

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 or call Age UK Advice free on 0800 169 6565.

Age UK is a charity. Registered in England and Wales. Registered charity number 123097. Registered office: 100, Broad Street, London, W1C 9QU.



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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.**

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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



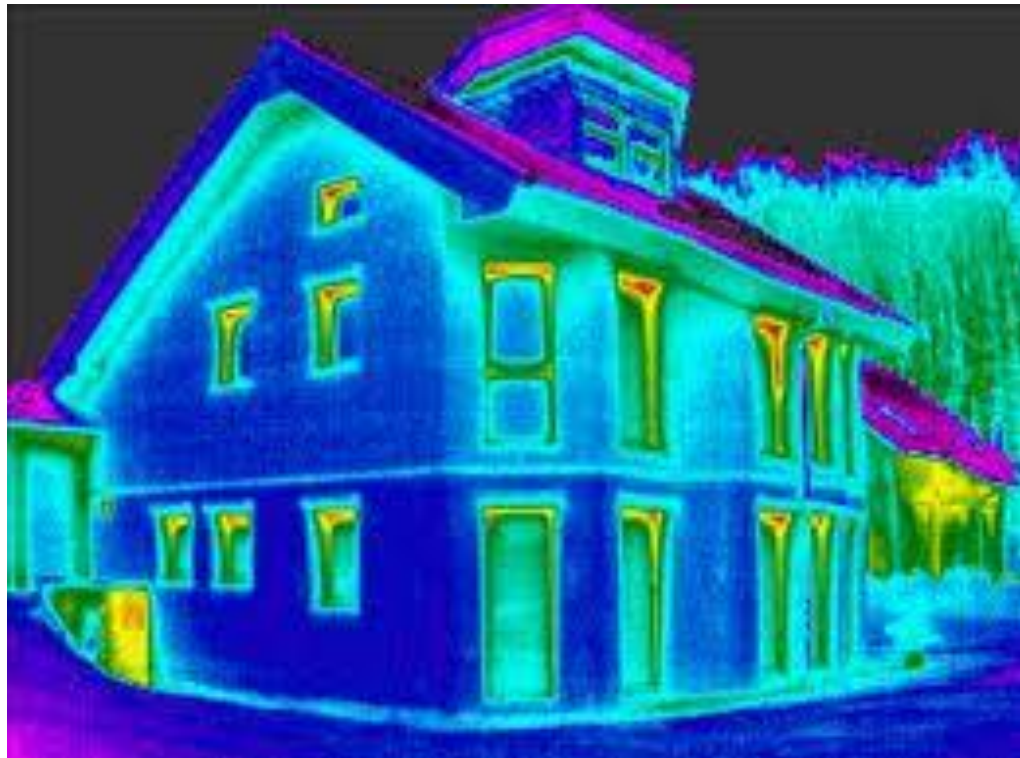
Causes

Poorly insulated, cold, leaky housing



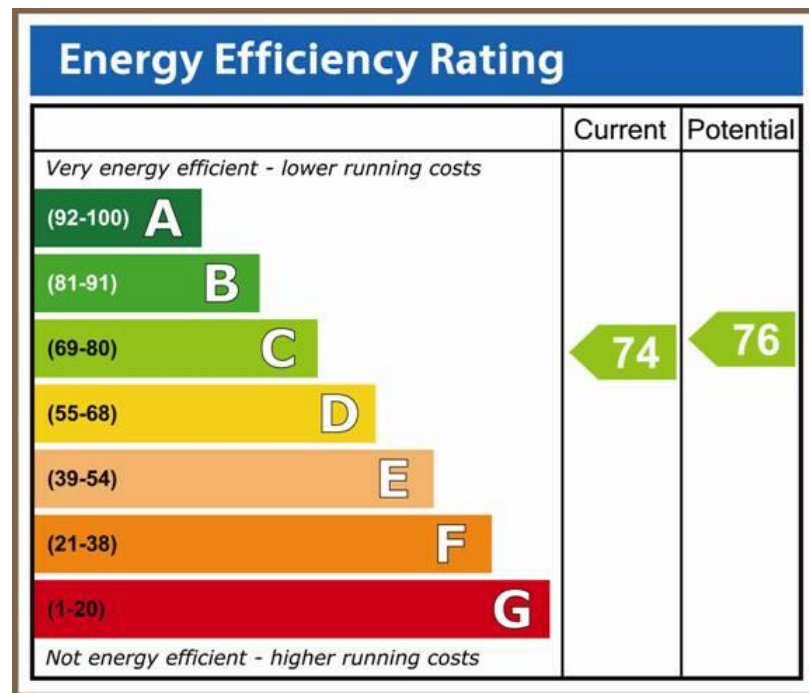
Solution

Make millions more homes more energy efficient



What would this look like?

- Upgrading 2 million low income households with 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:

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Thank you!

