



Forward Energy Solutions - Use of Logo

Report by the Executive Head of Legal & Democratic Services

1.0 Summary

- 1.1 To consider a request by Forward Energy Solutions for the use of the Adur District Council logo.

2.0 Background

- 2.1 Forward Energy Solutions is a managing agent for energy efficiency schemes funded through the utilities.
- 2.2 The business proposal from Forward Energy Solutions is attached as Annex 1 to this report.
- 2.3 HCL Energy Limited are already identified on the Adur (and Worthing) websites as providers of this service and are aware that the Council will be endorsing Forward Energy Solutions.
- 2.4 When considering authorising the use of the Council's logo, it is necessary to consider potential impacts of such a decision.
- 2.5 Where the Council is supporting an organisation, then it is important that the Council should be satisfied that the company or organisation is legitimate and that the documentation clearly states that whilst they are working with Adur District Council, the Council is not liable for any claims they make or work that they carry out.

3.0 Proposals

- 3.1 That the Leader determines if Forward Energy Solutions can make use of the Council's logo in marketing, letters, local advertising material and any website for the purposes of indicating that they are working with Adur District Council, but on the condition that they include a disclaimer, agreed by the Council's Executive Head of Legal & Democratic Services.

4.0 Legal

4.1 Section 2 of the Local Government Act 2000 provides that every local authority is to have power to do anything which they consider is likely to achieve the objective of promoting or improving the economic, social or environmental wellbeing of the area.

5.0 Financial implications

5.1 There are no financial implications arising from the proposals in this report.

6.0 Recommendation

6.1 That Forward Energy Solutions can make use of the Council's logo on marketing matters, local advertising and a website subject to them including within any material a disclaimer approved by the Executive Head of Legal & Democratic Services.

Local Government Act 1972

Background Papers:

1. Internal e-mails.
2. Business proposal from Forward Energy Solutions (undated).

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Schedule of Other Matters

1.0 Council Priority

- 1.1 Corporate Plan 2009-12, Aim 2, To Promote a Clean Green Environment under which the Council will help residents to reduce their co2 emissions.

2.0 Specific Action Plans

- 2.1 Matter considered and no issues identified.

3.0 Sustainability Issues

- 3.1 Reduction of co2 emissions and the making of homes more energy efficient, assist with the sustainability issues facing the Council.

4.0 Equality Issues

- 4.1 Matter considered and no issues identified.

5.0 Community Safety Issues (Section 17)

- 5.1 Matter considered and no issues identified.

6.0 Human Rights Issues

- 6.1 Matter considered and no issues identified.

7.0 Reputation

- 7.1 It can be beneficial for the Council to show that it is supporting organisations that are seeking to improve energy efficiency within homes using Government grants.
- 7.2 There is a risk to the Council when it supports organisations over which it has no direct control, as if something goes wrong, the public will associate the Council with that organisation.

8.0 Consultations

- 8.1 Matter considered and no issues identified.

9.0 Risk Assessment

- 9.1 The Council needs to be aware that it does not have control over this company and that if the company acts inappropriately, there will be little that the Council can do about it, although it may affect the Council's reputation.

10.0 Health & Safety Issues

10.1 Matter considered and no issues identified.

11.0 Procurement Strategy

11.1 Matters considered and no issues identified.

12.0 Partnership Working

12.1 Matters considered and no issues identified.

Business Proposal from Forward Energy Solutions.

To work with Adur & Worthing Borough Council.

Why we want to do the project:

To ensure that the residents of Adur & Worthing are made aware of grants available for Cavity Wall & Loft Insulation under CERT and other grant sources as advised by Adur & Worthing Borough Council.

What we will be doing:

Marketing by letter & local advertising, arrange to have the worked installed by local contractors.

How we will do it:

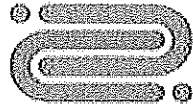
Use of local delivery agents to deliver to specific fuel poor areas with data provided to Forward Energy Solutions by Adur & Worthing Borough Council also to encompass all other households within those areas. Marketing letters will be delivered on a solo delivery system ensuring that the householder does not receive other marketing material therefore avoiding the potential for it to be treated as junk mail. Delivery agents supply a tracking system to enable us to see exactly which streets have had the letter about the grants available.

Who will be doing it:

Forward Energy Solutions. The project will be managed by Lesley Friskney managing director.

How much will it cost:

Nil, all marketing and printing cost to be met by Forward Energy Solutions. Adur & Worthing Borough Council only to provide the logo for the letters. Format of letter to be designed and agreed by Janice Hoiles attached letter currently used for the Arun project. The Arun letter will be re-designed in the new year.



How the project process will work:

Potential customer will ring the number as advised on the letter into Forward Energy's office. This will be a 01903 area number, 95% of the customers will be dealt with by Lesley Friskney, in her absence calls will be taken by another member of staff. Two telephone lines will be available for customers. There will be an answer phone as back up in the event of lines being busy. All answer phone messages will be responded to within twenty four hours.

Once the customer has given name and address details the information is passed to our surveyors who will then make contact within two days to make a convenient appointment to carry out the survey. If the customer wants to book the work at survey stage the surveyor will ring the contractor to obtain an installation date. All other survey paperwork is handed into the office and passed to the contractor to book work in. From survey stage to installation is approximately 21 days. The contractor also works every other Saturday to ensure that this timeline is met.

Upon completion of work 20% will have an inspection carried out by the quality assurance manager from the contractors office; the signed inspection paperwork has to be sent with grant application. When the grant for the property is applied for a further independent inspection of 5% is carried out by the utility company.

All surveyors are ACOP trained and CRB checked, have bore scopes, measuring equipment and ladders for loft inspection. Cost of installation to Able to Pay customer is £199.00 all other criteria customers will receive 100% grant.

Summary

We are currently working with Arun District Council in the same capacity as outlined in this proposal. We will provide a reporting system tailored to your requirements for the purpose of installed work, cancelled and work in progress. We would recommend the project is reviewed after one year or sooner if required. We will share information we receive from our partners in the industry.