

Herefordshire Affordable Warmth Strategy 2025-2030



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Foreword

Herefordshire Council is committed to ensuring that affordable warmth is available to all the residents of Herefordshire, especially to the most vulnerable.

A fuel poor household is one that cannot afford to keep adequately warm. Many of these households are at an increased risk of ill-health as well as sometimes facing the difficult choice of either paying for sufficient fuel to keep warm or paying for other basic necessities.

This strategy has been developed in consultation with a wide range of partners. The strategy and action plan will help by bringing agencies together to reduce health and poverty impacts through providing advice on cutting fuel bills and saving energy as well as helping residents gain access to energy efficiency grants and benefits.

It is intended that the strategy, when linked to other local initiatives, will play an important role in reducing health and debt problems associated with living in cold, energy inefficient homes and will increase the comfort and energy savings for low-income households throughout the county.



A handwritten signature in black ink that reads "Elissa Swinglehurst".

Cllr Elissa Swinglehurst
Cabinet Member for the Environment

Introduction

Affordable warmth is a necessity for general health and wellbeing – it is the ability to heat a home to an adequate level for comfort and health without leading to debt. This latest affordable warmth strategy document for Herefordshire follows the Herefordshire Council Affordable Warmth Strategy of 2016.

A household that cannot achieve affordable warmth is defined as fuel poor. Affordable warmth activities and interventions aim to help people heat and power their homes efficiently and effectively, so they do not fall into fuel poverty and suffer from poor health that comes from a cold and damp home environment.

Herefordshire Council and its partners will continue to work hard to enable effective action to tackle fuel poverty and associated challenges through co-operative approaches. Activity will look to achieve the following three key aims of the affordable warmth action plan:

- To raise knowledge and awareness of fuel poverty and improving energy efficiency
- Identify and engage fuel poor residents by:
 - Establishing a pathway to zero-carbon housing and retrofit and to encourage and support households to achieve affordable warmth
 - Working with partners such as public health to raise awareness of fuel poverty and affordable warmth among all stakeholders
- Enable the delivery of meaningful interventions through:
 - Attracting funding to deliver affordable warmth and improve energy efficiency through advisory services, direct financial awards and energy efficiency/insulation measures.

This document:

- sets out the scale of fuel poverty in the UK and specifically in Herefordshire
- introduces the effects of fuel poverty
- reports performance to date in regard to activity to alleviate fuel poverty
- identifies areas of focus for activity in future
- introduces an affordable warmth action plan.

Fuel Poverty in England

The fuel poverty metric was most recently changed in 2021 Fuel Poverty Strategy, to the Low-Income Low Energy Efficiency (LILEE) indicator. According to this, a household is in fuel poverty if:

- their home has an Energy Efficiency Rating of band D or below

And

- if, after subtracting their modelled energy costs and housing costs, their residual income is below the poverty line

Only those households in band D-G homes who fall below the poverty line after energy costs are considered as being in fuel poverty. The depth of fuel poverty is measured by the fuel poverty gap -the reduction in fuel costs needed for a household to not be in fuel poverty.

The LILEE definition means that a household in a property with an energy efficiency rating of C or better (56% of dwellings in 2022) cannot be defined as being in fuel poverty, regardless of their income or the level of energy prices. In 2022, an estimated 2.8 million households in England were in the lowest two income deciles (10% groups), but were not defined as fuel poor because their property had a rating of C or better. All the remaining 2.3 million households in these income groups were defined as fuel poor. Higher prices in 2023 compared to 2022 (taken on their own) are projected to increase fuel poverty by around 425,000.

In 2023, an estimated 13.0 per cent of households in England (3.17 million households) were classed as fuel poor, effectively unchanged since 2022 (3.18 million households).

In March 2015, the Government launched the Fuel Poverty Strategy for England¹. The Government is required by law to tackle fuel poverty by making the coldest, leakiest homes in England more energy efficient. The Fuel Poverty Strategy outlined the challenges and actions for the next 15 years to tackle fuel poverty and get help to those who need it most.

