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Elsevier Editorial System(tm) for Energy Policy
Manuscript Draft

Manuscript Number: JEPO-D-08-00321R1

Title: Public perceptions of community-based renewable energy projects

Article Type: Full Length Article

Keywords: renewable energy; community; participation

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Abstract: It is now widely acknowledged that the UK needs to increase renewable energy capacity and it has been claimed that community-based renewable energy projects, with high levels of public participation, are more likely to be accepted by the public than top-down development of large scale schemes and may bring additional benefits such as increased engagement with sustainable energy issues. However, little research has investigated public expectations of how people would like to participate in such projects and why. The aim of this study was to explore one rural community's response to a proposed sustainable energy project. A questionnaire survey and semi-structured interviews provided quantitative and qualitative data. There was widespread support for local generation and use of renewable energy, with respondents expecting benefits from a project in terms of increased community spirit and conservation of natural resources. However, desire for active involvement was lower and residents viewed themselves participating as consultees, rather than project leaders. We suggest community renewable energy projects are likely to gain public acceptance but are unlikely to become widespread without greater institutional support.

Suggested Reviewers:

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4 **Title**

5 Public perceptions of opportunities for community-based renewable energy projects
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35
36 **Abstract**

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38 It now widely acknowledged that the UK needs to increase renewable energy capacity and it has been
39
40 claimed that community-based renewable energy projects, with high levels of public participation, are
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42 more likely to be accepted by the public than top-down development of large scale schemes and may
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44 bring additional benefits such as increased engagement with sustainable energy issues. However,
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46 little research has investigated public expectations of how people would like to participate in such
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50 sustainable energy project. A questionnaire survey and semi-structured interviews provided
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54 renewable energy, with respondents expecting benefits from a project in terms of increased
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56 community spirit and conservation of natural resources. However, desire for active involvement was
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58 lower and residents viewed themselves participating as consultees, rather than project leaders. We
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6 become widespread without greater institutional support.
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10 **Keywords**

11 Renewable energy, community, participation
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15 **Main Text**

16
17 **1 Introduction**

18
19 In the UK a consensus has emerged that renewable energy capacity should be increased as part of the
20 national strategy to reduce carbon emissions and ensure energy security. To date, the current structure
21 of the energy sector and a reliance on market-based policy instruments to support renewables have
22 combined to favour large scale developments by commercial companies (Hain et al., 2005; Mitchell,
23 2003). Unfortunately progress to increase renewable energy capacity has been slow and it is uncertain
24 whether domestic and European targets, such as the 2010 target for renewable energy to make up 10%
25 of the UK's electricity supply, will be met (Mitchell et al., 2006). This slow progress is due to a range
26 of technical, economic and social factors but one is public opposition to proposed renewable energy
27 developments, chiefly on-shore wind power and bioenergy. The most commonly cited reasons for
28 opposition are inappropriate scale of development, an unacceptably high ratio of local costs to local
29 benefits and a lack of adequate communication and consultation with local residents by developers
30 (Sinclair & Lofstedt, 2001; Toke, 2005; Upham & Shackley, 2006; Upreti, 2004).
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44 Research into public attitudes towards renewables indicates that people would welcome opportunities
45 for greater involvement in renewable energy development (e.g. Devine-Wright, 2005a; Gross, 2007;
46 Upham & Shackley, 2006, 2007; Upreti, 2004). Some of the strongest evidence comes from studies
47 of local opinion of a proposed biomass gasifier in rural Devon; following an intensive local campaign,
48 the gasifier was refused planning permission, a decision favoured by most people surveyed. However
49 a recent repeat survey revealed that 69% would support a smaller project proposed by a local group
50 for the same site, if it was controlled by the community (Upham & Shackley, 2007; Upham, 2007).
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57 As a result it is increasingly stated that there should be a higher degree of public participation in local
58 energy planning and one way to achieve this could be through the development of decentralised,
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4 community-based renewable energy schemes, particularly in rural areas (Giddings & Underwood,
5
6 2007; Kellett, 2007).

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8
9 The definition of a community renewable energy project is flexible, with different groups applying the
10 term to various types of schemes (Walker et al., 2007a). For the purposes of this project, a rural
11 community energy scheme is installation of one or more renewable energy technologies in or close to
12 a rural community, with input from members of that community¹. The scheme must benefit the
13 community – either directly through supply of energy to multiple properties or a community facility,
14 or indirectly e.g. through sale of energy generated to the grid. Community members' input may be in
15 various forms, for example project initiation, administration, construction, financial support, or
16 decision-making.
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26 Walker & Cass (2007) have examined assumptions underlying the promotion of community energy
27 projects: firstly it is assumed that members of the public are willing to take on the role of participant
28 in local renewable energy developments, finding it more attractive than the role of protestor. It is also
29 assumed that the participation experience may increase individuals' understanding of sustainable
30 energy issues, leading to their acceptance of other renewable energy developments, including large
31 scale projects, and more active consumption of renewable energy e.g. switching to green electricity
32 tariffs or installation of domestic renewables. Some evidence that community energy projects may
33 have this type of influence was found in the evaluation of the Community Renewables Initiative and a
34 two year academic study of the policy and practice of community renewables (Walker & Devine-
35 Wright, 2008).
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47 However, establishment of community renewable energy projects has been unsystematic in the UK
48 and for this to become a more widespread mode of renewable energy development better
49 understanding of public attitudes towards it is required. To date there has been little empirical
50 investigation in this area and it is important to learn how and why potential participants envisage
51 taking on the role of participant in a community renewable energy project. This study attempted to
52 address these issues through an in-depth case study of one community's response to proposals for a
53 local sustainable energy project. This practical approach, of exploring possibilities for behaviour
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4 change directly with members of the public has been advocated by Stern (2000) to enable promising
5 strategies to be identified before formally testing them. In addition, case study is appropriate for
6 researching complex social phenomena which are highly context-dependent (Stake, 1995).
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8 Quantitative and qualitative methods were used to assess the response of the case study community to
9 broad initial proposals for a community sustainable energy project. The main aim was to explore
10 social factors which could affect development of a potential project and the scope for residents'
11 participation. Key questions considered were:
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- 19 1) What are residents' attitudes towards the concept of a community energy project and their
20 expectations of such a project?
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- 22 2) Would residents like to be involved in a community energy project, how would they like to
23 participate and why?
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28 In section 2 a description of the study area and background to the project proposals puts the case study
29 in context, explaining the rationale for its choice. Section 3 sets out the methods used, in sections 4
30 and 5 findings are presented and discussed, while in section 6 conclusions are drawn and implications
31 for future development of community-based renewable energy projects are considered.
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38 **2 Case study background**

