



Quake Energy Services - Use of Logo

Report by the Executive Head of Legal & Democratic Services

1.0 Summary

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

2.0 Background

- 2.1 Quake Energy Services is a managing agent for energy efficiency schemes funded through the utilities.
- 2.2 The business proposal from Quake Energy Services 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 are considering this request from Quake Energy Services. The Leader on the 24 March 2011 also agreed to endorse Forward Energy Solutions and that company are also aware that the Council are considering this request from Quake Energy Services.
- 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. The Council has been provided with satisfactory references for Quake Energy Services.

3.0 Proposals

- 3.1 That the Leader determines if Quake Energy Services 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 Quake Energy Services 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 Quake Energy Services (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.

Quake Energy Services

Proposal for Adur Council for Energy Efficiency Partnership with Quake Energy

Overall Objective

- To enter into a partnership arrangement with Adur Council to jointly develop programmes to facilitate the communication of advice and information on energy efficiency initiatives for private householders and where appropriate implement programmes for action which take into account grants available subject to the relevant qualifying criteria

Scope of Programme

- Private householders/renters living within the Adur District Council boundaries
- Cavity wall/loft insulation based on CERT grants
- Referrals for Warm Front heating grants
- Solar thermal/Solar PV grants (Feed-in-tariffs, RHI)

Outline of Programme

- Coordinated and regular programme of mail shots using council logo on letters, each mail shot with a theme offering advice/information on a particular subject of interest related to improving the efficiency of the householders home and with that the opportunity to save money on their heating bills, contribution to carbon reduction, improve the value/marketability of their property.
- In-house fully manned advice centre from 8am through 5pm Monday-Friday
- In-house surveyors to offer free, no obligation recommendations/quotations for works
- In-house installation team to undertake any agreed works
- In-house after sales care team to arrange for any grant applications or provide ongoing technical support/information about the completed works

Quake Obligations

- To undertake all the costs for the preparation/distribution of mail shots or any other advertising which might be done
- To remain informed about grants available for the Adur area and to make all required applications on behalf of householders
- To secure sufficient CERT money to fund insulation grants
- To provide a showroom for householders to visit for advice and to see examples of energy efficiency measures

Council Benefits

- Integrated approach to energy efficiency with one company handling the entire process from generating an enquiry through to installation and beyond with our after care
- One company able to offer advice/assistance on a wide range of energy efficiency measures and grants
- A local company offering an enhance level of service/efficiency that householders can visit and interact with – we would be part of the community