

Consultation on Green Light to Clean Power, the draft Energy Strategy

The consultation on the draft Mayor's Energy Strategy took place over a 12 week period between the 4th February 2003 and the 22nd April 2003. This document summarises the results from the various consultations carried out during this period.

Consultation process

An integrated programme of consultation was carried out to engage both the specialist audience as well as the general public about Energy issues in London. The consultation plan incorporated a range of methods to give a diverse audience of Londoners a chance to give their views about the policies and proposals included within draft strategy.

The consultation had the following elements.

Three publications were produced; these were distributed according to the recipient's knowledge or interest in the topic.

- The full document, *The Mayor's Draft Energy Strategy*, was circulated to key stakeholders, being organisations or individuals with a vested interest in energy, such as London boroughs, Government advisors, environmental organizations, and energy service companies. Enclosed with the document was a letter from the Mayor inviting written comments. 1,096 copies of *The Mayor's Draft Energy Strategy* were distributed. There were 74 written responses to the draft strategy from organisations such as the London Boroughs, energy companies and environmental organisations.
- A shorter document, *Green Light to Clean Power: Highlights of the Mayor's Draft Energy Strategy*, was circulated to a wider list of London stakeholders, including bodies that represent the interests of various groups, such as religious, racial, ethnic or national groups and voluntary bodies. The highlights document, included a questionnaire devoted to the Mayor's main objectives, with provision for additional comments. 7,009 copies of *Green Light to Clean Power: Highlights of the Mayor's Draft Energy Strategy* with attached short questionnaire were distributed. 61 of these questionnaires were completed and returned.
- A leaflet, *Green Light to Clean Power: A Leaflet about the Mayor's Draft Energy Strategy*, including a shorter questionnaire on what people thought about the Mayor's more general aims regarding energy, was also produced, aimed primarily at the public living and working within London. These were distributed to the public, partly through all public libraries and partly through an exhibition at various shopping malls. 10,000 copies of *Green Light to Clean Power: A Leaflet about the Mayor's Draft Energy Strategy* with enclosed questionnaire were distributed. In total, 105 questionnaires were returned from people living in Greater London.
- An on-line version of the leaflet and questionnaire (see above) was produced. This was available on the GLA website. It was also e-mailed to 2000 individuals who had previously responded to Mayoral consultation activity and provided their e-mail address. 89 on-line responses were received.

The responses

A summary of the results from the public consultation is set out below.

Survey Questions and questionnaires

Summarised below are the responses to the question's included in the highlights and leaflet strategy (paper and online) documents in the following eight topic areas:

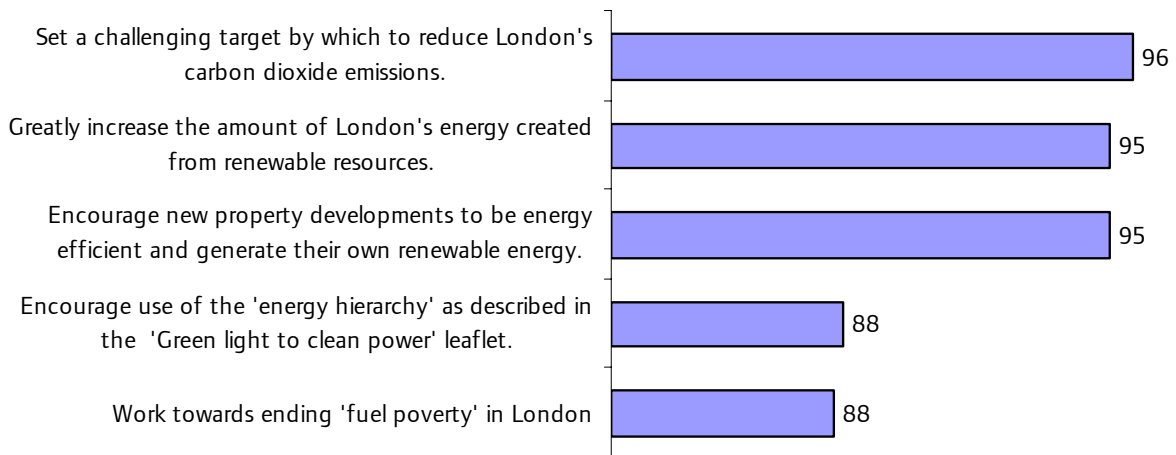
Objectives

Overall, respondents to the leaflet and highlights document questionnaires were very supportive of the Mayor's Aims.