39 The case study community, Thirlmere, was selected because a community sustainable energy project
40 was proposed here in 2007 by a housing association, Impact, which owns 17 properties in the area.
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42 Thirlmere is a small community in the Lake District National Park, Cumbria, UK (OS grid reference
43 NY 318 189, fig. 1). Although not an officially defined settlement, the term "Thirlmere" describes
44 the scattered groups of dwellings and isolated houses near Thirlmere reservoir. It is part of the St
45 John, Castlerigg and Wythburn parish, classified under the Department of Communities and Local
46 Government's 2004 rural-urban definition as "hamlet and isolated dwellings – sparse". It is a suitable
47 case study site because rural Cumbria has significant natural renewable resources (Howard et al.,
48 2006) and, like other remote areas of the UK it contains many settlements, including Thirlmere, with
49 strong socio-economic drivers for community energy schemes, such as lack of mains gas (Giddings &
50 Underwood, 2007).
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8 Impact's proposals were for a community-based project to reduce local energy use and generate
9 renewable energy locally which would:

- 10 1) address local problems of high fuel costs, low incomes and few opportunities for local
11 employment;
- 12 2) contribute to wider regional and national objectives to reduce carbon emissions;
- 13 3) serve as an example for other rural communities wishing to tackle such issues (pers. comm.
14 Muir 2007)

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24 Impact held a public meeting in February 2007 to gauge residents' interest. Meeting attendees
25 expressed general support for the proposals and a willingness to participate in research. An initial
26 renewable energy feasibility assessment was carried out for Impact's properties in March 2007 by the
27 local Rural Community Council which indicated that small scale wind turbines, heat pumps (ground
28 and air source), and biomass (wood fuel and anaerobic digestion) could supply energy for one or more
29 properties. The research described in this paper was carried out after this feasibility assessment. In
30 addition to exploring residents' attitudes to a community energy scheme, secondary aims of the
31 research were to raise local awareness of proposals and inform any future development of a project.
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42 **3 Methods**

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44 Two methods were employed: a questionnaire survey (comprising quantitative and qualitative data
45 collection) and a series of semi-structured interviews (qualitative data collection only). This
46 combination was used to build a comprehensive picture of local attitudes through triangulation of data
47 (Mays & Pope, 2000).
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53 **3.1 Questionnaire survey**

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55 The geographic extent of the Thirlmere community for the purposes of the research (Fig. 1) was
56 defined at a second meeting convened by Impact in May 2007. The boundary was identified through
57 discussion with the six residents present. The boundary contains 56 properties; 46 are regularly
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4 occupied and comprised the survey sample. Each was treated as one household unit (Table 1). The
5 questionnaire mixed open and closed questions and had three sections: 1) attitudes to the proposals; 2)
6 current energy use and participatory activity; and 3) socio-demographic characteristics. The closed
7 questions comprised the quantitative data. To view the full questionnaire see Electronic Annex 1 in
8 the online version of this article.
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15 All households were sent a letter about the survey and then visited by the first author for face-to-face
16 administration of the questionnaire between May and July 2007. Responses to Sections 1 and 2 were
17 recorded in note-form by the researcher; Section 3 was completed by a member of the household. If
18 no contact was made after six visits, households were telephoned to request an appointment, as
19 recommended by Singleton and Straits (2002). Second homes were sent a postal version of the survey
20 as face-to-face administration was impractical. The response rate was 83%, or 95 % if second homes
21 are not considered (Table 1).
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30 **3.2 Interviews**

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32 Additional qualitative data were obtained from nine households and a member of Impact staff (Table
33 2), purposively sampled to provide contrasting views (Warren 2002). Where possible a semi-
34 structured interview was arranged, digitally recorded and transcribed verbatim. However in three
35 cases, qualitative data were collected opportunistically following completion of the questionnaire and
36 recorded in field notes. General interview topics were developed in relation to the main research
37 questions (Mason 1996). They included energy issues, interest in proposals, perceptions of the
38 Thirlmere community and experiences of participation, and the roles of community members and
39 Impact/other organisations in the proposed project.
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50 **3.3 Data analysis**

51 SPSS (Version 15) was used to carry out descriptive analyses of the survey data (qualitative data were
52 coded into researcher-defined categories to facilitate this). Statistical analysis was not undertaken due
53 to the small sample size. Interview transcripts and field notes were analysed using the framework
54 approach described by Pope et al. (2000) which draws on grounded theory methodology and is
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4 suitable for research with a general pre-set aim and where qualitative findings are to be linked to
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6 quantitative data.
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9 10 **4 Findings**

11 12 13 **4.1 Support for a community energy project was more widespread than desire to participate**

