

In the West Midlands a number of museums are taking practical action to introduce energy-efficient steps to reduce their bills and ‘green’ their projects at the same time. Kenneth Shaw describes what DTA Wales’ Energy Buying Group is doing for them.

Action on energy

n a climate of ever increasing energy bills

I and a desire to operate environmentally sustainably, the not-for-profit organisation DTA Wales’ Energy Action Group is one avenue which museums can explore. Its Energy Buying Group has experience working with a number of heritage organisations including The Shakespeare Birthplace Trust, which was able to take advantage of the extremely competitive quotes they received.

We work with energy consultants who check your bills, simplify your administrative process and provide you with no-obligation energy

quotes that can save you money.

The Energy Buying Group has merged the energy consumption of over 120 organisations to reach a combined total of 39 million KWH of energy. This has allowed us to negotiate with energy suppliers on a wider scale, bringing energy prices right down for energy group members especially in the context of increasing energy price hikes.

Additionally, the Energy Group can offer advice on energy efficiency measures including LED lighting, voltage optimisers and boiler management systems.

The Shakespeare Birthplace Trust was provided with free no-obligation quotes, all charges included, which they accepted for the

	Unit Charge before	Unit Charge with the Energy Buying Group	
Electricity	16.84p(per kWh)	11.004(per kWh)	
Gas	5.75 (per kWh)	2.898(per kWh)	

	12 months	24 months	36 months
Average Electricity quotes (pp/kWh)	10.95	11.37	11.78
Average Gas quotes (pp/kWh)	3.45	3.35	3.46
% of clients who accepted contract lengths	7%	11%	82%

Average winning quotes we negotiated. Rates include Fit charges and standing charge and can vary with a number of factors, including location, day/night rates and the total volume of consumption

next three years, meaning that they won’t be susceptible to any price hikes that occur during this time. This resulted in a number of significant savings (see above).

Smart metering

Over the last three years we have evaluated a wide range of smart metering and have come across many systems, all of which achieve different results. Some achieve a lot and some very little, other than enabling the suppliers to cut their own costs.

We would like to offer independent museums interested in reducing their Global Climate Change impact a fully comprehensive energy management portal where each individual museum can access their own data and

generate a wide range of energy reports.

This system would also enable museums not wishing to install smart meters to manually add their data on a regular basis.

For more information please contact energyactiongroup@dtawales.org.uk or call 02920 190260. To discover more about the West Midlands project go to <http://greeningmuseums.wordpress.com/>

**DTA Wales operates country-wide in England and Wales; the Scottish Development Trust is its Scottish equivalent.*



Success Guides



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This issue’s AIM Success Guide . . . Successful Fundraising at Museums

Successful Fundraising at Museums is written by Helen Shone and Judy Niner of Development Partners, and aims to help museums large and small understand the current fundraising environment and provide practical advice on how to kick-start or improve your fundraising activity. “It is now more

necessary than ever to make sure that fundraising is taken seriously, with appropriate time and resources dedicated to the processes, say the authors. They cover: how to be ‘fundraising fit’; people resources; training; communications; databases; sources of funding; writing trust applications; corporate giving and sponsorship; engagement with individuals; legacies; Friends; donation



boxes and Gift aid, and there is a useful list to help with further support.

AIM’s new Success Guides are free and available to download as pdfs from AIM’s website at http://www.aim-museums.co.uk/content/success_guides/. All freshly written or updated, most have been funded by ACE (Arts Council England) through AIM’s Resilience programme.

Lucky Lotto balls roll down the River Severn



A reminder of where much funding for museums comes from – the public, via the Heritage Lottery Fund. A flotilla of giant Lotto balls sailed down the River Severn in October, under the Iron Bridge, one of the 10 Ironbridge Gorge Museums, a lottery funding recipient, to launch new Lotto, which gives players more ways to win more money. The giant balls also appeared in London on the River Thames, and in Bristol and Cardiff as well as other surprise locations around the UK.