96% of respondents to the leaflet questionnaire supported the Mayor in setting a challenging target by which to reduce London's carbon dioxide emissions. 95% supported aims to greatly increase the amount of London's energy created from renewable sources and to encourage property developments to be energy efficient and generate their own renewable energy. 88% of leaflet respondents also supported encouraging the use of the 'energy hierarchy' and to work towards ending the 'fuel poverty' in London.

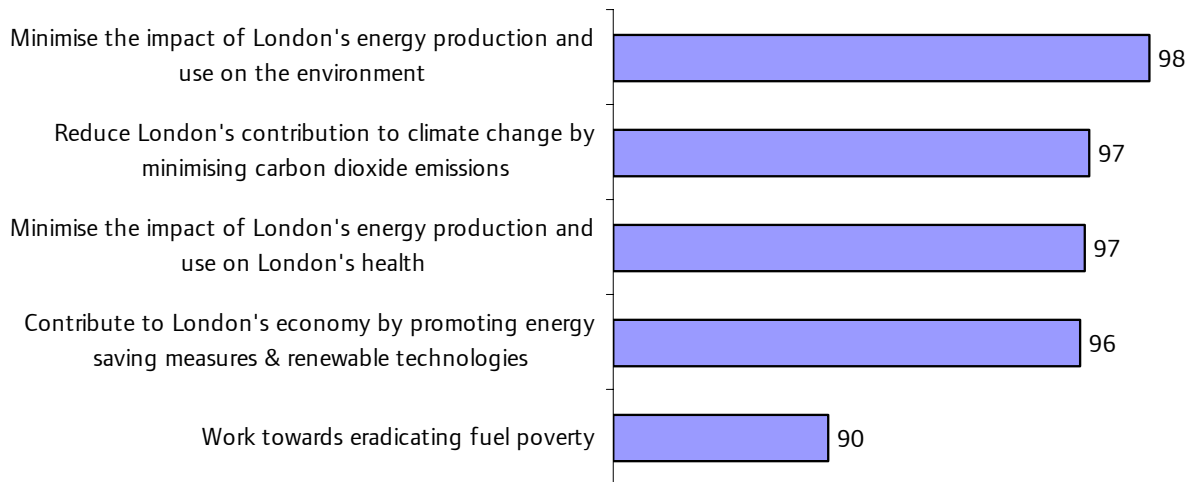
Percentage support for Mayor's Energy Strategy aims

(leaflet questionnaire respondents)



Respondents to the highlights document questionnaire were supportive of the Mayor's aims outlined in the Draft Energy Strategy. Nearly all respondents (98%) supported aims to minimise the impact of London's energy production and use on the environment. 97% supported aims to reduce London's contribution to climate change by minimising carbon dioxide emissions and by minimising the impact of London's energy production and use on London's health. 96% supported promoting energy saving measures and renewable technologies and 90% supported work towards eradicating fuel poverty.

Percentage support for the Mayor's Energy Strategy aims
(summary questionnaire respondents)



Issues promoted

Respondents to the leaflet questionnaire were asked to rate the importance of the Mayor's aims. Respondents' top priority was setting a challenging target by which to reduce London's carbon dioxide emissions (35% said it was the most important priority). This was followed by greatly increasing the amount of London's energy generated from renewable resources (33% stated it as most important), encouraging new property developments to be energy efficient and generate their own renewable energy (17%), work towards ending London's 'fuel poverty' (10%) and encouraging the use of the 'energy hierarchy' (5%).

Respondents to the summary document questionnaire were asked to consider the importance of eight issues identified in the Mayor's Draft Energy Strategy. Respondents ranked the issues from 1 to 5 in order of importance and were able to use each ranking more than once. 72% of respondents to the summary document questionnaire considered renewable energy as an issue that was most important, followed by energy efficiency in homes (57% considered it a most important issue) and commercial and public sector buildings (51%). Less than half respondents considered fuel poverty (44%), transport (43%), hydrogen fuel cells (34%), combined heat and power (33%) and energy services (10%) as most important issues.

Hierarchy

Respondents to the highlights document questionnaire were asked to rate how helpful as a tool the 'energy hierarchy', a guide to help individuals and organisations towards more sustainable use of energy, was in aiding decision making about energy usage. 76% rated the energy hierarchy as helpful, with 33% considering it very helpful, whilst only 5% rated it was not helpful. 19% of respondents rated the energy hierarchy as neither helpful nor unhelpful.

