

# ENERGY

## EFFICIENCY OFFICE

Reference No 1

October 31, 1983

Department of Energy Press Office 01-211 4545, out of hours 01-215 7877

### "OUR CRUSADE TO SAVE CASH"

#### Mr Peter Walker launches biggest ever energy campaign

A national crusade to save cash through energy efficiency was launched today by Energy Secretary, Mr Peter Walker.

Speaking at a news conference in London Mr Walker said:

"It is not often that a Minister has the opportunity to launch a campaign, which if it were successful, could save the nation £7 billion a year.

"We spend £100 million a day on energy, We believe that £20 million a day of this is wasted.

"For this reason we are today launching the Energy Efficiency Office. This Office will spearhead a nationwide effort with the simple objective of making Britain the most energy efficient country in the Western world.

"I have asked Bill Macintyre to head up this office and I know that he will do it well.

"Apart from the team that will work with him, I will shortly be appointing a small number of independent advisers from outside Government. Their job will be to tell us what needs to be done to see the campaign succeed.

"In the coming months we will be putting in an enormous effort. Ministers will be visiting 40 towns and cities throughout the country to launch our energy saving campaign. These campaigns will include an 'Energy Saver' show in the main shopping centre. Each campaign will include local radio and newspaper advertising and direct contact with industry, commerce and local authorities.

"We aim to reach both industry and the domestic user. We are providing booklets giving them positive advice on what can be done. The energy industries - the Electricity Boards, the Gas Corporation and the Coal Board - will be working with us so that we can unite in this major offensive against energy waste. Their Chairmen have already promised their support.

"Let me just tell you about a few of the opportunities that are available. Within a very short period of time industry could knock £1 billion off its energy bill

"Industry could invest £300 million in energy saving, and obtain for that investment savings in their energy costs of £300 million a year.

"Industry has few opportunities to obtain a 100% return on its investments, here is such an opportunity.

"If industry puts in the management to use this resource sensibly, it would quickly have available £1 billion which can either go to higher profits or more competitive prices.

"The Nation is united in its hostility to higher local authority rates. A number of local authorities have found that one real saving available to them is that of reducing their substantial energy requirements and using energy far more efficiently than they have done in the past. The body that advises local authorities on energy management has calculated that they could easily lop £100 million off their expenditure with a corresponding reduction in rates.

"Householders should gain, not only by reduced rate bills but also after following our advice by realising a massive drop in their heating and lighting bills. There are enormous savings to be obtained by insulating lofts and hot water tanks. Over recent years 90% of home owners in this country have taken the trouble to insulate their hot water tanks. But that means two million have not bothered: they are wasting their money on unnecessary heating bills.

"An ordinary size household that takes the trouble to insulate the walls and the loft, probably at a cost of around four hundred pounds, could knock £100 a year off their heating bills.

"This is a crusade to save cash: cash for industry, cash for local authorities, and cash for the householder. This crusade is in the national interest. If in the 1990s we have succeeded and our energy bill is £7 billion a year less than it would otherwise have been it will not only have brought down prices and made us more competitive, but also have made a major impact on our balance of trade, our balance of payments and the whole strength of our economy.

"The campaign starts today and will not end until we have succeeded."