

WEST LONDON  
THERMAL COMFORT DECENT HOMES PROGRAMME  
REPORT  
2006 – 2008



in partnership with



WEST LONDON  
HOUSING  
PARTNERSHIP.





Charles Pipe  
West London Decent Homes Programme Co-ordinator

## Leverage the key to sustainable delivery

The London Borough of Hounslow, as lead authority, in partnership with the West London boroughs of Hillingdon, Harrow, Brent, Ealing, Hammersmith & Fulham and Kensington & Chelsea, successfully secured substantial grant funding from the London Regional Housing Pot (LRHP) for a 2006-2008 Decent Homes programme.

The partnership between the West London Housing Partnership and their appointed scheme manager, London Warm Zone (LWZ), has proved to be one of the most holistic, innovative and successful private sector housing partnerships in the country.

Climate change, fuel poverty, decent homes and income maximisation are all related issues when addressing wider sustainability development and quality of life issues. We have worked with a variety of other programmes and funding regimes, such as CERT and Warm Front, to ensure maximum delivery on our projects in order to offer as much help as possible to households across West London.

The LWZ scheme in West London was the first thermal comfort programme to fully encompass and deliver on the wider sustainable agenda, such as income maximisation, fuel poverty, climate change, water conservation, renewable technologies, fire safety surveys and identification of CAT 1 hazards.

By working with the local authority partners, LWZ carried out a detailed planning exercise to establish and agree key targets, timescales, budgets and areas or wards to be assessed.

We set the pace during the 2006-2008 project and this holistic approach is now seen as the benchmark within London, which is reflected not only in recent GLA policies (Mayor's Housing Strategy) on energy, health and fuel poverty, but in other sub-regions. The London Development Agency are now looking to projects delivering such schemes to meet

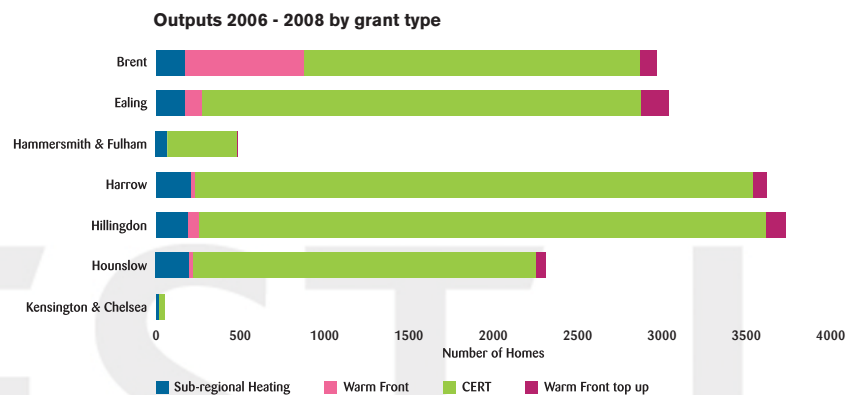
the wider holistic integration achieved by our LWZ programme as standard.

Through our toolkit of measures, the partnership is constantly seeking to help more people in more ways.

Upon completion of the 2006-2008 WLHP programme LWZ achieved the full spend of the funds for decent homes (mainly heating) to vulnerable households of £4.5 million. However, by the integration of measures and other programmes LWZ levered in £4.2 million of additional funding, which enabled the WLHP to bring over 3,000 vulnerable homes up to the decent home standard.

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- 20,000 assessments completed
- £4.5m of WLHP funds committed on measures for vulnerable households
- £2m CERT funds levered in
- 1,000 Warm Front grants with a leverage value of £800,000
- 536 Warm Front Top Ups grants levering in £1.35m
- 3,000 Able to Pay customers receiving insulation measures contributing £900K
- 285 Fire Safety Surveys with a value of £7,125
- £540,000 of additional income benefits claimed
- Securing over £400,000 of additional funds from Defra for the CEEF programme.



