

Intro

# Pennine Community Power

Shareholder Survey

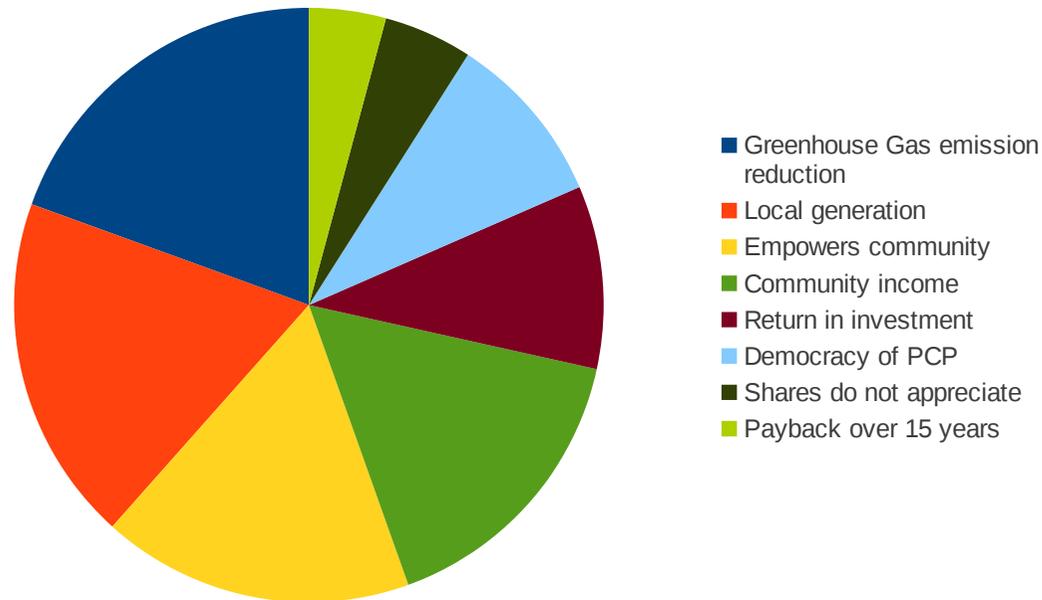
October 2012

28 retruns from 65 shareholders

## Motivation

### 1. What motivated you to apply for shares in Pennine Community Power? Please rank the following statements in the order of their importance to you.

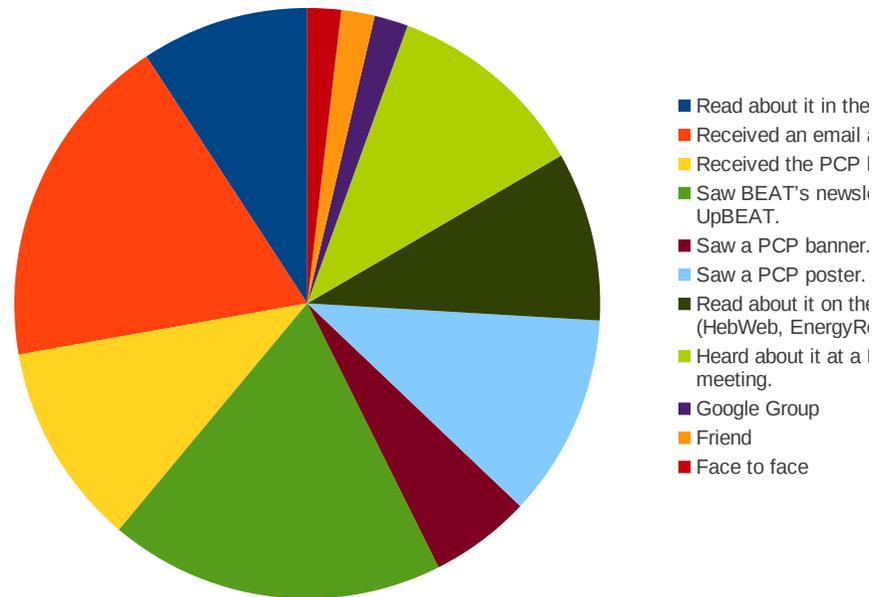
	Score
I want to support green energy production as an ethical investment in order to reduce the emissions of greenhouse gases such as carbon dioxide.	2.54
I like the idea of the community generating some of its own energy rather than getting the energy from big corporations.	2.71
It empowers the community to be able to do projects like the community wind turbine.	3.21
I want to support PCP because the wind turbine will generate a substantial income for the community over at least 20 years.	3.5
The expected interest of 4% p.a. is a good financial investment.	5.21
I like the fact that members of Pennine Community Power (PCP) all have one vote regardless of how many shares they bought.	5.36
I like the fact that I can sell the shares back for the price I bought them at.	6.64
I like the fact that it is anticipated that the shares will be paid back over a 15-year period.	6.82



How Heard

2. How did you find out about the Blackshawhead community wind turbine share offer? Note: PCP is Pennine Community Power (us) BEAT is Blackshaw Environmental Action Team who helped PCP with this project.

