



United Sustainable Energy Agency



Social research in Milton Keynes

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## Innovations (MK)



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## 165kWp PV



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## Research

### Non technical

- Social impacts
- Barriers
- Socio economic
- Policy & institutional

- Marketing
- Satisfaction
  - On-line survey
- Face to face



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## Vizion apartments

- International buyers
  - Affluent & aspirational
- Economic vibrancy
- Amenity
- Transport links
- Style & design



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## Sustainability underplayed?

- Less car dependent
- Low voltage lights
- No mention of CHP
- No energy savings
- Energy costs not a factor in purchase



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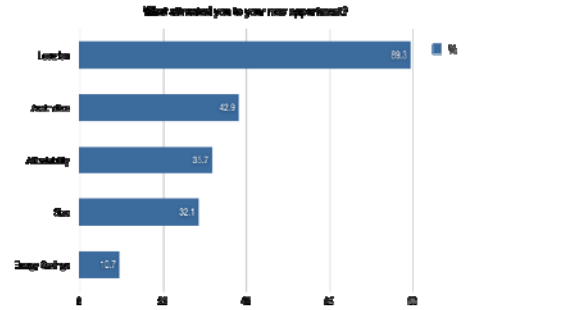


## Who gave feedback?

- 29 responses
- 2/3 owners occupiers
- Educated
- Profession
- Common sense use of energy



## What attracted you to Vizion?

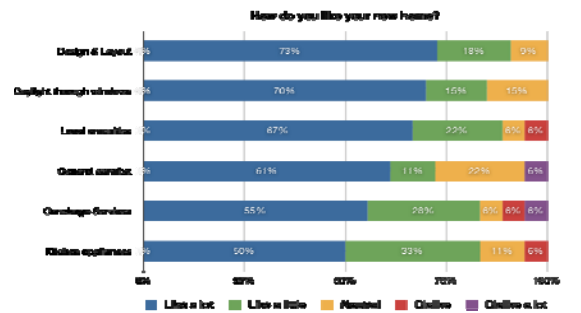


## Energy efficiency awareness

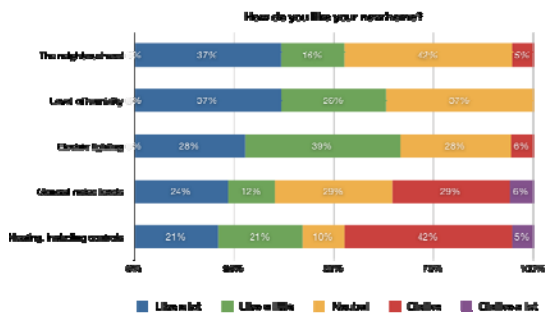
- 54% unaware of CHP
- 57% unaware of energy efficiency features
- 60% of those aware of CHP happy
- 50% expect to pay <£400 a year for heating
- 31% didn't know what to expect



## Survey compliments



## Survey concerns



## Teething problems?

"the radiator in the living room is just slightly bigger than the ones in the bedrooms, although the living room is 3 times bigger and it also has a wall to wall window...I have to keep the heating on more than I would like to"

"my front room is always cold ... large room with a tiny radiator."

"although we were away for 2 months ...we still had to pay quite a bit for heating"



## Future research plans

- The Pinnacle Building
  - Survey of office tenants
- Vizion Apartments
  - Residents follow-up
- PV Installation at Bus Station
  - Impact on youth group

