

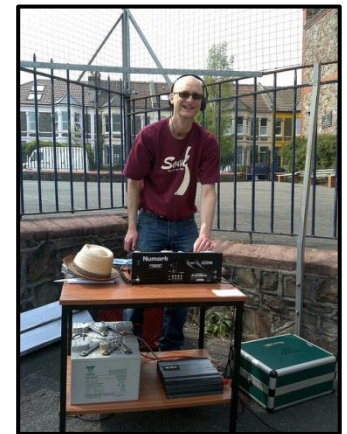
EXEMPLAR RETROFITS

What role can open homes play?



Who am I?

- Bristol Green Doors – Founder, Householder & Director
- Ex Record Marketing and Promotions Manager
- Ex Design and Technology Teacher
- Parent and Community Activist
- MSC Architecture, Environment and Energy CAT



Today

- Aim – *Discuss the role of open homes events to encourage exemplar retrofit*
- Breakdown
 - Green Open Homes events
 - Bristol Green Doors
 - Green Open Homes network
 - The challenges
 - The role
 - Moving forwards
- What we want to see





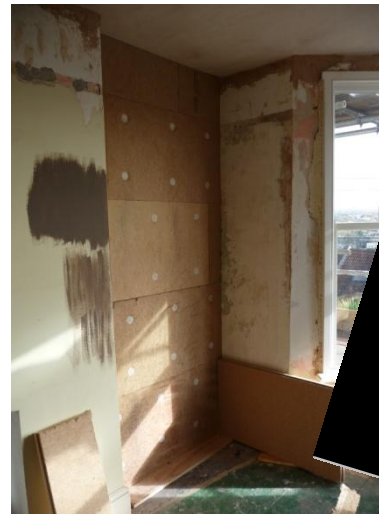
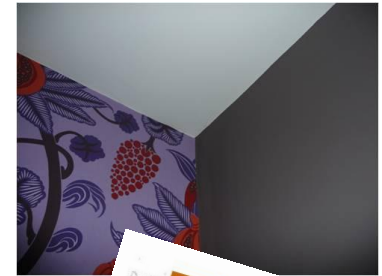
Green Open Homes

- Real people show visitors their green/greened home
- Generally drop in & free of charge
- Brighton, Norfolk, Oxford, London, Superhomes, etc.
- Trusted, peer group, speaking honestly
- Popular and enjoyable
- Big Society? Hard work!



Bristol Green Doors – conception

- Dan's retrofit
 - IWI, windows, solar thermal, draught proofing, floor ins' etc
- Transition group meeting
 - Confirmation
- MSC
 - Brighton Ecohomes
 - Assignment
- Previous attempts in Bristol



Bristol Green Doors – birth

- C4 Great British Refurb winner
- Refit West: 10 homes 2010 - 1000 2011
- Ashley Vale self build
- BCC: *Climate Change & Energy Security Framework*
- A Transition City – Peak Oil Report etc
- Green Capital Momentum Group
- CAT AEES MSc students
- CSE, Green Register, => Steering group
- Green building trades and solar companies



Bristol Green Doors – aims

- “Normalise retrofitting”
- Big – biggest! (Size matters!)
- Marketing: Presentation; Market segmentation; Change the cultural narrative; etc
- Sponsorship & trade involvement
- Replicability and to support others



Bristol Green Doors – facts

- 5 events since 2010
- Over different 100 homes
- 5,000+ visits
- 30,000 website users
- 1,000+ Twitter followers
- 20 sponsors & advertisers
- DECC EWI Terrace project
- National and local publicity
- £ Referrals to LA GD pilot
- Smartphone app



Bristol Green Doors 2014

"The energy savings we have achieved are substantial and we have a more comfortable family home"

Mike, householder

"Great to see what we can do in our own home"

Mary and Frank, visitors, Sept 2013

Whatever sort of home you have, discover ways to make it **cosier, cheaper to heat and better for the environment** from people who have already made their homes energy smart on 13-14th September.

In partnership with

www.bristolgreendoors.org   

Why Successful?