## Successful awareness campaign funded by CEEF

Last year the Government announced £6.3 million Community Energy Efficiency Funding (CEEF) would be made available to assist the integration of CERT and Warm Front funding based on the Warm Zone best practice model. LWZ, in partnership with the WLHP made a successful application to this fund in order to further boost their activity in these areas. The partnership secured approximately £400,000 in total of which £120,000 was used to deliver a highly focused awareness campaign to integrate wider funding into the scheme, including Warm Front, CERT and income maximisation.

The main promotion of the scheme operated from November 2007 until March 2008, with the delivery of a well-managed joint awareness programme between LWZ and the West London boroughs. All promotional material carried WLHP, borough and Defra logos, and LWZ worked closely with individual lead officers to target both the fuel poor and fuel rich, and

encourage referrals from partner organisations, healthworkers and social care staff.

To date LWZ have received more than 13,000 applications from a cross-section of the community from a number of different sources. This included the LWZ freephone, on-line applications, self-generation referral from LWZ approved contractors and a London wide partnership with the Energy Saving Trust Advice Centre (ESTAC).

The CEEF funded campaign has been a great success with the applications leveraging more than £2 million of external funding into West London and an extra £150,000 of additional benefits claimed, as well as helping to deliver the wider Decent Homes programmes. As a result of the exceptional achievement of the CEEF awareness campaign, LWZ and WLHP will use the methods developed to promote and develop their scheme over the coming years.

This has been a very successful element of the programme and we have helped residents in West London claim over £500,000 of additional benefits.



## Working together to reach homes in the private sector

Working closely with the partner boroughs was key for LWZ to meet the very demanding CEEF timescales to successfully deliver the integrated awareness campaign. The aim of the campaign was to offer something for everyone, and both vulnerable and Able to Pay private residents were encouraged to get in touch for help with grants and substantial discounts for heating and insulation work. The structured campaign brought together traditional marketing methods such as advertising in local newspapers, on billboards and buses, with more local authority-focused techniques to reach residents, such as council magazines and through social service departments, the voluntary sector and local councillors.

A pilot campaign was carried out in August and September 2007 with Harrow Council using their funds in order to establish the awareness campaign. Messages were tested in order to ensure residents had a full understanding of the help available for heating and insulation.

Ealing Council used their Local Area Agreement funding to develop a local

awareness campaign to build on the wider programme across West London after the CEEF campaign ended in March. With a budget of £23,000, they worked with LWZ's Marketing Manager to produce leaflets and ran a series of adverts on buses and in the local newspapers and council magazine, Around Ealing. This generated a substantial amount of enquiries for the programme, with nearly an additional 700 applications since May.

The Energy Efficiency team at Hillingdon Council have been very proactive in promoting the LWZ scheme over the last two years and the combined efforts of their activity and the CEEF awareness campaign have generated 3315 enquiries. The team, led by Jo Gill, carried out a borough wide home energy survey in 2007, placed regular advertising in the council's popular bi-monthly magazine, have a poster site at the Chimes Shopping Centre for two years and have recently placed information on a local hospital map.

In Brent the LWZ scheme is administered by Energy Solutions, a local not-for-profit company set up by Brent Council. Energy Solutions employs a full time Home Visitor

whose work adds value to LWZ by providing support to vulnerable clients right, including follow-up visits to ensure heating controls are fully understood and the benefits of the scheme meet expectations. Home visits have also resulted in a massive 700 referrals to Warm Front to date.

Hammersmith & Fulham utilised funding from their Local Area Agreement to support the scheme promotion, in particular heating improvements, to health workers and voluntary organisations working with vulnerable households. They also held various events in local shopping areas, a hospital, community centres and the Town Hall. The Private Sector Housing team at the Royal Borough of Kensington & Chelsea also work closely with LWZ to identify opportunities to ensure their private sector residents were aware of the available grants, and have set up a steering group to address fuel poverty in the borough. Hounslow Council have carried out additional advertising to support the scheme in their residents magazine, placed information in local supermarkets and produced an energy efficiency guide for all residents.

