



# Warm and Well Pilot Phase Report



## What is Warm and Well?

This summary report gives an overview of the Gloucestershire Warm and Well scheme which provides advice and energy efficiency measures to help to save energy and improve the health of residents.

Warm and Well is an important step in the roll out of the Affordable Warmth Strategy for Gloucestershire and South Gloucestershire, which indicates a commitment to the eradication of fuel poverty and the provision of affordable warmth for all households within the next ten to fifteen years.

### How long has Warm and Well Been Running?

The scheme was launched in October 2001. The pilot phase of Warm and Well ended on 31st March 2003. The 2003-04 phase of the scheme is now underway.

### Who is involved?

The Severn Wye Energy Agency developed the business plan for the scheme and continues to co-ordinate the steering group and to manage the scheme on their behalf.

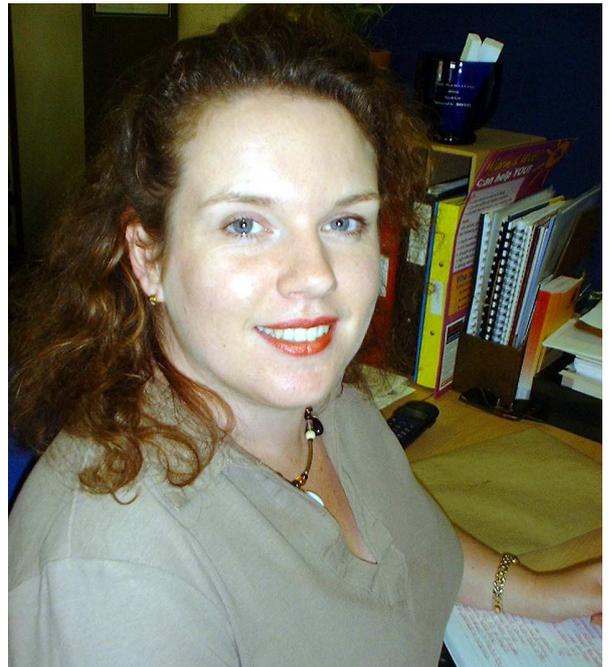
The original consortium of six local authorities was increased towards the end of 2002 when South Gloucestershire Council joined the scheme.

The consortium consists of Cheltenham Borough (lead authority), Cotswold District, Forest of Dean District, Gloucester City, Stroud District, and Tewkesbury Borough Councils. Representatives from the Primary Care Groups/ Trusts joined the local authorities to form the steering group for the scheme.

Scottish Power are also involved with Warm and Well under their Energy Efficiency Commitment.

### What are the targets and aims?

The Gloucestershire Warm and Well scheme aims to improve energy efficiency in the home and reduce the levels of associated health problems in Gloucestershire, through:



Sarah Giff (above) joined SWEA as Warm and Well Co-ordinator during late 2002

- raising awareness of the issues and appropriate action
- providing specific and appropriate advice
- enabling physical actions to be implemented through referral to grants and discounts

Warm and Well is a partnership between Cheltenham Borough, Cotswold District, Forest of Dean District, Gloucester City, South Gloucestershire, Stroud District and Tewkesbury Borough Councils, and the Severn Wye Energy Agency



## How is it Funded?

Each local authority provides grants for energy efficiency measures. These funds are managed as a single grant scheme known as Gloucestershire Energy Efficiency Grants (GEEG). The joint local authority grant scheme (GEEG) is a unique feature of Warm and Well, and is a positive step towards a coherent

county wide approach.

The government sponsored HE-CAction programme provided funds in the first year for scheme management, promotion and awareness raising, advice to households, development of partnerships and referral mechanism.

Three of the five Primary Care Groups that covered Gloucestershire at the start of the scheme provided funds that have been used to install measures which link to the health issues highlighted by the rest of the scheme (heat recovery extractor fans).

## How Was it Implemented?

The aims are achieved by working both directly with the target group, and indirectly through those that support them, including health and social care professionals and agencies in the voluntary sector. The latter were encouraged to make referrals into the scheme, through the provision of referral packs and briefing sessions.

