

# Campaigning for warm homes



## 3 strands to Age UK's work

---

1. Influencing older people & health professionals
2. Influencing the Government and decision-makers
3. Winter warmth services



# Influencing older people and health professionals

---



- Older people do not associate cold weather with ill health and
- Low awareness of how the cold impacts on health



# Influencing older people

---



- Many research participants left bedroom windows open at night to stop the room being 'stuffy'
- They believed that leaving a window open is 'good for your health', whereas opposite is true

# Age UK's winter health messages

---

## **Keep warm and well this winter**

- 64° F (18° C) is the ideal temperature for your bedroom
- 70° F (21° C) is the ideal temperature for your living room
- Keep your bedroom window shut at night



# Age UK winter health materials



## Keep warm and well this winter

Use this thermometer to keep an eye on your room temperature. Avoid placing it in direct sunlight or too close to other sources of heat.

- Above 70°F (21°C)**  
Warm
- 70°F (21°C)**  
Ideal living room temperature
- 64°F (18°C)**  
Ideal bedroom temperature
- Below 59°F (15°C)**  
Cold  
The cold thickens blood and increases blood pressure, which can be bad for your health.



## 70°F (21°C) is the ideal temperature for your living room

As you get older it takes longer to warm up. bad for your health. **Check your thermostat or use a room thermometer to monitor temperature.**

For more information or for your free copy of our Winter Wrapped Up guide, visit [www.spreadthewarmth.org.uk](http://www.spreadthewarmth.org.uk) or call Age UK Advice free on 0800 169 6565.



## 64°F (18°C) is the ideal temperature for your bedroom

The cold thickens blood and increases blood pressure, which is bad for your health. **Check your thermostat or use a room thermometer to monitor temperature.**

For more information or for your free copy of our Winter Wrapped Up guide, visit [www.spreadthewarmth.org.uk](http://www.spreadthewarmth.org.uk) or call Age UK Advice free on 0800 169 6565.



## Keep your bedroom window shut on a winter's night

The coldest time of night is just before dawn. **Exposing yourself to cold air can increase the risk of chest infections.**

For more information or for your free copy of our Winter Wrapped Up guide, visit [www.spreadthewarmth.org.uk](http://www.spreadthewarmth.org.uk) or call Age UK Advice free on 0800 169 6565.