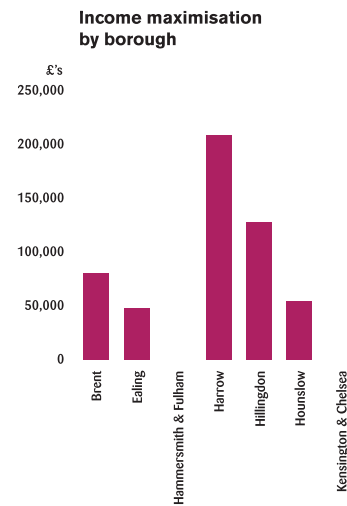
## Income maximisation unlocks heating grants

LWZ's income maximization service is delivered in partnership with DABD (UK), an organisation promoting independence and inclusion. One of DABD's key services is its specialist welfare benefits advice team and over the last four years, DABD and LWZ have developed a model of good practice for income maximisation work that has seen householders increase their income and, in turn, become eligible for heating grants and further support.

Lee Healey, DABD Advice Team Manager, explains, "The benefits advice team has been in operation for 13 years and we provide expert help on benefit entitlement. Our concept is a simple one; London Warm Zone refers a client to us who could, potentially, be able to claim benefits that will maximize their household income. Our team contacts the client and provides a full check, which identifies benefits that could be claimed. We then visit the client to help with any forms that need completing."

The work doesn't stop there though. Once claims have been made, DABD

then helps clients through the whole process, offering advice and support along the way. After benefits have been awarded, DABD then refers the client's details back to LWZ so that the relevant heating grants can be claimed.



## Warm Front West London top-up scheme

An agreement between the seven West London boroughs and the government's Warm Front grant has helped over 500 households with energy efficiency improvements that they would otherwise not have received, and has unlocked £1.35 million worth of Warm Front funding.

The Warm Front grant is a government contribution of £2,700 towards installing heating and insulation measures into the homes of vulnerable people. However, if the cost of the work required exceeds the £2,700, a customer is required to pay the difference. The West London top-up scheme was developed as a way to pay these contributions on behalf of the customer and has so far spent over



£300,000 making the homes of vulnerable people warmer.

Peter Daley, head of Referral Generation for the Warm Front scheme manager, eaga plc said, "This scheme is an incredibly positive example of how a real partnership can make a difference, and we are thrilled that it has been able to help over 500 vulnerable people."

Borough	Spend	No. of Warm Front households
Brent	£67,721.11	103
Ealing	£82,149.60	163
Hammersmith & Fulham	£4,981.65	8
Harrow	£47,041.49	78
Hillingdon	£66,748.59	122
Hounslow	£35,183.72	61
Kensington & Chelsea	£609.00	1
<b>TOTAL</b>	<b>£304,435.16</b>	<b>536</b>



Mr Harmer, from Greenford, paid just £304.50 to have both cavity wall and loft insulation installed in his home by London Warm Zone approved contractors. He said: "Our central heating system is not having to work so hard now, and we hope to notice a difference in our fuel bills. I was pleased with the contractors who did a good job."

## London Warm Zone partnership delivers best practice



Mark Johnson,  
Operations Director, London Warm Zone

London Warm Zone has worked with the West London Housing Partnership (WLHP) for the last two years on their 2006 -2008 thermal comfort / decent homes programme. The not-for-profit structure of Warm Zones CiC means that the LWZ approach is consistently based upon the best solution available for each of their clients, rather than maximizing earnings or profits.

The WLHP programme has clearly extended the boundaries on partnership working and integrated scheme delivery on scale. Collectively we have established methodologies that not only ensure that the Decent Homes element of the capital programme is met by delivering quality heating systems to vulnerable households, but we have gone further by integrating a wide array of leverage from other sources. Warm Front, CERT and income maximisation, as well as detailed data collection, are key to ensuring that we also address wider trenchant issues, such as fuel poverty and climate change.

Mark Johnson, LWZ Operations Director comments: "Each of the seven borough officers representing the WLHP on this programme have been very pro-active, they have pushed the boundaries by going above and beyond business as usual to achieve greater outputs on the programme. Such a partnership with us has resulted in the programme setting policy by best practice which has been reflected in the London Energy Partnership's fuel poverty action plan, and the high level collaborations being undertaken by Sustain 72 with DECC and the GLA.

