



Applicant Information for the post of Survey Manager of The C.H.E.E.S.E. Project

This role is an opportunity to help build up a successful business tackling two of the most important issues facing humanity today: climate disruption and social deprivation.

We are seeking someone who can bring their commercial experience, sector knowledge and proven management skills to the challenge of developing this multiple-award-winning project, built up over the past five years. Thanks to a grant from [Energy for Tomorrow](#), we are currently funded until December 2023 to develop and prove a social-franchise network of projects in the UK using The C.H.E.E.S.E. Project (TCP) as both a test-bed and exemplar franchisee.

The Company, Achievements and Awards

In 2014, a small team of passionate environmentalists, led by the current MD/CEO began to combat fuel poverty and to reduce carbon footprints of homes in Bristol by carrying out thermal surveys, setting up TCP to do so. We use a unique low-cost thermal imaging system, originally developed by Brian Harper of Energy Tracers CIC in Malvern. We have already assisted over 400 householders in Bristol and Bath to improve the energy efficiency and comfort of their homes. A quarter of our surveys have been carried out for free for those on low incomes. We are proud to have won a national award from Community Energy England in 2018 for '*The most inspiring energy conservation and/or management project*', and in March 2020 at the prestigious [Futurebuild](#) exhibition in London, we won the '*Big Innovation Pitch*' for Buildings - for innovation in building design/construction. We also won the Environmental Impact Award at the 2020 Voscur Social Impact awards in Bristol. TCP is a not-for profit C.I.C. and its members include community NGOs. TCP has increased its turnover by roughly 50% annually, to £25k of sales in Bristol/Bath (cut short by Covid) - to this point largely dependent on *pro bono* work by the directors. Our new funding gives us the opportunity and challenge of expanding TCP until it is self-financing from survey income, and thus become a fitting model for the franchisees, at the same time as developing the franchise model. The latter is already under way.

Our challenge

The biggest proportion of the energy you use is embodied in the stuff you buy, then comes driving your car, but heating your home comes third. Buildings are responsible for 19% of the country's total greenhouse gas emissions, and two thirds of that is from our homes. It is now widely accepted that these emissions have to be rapidly reduced to meet the requirements of the Climate Change

Act, let alone to keep our planet inhabitable. Yet the government has failed repeatedly to engage householders to take action. That is why we want to help people to put their own houses in order. UK Homes have the worst energy efficiency in Europe, and tackling this is essential to combating climate disruption. Improving thermal efficiency for those classed as being in fuel poverty (those 11% + of the UK population who have to choose between heating, eating and paying the rent) may not reduce energy consumption, but their comfort, wellbeing and health will improve with action following an Energy Trace®. Because many chronic illnesses are related to cold damp homes, warmer homes provide a secondary reduction in the massive NHS carbon footprint.

The Market, Our Core Value & Unique Technology

The government believes that it costs £25,000 to 'retrofit' a home for domestic thermal efficiency, others think it needs £40k+. 25 million homes need this treatment by 2050 for the government to meet the targets of the Climate Change Act. That is five homes retrofitted per minute of working hours. Even using the £25k figure, that is £625 billion to find and to spend at the rate of 300 million per week. The government have not even made a start on solving this massive problem. Our business offers a radical alternative for this enormous market, because we enable highly-targeted, low-cost, DIY-style 'First Retrofit'. This can save as much as a third of the energy loss from homes for as little as £100, because our Energy Tracing® shows precisely where the energy is escaping, and a major cause is draughts. Viewing the energy tracing on a tablet screen is a powerful way of making energy-loss visible - *seeing is believing*. Once engaged, with DIY already increasing comfort and reducing bills, with a rapid pay-back period and already reduced carbon emissions, householders tend to commit to more expensive deeper retrofit. With two years of intensive development funded, our business can scale up rapidly and you can be part of a highly significant enterprise.

Our innovative approach is the result of thousands of expert *pro bono* hours developing our unique, low-cost, *internal* thermal survey equipment, Heatview® software and Energy Tracing® protocol (using pressure-reduction with a big fan in an external door). At the end of the survey householders are given a memory stick with a video and audio copy of the survey which reveals far more information than a time-consuming written report. Householders visually participating in the survey process results in a much more effective engagement. [Analyses](#) of our outcomes carried out with Bristol University confirm that two thirds of those we survey take remedial action *within a month*. Within a year, 86% do so.

In contrast to past, disastrous, top-down government schemes like the [Green Homes Grant](#) and [Warm Up Bristol](#), we work from the community up, with trusted local organisations, training local Energy Tracers®. Our website www.cheeseproject.co.uk explains our work and history since 2014 in detail. It

also features outstanding [testimonials](#) from clients. Our website also conceals a private archive of surveys done to date. This is becoming a unique and very important resource on the energy performance of the national housing stock.

Research and Development

TCP is far from being a static organisation. We are developing a state-of-the-art intra-net for survey bookings and payments. We are currently proving prototypes of our own Heatview® camera - designed for the job - at low cost with a high specification, and research continues on improving the Energy Tracing® blower-door and on extending our survey season into warmer weather (we currently need an 8 degree C. temperature difference between inside and outside). We are at present a very small team with a full-time CEO/MD and Office Administrator, aided part-time by other directors.

23 August 2021