A new legally binding target came into force in December 2014 and requires a minimum standard of energy efficiency (B and C) for as many fuel poor homes as reasonably practicable by 2030.

This report indicates that the main factors to be taken into account affecting levels of fuel poverty are:

- High energy prices and unfair markets
- Low household incomes
- Poor heating and insulation standards.

The government believe that to meet these ambitious fuel poverty targets, local authorities have a key role to play, but at the same time is committed to local authorities setting their own priorities, ambitions and related targets as they are seen to be best placed to assess their local need. The HECA Act 1995 requires all English authorities to prepare a submission every two years setting out the energy conservation measures that the authority considers practicable, cost-effective and likely to result in significant improvement in the energy efficiency of homes in its area. The Herefordshire Affordable Warmth Strategy forms the basis of the HECA submission² on behalf of Herefordshire Council.

¹<https://www.gov.uk/government/news/a-strategy-to-end-cold-homes-for-good>

²<https://www.herefordshire.gov.uk/downloads/file/26450/home-energy-conservation-act-heca-herefordshire-council-report-2023>

Fuel Poverty in Herefordshire

In Herefordshire, we can compare the situation against the national picture and find that the proportion of households in fuel poverty is higher than the national average (see Table 1).

LA Name	Region	Estimated number of households	Estimated number of fuel poor households	Proportion of households fuel poor (%)
Herefordshire, County of	West Midlands	84,773	16,302	19.2

Table 1 Source: Department for Energy Security and Net Zero, Sub regional Fuel poverty statistics, England 2023 (2021 data), National Statistics

The text and map below are taken from the **BRE Integrated Dwelling Level Housing Stock Modelling and Database for Herefordshire Council**³ commissioned by Herefordshire Council in 2019:

The following graph shows the results for 7 of the key indicators in Herefordshire compared to regional data and England split into all stock and private sector stock. The data shows that the performance of the housing stock in Herefordshire compared to the EHS England average is generally worse with Herefordshire performing significantly worse for all hazards and excess cold and slightly worse for the remaining indicators, with the exception of low income households for which there are similar levels. Compared to the regional average, again Herefordshire has significantly higher levels of all hazards and excess cold but levels of fall hazards, disrepair and fuel poverty are similar and levels of low income households are slightly lower.