Therefore, we are delighted that we have secured the management of the scheme for a further four years and look forward to pushing the boundaries even further with the WLHP in the future.

The figures presented in this report pay testament to the success of the programme and the accolades received by the partnership for the work in this short period are well deserved."

## Proud to be part of such an effective programme

"EDF Energy has supported London Warm Zone since its inception in 2001, providing over £6 million in funding to make homes warmer and more affordable to heat. London Warm Zone is a great success as evidenced in this report and we are proud to be part of such an effective and indeed award winning programme.

The activity undertaken by London Warm Zone is also a delivery channel for our government targets, initially with the Energy Efficiency Commitment and moving into the challenging Carbon Emissions Reduction Target. EDF Energy has set itself apart in committing to an ambitious range of Social and Climate Commitments and our relationship with London Warm Zone forms a key conduit of this."

**Eric Salomon**  
Managing Director of Energy Services,  
EDF Energy



Pam Parry, from Hanworth, paid just £115.50 to have cavity wall insulation installed in her end of terrace home by LWZ approved contractors. She said: "We had a leaflet through the door and as it was backed by the council, we got in touch. We can really feel the difference in the warmth in our home."

## Triple award success for LWZ

LWZ has won three prestigious awards this year: the London HECA Award for commitment to tackling fuel poverty and integrated approach to improving the lives and properties for the people of West London; a Sustainable Futures trophy at the EDF Group awards triumphing over 600 other projects; and a Partnership Award for integration with Warm Front.

EDF Energy was also awarded a highly commended in the Healthy Communities category in this year's Business in the Community awards for its support for LWZ.

LWZ and EDF Energy celebrated these awards with their partner boroughs at City Hall on 4th July when each borough was presented with a dedicated Woodland Trust tree in recognition of



Left to right: Mayor and Mayoress of Solihull Cllr Gary Allport and Mrs Gail Allport; Gemma Moore, London HECA Chair; Nigel Turner, LWZ

## Warmer home for Hounslow resident

Last winter, Mary Brown of Isleworth, was worried about her heating bills and would put another cardigan on rather than turn her heating on more than absolutely necessary.

In the spring, she read about the LWZ scheme in her local paper and even though she wasn't sure that she would qualify, Mrs Brown, who is 76 years old and lives alone, called to arrange for a free assessment of her home. Following a full survey by a London Warm Zone surveyor, she was eligible to have her 30 year old inefficient back boiler replaced free of charge with an energy efficient new boiler, as she is in receipt of Attendance Allowance. She was also given thermostatic radiator valves on all her radiators and a room thermostat. The surveyor also ensured her insulation was up to the government standard.

The work was carried out by Hounslow Council approved contractor, locally based Crystal Heating Ltd, and at the same time



Left to right: Charles Pipe; Mrs Mary Brown and Cary Cardoso, Crystal Heating

the Council also arranged to install a solar hot water system free charge as part of a pilot scheme in the borough for people in receipt of benefits.

Mrs Brown is delighted with the work carried out and said: "This came just at the right time

for me as my boiler was very old and it cost so much money. I really had no idea I could get this kind of help, and I was treated so well by everyone. I didn't know anything about solar heating, and at my age didn't think about having it put in! The workmen were good and explained everything as they went along."



Ruislip resident, Sheila Gribble, who is over 70 years old and in receipt of Attendance Allowance, had her 40 year old boiler replaced with a new energy efficient system, worth over £4,000, for free by LWZ. Mrs Gribble said: "My old boiler was not at all efficient and we had quite high gas bills. We are very pleased with the work as it has made a real difference, and the workmen were marvellous."

## West London borough lead officers

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**Kam Sandhu**  
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**John Davies**  
Principal Private Housing Officer,  
London Borough of Hammersmith & Fulham

**Roger Kelly**  
Director, Energy Solutions,  
(for London Borough of Brent)

**Justine Dorman**  
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