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15 Respondents were asked whether they agreed with a series of statements representing increasing
16
17 levels of commitment to proposals for a community sustainable energy project (Fig. 2). Nearly 85%
18
19 of respondents wanted to see energy use reduced and renewable energy generated locally and almost
20
21 90% would support a community project to address these goals. Interviews showed that progress
22
23 towards greater energy efficiency and use of renewables was seen as inevitable and desirable.
24
25 Although the proportion who would actually like to be involved in a project was lower (63%), the
26
27 findings overall show that sustainable energy issues are relevant to residents, a factor fundamental to
28
29 the success of any community initiative (Letcher et al., 2007; Smith et al., 1999). By comparison,
30
31 only a third of respondents in a survey of three East Midlands communities (n = 163) expressed
32
33 willingness to be involved in potential community-based environmental projects (Blake, 1999).
34
35 However, it is possible the pattern of responses – decreasing agreement with increasing commitment -
36
37 could indicate that respondents have learned to “sound like environmentalists” because they feel
38
39 social pressure to do so (Barr, 2004; van der Horst, 2007). The idea that it is unacceptable to reject
40
41 calls for sustainable energy measures was clearly expressed by one interviewee - “*who can say no...to*
42
43 *energy conservation?*” and could underlie other residents’ support.
44

45 46 **4.2 Popularity of low level participation**

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48 Respondents were asked to state whether or not they would be interested in five types of involvement
49
50 (Fig. 3). Around half were interested in each option, and 39% suggested additional options. The most
51
52 frequent suggestions in the ‘other’ category were to be kept informed (23%), and to contribute
53
54 opinions or ideas, sometimes through a body such as the parish council (10%).
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57 The most popular option was ‘look at making changes in own home/business’ but only two thirds of
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59 those interested in making changes would consider putting money towards them. This could indicate
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4 passivity – respondents would be happy to accept sustainable energy measures, but not pay for them.
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6 However, it is also likely to reflect the high proportion of rented property (over 50% of households).
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8 Because tenants do not ultimately see a return on investment in their property they may see energy-
9
10 related alterations as a landlord’s responsibility. Tenants and non-tenants felt that tenants would only
11
12 take limited responsibility for a project because of this and the fact they may not be as tied to the
13
14 locality as private householders, although I05 suggested offering tenants part-ownership could address
15
16 these issues.
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19 *“We’re always aware of energy issues, but because it’s not our own home, you sort of stop,*
20 *you don’t think any more about it” (I01, Impact tenant)*
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24 *“the people in Impact houses aren’t going to be interested because they see it as though*
25 *they’ve no stake, they’ve no capital in their home” (I05, homeowner)*
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30 Interviewees expanded on participation options, suggesting residents should be kept informed by
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32 correspondence and/or regular public meetings. To I01 involvement meant the right to choose
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34 between renewable technologies from a pre-identified range, which amounts to consultation with
35
36 limited decision-making power. Options for more active participation included awareness raising
37
38 (I04), running project-related educational activities (I02), or producing a newsletter (I06). The data
39
40 suggest that more reactive than proactive forms of involvement were expected and preferred.
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44 **4.3 Reasons for willingness and unwillingness to become participants**

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46 **4.3.1 Desire to participate is predominantly related to local issues**

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48 The 24 respondents who agreed they would like to be involved were asked why; 23 responded and
49
50 one declined to answer. Two of the six who were neutral towards involvement also gave reasons for
51
52 wanting to be involved (Table 3). Fig. 4 shows that most categories can be associated with a local-
53
54 global scale continuum, with the personal responsibility category occupying a central position as these
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56 responses make respondents’ understanding of the link between local action and global concerns
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58 explicit (Table 3, Figure 4). While the single category with the largest number of responses
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60 (environmental benefits) relates to the global theme, the local theme had a larger number of responses
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4 in total (19), suggesting that local issues are the most important motivators for residents' involvement.
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6 The case study thus appears to confirm recent findings that community energy projects are "strongly
7
8 embedded in temporally and spatially... immediate needs" (Devine-Wright et al., 2007).
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10 11 **4.3.2 Potential participants are deterred by personal, social and institutional factors**

12
13 Fourteen respondents gave twenty reasons why they did not want to be involved in a community
14
15 energy project. This includes the eight respondents who disagreed with involvement, four who were
16
17 neutral towards involvement and two who agreed with involvement but gave reasons why they would
18
19 not want to be involved *in addition* to reasons why they would. The categories were assigned to
20
21 themes following Blake's (1999) classification of barriers to involvement in community sustainability
22
23 projects (Table 4).
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27 The most frequent reasons were lack of time, interest or ability (due to ill health), which make up 45%
28
29 of responses. These categories were not overtly critical of the project proposals, but reflected
30
31 residents' lifestyles and priorities so were grouped into a "personal" theme. It may be difficult to
32
33 engage some members of this group, for example R32 stated she was happy with her existing energy
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35 supply (coal), but for others (e.g. R8) circumstances might change in future:
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39 *"The priority is to get the house and garden sorted this year. Maybe next year (we'd get*
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41 *more involved)" R8*
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45 The remaining categories were critical of the proposals: respondents didn't want to be involved
46
47 because they disagreed with aspects of a potential project. These responses are divided into
48
49 responsibility and institutional themes. The reasons in the responsibility theme relate to respondents'
50
51 views on who should take action to deliver sustainable energy measures. The categories 'community
52
53 aspect of proposals won't work' and 'favour individual action' represent scepticism about the
54
55 potential for community members to work together effectively. Institutional categories comprised
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57 concerns about developing a community project within current structural constraints, such as
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59 availability of funding and the size of the local community:
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4 *"Everybody does the talking but in the end it costs so much you're back to square one. You*
5 *can't raise the sort of money that's needed" R5*
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10 **4.4 Expectations of a community energy project**

11 **4.4.1 Expected benefits: increased socio-economic sustainability**

12 Respondents were asked whether they thought there would be any benefits to Thirlmere from a
13 community energy project. Three said no and two did not know. Of the 33 who answered
14 affirmatively, five did not name a specific benefit but 28 listed one or more potential gains (44 in
15 total). Response categories were assigned to themes based on the three strands of sustainable
16 development (Fig. 5).
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25 The distribution of responses between themes shows that residents expect a sustainable energy scheme
26 to improve social sustainability in particular. There was also a strong expectation of direct benefits
27 for residents, in terms of money saving and improved living conditions. In the long term the project
28 was anticipated to deliver indirect benefits by making the area *"a bit more prosperous"* (R36). I04
29 and R19 expected more visitors, creating demand for local services. However, even though this
30 question asked specifically about *local* issues, 9 respondents referred to the wider issues of energy or
31 resource conservation. This indicates residents are already aware of the relationship between local
32 energy use and global sustainable energy issues. In addition several respondents mentioned a
33 project's potential to educate and serve as an example to others, which is one of the assumed benefits
34 of community energy identified by Walker & Cass (2007).
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46 *"In the short term mainly education, it's good for kids to grow up in an environment where*
47 *people think about energy conservation" (R2)*
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52 **4.4.2 Expected concerns: negative environmental impacts and practicalities of project**
53 **development**

