

# CASE STUDY: Household Carbon Footprinting Ellesmere, Shropshire



Ellesmere is on track to becoming one of Shropshire's first Low Carbon Communities. In a carbon footprinting initiative carried out between February and March 2007, the average household in Ellesmere was found to produce around 5.6 tonnes of carbon dioxide (CO<sub>2</sub>) each year. Following this initial audit, residents have been offered a £100 discount or even a full grant on energy efficient measures such as cavity wall or loft insulation. Within a sample of 25 houses, a total reduction in CO<sub>2</sub> emissions of 20.7% or 29 tonnes was saved annually.

## FINANCIAL SAVINGS

	Annual cost savings	Payback period (approx.)
Cavity wall insulation	<b>£90</b>	<b>4 years</b>
Loft insulation (full)	<b>£110</b>	<b>3 years</b>
Loft insulation (top up)	<b>£30</b>	<b>10 years</b>
Draught proofing	<b>£20</b>	<b>6.5 years</b>

## CARBON DIOXIDE SAVINGS

	Annual CO <sub>2</sub> savings	% of total annual CO <sub>2</sub>
Cavity wall insulation	<b>1 tonne</b>	<b>18%</b>
Loft insulation (full)	<b>1.5 tonnes</b>	<b>27%</b>
Loft insulation (top up)	<b>0.5 tonnes</b>	<b>9%</b>
Draught proofing	<b>0.15 tonnes</b>	<b>2.7%</b>

Funding for the £100 discount scheme has come from Shropshire County Council. North Shropshire District Council has provided funding for the full grant assistance. Payback periods given to the left do not take into account the grant payment.