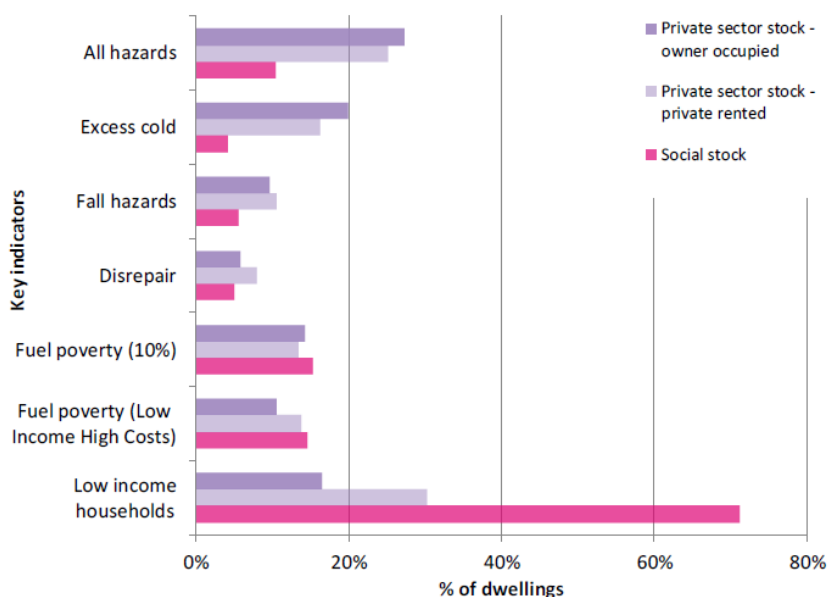
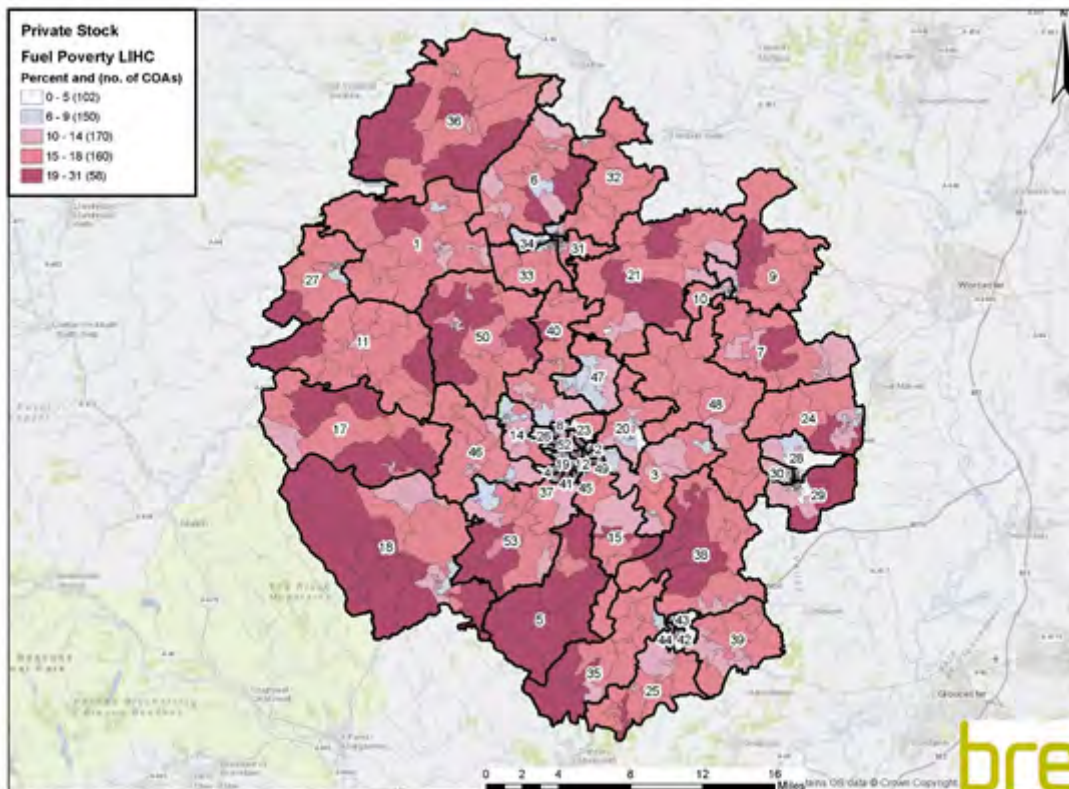


Table 2 Estimates of the percentage of dwellings meeting the key indicator criteria assessed by the housing stock models and database for all stock and private sector stock – Herefordshire compared to the West Midlands and England (EHS 2014)³

³BRE Dwelling Level Housing Stock Modelling and Database for Herefordshire (herefordshire.gov.uk)

The following thematic map shows the proportions of households in private housing experiencing fuel poverty (low income – high cost definition) across Herefordshire, there are areas of higher concentrations in the more rural parts of Herefordshire. There are noticeably lower concentrations around the urban areas, particularly around the outskirts of Hereford.



Strategic Links in Herefordshire

The Affordable Warmth Strategy is a sub-strategy of the Housing strategy (2021-2026) and seeks to deliver the vision:

To effectively meet the housing needs of people living in Herefordshire, promote independence and create healthy and sustainable communities.