- Doors Open Day and Art Trails
- Local Authority support
- Partners
- Community links
- Trade support
- General local interest
- Momentum
- Time
- Enthusiasm
- Expertise incl' pro bono
- Personnel

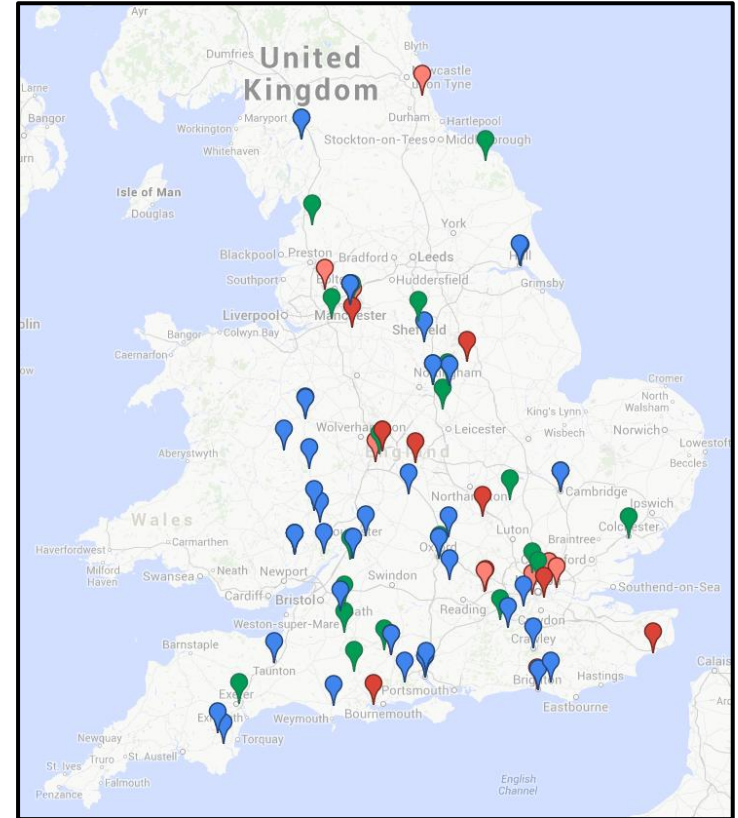




- A network supporting low-carbon open homes events across the country through free resources and advice
- Funded by DECC
- Delivered by the Centre for Sustainable Energy in partnership with Bristol Green Doors.
- Advisory support from Forum for the Future, the National Trust, Transition Network and AECB.

GOHN outcomes 2014

- 26 local groups established
- 39 events took place
- 600+ homes opened
- 10,000+ visits made
- 71% intend to install energy saving measures in next 5 years
- Homebuilding and Renovation show - NEC
- **Range of successes**

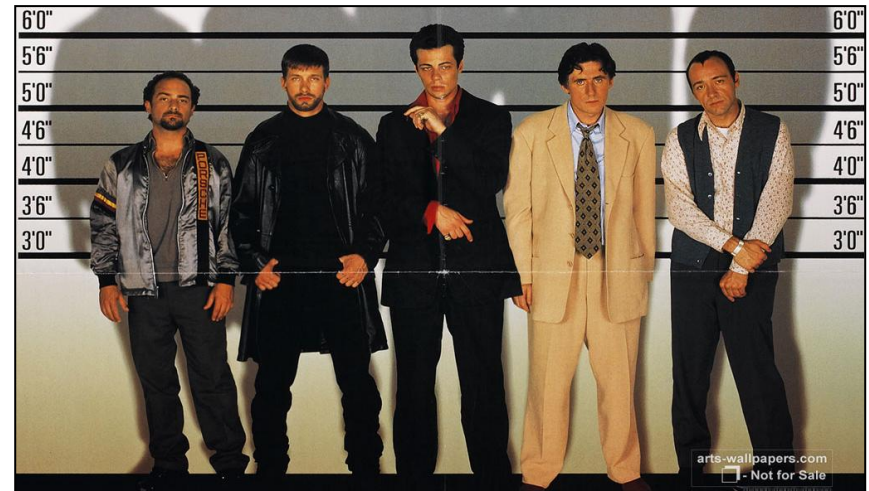


Challenges

INDIVIDUALS & REFURBS	BOTTOM UP ORG'S	TOP DOWN ORG'S	GENERAL
Hard work	Sustainability	Slow, sticky	LA cuts
Expensive	Hard work	Bureaucratic	Economy
Confusing	Funding	Not in touch	Messages on CC & GW change
Superstar only?	Impact	Political	Dots not always there to join
	Limit to visitors		

The Role of Open Homes Events

- Normalise low carbon retrofit and building
 - Publicity
 - Make it real
 - Demonstrate best practice
- Inspire and stimulate
 - Public (usual suspects?)
 - Trades
- Facilitate
 - Connections
- Combine community, trade, Local Authority & affiliates
- Build locally
- Expose weaknesses
- **Part of the mix**





THANK YOU

Our next event September 13-14th
Could you be an event steward?

www.bristolgreendoors.org

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