KCE meeting 25/3/13

Project overall

* Which buildings to focus on? General consensus for schools because we think the story to tell with schools is clearer/simpler/ people will invest because ‘we are doing something for the schools’ as opposed to for any green/carbon reasons. We are nervous about private schools because of the public reaction to putting money towards a project on private school roof. ***ACTION: all of us to ask someone who doesn’t have our own green filter whether or not it would matter to them if it were a private school or not where the solar panels were going?***
* How much solar? How many buildings? We currently have 25kW at Southborough (although they haven’t fully committed), should we try and get more in our first round of fundraising or just focus on the one. No clear decision on which way to go with this. ***ACTION: for the section of the prospectus that deals with which roofs we are using, we will write 2 sets of parallel words one for just Southborough and one for 100kW across 2 or 3 sites. Liz to draft some words – all to review***
* Timelines: aim for install in July/August (school holidays). Fund raise May/June. Ideally have agreement with schools and signed off prospectus by end of April. This means we need to decide on which route to take (just Southborough or Southborough +) before end of April. ***Action: Liz to draw up a timeline of critical steps- SEE BELOW***

New leads

* We need to increase our sales funnel of new leads for this phase (if they can be agreed in time), for future phases and in case any building owners drop out.
* Nia Prys-Williams/Shadia Ramen from the council. Can we use them a bit more, can they make introductions to suitable local schools for us? ***ACTION: Hilary is going to talk to Nia/Shadia at the next KEG meeting and ask them to make introductions to suitable building owners for us.***
* Matt Howell-Hughes from the council has contact with the eco/green person in 50 schools in the borough. He can send an email to them about the scheme. ***ACTION: Liz to send something to Matt to send out.***
* Local press, events in Kingston coming up (such as May Merrie, Surbiton Food Festival where there will be a TTK stall – we can use to advertise for building owners)
* TTK newsletter (again) ***Action: Liz to write blurb for TTK***
* Cllr Craig is also going to help to make introductions to schools. ***Action: Damon to revisit the list of possible schools to check their roof spaces***
* Rose Theatre: ***Action: Peter to look into the restrictions of their lease in a bit more detail***
* Church behind the university (maybe St John’s?) are doing some major works. ***Action: Brian to find suitable person to ask and then ask if they would be interested in being part of our scheme.***

Other

* Brian is happy to come and talk to potential building owners
* Peter happy to go to Southborough – and look at it from a structural perspective.
* Marketing ideas include:
  + churches, synagogues, mosques, sports clubs – but how do we get to them without the very time consuming going to speak to each in turn.
  + A stall on a weekend date in the market square
  + How do we get access to the clubs where the wealthy hang out, such as golf club etc? How to get the word out to people beyond the green circle.
  + Smarter communities/local councillors/local MPs
  + May Merrie/Surbiton Food Festival
* Heat/heat pumps are still on the cards for future rounds – Brian S is still exploring this idea further including having a look at potential at a local school.

Project gantt chart



Specific short term targets:

|  |  |  |
| --- | --- | --- |
|  | Deadline | Who |
| Speak to Shadia/Nia at KEG meeting | 04/04/2013 | HG |
| Matt H-H email to eco schools co-ordinators | 26/03/2013 | LD |
| Interested schools to sign up for phase 1 | 26/04/2013 | All |
| Rose Theatre exploration | 26/04/2013 | PM |
| Cllr Craig making introductions for us | 26/04/2013 | DHD |
| Agreement on Southborough or Southborough + | 03/05/2013 | All - PM to set up a doodle meeting |
| Draft prospectus - with both options | 26/04/2013 | All - LD |