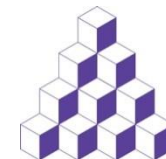


**Peter Smith – Chief Executive – St Vincent's Housing Association**

# The Influence of Behaviour Change



Low Carbon Housing Retrofit  
Greater Manchester



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GREATER MANCHESTER  
AUTHORITIES

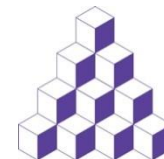
# The Missing Quarter:



Integrating Behaviour  
Change in Low Carbon  
Housing Retrofit

Low Carbon Housing Retrofit  
Greater Manchester

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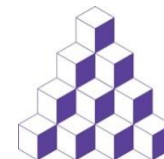
# What Energy Saving / C02 Research Tells Us

- ✓ Human behaviour – Central
- X “Top Down” messages
- X “1 size fits all” strategies



# BC Challenges

1. About individual behaviour – but “**big scale**” action/  
change needed
2. Persuading people to invest in “big ticket” items
3. Embedding CO2 saving habits



# Barriers

“Does not affect me”

“I do not know what to do”

“It will mean clearing the loft”

“I took action years ago”

“Measures too expensive for me”



“Climate change is a ‘con’”

“My landlord not interested”

“I will do it next year”

“I’ll be moving soon”

“Not a priority for me”

# Current Context

- Fuel Price Hikes
- Discounted / Free Products on Offer Advice (?)
- GM – Programmes
- Green Deal



# What is Important

Changing the context through:-

- Targeted information and education
- Innovative and cost effective incentives
- Building capacity of intermediaries

Tailoring Interventions - Specific

Communities

Tenures


Tapping into Social Networks

Partnerships



# Information and Education

No geek speak!

- A Positive Appealing Message
- Face to Face Contact crucial
- Trusted Source -  Highly Trusted – Family, Friends, Neighbours  
Least Trusted – Government, Utilities
- Reinforcement – Support - opportunity to influence other forms of Environmental Behaviour



# Community Champions

## Training:-

- Neighbourhood
- Signposting by Front Line Staff
- Energy Advisors



# Campaigns and Marketing

REGIONAL

LOCAL – Events, local celebrities,  
showhouses

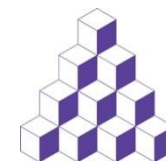
MESSAGES – Must be positive, visual,  
simple, specific and  
prioritise high impact actions

SCHOOLS - pupils

Mr Toasty  
[www.getmetoasty.com](http://www.getmetoasty.com)



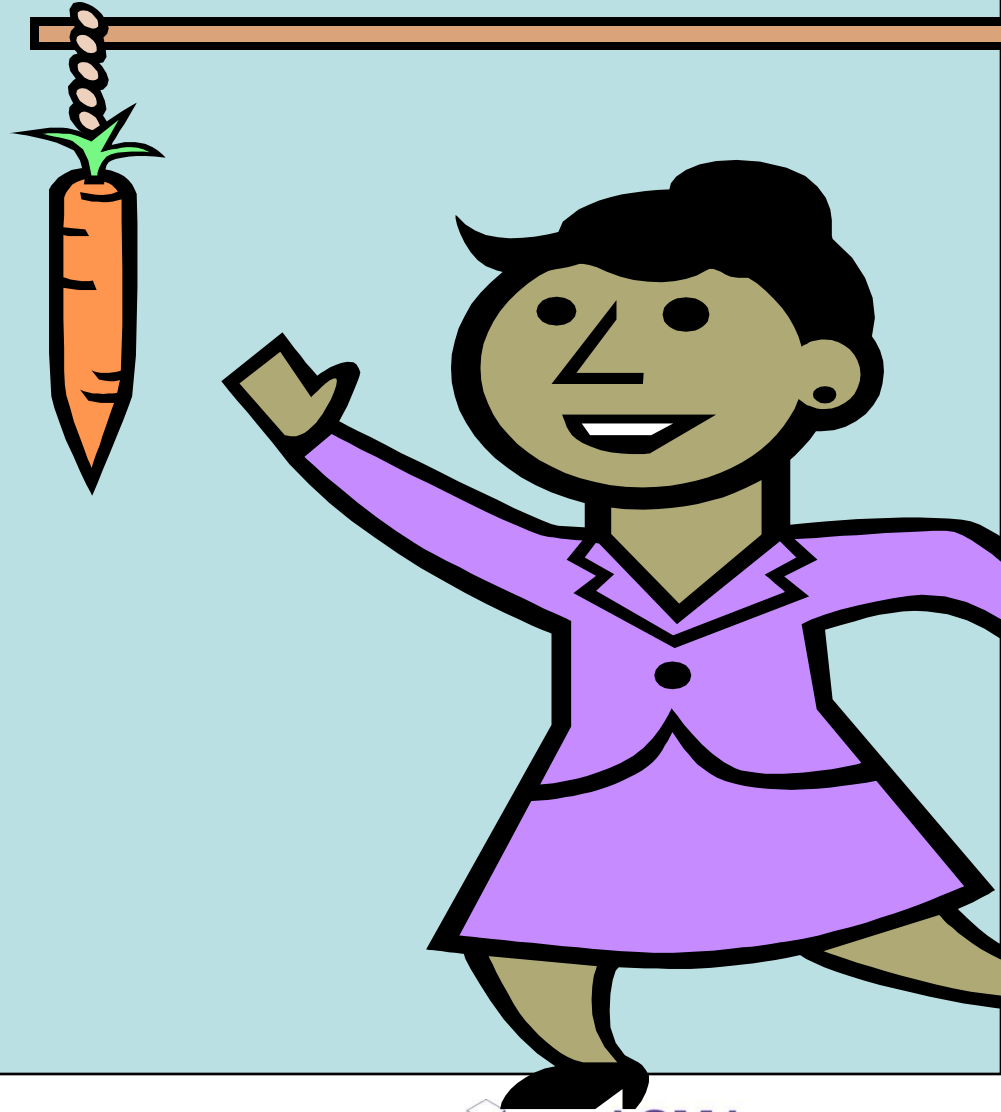
Low Carbon Housing Retrofit  
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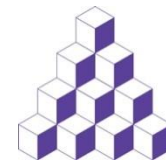
# Useful Tools

- Rewards and Incentives
- Focus Groups
- Thermal Imaging
- Smart Meters



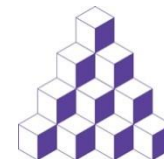
# Partnerships

- Public and Private
- Community and voluntary groups
- Utilities
- Retailers
- Colleges
- Universities



# Recommendations

1. Incorporate B.C in any retrofit programme  
inc: GM Green Deal
2. Appropriate Skills and Training re – Energy advice and  
Signposting
3. Work with a Range of Community Networks / Trusted  
Sources
4. Monitoring and Evaluation
5. Coordinated Focus on Combating Fuel Poverty



# Behaviour Change Report

For more information contact:-

[m.berry3@manchester.gov.uk](mailto:m.berry3@manchester.gov.uk)

To download additional copies of the report log onto

[www.svha.co.uk](http://www.svha.co.uk) and select the downloads quick link and select About St Vincent's Link.