The strategy will contribute towards the following local and regional strategic priorities, targets and legislation:

Housing Strategy 2021-2026⁴:

- Vision: To effectively meet the housing needs of people living in Herefordshire, promote independence and create healthy and sustainable communities.
- The Home Energy Conservation Act 1995 (HECA)⁵ will submit reports to the Secretary of State demonstrating what energy conservation measures they have adopted to improve the energy efficiency of residential accommodation within that LA's area.

Climate Emergency 2030⁶:

- In March 2019 Herefordshire Council declared a Climate and Ecological Emergency to be net zero ambition by 2030 and the following were to be considered:
- Role of retrofit
- Zero carbon house building

Herefordshire Joint Health and Wellbeing Strategy 2023-2033⁷:

- Improve Housing / reduce homelessness
- Reduce our carbon footprint
- Support those with complex vulnerabilities

Herefordshire Council Plan 2024-2028⁸:

- Protect and improve the lives of vulnerable people
- Ensure all children are healthy, safe and inspired to achieve

Joint Strategic Needs Assessment (JSNA) Key Findings 2021⁹:

- Understanding Herefordshire assesses health needs and wellbeing across the county of Herefordshire. The latest report was published in 2021. The report highlights a number of factors that can be identified as contributing to fuel poverty, notably low household income, nature of the housing stock and its implications on affordability, and access to services.

⁴Local housing strategy 2021-2026 ([herefordshire.gov.uk](https://www.herefordshire.gov.uk))

⁵<https://www.herefordshire.gov.uk/housing-3/home-energy>

⁶Climate change - Herefordshire Council

⁷Herefordshire Joint Local Health and Wellbeing Strategy 2023 - 2033

⁸Herefordshire Council Plan 2024-2028

⁹Herefordshire's Joint Strategic Needs Assessment - Understanding Herefordshire

National Context and Actions

Recent trends have seen a steep increase in the cost of all fuels. Fuel prices are constantly changing, and no one can predict future costs with certainty. The National Energy Action (NEA) estimates that for every 1% increase in energy prices a further 10,000 households fall into fuel poverty.

Fuel poverty can be alleviated by improving a household's income (and their ability to pay bills), reducing their fuel costs, and reducing their energy consumption (by improving energy efficiency). To improve a household's ability to pay, there are payments and discounts available to certain eligible customers:¹⁰



- Means-tested winter fuel payment
- Warm Homes Discount (the scheme running to March 2026 requires domestic energy suppliers with over 1,000 customers to provide an annual discount to customer bills),
- Cold Weather payments, designed to help potentially vulnerable customers more easily pay their bills.

To reduce fuel costs, the UK Government have introduced an energy tariff cap, though switching supplier can still lead to lower tariffs. Energy efficiency is supported through the Energy Company Obligation (ECO) and more recently the Great British Insulation Scheme (GBIS), which requires energy suppliers to install energy efficiency measures in fuel poor, vulnerable or low income homes. Other schemes include Social Housing Decarbonisation Fund and the Home Upgrade Grant.

The Energy Company Obligation (ECO) and the Great British Insulation Scheme are some of the main ways for householders to access funding towards energy efficiency improvements for their homes and is administered by Ofgem. Introduced to help assist low income and vulnerable customers to heat their homes and to help reduce carbon emissions, the scheme began in April 2013 and the latest phase (ECO4) began in July 2021 and runs to March 2026.

There is a strong link between fuel poverty, the unsustainable use of energy and climate change. The Intergovernmental Panel on Climate Change are 95% certain that humans are the 'dominant cause' for the continuing warming of the planet, as detailed in their latest assessment. Around a third of the UK's emissions come from energy generated for heating, so any actions to tackle fuel poverty such as insulation, education initiatives and accelerating the deployment of renewable energy are likely to reduce dependence on fossil fuels, cut wasteful usage and have the potential to reduce human impacts on the climate.

At the same time, significant changes have occurred to the way energy efficiency measures are encouraged and supported in the UK. Energy supplier based 'obligations' remain the key delivery mechanism for energy efficiency improvements in the UK, the most significant being the Energy Company Obligation (or ECO).