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56 When asked if they would have any concerns about an energy project in Thirlmere, 13 respondents
57 said no and two declined to respond but 23 voiced a total of 38 concerns (Table 5). The most
58 common related to local environmental impacts, with a third referring to visual impacts or wind
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4 turbines, showing that the existing local landscape is highly valued. However although a few
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6 respondents did not want to see any change, almost all qualified their concerns about visual impacts
7
8 with comments about appropriate scale and location. New infrastructure could be considered, if
9
10 sensitively designed and not causing environmental damage:

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13 *"Possibly - the bad impact - what type? If it was wind turbines, where would you put*
14
15 *them?...But if you want to do renewable energy, if you want to help the planet, then you have*
16
17 *to look at the pros and cons" R19*

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21 *"No, only that it wouldn't be unsightly, would suit the local area, if it would blend in" (R16)*
22
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25 These extracts show there is little outright rejection of renewable energy development, even in the
26
27 sensitive landscape context of a national park. It is clear though that the success of an installation
28
29 would depend on how it is planned and proposed - residents are open to negotiation but a plan devised
30
31 and imposed without taking their conditions of acceptance into account could attract opposition. This
32
33 supports others' findings that it is how projects are developed, more than what is developed, which
34
35 causes opposition (Devine-Wright, 2005b; Upreti, 2004). A second key concern theme focussed on
36
37 the practicalities of implementing a project, particularly renewable energy generation. Many
38
39 questioned the way a project might be managed:
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42 *"If it was set up, who would control it?" R4*
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46 *"It's all well and good but how many houses will really benefit and at the end of the day who*
47
48 *decides what type of renewable energy is used in each house?" R14*
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52 These quotations probably reflect the lack of detail in the early proposals, but they also suggest that
53
54 the concept of a community energy project was unfamiliar; I10 specifically commented that
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56 community and co-operative projects are not the norm in Britain and that it would be unclear how to
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58 assign responsibilities or share out benefits.
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4 **4.5 Cross-cutting themes**
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6 A number of cross-cutting issues emerged from the analysis of survey and interview data and are
7 explored here as they are likely to influence the way community energy projects can develop in
8 Thirlmere and similar rural communities.
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12 **4.5.1 Sense of community and community capacity**
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14 Many respondents perceived the proposed project as a potential focus for community members to
15 work together, which might create a “*better spirit among people*” (R25). Interviewees’ opinions
16 about this were assessed in more detail. Considering the current state of the community, they felt that
17 people generally got on well and gave examples of mutual support between neighbours. However,
18 overall Thirlmere was seen as a weakly functioning community, without much current shared activity
19 and only a patchy track record in running successful community projects:
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27 *“If it were in Threlkeld for instance...it’d work there wouldn’t it, no doubt it would. But here*
28 *it’s different, it’s never been that sort of community has it?...No real nucleus” (I05)*
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33 *“you’re starting from a base of very little community activity anyway here so it’s not like...*
34 *you’ve got this community that’s already used to this type of thing and can pick up an energy*
35 *project and go with it because they’re used to doing that, here we’re starting from a base of*
36 *nothing” (I06)*
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43 Several survey respondents and four interviewees (age categories 25-45 and 46-64) compared this
44 situation to higher levels of community activity in the past when there was much more local
45 employment:
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50 *“they lived and worked in the valley, so they went to school here, and there was a true*
51 *community. Now over the years that has dwindled and what you’ve ended up with is only the*
52 *elderly people that were from that era still did all the community stuff like using the village*
53 *hall” (I06)*
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4 Desire to re-invigorate the community was frequently expressed, and seven interviewees did view the
5 proposed energy project as a possible catalyst. However I05 doubted an energy project would
6 promote collective activity because of the focus on individual properties:
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11 *“I think it’s the spurious idea of community that sort of trips me up a bit really, because it’s*
12 *one thing to have a community hall, or if there was still a school there, yeah, but whether it’d*
13 *work for people’s houses or not I don’t know, I don’t think you’d get the communal effort”*
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17 (I05)
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21 I05 advocated encouragement and support for individuals or groups of households to install renewable
22 technologies independently as a more viable alternative.
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26 Previous studies have reported that the success of community projects is related to the strength of
27 existing community frameworks, for example Smith *et al.* (1999) found that sustainability projects in
28 areas without strong networks relied on outside agencies’ input. Similarly Walker et al. (2007a)
29 concluded that while community energy projects can foster trust and co-operative working, whether
30 they do depends heavily on pre-existing community dynamics. Data collected here reflect these
31 findings: while residents looked forward to an energy project enhancing ‘community spirit’, this ideal
32 was contrasted with the current low level of shared activity – almost two thirds of residents, including
33 most Impact tenants, are not currently engaged in any Thirlmere-based groups or activities. This
34 implies that to be effective, calls for participation in a community energy project here must be more
35 than the “*knee-jerk...generalised appeals*” for participation warned against by Blake (1999).
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48 **4.5.2 Difficulty of establishing community energy project**

