

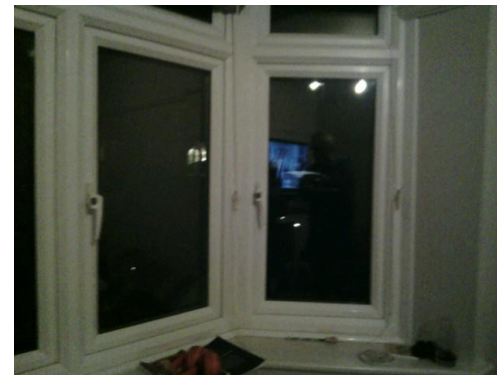
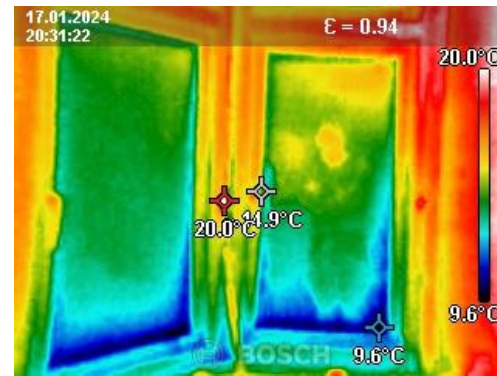
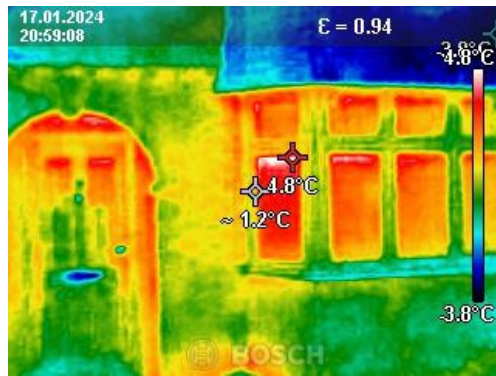
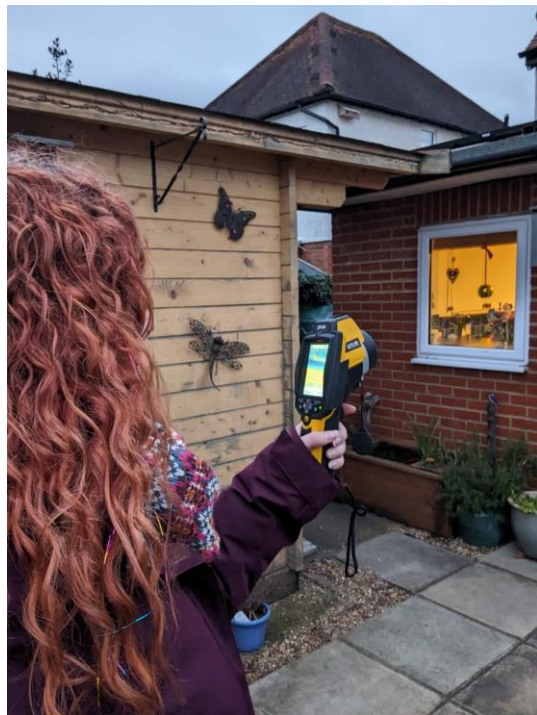
# Home Energy Advice Team



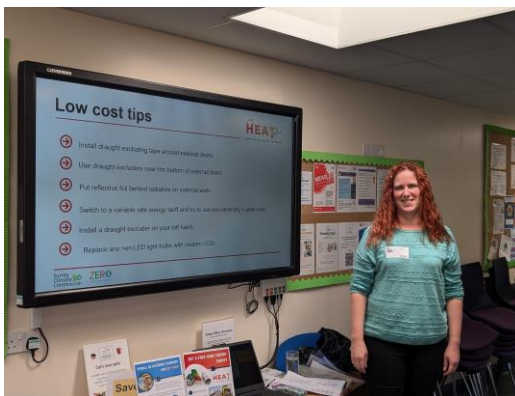
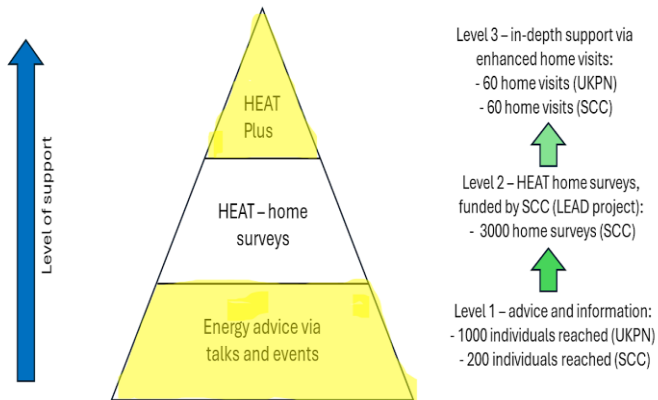
Getting Local HEAT and HEAT Plus services  
Jan 2025



# Project Overview - HEAT



# Project Overview – HEAT Plus



# Project Status Summary



## HEAT Plus

- Recruited 11 HEAT Plus champions who are trained up to do detailed home visits
- Spoken at over 30 events and local groups
- Provided face to face advice and information to 420+ people
- Carried out 25 in-depth home visits, especially aimed at hard to reach and vulnerable households
- Helped over 5 households to apply for energy efficiency grants
- We have employed an admin assistant to help improve efficiency and capacity.