¹⁰<https://www.ofgem.gov.uk/information-consumers/energy-advice-households/find-schemes-grants-and-benefits-help-home-energy>

Excess Winter Deaths and Cold Related Illness

Fuel poverty is affected by three key factors: a household's income, their fuel costs, and their energy consumption (which in turn can be affected by the energy-efficiency of the household's dwelling).

Policy on fuel poverty, and on energy efficiency which is one of the key ways of alleviating fuel poverty, can have impacts on several additional policy areas. For example, cold homes can have negative impacts on both mental and physical health, potentially adding demand to the NHS and social care providers, and directly contributing towards excess winter deaths. Health impacts of cold homes include increased risk of heart attack or stroke, respiratory illnesses, poor diet due to "heat or eat" choices, mental health issues, and worsening or/slow recovery from existing conditions. Those most at risk of ill health from fuel poverty include children the elderly, and long-term sick and disabled people¹¹.



The reports, *The Health Impacts of Cold Homes and Fuel Poverty (2011)*¹² and *The Fuel Poverty, Cold Homes and Health Inequalities in the UK* both published by IHE¹³ in 2022 found that homes that are cold due to fuel poverty exacerbate health inequalities. Cold homes can cause and worsen respiratory conditions, cardiovascular diseases, poor mental health, dementia, hypothermia and problems with childhood development. In some circumstances, health problems may be exacerbated to a degree that they may cause death. In 2019, it was estimated the NHS spent at least £2.5 billion per year on treating illnesses that were directly linked to cold, damp and dangerous homes. Cold homes and fuel poverty contribute to the phenomenon of excess winter deaths. England saw an estimated 63,000 excess winter deaths in 2020–21. Estimates suggest that some 10 per cent of excess winter deaths are directly attributable to fuel poverty and 21.5 per cent are attributable to cold homes. England's excess winter deaths index is higher than the Northern European average.

Certain households are more likely to be in fuel poverty, these include: households living on low incomes, households with dependent children, households home to people living with disabilities, and minority ethnic households. Certain groups are more likely to experience the health impacts of fuel poverty: older adults, children, and households home to people living with chronic illness and disability. There is a strong relationship between cold indoor temperatures and cardiovascular and respiratory diseases. Children living in cold homes are more than twice as likely to suffer from a variety of respiratory problems as children living in warm homes and mental health is negatively affected by fuel poverty and cold housing for all age groups. More than one in four adolescents living in cold housing are at risk of multiple mental health problems compared with a rate of one in

¹¹https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/652568/Cold_Weather_Plan_Making_the_Case_2017.pdf

¹²<https://www.instituteofhealthequity.org/resources-reports/the-health-impacts-of-cold-homes-and-fuel-poverty>

¹³<https://www.instituteofhealthequity.org/resources-reports/fuel-poverty-cold-homes-and-health-inequalities-in-the-uk/read-the-report.pdf>



20 for adolescents who have always lived in warm housing. Cold housing increases the level of minor illnesses such as colds and flu and exacerbates existing conditions such as arthritis and rheumatism¹⁴.

The majority of excess winter deaths occur amongst people aged 75 and over. Many health conditions are aggravated by cold, and often people with disabilities are unable to keep active during the winter months. People with disabilities have on average a 25% higher cost of living due to additional needs such as mobility, aids and care. For many, moving to a more energy efficient home is not an option as it will need to be adapted for their needs.

Fuel poverty can worsen people's health conditions, which in turn impacts on the demand for health and social care services. It is also likely to lengthen recovery times of people with certain conditions. There are the mental health effects of living in a cold home too, from stress and anxiety through to more severe mental health issues.

