Located in rural Cheshire, Ashton Hayes is a well-knit community of about 1000 people that is aiming to become England’s first carbon neutral community. The project combines behavioural change, awareness raising and sharing best practice as well as introducing technology that will supply the village with renewable energy and an income stream.
Ashton Hayes
Cheshire

Professional Expertise Summary
No. of people impacted – 1,000
Hours of donated expertise – 121
Value of donated time – £55,200
Corporate partners – Bird & Bird, Gates & Partners, RSK
Expertise provided by Pure Leapfrog partners:
• Bird & Bird – Competition law
• Gates & Partners – Competition law
• RSK – Environmental consulting

Project Details
Ashton Hayes residents have formed a community energy company and are about to start work on a community owned renewable energy power station.

In 2011 residents established a community energy company to take over ownership and management of their renewable energy assets. In 2014, the local energy company negotiated with the local council to switch street lamps along the main road to LED which resulted in 75% energy savings.

The village has now linked with over 1000 communities around the globe and has featured in the 2007 Live Earth concert, Financial Times magazine and been highlighted as an example of best practice by the Rural Advocate and the Governments Act on CO₂ campaign.

“Staff at Pure Leapfrog have been invaluable in providing advice and guidance at all stages of our work and we have also benefitted from the opportunities Pure Leapfrog has provided to network with like-minded community groups and professionals.”

Roy Alexander, Ashton Hayes

“Projects like Ashton Hayes enrich your day-to-day work for other clients and give a change of perspective, bringing with it a different knowledge and a slightly different set of skills.”

Jeremy Robinson, Competition Lawyer, Bird & Bird

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