Free room thermometers

Posters

# Age UK winter health materials

---



Recipe booklet



Referral leaflet



Met Office Cold Weather Alerts



# Influencing the Government and decision-makers

---



## Fear of winter

---



**OVER**  
**3 MILLION**  
OLDER PEOPLE

**ARE CONCERNED ABOUT**  
**STAYING WARM**  
IN THEIR OWN HOME THIS WINTER



# Causes

---

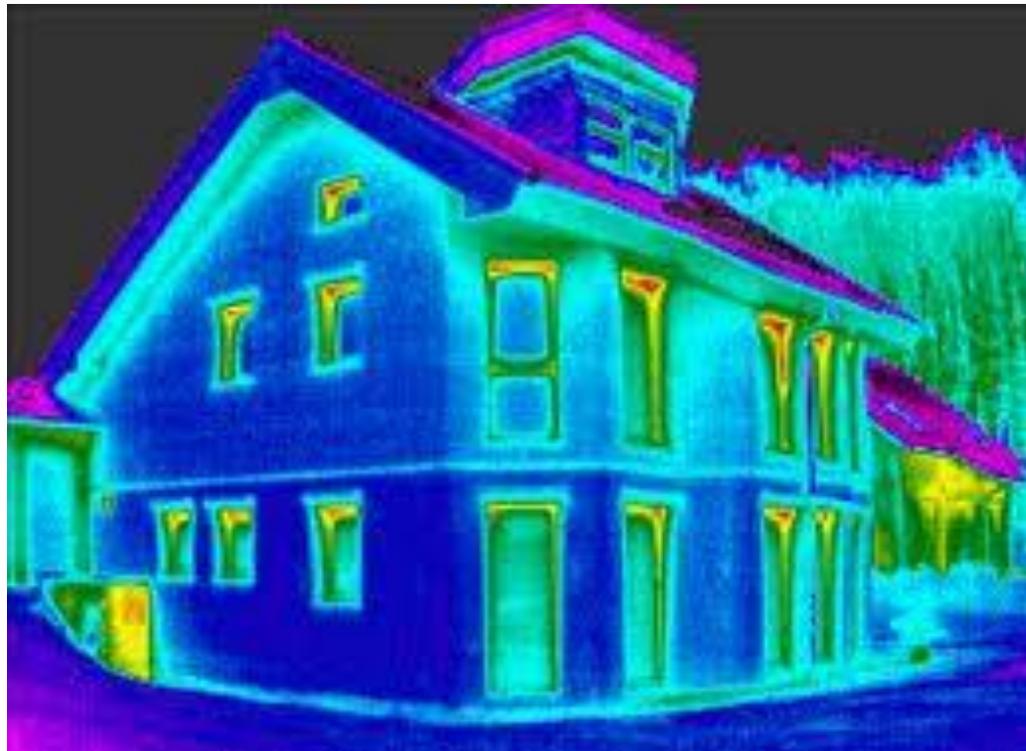
Poorly insulated, cold, leaky housing



# Solution

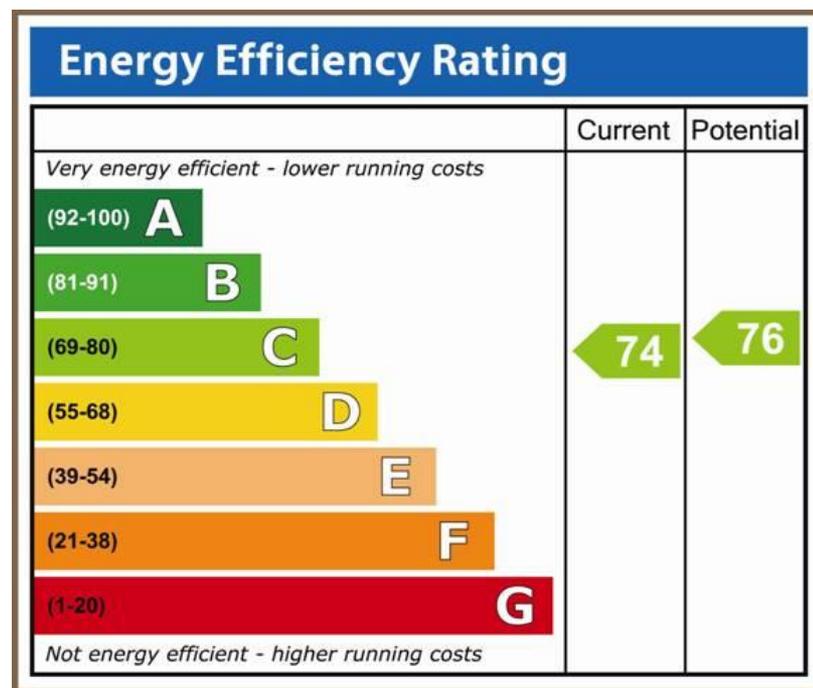
---

Make millions more homes more energy efficient



# What would this look like?

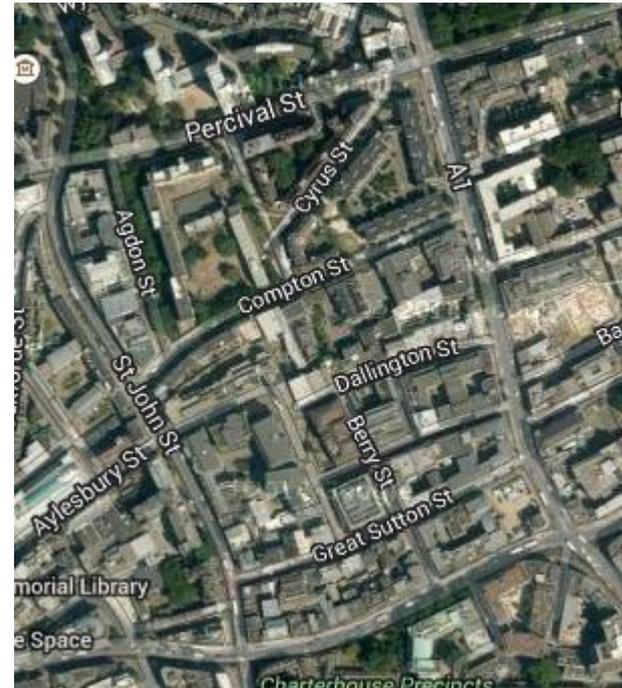
- Upgrading 2 million low income households with a an energy performance rating of D, E, F or G to **Band C by 2020**
- Upgrading all houses to an **A or B rating by 2030**, starting with the poorest and most energy inefficient homes



# How would it work?

---

- Take a street-by-street approach, focusing on the most inefficient housing areas first, i.e. rural properties, houses with solid walls or houses built before 1945
- This approach is most successful and cost-effective when delivered locality by locality, harnessing the skills of local authorities and the support of local communities.



# Local influencing

---

**NICE** National Institute for  
Health and Care Excellence



## Excess winter deaths and morbidity and the health risks associated with cold homes

NICE guideline  
Published: 5 March 2015  
[nice.org.uk/guidance/ng6](https://www.nice.org.uk/guidance/ng6)

# Influencing health professionals

---



# Age UK's winter warmth services

---



MORE  
MONEY



BETTER  
HOUSING



SMARTER  
BEHAVIOUR



## Benefit entitlement sessions

---

- ~£5 billion of means tested benefits goes unclaimed every year
- Increasing older people's income gives them more £ to spend on heating their homes, without the fear of getting into debt
- Age UK delivers high-quality I&A sessions on benefit entitlements; helps them to complete and submit application forms
- Checks are delivered on a one-to-one basis by advisors either over the phone or face-to-face



# Benefit entitlement sessions

---

Top 3 items older people spent their additional income on were:

- **Utility bills (50%)**
- **Keeping their home adequately warm (48%)**
- Practical help at home (44%)

After receiving help from Age UK:

- **70% felt less stressed and/or anxious**
- 65% are now better able to pay bills
- 63% felt happier and more contented.



# Home energy checks

- Age UK offers bespoke home energy checks through existing local handyman services
- Checks supports older people struggling to keep their homes warm / pay their energy bills
- Energy efficiency equipment includes: cylinder jackets, insulation foam, draught excluders, door and letterbox seals, heat reflecting radiator panels, a range of low energy light bulbs, cold alarms, socket timers and night lights
- Two Age UK information guides are also given to each household, relating to energy efficiency and income maximisation.



# Home energy checks

---

- **15,969** older households supported
- **£920,227** estimated fuel bill savings per year
- **£56** average fuel bill savings per household
- **76,454** energy efficiency measures installed
- **55kg** estimated reduction in CO2 per household
- **£110 for 2 hours** cost of service (this includes labour and equipment)



# Any questions?

---

For more information, please contact me:

Alice Woudhuysen

Senior Campaigns Officer

[alice.woudhuysen@ageuk.org.uk](mailto:alice.woudhuysen@ageuk.org.uk)

020 3033 0516



---

Thank you!

