



Energy Saving Trust Local Authority Programmes

The Challenge

The mission of the Energy Saving Trust is to lead 60 million citizens of the UK to act on climate change by helping everyone use energy efficiently so that every home is a low carbon home.

As part of their work the Trust encourages and supports local authorities in their work to improve the sustainable use of energy in their communities. The Energy Saving Trust has several programmes for local authority staff at all levels; from the chief executive to the energy manager. The challenge was to evaluate the overall impact that all of the Trust's programmes have had on domestic energy consumption and to understand the strengths and weaknesses of the individual programmes.

A particular challenge in all evaluation work is to establish which actions would have happened anyway and which ones were influenced by the programmes. We have worked with the Trust for several years to develop and refine their "attribution" methodology which is now applied to all their evaluation projects.

The Approach

Databuild has evaluated this programme on three previous occasions so we were able to build on our experience to adapt and refine the approach to reflect developments in local authority practices and the Energy Saving Trust's programmes. At the same time it was important to maintain consistency with earlier studies.

The approach included a quantitative study to obtain robust, reliable data on the actions taken by local authorities and the resulting energy savings and a qualitative study to develop understanding, to explore the strengths and weaknesses of the programmes and to identify opportunities for increasing the Trust's impact.

inspired market research

The Outcome

The research was used by the Energy Saving Trust to:

- Report to stakeholders (including the Trust's funders) on the difference they have made to local authorities' sustainable energy work
- Give feedback to programme managers on their Performance – what is going well and what can be improved
- Develop their business plans and strategies for the future and in particular to identify:
 - Ways to improve the cost effectiveness of their programmes
 - Opportunities to get local authorities more engaged with and committed to energy efficiency and sustainable energy.



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