



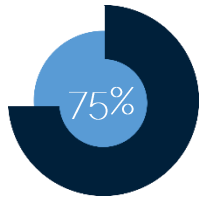
A social practice picture of energy deprivation

Exploring the social, technical & environmental implications of cold
homes

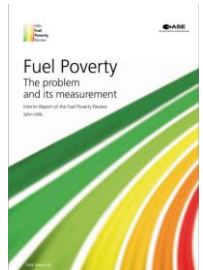
Dr. Robert Marchand

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Why explore practices?



Expenditure on schemes to tackle fuel poverty not reaching fuel poor homes



Hills review identified 10% definition as inadequate for tackling the issue effectively

AND

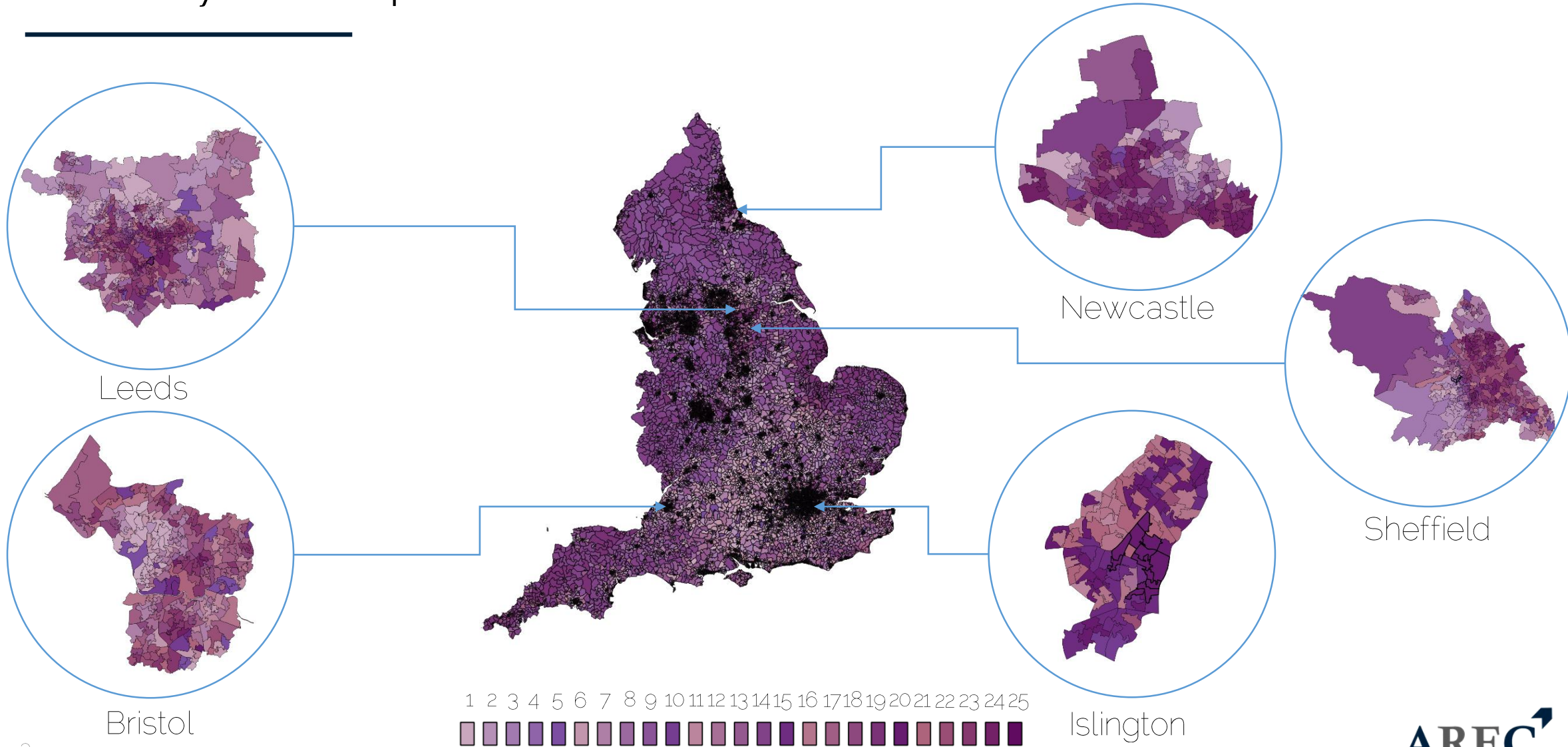
Hills rejected use of subjective measurement as the primary measure



“Without the right measure it will not be possible to focus available resources in the most effective way, proving that measurement matters and is far from a distraction away from action on the ground.”

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Poverty or deprivation?