Climate change

95% of highlights document questionnaire respondents agreed that London should generate a significant amount of its energy from renewable energy sources and 5% neither agreed nor disagreed. A similar question was asked in the leaflet questionnaire, where 95% of respondents supported the Mayor’s aim to greatly increase the amount of London’s energy created from renewable resources (see Objectives, above)

Respondents to the leaflet questionnaire were asked the likelihood of adopting a number of energy saving measures and renewable energy technologies that were highlighted in the leaflet, including home insulation and energy efficient electrical appliances. 40% of respondents thought it very likely and 45% thought it likely that they would adopt some of the measures. 9% of respondents considered it unlikely that they would adopt some of the energy saving measures and 6% did not know.

Respondents to the highlights document questionnaire were asked to consider the likelihood of adopting the each energy saving measure individually. 40% of respondents stated that they had already adopted home insulation and 58% would adopt it in the future. 22% had already purchased energy efficient appliances and 76% were likely to so in the future. Most respondents were also likely to purchase green electricity in the future (70%) and adopt a micro-combined heat and power unit (65%) and condensing boiler (63%). Respondents were quite evenly divided regarding the adoption of solar water heating (54% were likely and 42% were unlikely to adopt the measure) and solar power (52% were likely and 48% were unlikely to adopt the measure).

Likelihood of adopting energy saving measures and renewable energy technologies

(percentage of highlights questionnaire respondents)

	Likely	Not likely	Already adopted the measure
Purchasing 'A' energy efficient appliances	76	2	22
Purchasing green electricity	70	14	16
Micro-combined heat and power unit	65	33	2
Condensing Boiler	63	22	15
Insulation - loft-walls, doors windows	58	2	40
Solar water heating	54	42	4
Solar power	52	48	0

Respondents to the highlights document questionnaire were asked what reasons, if any, would prevent them from adopting energy saving measures and renewable energy technologies as outlined above. 80% mentioned cost as a possible reason, with 43% citing (the lack of) available help and advice on implementing the measures. 40% also mentioned lack of access to demonstration units, 34% mentioned lack of knowledge on how to implement such measures and 29% lacked knowledge about the benefits of adopting the measures.

Fuel poverty

The highlights document questionnaire asked respondents about their knowledge of 'fuel poverty' before reading about it in the strategy. 60% of respondents had heard of 'fuel poverty' and knew that it was a problem in London and a further 20% had heard of it but were unaware that it was a problem. 20% of respondents had not heard of fuel poverty before reading the strategy.

Energy Service Companies

Respondents to the highlights document questionnaire were asked if, in principal, they would be interested in signing up to an Energy Service Company, a new type of energy supplier that works towards the reduction of greenhouse gases and improve the efficient use of energy in customers' homes. 34% of respondents said that they would be interested, 13% were not interested and 53% maybe interested in signing to an Energy Service Company.

The highlights document questionnaire also asked respondents to rate the appeal of services of an energy service company. 89% of respondents stated that help and advice on installing energy saving measures to reduce energy costs appealed strongly. Information from the energy service company about energy use affects the environment appealed strongly to 64% of respondents and having one bill for all energy needs appealed strongly to 50%.

Hydrogen

There was strong support amongst respondents to the highlights document for the Mayor's policy to assist the development of hydrogen and fuel cell technologies in London. 86% of respondents supported the policy whilst only 4% were opposed. A further 10% of respondents neither supported nor opposed the policy.

Respondents were very positive about a hydrogen fuel cell bus that had no negative impact on local air quality (88%), reduced contribution to climate change (83%), produced no unpleasant smells or fumes (80%) and was very quiet (71%).

Further comments

Both the leaflet and summary document questionnaires enabled respondents to provide further comments about the Draft Energy Strategy or energy issues. Comments varied but were generally supportive of the Draft Strategy. The most common issues included:

- Providing greater access to grants and promoting fiscal incentives for implementing energy saving measures and renewable energy sources
- Targeting efforts towards changing the energy consumption habits of Londoners
- Gaining greater power for the Mayor to enforce policies
- Doing more to cut carbon dioxide emissions and air pollution.

The consultation process and results are documented in full in the records of the Authority