The scheme is managed from a central enquiry and advice point at the Gloucestershire Energy Efficiency Advice Centre, with a freephone advice line, freepost and email address. Energy efficiency measures are financed through a combination of:

- referrals to the government Warm Front scheme
- Gloucestershire Energy Efficiency Grants (GEEG) for vulnerable householders excluded from Warm Front
- a bulk discount scheme for those that can afford to pay

Scottish Power Energy Efficiency Commitment funds are integrated into (b) and (c) above, effectively reducing the cost of measures to the local authorities and householders.

Phase II of the Warm and Well Scheme began in April 2003 with

the continued support of the local authority and health sector partners that were involved in the pilot phase, and Scottish Power.

Gloucestershire Warm and Well has been held up as a model for replication elsewhere, selected as an example of good practice in the Faculty of Public Health's Fuel Poverty Toolkit, the DEFRA/NEA roadshow "Dying to be Warm", a recent GO South East survey, and a survey by consultants for Cheshire EEAC.

The Severn Wye Energy Agency has also recently helped Bristol and Somerset EEAC to set up a similar scheme.

## Results to Date

number of people making enquiries to the scheme	5,339
number of properties improved	3,429
total value of works carried out	£1,179,567
funds from local authority private sector housing grants	£733,414
householders own investment	£252,270
funds received from Scottish Power	£190,004
referrals made to Warm Front	1019
number of home visits made	98
number of people attending briefing sessions	372
estimated CO2 saving due to measures installed (over the lifetime of measure)	93,248 tonnes

# Results From Cheltenham BC

Measure	Total
Local authority funding	£283,605.65
Householder contribution	£40,522.74
Scottish Power contribution	£29,718.40
Enquiries to scheme	1028
Properties improved	664
Cavity wall insulation jobs	268
Loft insulation jobs	407
Heating works/new boiler	106
Referrals to Warm Front Scheme	181
Estimated CO2 saving	22,725.14 tonnes

The amount of CO2 saved as a result of Warm and Well is roughly equivalent to that released by driving 60 million miles.

## Keys to Success?

Relevant partnerships for developing the referral network: such as Gloucestershire NHS Health Promotion, Care Direct, the Department of Works and Pensions, and BBC Radio Gloucestershire

Cross-sectoral working has enabled us to tackle energy and health issues together: the continued support of the Primary Care Trusts, which took over from the Primary Care Groups during this period, helps to provide an integrated approach to the problem of fuel poverty

Good communication between the main partners, including the managing agent, consortium and contractor

The decision making ability of the steering group, especially the lead authority

The combined launch of the Affordable Warmth Strategy with Warm and Well, highlighting the need for this type of approach, and making a commitment to effective partnership

Flexibility and a swift and practical response to external events

The commitment of contractors to making the scheme work

# Lessons Learnt

The ideal marketing approach is both planned and opportunistic, and includes briefing sessions with a wide range of health, social care and housing workers, linking our message to that of the health promotion services, joint promotional events with these partner organisations, more general public events, media articles and competitions, and air time on local radio.

While the referral network of health and social care professionals has not produced a high rate of referrals, the clients that have been referred through this route have tend to be the most vulnerable

A greater rate of referral can be achieved through direct marketing by the agency and the contractor.

A combination of both health and contractor referrals is considered to give best value, and will be continued into the new phase of the scheme

We were confirmed in our view that home visits need to be offered as the most effective way to give individual advice in certain circumstances.

## Warm and Well - The Next Steps

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Changes to local authority grants in the year 2004-05 could result in changes to the GEEG grants and eligibility criteria.

### Further information

For further information on this project contact:

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This newsletter has been produced by the Severn Wye Energy Agency (SWEA), one of a network of energy agencies across Europe, established to stimulate the development of energy efficiency and renewable energy through local and regional action. SWEA is an independent 'not for profit' organisation and is a registered charity.