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50 A second recurrent theme was the perceived difficulty of setting up a community energy project and a
51 lack of confidence in the community’s ability to lead it. Project leadership was seen as “*a lot of*
52 *trouble*” (I04) and a generally daunting prospect:
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57 *“if I wanted to come up with the idea it would take a lot of hard work and a lot of co-*
58 *ordinating to....you know, if someone came along and said ‘you’ve got a chance to get a*
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4 *grant, but we'll have to fight for it and we'd have to you know, have to come up with maybe a*
5 *dossier of this that and the other' I'd go, 'oh my God'” (I01)*
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10 *“I would have a fear myself of taking charge of anything...there are probably people around*
11 *that could take total charge of (an energy project) but I wouldn't know who they are” (I02)*
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15 Many residents referred to the village hall committee's successive failures to secure refurbishment
16 funding: I09 described two years' work on a bid featuring sustainable energy measures which was
17 eventually rejected in 2007. Bids were rejected on the grounds the number of people served did not
18 justify costs, leading to conclusions that Thirlmere doesn't “*tick the boxes*” (I06, I09). Hence
19 residents thought a community-led project would struggle to attract funds.
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26 Also interviewees did not feel they had the necessary specialist skills in either renewable energy,
27 fundraising or community development to successfully lead a project. Reference was made to the
28 need for “*some sort of trouble-shooter*” (I04) and “*some sort of proper expert that'll tell us what can*
29 *be done...and how much it will cost*” (I07). No-one knew who could or should provide such expertise
30 and I06 felt obtaining independent advice about different technologies would be a major difficulty.
31
32 The only potential advice source named (by I07 and I09) was CLAREN (Cumbria and Lancashire
33 Renewables), the local branch of the Community Renewables Initiative². However, this ceased to
34 exist in April 2007. Previous work has indicated that the CRI's support was important in the
35 development of community renewable energy projects in England and its discontinuation has been
36 described as a “retrograde step” (Severn Wye Energy Agency, no date; Walker & Devine-Wright,
37 2008).
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49 **5 Discussion**

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51 This study has enabled a detailed exploration of the contextual social factors which may affect
52 development of community energy projects in small rural settlements. Although small, the sample
53 (38) represents the majority of the total population and is comparable with a Scottish study of 45
54 households' attitudes towards a rural community energy project (Hanley & Nevin, 1999). The strong
55 support for action to tackle sustainable energy issues at the community level supports the promotion
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4 of community energy projects by government and other agencies as a popular and relatively non-
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6 contentious means of increasing renewable energy capacity. Residents identified environmental,
7
8 social and economic aspects of life on which they would expect a community energy project to have a
9
10 positive effect and the majority not only supported the proposals but were interested in becoming
11
12 involved. The rural context may have contributed to the high support: Hain et al. (2005) demonstrated
13
14 that rural respondents were more likely than urban dwellers to accept high impact wind/hydro projects
15
16 and to say they were “actively involved” in supporting renewable energy. The Thirlmere findings
17
18 suggest residents would consider accepting some landscape impacts to benefit from local renewable
19
20 energy generation.

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23 However, willingness to become involved in the proposed project was considerably lower than
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25 willingness to support it. This pattern may reflect the “value-action gap” frequently identified in pro-
26
27 environmental/sustainable behaviour research (Barr, 2004; Blake, 1999; Lorenzoni et al., 2007);
28
29 although there is high awareness of energy-related problems such as climate change, few people are
30
31 prepared to accept significant change in their lives to mitigate these problems (van der Horst, 2007).
32
33 Value-action gaps arise not only from individuals’ attitudes and priorities, but from the social and
34
35 institutional context for action (Blake, 1999; Lorenzoni et al., 2007), and a more detailed investigation
36
37 of their causes has been called for (van der Horst, 2007). The qualitative data from this study are
38
39 valuable because they suggest why people are disinclined to become participants in a community
40
41 energy project despite a stated interest in local sustainable energy issues. Apart from personal
42
43 circumstances, major causes of reluctance to become involved were the perceived difficulty of
44
45 establishing an energy project, especially regarding the technical aspects of renewables and
46
47 community size/capacity, and a lack of resources in terms of funding, experience and institutional
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49 support.

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51 These reasons for lack of desire to participate link to other key findings about residents’ perceptions of
52
53 participation in a community energy project. Exploration of the types of participation anticipated by
54
55 residents revealed many were expecting to receive information, be consulted about different options
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57 and in the case of Impact tenants, accept energy-related home improvements. Few were apparently
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59 keen to take on more active roles in project development. According to hierarchies of participation
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4 such as Arnstein's (1969) ladder of participation, these types of involvement would be categorised as
5 relatively low level participation, inherently inferior to community initiation and control of projects,
6 which is deemed necessary for "empowerment" and increasing social inclusion. A study of
7 sustainable community projects across the UK by Smith et al. (1999) also found that although the
8 overall aim was to give communities a degree of real control over projects, community members were
9 often reluctant to assume responsibility and looked to outside agencies for leadership.
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17 However, hierarchies of participation have attracted criticism for failing to recognise that a conscious
18 choice of non-participation, or peripheral participation, can be as valid and empowering as the choice
19 to participate actively (Hayward et al., 2004; Silver & Campbell, 2005). These authors suggest
20 participation is not always a positive experience and since Thirlmere residents saw active participation
21 as difficult and time-consuming, their requests for low-level participation options should be noted. It
22 appears that involvement in community energy projects may not have to be at the level of 'citizen
23 power' for residents to feel engaged and derive benefits from a project. Research into the effects of
24 domestic renewable microgeneration by Dobbyn & Thomas (2005) indirectly supports this
25 conclusion; people living in houses with microgeneration were found to have above average
26 engagement with sustainable energy issues (which led them to change their patterns of energy
27 consumption) whether they had actively installed the equipment, or just been provided with it/moved
28 into a house with it ready-installed. Similarly the research presented here suggests many Thirlmere
29 residents believe they could gain benefits from involvement in a community energy project, whether it
30 is led by an outside organisation or directly controlled by community members.
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46 Walker et al. (2007a) found that the involvement of the local community in tasks – for example
47 meeting attendance or construction work – organised by a small co-ordinating group was a key
48 success factor in a community energy project based in another rural village in Cumbria. This project
49 was contrasted with one in Wales: although both were led by community members, the Welsh
50 example had less community involvement and was much less successful in terms of fostering trust in
51 the project organisers, gaining local public acceptance and bringing the community together. The
52 information gathered on Thirlmere residents' expectations of participation supports this, showing
53 opportunities for involvement are desired. It is also valuable because it reveals *how* residents envisage
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4 themselves participating and could be used by a project steering group as a starting point for
5
6 organising activities and further dialogue with community members.
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10 However, it is also possible that the opportunity for community control has not been fully considered
11
12 by respondents. The concept of increasing public participation in local policy and decision-making
13
14 has only really gained prominence in the UK over the last ten years (Burgess et al., 1998; Macnaghten
15
16 & Jacobs, 1997; Smith et al., 1999) and more widely, there is often a lack of understanding of what
17
18 participation actually entails and what it is for (Hayward et al., 2004; Michener, 1998). As a result,
19
20 both the public and organisations/authorities may be unsure how to move towards more community
21
22 controlled projects. Public participation specifically in energy planning, with a view to encouraging
23
24 “energy citizenship”, is an even newer idea in the UK as there is a long history of centralised control
25
26 of energy policy and planning (Devine-Wright, 2007). Consequently there is likely to be much
27
28 uncertainty about the potential roles and responsibilities of different parties in a community energy
29
30 project.
31