¹⁴Institute of Health Equity, HEALTH EQUITY IN ENGLAND: THE MARMOT REVIEW 10 YEARS ON, 2020

Benefits of Affordable Warmth

In his foreword to the BRE Full Cost of Poor Housing Report in 2016, The National Director of Health and Wellbeing from Public Health England, Professor Kevin Fenton stated that “We know that good housing is essential to health and wellbeing. It also plays a crucial role in supporting other determinants of good health such as educational attainment, employment prospects and social interaction. With local authorities now responsible for public health and with the establishment of Local Health and Wellbeing Boards, we have a great opportunity to address issues like poor housing and to build more integrated approaches to addressing this”.

The 2021 BRE The Cost of Poor Housing in England 2021 Briefing paper¹⁵ research found that the annual cost to the NHS of leaving people in the poorest housing was around £1.4 billion. In addition, when wider societal costs are included, that the full cost to society of poor housing was estimated at £18.5 billion per annum. The most common extreme hazards in the home are those relating to cold and home accidents, particularly falls on stairs. These are, generally, not expensive to rectify compared with the long-term cost to the health services and society if they are ignored. Such hazards are particularly harmful to the most vulnerable, especially older people and families with young children.

BRE calculated that the cost to mitigate excess cold was £5.9bn with an annual saving of £857K per annum to the NHS and has societal savings of over £15.2bn if mitigated. It is clear that dealing with excess cold is by far the most costly issue with regards to poor housing that the NHS faces today. Herefordshire Council utilises its Keep Herefordshire Warm Service to promote services to residents of Herefordshire and actively uses government grants such as Home Upgrade Grant and ECO4 obligations to support residents.

Project ending - apply before September 2024

No gas connection?

Last chance to get fully-funded energy saving home improvements

New eligibility criteria: household income up to £36,000

Open to park homes, owner occupiers and tenants
(but landlords will have to pay a third of the costs)

Find out more and apply at:
gov.uk/apply-home-upgrade-grant

Herefordshire Council | Home Upgrade Grant | severn wye

A newspaper advert for the Home Upgrade Grant (HUG)

¹⁵https://files.bregroup.com/research/BRE_Report_the_cost_of_poor_housing_2021.pdf

Areas of focus to alleviate fuel poverty and achieve affordable warmth

In order to respond to the issues described in previous sections, the following actions will be undertaken (as set out in the Action Plan):

1. Advice and support for households
2. Awareness and communication
3. Reducing and improving energy expenditure
4. Strengthening health and housing links
5. Securing funding and resource
6. Training and supporting partners
7. Supporting Low Income Communities

These actions will be delivered through Herefordshire Council's Keep Herefordshire Warm Service as set out in the following section.



Social media posts aimed at increasing awareness of the grants and help available in the county

Affordable Warmth Activity in Herefordshire

Keep Herefordshire Warm

Keep Herefordshire Warm (KHW) is Herefordshire Council's affordable warmth service and has been running since 2014. The service is delivered by Yes Energy Solutions CIC.

The service includes honest broker advice through a dedicated free-phone advice line, which is available to all residents of the county. Local installers are also assessed in order to offer pathways to installations of energy efficiency measures and up to date information on grants and financial support. Home visits are also available under the scheme and some events will be undertaken across the county to offer residents face to face advice and to promote the service and brand.

The KHW scheme resulted in a significantly high number of household contacts numbering 1,708 households in FY 23/24.

Keep Herefordshire Warm runs the Herefordshire Affordable Warmth Network (HAWN) where established links with health and housing organisations and other relevant stakeholders enables identification and referrals of fuel poor residents.

Herefordshire Council has a Statement of Intent informing installers of taking part in ECO4 and The Great British Insulation Scheme¹⁶. The ECO4 scheme will focus on supporting low income and vulnerable households. The scheme will improve the least energy efficient homes helping to meet the Government's fuel poverty and net zero commitments. The Great British Insulation Scheme will support the ECO4 scheme in the delivery of predominantly single measures targeted at a wider range of households.



