

Community Warmth

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Overview

- Background
- Who is involved
- How the scheme works
- How it differs
- What works and what doesn't
- Recommendations
- The future



Background

- Strong record of commitment to area-based approach
- Community Warmth concept developed in 2007
- Delivery partner secured
- Pilot project devised with Leeds City Council to alleviate fuel poverty in 5 most deprived wards
- CEEF funding sought and awarded
- Pilot commenced October 2007
- South Kesteven Community Warmth launched May 08
- Bradford Community Warmth launched August 08



Who is involved

- Lead Partners
 - npower – CERT funding for hard measures / scheme management
 - Local Authority – Additional funding for hard measures / soft measures
 - eaga – Call centre, mail shots, surveying, installation and benefit advice
- Associated partners
 - Soft measures



How The Scheme Works

- Door to door, street by street
- Warm up of the target area
- Endorsement letter
 - From the council introducing the scheme
 - Explains the scheme
 - Contains unique password for security
 - Contact details and pre-paid envelope for appointment
 - Adds credibility and minimises problems caused by cold calling
- Survey completed
- Three visits if no access



How The Scheme Works

- Scheme offerings
 - Cavity wall insulation
 - Loft insulation
 - Heating (Warm Front)
 - Fuel switch grant (for non Warm Front eligible)
 - Solid wall insulation grant
 - 2 CFLs
 - Benefit entitlement check
 - Energy efficiency advice
 - Partner services



How Community Warmth differs

- Zero cost to the Local Authority
- Community Fund
- Combined assessment and technical survey
- Direct referrals to Warm Front
- CERT funding attached
- PDAs



What works

- Community engagement
- Dual branding
- Streamlined survey process
- Local Authority funding to maximise uptake
- Integration of CERT & Warm Front
- Security procedures
- Ability to offer same service outside of target area
- Collection of useful data
- PDAs
- True partnership approach



What doesn't work

- Selecting target areas on fuel poverty indicators alone
- Poor data to work from
- Trying to do too much
- Keeping marketing localised
- Collecting data on a survey form



Recommendations

- Accurate modelling
- Consider scope
- Realistic timescales for start up
- Robust data handling
- Start slow / pilot
- True partnership approach



The Future

- Develop new partnerships
- Integrate CESP

