have any visitors or deliveries booked for the days that we are at your home.*
- *If there are children or pets in the property please ensure they kept away from the working areas and main entrance and exit areas.*
- *The engineers will knock on the door and then stand back 2m. Please explain to them the location of the electrical distribution board and the loft entrance if appropriate.*



- *Where possible please try to refrain from entering the room in which they are working and also maintain the 2m separation at all times.*
- *Try to have the doors/gates that the engineers are going to need to use to be open beforehand and to try to leave them open during the work.*
- *Refreshments: This is tricky as the engineers are going to be very hot due to the weather and the PPE. If at all possible it would be helpful if you could identify a tap with which they could fill their bottles in a location that minimises the traffic through the property. They will clean this tap on completion of their work with antibacterial wipes.*
- *Facilities; please identify to our engineers an area that they can use a toilet. Ideally one that minimises traffic through the property. They will have their own towels with them.*
- *PPE. Our engineers will be wearing face masks and gloves whilst in the property with the exception of carrying out intricate tasks. All surfaces touched without gloves will be cleaned with antibacterial wipes prior to them leaving.*

#### Marketing during lockdown:

- Instead of a “town hall” meeting, the idea is replace this physical event with a virtual weekend of activity
- The promotion of the weekend would take place in the same way using online and physical media
- The weekend itself would commence on Friday at 6pm and interested applicants would have to register to access the materials
  - At 6pm those who have registered would be sent a link to a folder of YouTube videos, covering
    - The presentation from the installers IDDEA in the same way as would have happened at a town hall event
    - A video on the economics of Solar PV, as that is one of the most popular areas of questioning at the town hall events



- If agreed, a presentation on an energy offer which also would add to the community fund for those deciding to switch suppliers (this is still under negotiation)
- The videos would be left accessible
- At 7pm on Monday evening a Facebook Live event would be held. This would feature
  - An introduction from the council sponsored body, e.g. Energy Group or Climate Action Group
  - A brief summary on the presentation
  - And on Economics
  - But most importantly the ability for interested households to ask questions of the council sponsored body, IDDEA and The Green Group
  - Facebook Live has been chosen as the questions can be asked via Messages and both the question and the response summary can be saved for future visitors to the Facebook Event page
- Households would then apply for surveys via email to IDDEA
- IDDEA would do the “desk study” to assess general suitability
- If suitable, a physical survey would be completed using the relevant protocol (lockdown or “normal”), and a quote issued
- If accepted, the installation would be installed under the relevant protocol