¹⁶Statement of Intent for ECO4 and Great British Insulation Scheme Flex ([herefordshire.gov.uk](https://www.herefordshire.gov.uk))

Herefordshire Affordable Warmth Action Plan

1. Advice and support for households

Actions	Lead Partner	Partners/Links	Outcomes sought	Success measure
Provide energy efficiency advice for householders to encourage and help residents consider improvements to their homes	KHW	Link to partner organisations and relevant funding streams e.g. ECO	Increased energy efficiency across Herefordshire homes	Number of households receiving advice – grant support and transferred to other grant schemes
Support householders to reduce expenditure through energy saving advice	KHW	Provide wider energy efficiency advice through KHW	Wider awareness of no / low-cost actions	Estimated householder bill savings
Support householders to seek the best available tariff and tariff- switching	KHW	Ensure KHW partners are engaged and confident in discussing tariff switching	Greater awareness of benefits of switching	Number of householders receiving tariff switching advice
Boost uptake of micro-generation technologies (to reduce demand) through provision of sound / honest advice and routes to reputable installers. Investigate county-wide offers around renewable technologies (discounts / bulk-buy etc.)	Herefordshire Council / KHW	Link to wider government schemes	Improved knowledge of technologies, advantages and key considerations	Number of householders receiving micro-gen advice Estimated % conversion to installs
Continue to provide financial advice to householders	Herefordshire Council / KHW	Link to Talk Community team organisations and partners offering financial advice and or grant funding	Maximising householder incomes. Support for householders in fuel debt	Number of householders receiving financial support

2. Awareness and communication

Actions	Lead Partner	Partners/Links	Outcomes sought	Success measure
Develop a communications plan to raise awareness of fuel poverty county-wide and maximise uptake of services and recognition of activities being undertaken to tackle fuel poverty. Use a range of communication methods including joint working with Herefordshire Council Communications team on parallel schemes such as Get Warm, Stay Warm, Stay Well	KHW	Involve relevant stakeholders to assess 'what works best' Link to national campaigns and maximise wider media coverage	Increased awareness of affordable warmth and the services to support	Number of partners engaged and referrals Number of advice line enquiries

Actions	Lead Partner	Partners/Links	Outcomes sought	Success measure
Plan and deliver a programme of public events to promote affordable warmth services	KHW	Target events to communities / areas of high fuel poverty vulnerability	Increased awareness and uptake of services	Number of events & breakdown (rural / low income / health / partner / general) Numbers engaged at events Number of referrals for energy efficiency improvements Number of advice line enquiries per area
Develop a directory of services/contacts which communities and residents can be directed / signposted to	KHW	Link to Herefordshire Affordable Warmth Network	Increased reach of promotional and awareness material	Number of organisations receiving communications
Keep abreast of policy developments and news with regards to affordable warmth and energy efficiency, update partners through policy updates	KHW	Co-ordinate with council to develop a circulation list to all relevant partners	Increased awareness of affordable warmth challenges and policy environment	Number of partners / groups receiving policy updates

3. Reducing and improving energy expenditure

Actions	Lead Partner	Partners/Links	Outcomes sought	Success measure
Support householders to reduce expenditure through energy saving advice	KHW	Provide wider energy efficiency advice through KHW	Wider awareness of no / low-cost actions	Estimated householder bill savings
Support householders to seek the best available tariff and tariff- switching	KHW	Ensure KHW partners are engaged and confident in discussing tariff switching.	Greater awareness of benefits of switching	Number of householders receiving tariff switching advice
Continue to promote and inform residents of new technologies that help reduce heating and or electricity demand (e.g. LED lighting, smart meters, panel heaters). Investigate specific projects focused on new technology and attempt to source funding	KHW	Use KHW advice line to discuss such options where relevant Secure technology to offer to fuel poor households	Greater number of options to reduce demand	Type of advice given regarding new technologies Number of measures (within a mini project) installed
Develop an offer for householders not eligible for Energy Company Obligation or alternative grant funding	KHW / Herefordshire Council	Ensure that all possible funding routes are exhausted. Develop an 'Able to Pay' offer	Install options across the County, regardless of scheme eligibility	Number measures delivered outside of grant arrangements