32 Walker et al. (2007b) state that UK community renewable energy schemes are currently characterised
33
34 by their diversity in purpose and process. While they describe this diversity as a strength because the
35
36 lack of fixed elements means projects are adapted to local circumstances, it also means there is no
37
38 common understanding of the term in the public mindset. Although this research may have promoted
39
40 the idea in Thirlmere that community-led energy projects are possible, the issue should ideally be
41
42 opened up for further debate if the proposals are to be taken forward. The community could learn
43
44 from other groups who have set up successful projects: I05, the most sceptical interviewee, would
45
46 have been more positive had he known of working examples:
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49 *“I’m all for giving everybody the opportunity to muck together and get more ecologically*
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51 *friendly or less carbon footprint business, yeah definitely, but a communistic sort of*
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53 *enterprise or a commonwealth enterprise I think is doomed. Unless I can be shown it’s*
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55 *happened elsewhere and worked marvellously, but I don’t know about it if it has...” (I05)*
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4 First hand experience of other community energy projects, including those initiated and led by
5
6 community members, might enable residents to respond to various options for involvement from a
7
8 more informed position. Similarly, knowledge of deliberative participation processes such as citizens'
9
10 panels or juries might lead residents to consider these as desirable methods of involvement. Petts
11
12 (1995, 2007) has considered the value of deliberative public participation in developing local
13
14 environmental management strategies and reported positive impacts. Such processes enable residents
15
16 to “have a say” but because they are facilitated by professionals, do not require the community
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18 leadership interviewees felt was unfeasible in Thirlmere. However, like community-led energy
19
20 projects, deliberative public participation is not widespread so residents were unlikely to have been
21
22 aware of this as potential means of participation.
23

24 **6 Conclusions**

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26 Overall, the data show that while community renewable energy is a popular concept and people do
27
28 find the participant role attractive, local control of projects may not be a realistic option for many rural
29
30 communities. Although two thirds of households were interested in participation, no respondents
31
32 seemed to identify with the role of project leader. When asked to consider community control,
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34 interviewees tended to state this was not a viable option; partly because other local initiatives have had
35
36 limited success, and partly because even residents interested in the possibilities did not know how
37
38 they could gain access to specialist knowledge and skills or develop these themselves. These are
39
40 legitimate concerns: Letcher et al. (2007) state that community initiatives to address climate change
41
42 require access to a “trusted resource base” with expertise in both community development and
43
44 technical issues. Support in co-ordinating and directing a project would be useful to guide
45
46 communities interested in sustainable energy issues but lacking the skills and experience, confidence
47
48 or time to develop a project independently. This support could include help to structure opportunities
49
50 for involvement, in consultation with community members. However, since the closure of CLAREN,
51
52 there is no obvious resource base which can provide independent advice, support, finance or training
53
54 to communities wishing to develop a renewable energy project. A new grant scheme has recently
55
56 been introduced to fund community renewable energy feasibility studies and capital costs, but unlike
57
58 the former CRI, or the ongoing SCHRI (Scottish Community and Household Renewables Initiative)
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4 scheme, there is no associated network of advisors and applicants are advised to refer technical
5 queries to technology installers (Community Sustainable Energy Programme, 2008).
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9 In conclusion, the findings point to the benefits of providing support for the development of
10 community-based energy projects and local renewable energy provision. There is likely to be
11 enthusiasm for such initiatives and desire for participation but the structural barriers identified here
12 show that more institutional support from organisations such as Impact or local authorities will be
13 required to facilitate both projects and participation. A clearer framework or more standardised
14 process, together with demonstration to raise awareness of the possibilities for different types of
15 projects and participation, are likely to be needed for a wider range of communities to undertake
16 projects.
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26 ¹ Here the term “community” refers to geographic communities. Although it is appreciated the geographic
27 definition is over-simplistic and that communities are likely to be more accurately defined in terms of process
28 (Dalby & Mackenzie, 1997), it was the more practical definition for fieldwork purposes.
29