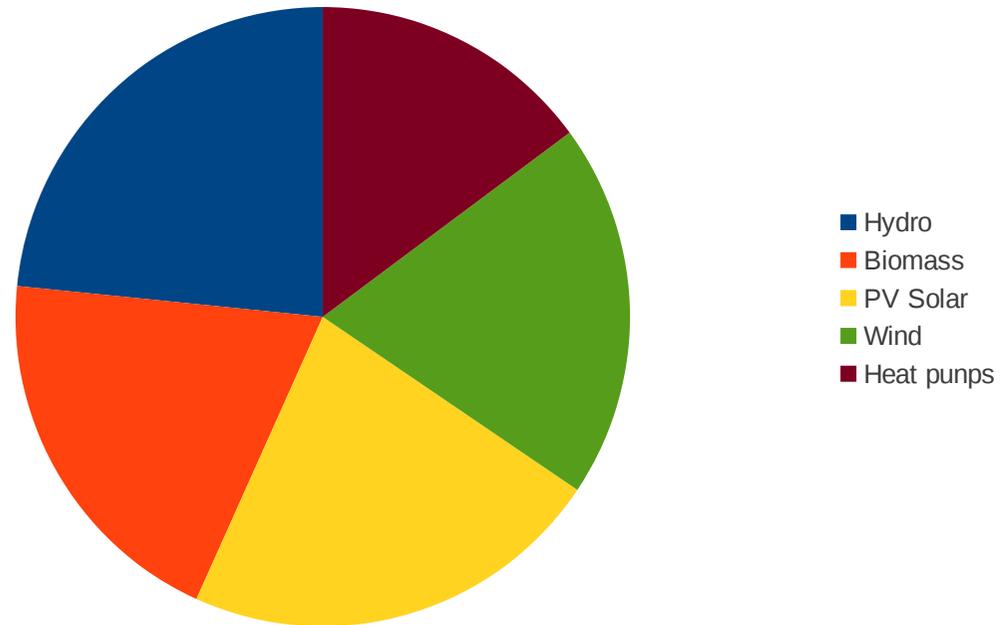
	Count
Read about it in the local press.	5
Received an email about it.	10
Received the PCP leaflet.	6
Saw BEAT's newsletter – UpBEAT.	10
Saw a PCP banner.	3
Saw a PCP poster.	6
Read about it on the Internet (HebWeb, EnergyRoyd, etc).	5
Heard about it at a BEAT public meeting.	6
Google Group	1
Friend	1
Face to face	1



Energy type

3. Would you consider investing in further PCP green energy projects? Please rank the choices below.

	Rating
Hydro	2.41
Biomass	2.96
PV Solar	2.58
Wind	3
Heat punps	3.72



Location

**4. If Pennine Community Power were to create, or use its profits to invest in, further community energy projects. Do you have any preference as to their location? You can select more than one option on each line.**

	Hydro	Solar PV	Biomass	Wind	Heatpumps	n/a	Overall
BSH	13	20	14	18	16	3	84
Calderdale	14	10	9	14	13	2	62
HB	13	9	6	4	10	1	43
Hep	7	9	6	7	11	1	41
Outsid Cald	1	1	1	2	2	1	8
<b>Overall</b>	<b>48</b>	<b>49</b>	<b>36</b>	<b>45</b>	<b>52</b>		

## Improve future share offers

### **How could PCP improve any future share offer?**

Don't know

Not applicable

Less wordy

by making the minimum purchase smaller - £250 is too high for many people on a low income

Happy with existing offer. Perhaps you may want to have a payment facility online linked to the offer to ensure, you could only submit an offer with the relevant payment

free travel alarm clock/ fountain pen/ book token

I thought you did an excellent job

I think there is little to improve on the share offer

Better rate of return!

Anything else

**Is there anything else you would like to tell us?**

Found Q3 very hard. All are important

1. Effective communication /publicity campaign fundamental - initial wind turbine communications were too low-key and didn't establish two or three clear 'selling points', which should then have been reinforced and developed. Many people were unclear what was being planned. 2. Very important to consider how to involve a wide range of people and interests. 3. Your email asks if the recipient would prefer to receive the survey in a different form - but if you aren't a shareholder on email, how will you know about it? And the survey only goes to people already engaged - it might be useful to hear from people who didn't buy shares in this, but might in a different project? And to get wide takeup, even a survey needs to be promoted - what's the incentive for people to take the time to do it? Keep up the good work!  
Keep up the good work!

I am a Director of the Food Hub "Incredible edible Ltd" which is developing aquaponics, hydroponics and a permaculture garden at the High School in Todmorden  
Could BEAT & PCP work with the parish council to make a plan for wind generation, which might include a larger turbine (or group of turbines), rather than everyone who can afford it getting their own little one? (which leaves out those who can't afford it and increases the environmental/visual/sound impact). I'd encourage members to BEAT to stand for election to the PC, so that we can get this kind of leadership and co-ordination of alternative energy generation, for the good of the whole community.  
Hope to see more windmills  
This survey forces you into ordering things 1,2,3,4,5 - that's not how I work :)  
Well done.  
A brilliant initiative, thank you

Look forward to investing in future projects