



# An Opportunity for Transition Horsham

June 2012

Tom Kinally – 07789 667 494 – [tomkinally@hotmail.com](mailto:tomkinally@hotmail.com)

# Social Enterprise Fund 2012-2013



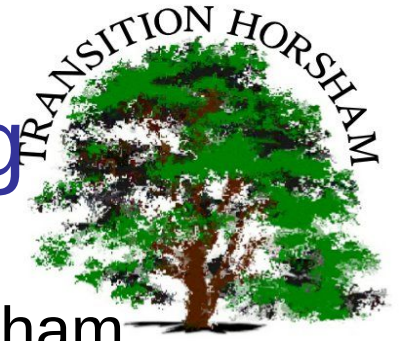
- West Sussex County Council has launched the Social Enterprise Fund for this financial year.
- The size of the fund is just over £250,000
- WSCC invites organisations to submit proposals for viable business ideas to be delivered for the benefit of the economy, the community and the environment of West Sussex.

# Our Proposal



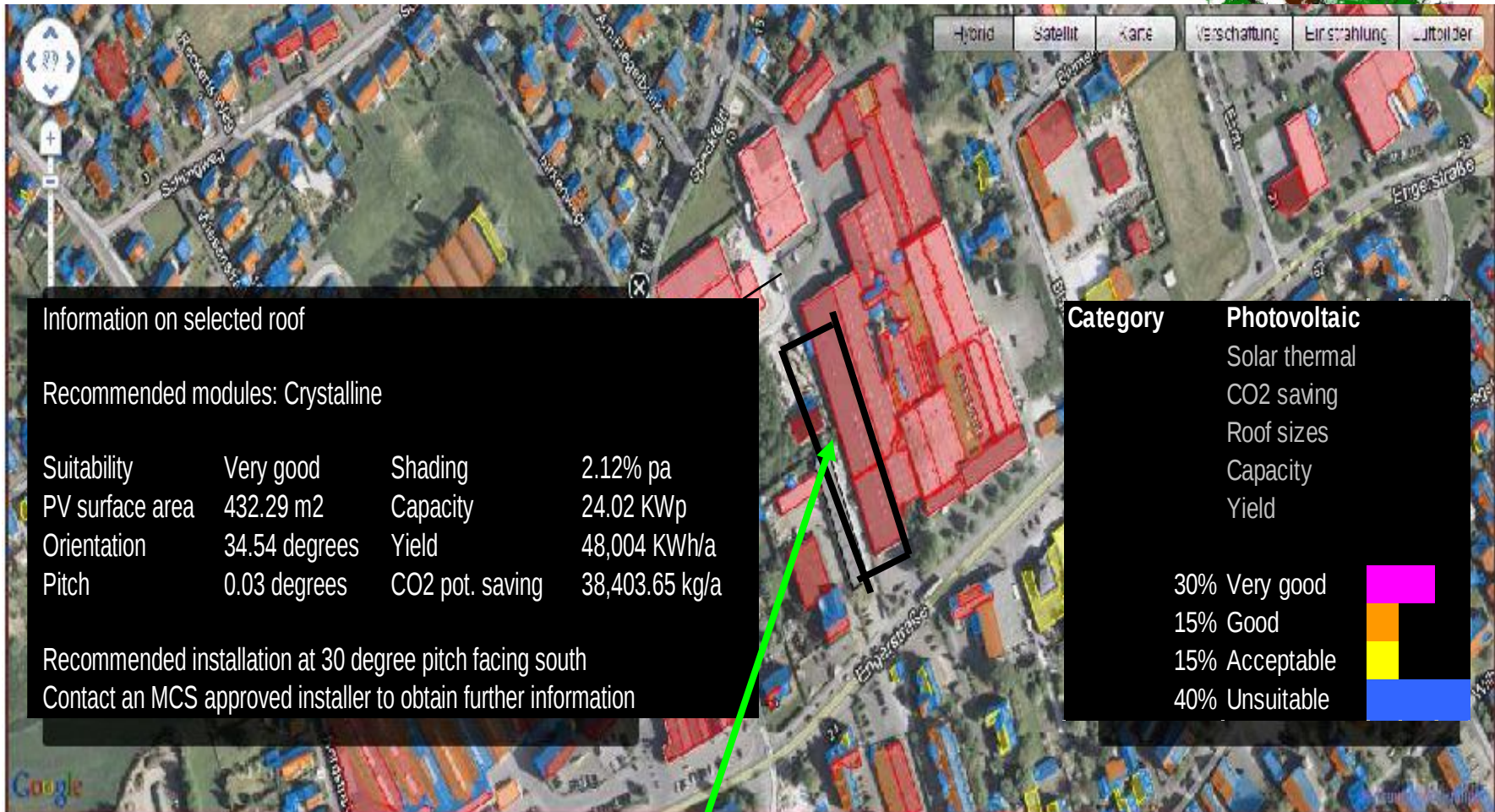
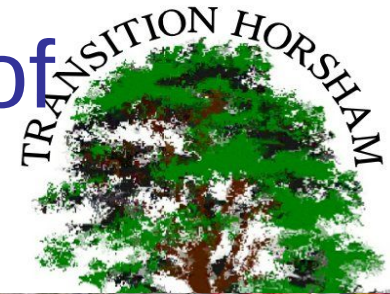
1. Transition Horsham plans to create "**Horsham Together**" that will operate as an Industrial and Provident Society to support delivery of renewable energy, locally produced low carbon and non-toxic products and low-carbon transport solutions.
2. Initial income will be generated from the proposed Horsham's web-based solar roof mapping software, provided by Horsham's German twin-town, Lage and their supplier together with LIDAR data about the roofs of Horsham's buildings from the Environment Agency.
3. Local solar installers will pay commission for each lead generated by the solar roof mapping software that they can successfully convert into a solar installation, and Horsham Together will be well positioned to promote larger neighbourhood collaborations which are economically advantageous and socially cohesive.
4. Solar roof mapping can help identify the roofs of suitable public, commercial and industrial buildings and by offering the local community the opportunity to achieve a return on their investment from feed-in tariffs.
5. Longer term, income generated by the solar initiatives will be re-invested in the growing of a local economy which does not overly depend on fossil fuel products and is socially and ecologically sustainable.