# Project Status Summary



Home Energy Advice Team	
6.1.25	<b>Headline</b> Incoming requests are still quite low despite heavy marketing efforts, though December was always expected to be a quiet month with Energy Champions and residents on leave.
	<b>Dec 2024</b>
	<ul style="list-style-type: none"><li>• Surveys continued</li><li>• Marketing continued</li><li>• New coordinator recruited</li><li>• Large volume of reactive work to be done</li></ul>
	<b>Jan 2025</b>
	<ul style="list-style-type: none"><li>• Mailshot to Surrey homes</li><li>• Radio adverts go live</li></ul>

# Reporting Summary



	Dec	Running	Insights / Successes
<b>No. of people reached</b>	<b>209</b>	<b>1,996</b>	
<b>No. of homes surveyed</b>	<b>91</b>	<b>868</b>	
<b>Training Sessions</b>	<b>0</b>	<b>7</b>	
<b>Champions Trained</b>	<b>0</b>	<b>107</b>	Approx 70 now active. Demographics had excellent split at last session, with 8 of 18 trainees being 'non-white British'
<b>Customer Satisfaction</b>	<b>4.9</b> ★	<b>4.9</b> ★	Whilst not many residents complete the Feedback Survey when they receive their report, we've had a great response from a direct request for feedback by following up all residents surveyed in January.

# Project Status Summary



## Where We're At: Challenges

- Difficult to reach those most in need of the service
- Public apathy (lack of time; issues of trust; doing 'stuff' already; bigger concerns than climate change; complexity of the climate challenge)
- No 'one size fits all' solution
- Accessibility of grants
- Groundworks have launch the Energy Doctors service across half of Surrey. SCC has informed them we have an existing service, but as a large national charity with more resources for paid marketing this poses a risk to application numbers

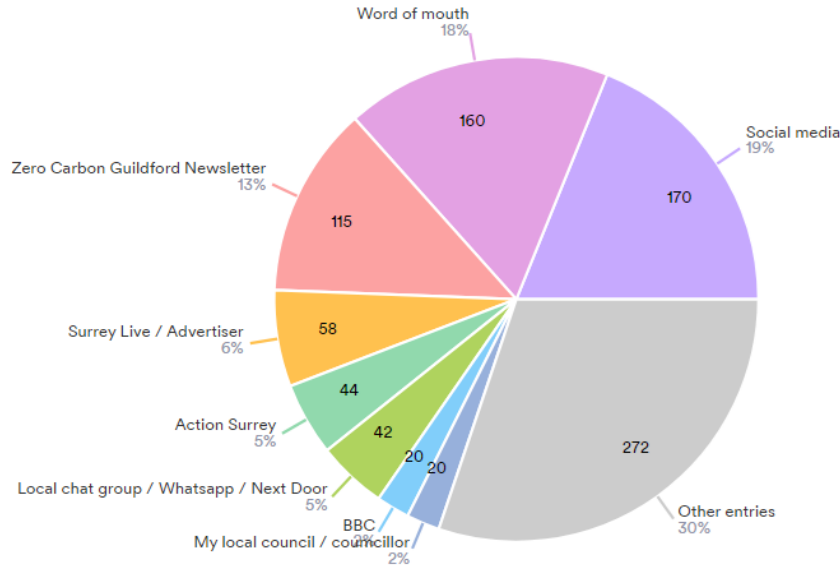


# Marketing



Please tell us where you heard about this service.

901 Responses- 212 Empty



- Social media is a big factor in generating surveys - though results are *very* mixed (eg paid social promo in Mole Valley created 0 leads last winter)
- Word of mouth continues to demonstrate the impact that community and peer to peer influence has in the uptake of energy offerings
- We are also now setting up a stall outside our premises to sign up passers-by



# Feedback



Overall how happy are you with the free in-person energy survey you received. (With 1 being 'Not Satisfied' and 5 being 'Very Satisfied')\_

208 Responses



**4.91**

Avg. Response

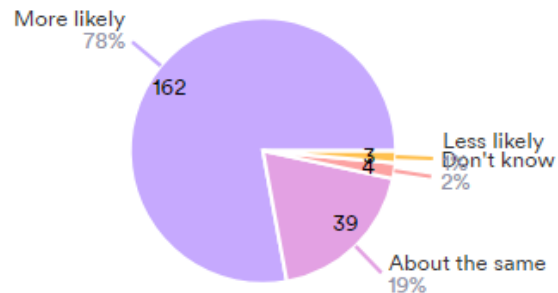
**208**

Responses

Data	Response	%
★★★★★	192	92%
★★★★☆	14	7%
★★★☆☆	1	0%
★★☆☆☆	1	0%

How likely are you to install a significant 'retrofit' or energy saving measure at some point in the future, as a result of having received your in-person energy survey? (For example: loft, cavity or solid wall insulation, a heat pump or solar panels)

208 Responses



More likely About the same Don't know Less likely