Actions	Lead Partner	Partners/Links	Outcomes sought	Success measure
Support private landlords to improve the energy efficiency of the private rented sector and make most of current funding opportunities	Herefordshire Council	Use Private Landlord's forum to highlight activities of HC/KHW and introduce funding options	Increased uptake of measures in the private rented sector	Number of landlords engaged Number installs in private rented sector
Support the social housing sector to improve energy efficiency through continued co-operation with key housing providers	Herefordshire Council	Continued engagement with partners	Collaborative working, knowledge sharing and delivery across sectors	Review of activity within with RSL partners in the county Social housing provider average SAP ratings

4. Strengthening health and housing links

Actions	Lead Partner	Partners/Links	Outcomes sought	Success measure
Ensure professionals in the health and social care sectors are aware of the impacts of cold homes, and what support is available to support fuel poor households	Herefordshire Council / KHW / CCG	Engage health professionals through targeted promotion and or training Public Health promotion; Clinical Commissioning Group (CCG)	Strengthen links with health and housing	Number of training sessions delivered Number of targeted promotions delivered
Engage with GP surgeries to target support to those most vulnerable from cold-related illnesses / excess winter deaths	Herefordshire Council	Engage Health & Wellbeing Board and CCG. Secure input from third sector health providers and link to hospital discharge services	Reductions in hospital admissions related to cold health	Number of GP surgeries engaged Number of patients contacted

5. Securing funding and resource

Actions	Lead Partner	Partners/Links	Outcomes sought	Success measure
Continue to drive uptake of measures through the Energy Company Obligation (ECO)	KHW / Herefordshire Council	Use KHW as central point to deliver measures and support householders	Increase in delivery of funded measures through ECO	Number of ECO-funded measures installed
Continue to investigate funding opportunities that could a) supplement current schemes or b) offer funding for new opportunities	KHW / Herefordshire Council	Multi-partner approach to funding opportunities	Increase in number of projects to be delivered	Details of any additional funding secured

6. Training and supporting partners; Develop referral / knowledge networks

Actions	Lead Partner	Partners/Links	Outcomes sought	Success measure
Offer support to any partners / agencies wishing to engage with the Keep Herefordshire Warm Scheme	KHW	Through Herefordshire Affordable Warmth Network and partner engagement and Talk Communities Team	Greater awareness of scheme among partners and groups	Number of organisations receiving support
Develop a network of partners to share affordable warmth /energy efficiency knowledge and support partners to refer through to additional schemes	KHW	Continue to develop the Herefordshire Affordable Warmth Network and grow the presence and reach of the group	Increased awareness of Affordable Warmth Increased referrals to services	Number of referral partners referring Number of measures installed through partners

7. Supporting low income communities

Actions	Lead Partner	Partners/Links	Outcomes sought	Success measure
Target affordable warmth promotion / grants and or events to areas of high deprivation / low income	KHW, Herefordshire Council, third sector partners	Utilise communication channels of organisations working in low income areas Use Index of Multiple Deprivation (IMD) to identify low income areas. Correlate with identification of high-risk fuel poverty areas	Increased awareness and uptake of support in low income areas targeted	Number of low-income communities targeted
Engage with ECO to drive delivery of insulation and heating measures in low income areas, both urban and rural	KHW and Herefordshire Council	Trusted intermediaries including GP surgeries, schools, resident groups etc	Increased uptake of funded measures in low income areas	Number of measures installed through ECO
Continue to support organisations helping to deliver additional support to low income communities	KHW – Through Herefordshire Affordable Warmth Network (HAWN)	Joint partner delivery in areas of low income. Co-ordinate with housing partners e.g. Herefordshire Housing and Stonewater	Increased uptake of services on offer from partners. Stronger partnership working	Project and partner feedback Number of households receiving multiple support



For more information please contact:
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