

Project VIA – Valuing Intellectual Assets in Renewables Companies in the Highlands and Islands Company Profile



ALlenergy is a not for profit company with charitable status. It has provided advice and training across Argyll, Lomond and the Islands on energy efficiency and renewable energy for the past 11 years. Set up by Argyll & Bute Council for the benefit of the local community, ALlenergy initially received core funding to run its business with a permanent staff. In recent years it has however seen a significant turnover of staff as funding has become less certain and as the third sector has been encouraged to develop its own business strategy. The organisation was becoming less stable.

In 2007, Mandie Currie joined as manager and in 2009 ALlenergy secured funding to employ a business development manager whose role is to develop new business avenues. It was with this in mind that ALlenergy joined Project VIA.

Concurrent with Mandie joining Project VIA, ALlenergy appointed Andrew Hodge with responsibilities for Business Development. Working with the Intellectual Assets Centre (IA Centre) and the guidance of [Jackie Maguire from Coller IP Management](#), Andrew, set about looking at its main intellectual assets (IA), the products and services that were offered by ALlenergy, and how these could be made more sustainable.

ALlenergy first recognised that one area of its IA had diminished over the years; that was the organisation's relationships in the region. There were key funding bodies such as Argyll & Bute Council, the Forestry Commission, HIPP, Scottish Power Renewables, Scottish and Southern Energy, the Third Sector Capacity Fund and the Climate Challenge Fund who all needed to be recognised as sponsors of the organisation.

In the early stages of the project, ALlenergy scored 19% in its initial benchmarking of its network capital – through the activities that were implemented following engagement with the VIA project, this score has now more than doubled and rose to 44% during the course of the project.

The team at ALlenergy, has now started to communicate more of the benefits of the services that they have to offer, providing up-beat messages about the activities that take place within the community. The web-site has been re-launched with clearer messages of ALlenergy's purpose and goals, what it does and examples of what it can offer. Due recognition is also provided to ALlenergy's Sponsors.

ALlenergy has also developed 4 new renewable energy product offerings which the company hopes to launch in succession:

- A new fee based 2-day (weekend) training programme for a given community has been designed and this will be launched in Gigha
- Renewable Energy Feasibility Studies are being promoted and the first

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posters were distributed in February 2010.

- A New Prime site evaluation tool is being created from GIS modelling of the Argyll region (with Argyll Council funding) to include transport, hydrology, grid infrastructure, planning, heritage and wildlife designation in more detail and using smaller technologies than has previously been achieved.
- There will be a service offering to local land owners who wish to use the tool to assess opportunities for renewables. Evaluation and project management of the renewable development projects that result from the above will then be developed on a fee basis

ALLenergy has carried out training and advice sessions on energy efficiency and renewables for the community throughout Argyll. Together with suppliers of technology, training sessions have been held for residents/householders on: Ground Source Heat Pumps, Solar Technologies and Biomass

To continue the work in building existing and new relationships, ALLenergy has now started to implement an account management system with key clients such as Argyll and Bute Council, Shanks and the Energy Companies. Andrew has now identified and met with all of the Council divisions relevant to ALLenergy to develop and protect its relationship capital.

Taking the lead in the region, ALLenergy is also in the process of establishing the Argyll Energy Forum. There are already 100 prospective members on the list and ALLenergy's intention is to launch the Forum before March 2011.

ALLenergy's work with its partners and stakeholders helps to provide jobs and development opportunities throughout Argyll. Education work in schools ensures that its children grow up to understand the importance of saving energy and to value their environment. The energy efficiency advice and information that is provided helps to reduce energy use and goes towards combating climate change. The focus is on making a difference for the economy, the environment and children in Argyll.

Through its renewed focus and impetus, ALLenergy has now secured further funding and sponsorship to provide for a net of 3 new jobs during the course of the project, not just to contribute to improvements in the adoption of renewable and energy technology but also "doing its bit" for economic development within the region.

"Project VIA expertise and support has been invaluable to ALLenergy throughout the process of evaluating our intellectual assets and business model. The VIA team and training programme provided the impetus to begin the ongoing task of harnessing and developing the skills and assets we possess to provide the most comprehensive and sustainable level of service possible to the Argyll Lomond and the Islands area we cover". Andrew Hodge, ALLenergy, April 2010