30 ² The Community Renewables Initiative (CRI) was a government funded scheme piloted in England in 2001 and
31 was a network of branches providing independent advice and support to community groups on all aspects of
32 renewable energy projects. Limited capital funds contributed to funding groups’ activities e.g. public meetings
33 and feasibility studies (Natural England, 2006). Central funding for the scheme was discontinued in April 2007
34 and while some branches have found alternative funding sources, others, including CLAREN, have been lost.
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5 **Captions to Illustrations**
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8 Fig. 1. Thirlmere's location and the boundary of the study area.
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12 Fig. 2. Percentage of respondents willing to support sustainable energy measures and become
13 involved in a community sustainable energy project (n=38, each bar represents 100%). Responses
14 aggregated into three categories from original five point Likert-type scale (agree strongly, agree,
15 neutral, disagree, disagree strongly)
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21
22 Fig. 3. Percentage of respondents confirming interest in different types of involvement in a
23 community sustainable energy project (n=38)
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27 Fig. 4. Examples of reasons for wanting to be involved in a community sustainable energy project,
28 showing relationships to global and local themes.
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33 Fig. 5. Benefits of a sustainable energy project for Thirlmere (44 benefits from 28 respondents)
34 showing relationship of categories to social, environmental and economic themes. Numbers denote
35 total responses in each category.
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Table 1

Properties in study area and survey response rate

Type of property	No.	Completed questionnaires	
		No.	Percent
<i>Permanently or occasionally occupied houses</i>			
Impact Housing Association homes	17	17	100
Permanently occupied non-Impact homes	11	10	91
Second homes	8 ^a	2	25
Total	36	29	81
<i>Businesses</i>			
Farms (may include tourism provision)	6	6	100
Hotels/B&Bs	3	2 ^b	67
United Utilities Office	1	1	100
Total	10	9	90
Grand total	46	38	83
<i>Other</i>			
Empty houses	1	N/A	
Camping barns	2	N/A	
Holiday cottages/apartments (let weekly)	6	N/A	
Hostel (disused)	1	N/A	
Total	10	N/A	

^a Questionnaires distributed and returned by post.

^b One questionnaire from this group completed by telephone interview because respondent did not have time to meet researcher for face to face administration.

Table 2

Characteristics of households interviewed

Interview number	Survey number	Household characteristics	No. of household members present
I01	R14	Impact tenants, family	2
I02	R15	Impact tenant, retired	1
I03	R18	Business	2
I04	R20	Impact tenants, family	1
I05	R21	Non-impact, family	3
I06	R26	Impact tenants, family	2
I07	N/A	Impact staff	1
I08	R11	Non-impact, retired couple	1
I09	R17	Non-Impact, retired couple	2
I10	R27	Business	2

Table 3

Categories of reasons for wanting to be involved in a community sustainable energy project (41 reasons from 25 respondents).

Category	No. of responses	Theme
Environmental benefits	9	Global
Future sustainability	4	Global
Entitled to have a say as a community member	4	Local
Save money	4	Local
Strengthen community	3	Local
Personal responsibility	3	Local/Global
It makes sense	3	N/A
Local resources should be used	2	Local
Strengthen market for renewables	1	Global
Renewables better for public health	1	Global
Warmer homes	1	Local
Homes more affordable	1	Local
Personal interest in renewables	1	Local
Proud of community	1	Local
Fits with business aims	1	Local
"I've got kids"	1	Local
There's no alternative	1	N/A
Total	41	

Table 4

Categories of reasons for not wanting to be involved in a community sustainable energy project (20 reasons from 14 respondents).

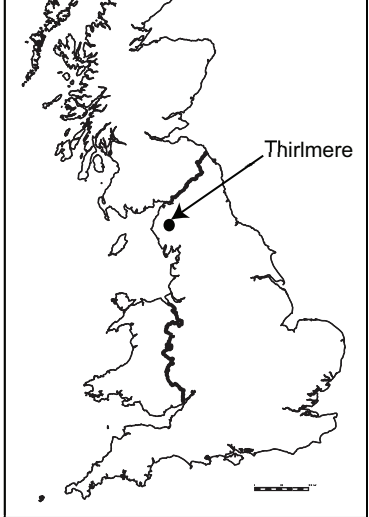
Category	No. of responses	Theme
No time	5	Personal
Community aspect of proposals won't work	3	Responsibility
Ill health	2	Personal
Favour individual action	2	Responsibility
No interest	2	Personal
Would not have any influence over project	1	Institutional
Not given enough information	1	Institutional
Insufficient funding available for project	1	Institutional
No community in Thirlmere	1	Institutional
Already work hard for community, others should contribute	1	Responsibility
Environmental problems are global – no point in local action	1	Responsibility
Total	20	

Table 5 (133)

Concerns about a community sustainable energy project (23 concerns from 14 respondents).

Categories	No. of respondents
Visual impact on character of area	8
Organisational issues	6
Averse to wind turbines	5
Technical issues	4
Project could be all talk and no action	2
Community is too small	2
Would be hard to get a consensus	1
How much disruption would it cause?	1
Harm to environment	1
Noise pollution	1
People are only interested in individual benefits	1
What is the motivation behind it?	1
Could exclude people	1
How sustainable would it be?	1
Difficult to sustain community interest	1
How many people will it benefit?	1
Won't get planning permission	1
Total	38

Figure 1

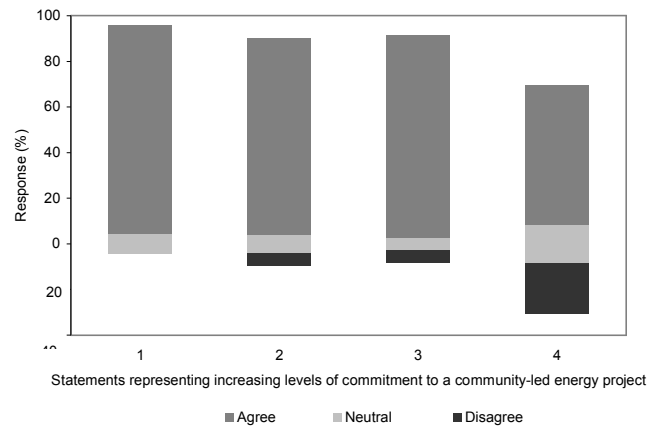


Location of Thirlmere in north west of England, UK.

Thirlmere area, showing boundary of study area.