# How to use Solar Roof Mapping



- The user goes to the solar roof map on Horsham Together's website, provides their postcode and is then able to view the roof of their property on a screen that look like google maps, but is more detailed. The software provides the user with the following data:
  - Roof Orientation
  - Pitch
  - Size in m<sup>2</sup>
  - Shading
  - Solar installation size
  - Energy production capacity
  - Co<sub>2</sub> saving

# Solar Roof Mapping / Example of Information Provided



Selected roof



# How the Opportunity Arose



- The town council of Horsham's German twin-town, Lage, has agreed to provide Transition Horsham with access to its own solar roof mapping system and the suppliers who provided the software.
- The Environment Agency is able to provide Transition Horsham with LIDAR (light detection and range airborne laser scanned) data which provides a database of information about the roofs of all the buildings in Horsham's urban area in sufficient detail to enable Lage's software supplier to produce Horsham's solar roof mapping solution.
- Transition Horsham has members with the right expertise in marketing and the technical understanding to make it work.

# Likely Funding Required



Service	Supplier	Cost incl VAT
Raw LIDAR data	Geomatics	£900
Web-based solution	Geoplex	£7,600
Project management	Sunimpress	£1,000
Marketing & event budget	Transition Horsham	£2,500
Website creation & maintenance first year	Tba	£2,500
Sundry items	Tba	£500
<b>Total</b>		<b>£15,000</b>

# Forecast Annual Income



## Prudent Assumptions:

- Horsham area = 19.63km<sup>2</sup>
- Number of households = 10,500
- Number of residential buildings suitable for solar PV = 1/3rd = 3,500
- Average residential solar PV installation = 3kwp
- Target installations p.a. = 1% = 35 = 100kwp
- Proposed income = 1% of installation costs = ca. £2,000 per kwp =

**£2,000 p.a.**

- Plus potential from commercial and industrial buildings??
- Plus potential from public sector buildings??
- Plus solar thermal??



# Our Proposed Project Team



- Tom Kinally: overall project management;
- Maggie Weir-Wilson, Alison Marshall, Helen Whittington: publicity, marketing and launch event management;
- Torsten Fisahn: supply of software technical specification;
- Alan Sloan and Trevor Marshall: presentations at launch event;
- Brigitte Schnieders: Liaison with German twin-town council and software provider;
- Geomatics: Provision of Horsham's LIDAR data;
- Geoplex: Provision of solar roofs register online software solution; and
- Sunimpress: Preparation and submission of funding application.

# Project Timetable



- 18.06.12: Contact local solar installers to gain agreement for payments for leads from Horsham solar roof mapping tool converted into customers
- 28.06.12: "Horsham Together" Proposal to Transition Horsham for consideration
- 30.07.12: Funding application to West Sussex Social Enterprise Network (WSEN)
- 02.09.12: Initial meeting of Horsham Together
- 16.09.12: Transition Horsham Steering Group to prepare for Horsham Together and PlanLocal workshop
- 07.10.12: Horsham Together workshop
- 30.10.12: WSEN announces results of funding application
- 03.11.12: PlanLocal workshop with Horsham Together members
- 05.11.12: Place purchase orders with suppliers to produce Horsham solar roof mapping tool
- 07.12.12: Horsham solar roof mapping tool available for acceptance testing offline
- 11.01.13: Horsham solar roof mapping tool goes live on web
- 14.01.13: Start marketing campaign with announcements in local media.
- 14.01.12: Preparations for Horsham Eco-Fair
- Spring 13: Launch of Horsham Together and demonstration of Horsham solar mapping tool at Horsham Eco-Fair

# Horsham Together



## Resources required:

- Members
- Steering Group
- Volunteers with a variety of skills and with some time to invest in developing and delivering Horsham Together's long-term strategy

# Next Steps



- 30.07.12: Funding application to West Sussex Social Enterprise Network (WSSSEN)
- 
- 02.09.12: Informal get-together of Horsham Together members (4pm at Tom's house)
- 16.09.12: Transition Horsham Steering Group to prepare for Horsham Together workshop (4pm at Maggie's house?)
- 07.10.12: Horsham Together workshop (4pm at Friends House?)
- 30.10.12: WSSSEN announces results of funding application