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Capturing a Social Practice perspective



Bristol



Islington



Leeds



Newcastle

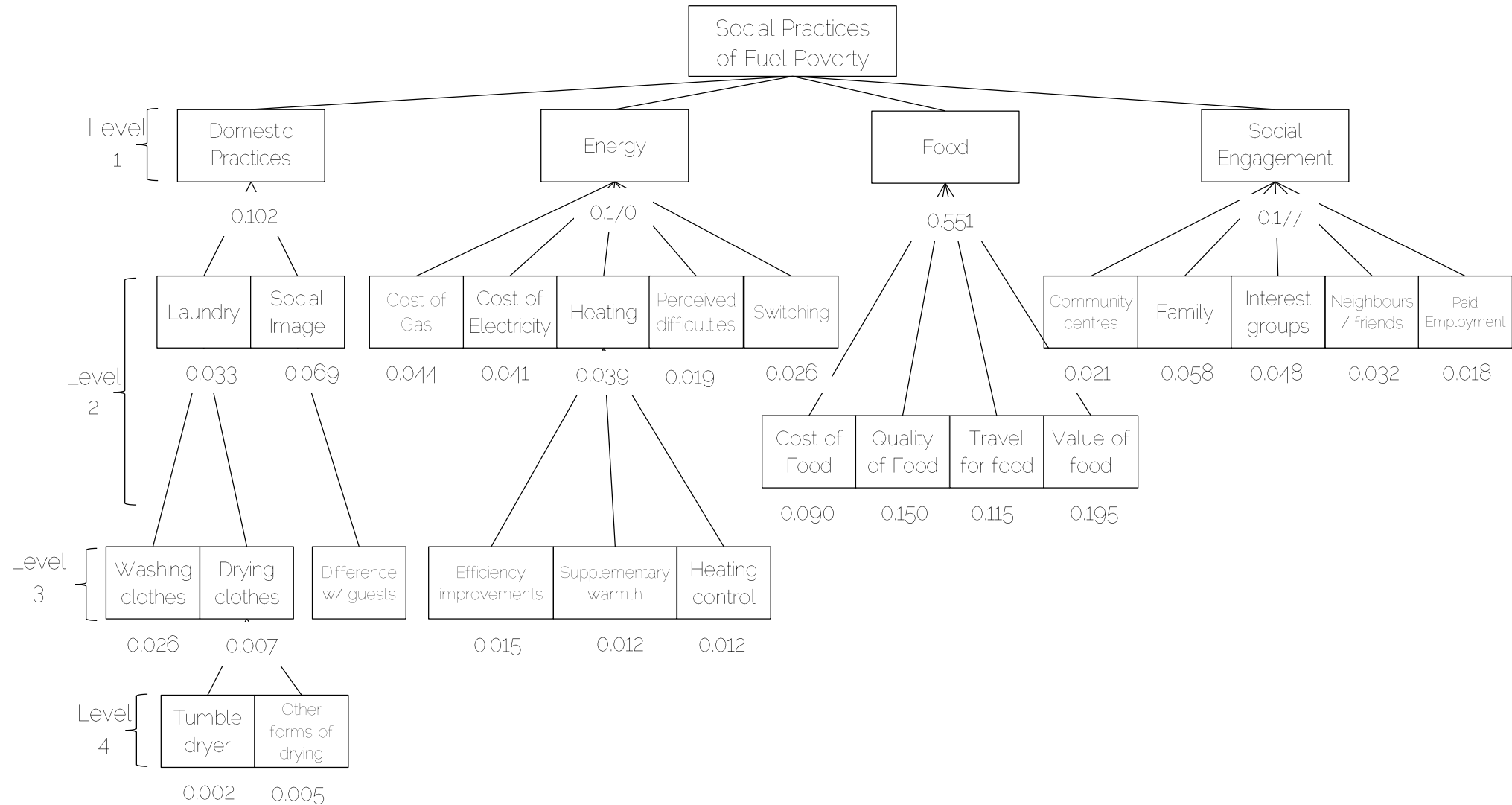


Sheffield

Ethnicity	100% White British	33.3% White British 33.3% African 33.3% White & Black Caribbean	100% White British	100% White British	100% White British
Age	37.75	57.73	73.5	47.67	68
Employment status	80% unemployed 20% prefer not to say	33.3% part time employed 33.3% unemployed 33.3% prefer not to say	100% retired	100% unemployed	33.3% self-employed 66.7% retired
Income	40% < £6,475	33.3% < £6,475	50% £8,000 - £9,999 50% £15,000 - £19,999	100% < £6,475	33.3% < £6,475 33.3% prefer not to say
Bill pay	80% PPM	33.3% PPM, 33.3% cash/cheque	100% Monthly fixed DD	100% PPM	100% Monthly fixed DD
Home occupation	80% rent	100% rent	100% rent	100% rent	66.7% Own outright 33.3% rent

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Quantifying Social Practices



Conclusions

1. Social Practices encompass behaviours and technology
2. Engage citizens in policy design to truly understand the problem
3. Identify new sites of intervention to enable meaningful change