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Figure 2



Key to statements

- 1 I would like to see energy use reduced in existing buildings in Thirlmere.
- 2 I would like to see renewable energy produced for local use in Thirlmere.
- 3 I would support a sustainable energy project run by a community group to look at reducing energy use and using local renewable energy.
- 4 I would like to be involved in a sustainable energy project run by a community group to look at reducing energy use and using local renewable energy.

Figure 3

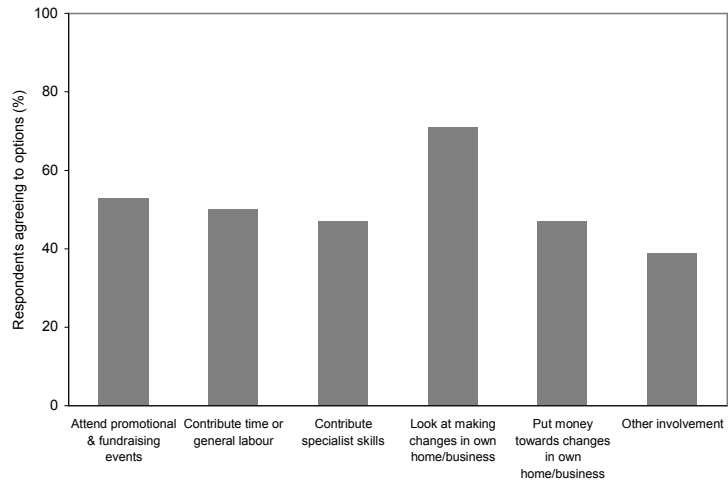


Figure 4

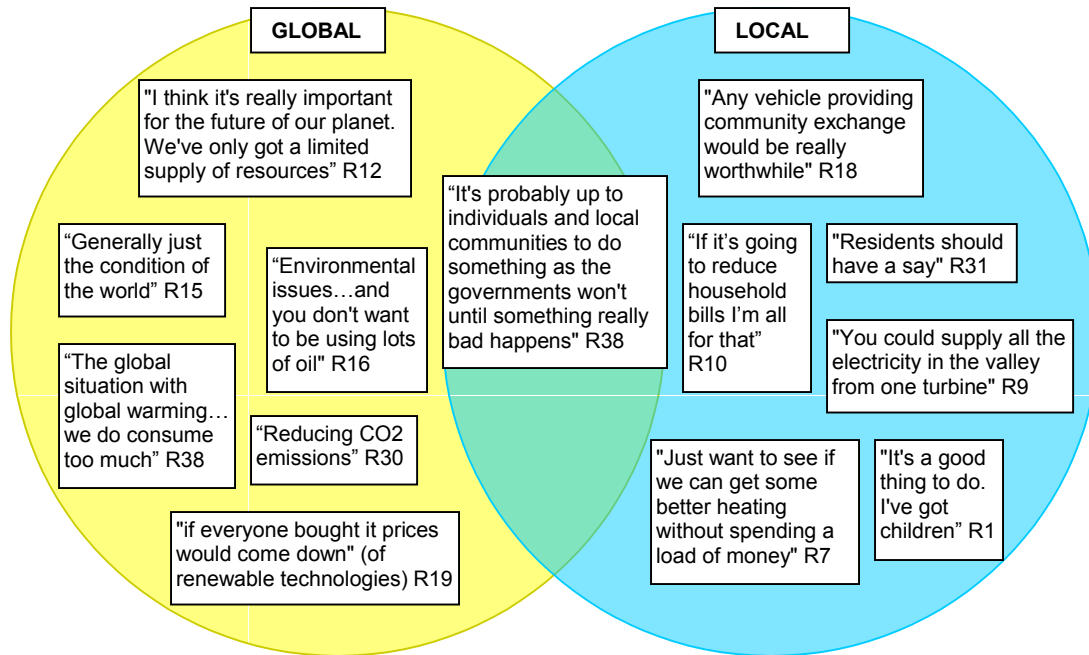
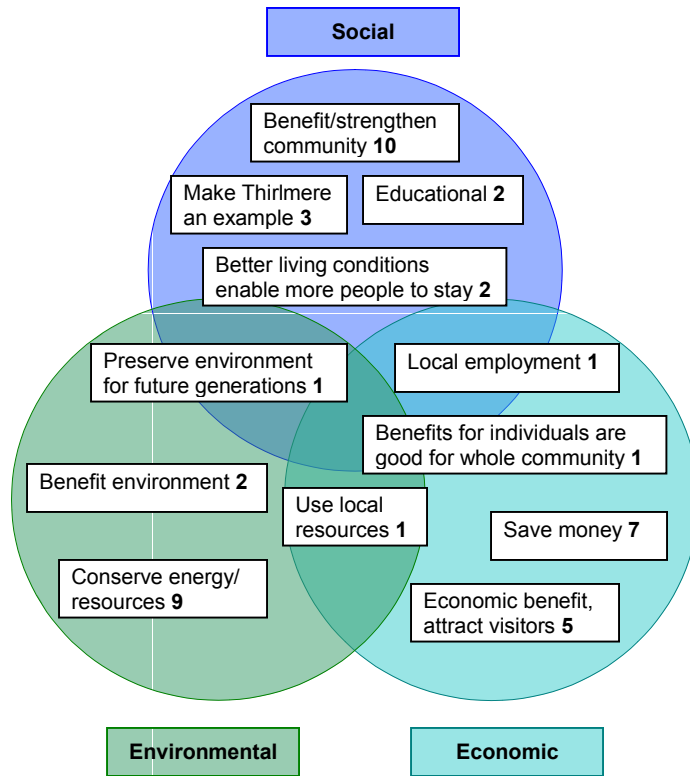


Figure 5



Electronic Annex 1

[Click here to download E-component: Electronic annex 1.doc](#)

Response to Reviewers

**Re: Submission to Energy Policy
Rogers et al. - Public perceptions of opportunities for community-based
renewable energy projects**

Thank you very much for taking the time to review this paper and for your positive feedback. We really appreciate the comments and are very pleased that the article is considered to be of interest to Energy Policy readers. All amendments suggested have been made.