

DOMESTIC LOCAL ENERGY ADVICE DEMONSTRATOR PROJECTS

APPLICATION FORM

Please complete the sections below and return to LocalEnergyAdvice@nottinghamcity.gov.uk by 21/04/2023

This programme is subject to funding being approved and received.

Please note completing an application does not guarantee selection. Projects will be scored and selected based on merit and strategic fit with the overall local energy advice programme objectives.

The lead organisation should complete this application.

If you have any questions about the programme and/or the application form, please contact us at LocalEnergyAdvice@nottinghamcity.gov.uk

Section A: Lead Organisation Details

Organisation name	North Kesteven District Council
Organisation Type	Local Authority
Company registration number (if relevant)	N/A
Date of company registration (if relevant)	N/A
Name, job title, Tel no. and email of contact person	Ania Campbell Climate Change Manager Telephone: 01529 308216 Email: ania_campbell@n-kesteven.gov.uk
Registered address incl. postcode	District Council Offices, Kesteven Street, Sleaford, Lincolnshire, NG34 7EF
Postal address incl. postcode (if different from above)	N/A
Website address	www.n-kesteven.gov.uk
Role in delivering proposal	Finance accounting and risk management

Section B: Consortia Partners (if applicable)

Organisation name	Greater Lincolnshire Energy Efficiency Network (GLEEN) feeding into the Lincolnshire Housing Health and Care Delivery Group (HHCDG)
Main contact (name, job title, tel no. and email)	Sean Johnson Public Health Programme Manager Telephone: 07917707186 Email: sean.johnson@lincolnshire.gov.uk

Address incl. postcode and website	Lincolnshire County Council, County Offices, Newland, Lincoln, LN1 1YL www.lincolnshire.gov.uk
Delivery role	Project and governance board(s) administration

Organisation name	West Lindsey District Council
Main contact (name, job title, tel no. and email)	Veronica Edwards Senior Homes, Health and Wellbeing Officer Telephone: 01427 675187 Email: veronica.edwards@west-lindsey.gov.uk
Address incl. postcode and website	Guildhall, Marshall's Yard, Gainsborough, www.west-lindsey.gov.uk
Delivery role	Host organisation (TBC awaiting management approval)

Organisation name	City of Lincoln Council
Main contact (name, job title, tel no. and email)	Kate Bell Climate Change Manager Telephone: 01522 873311 Email: kate.bell@lincoln.gov.uk
Address incl. postcode and website	City Hall, Beaumont Fee, Lincoln, www.lincoln.gov.uk
Delivery role	Bid coordinator/Project board

Organisation name	South Kesteven District Council
Main contact (name, job title, tel no. and email)	Serena Brown Sustainability and Climate Change Officer Telephone: 01476 406125 Email: serena.brown@southkesteven.gov.uk
Address incl. postcode and website	Offices, St Peter's Hill, Grantham, Lincolnshire www.southkesteven.gov.uk
Delivery role	Project board

Section C: Additional Delivery Partners/Suppliers

Organisation name / type if specific organisation not yet contracted	YES Energy Solutions
--	----------------------

Address incl. postcode and website if known	Unit 1, Brookwoods Industrial Estate, Burrwood Way, Holywell Green, Halifax, West Yorkshire, HX4 9BH
Delivery role	Installation partner
Process through which partner/supplier will be procured	There is an existing contract for the Sustainable Warmth programme that can be extended to access ECO4 and the Great British Insulation Scheme and be topped up through local funding.
Date at which partner/supplier expected to be contracted	Contract variation (if required) by the end of June 2023

Organisation name / type if specific organisation not yet contracted	Age UK Lincoln and South Lincolnshire
Address incl. postcode and website if known	36 Park Street, Lincoln, LN1 1UQ www.ageuk.org.uk/lincolnsouthlincolnshire
Delivery role	Free impartial and confidential energy advice to anybody aged 50 or over living in Lincoln and South Lincolnshire.
Process through which partner/supplier will be procured	This is an existing service funded by the Energy Redress Scheme that the Domestic Local Energy Advice Demonstrator (LEAD) would link in to.
Date at which partner/supplier expected to be contracted	N/A

Organisation name / type if specific organisation not yet contracted	NHS Lincolnshire Integrated Care Board
Address incl. postcode and website if known	Bridge House, The Point, Lions Way, Sleaford, Lincolnshire, NG34 8GG www.lincolnshire.icb.nhs.uk
Delivery role	Integration of health services and targeting advice and interventions
Process through which partner/supplier will be procured	N/A
Date at which partner/supplier expected to be contracted	N/A

<p>1. Do you intend to provide guidance on green finance, including loans, through the project? If so, please confirm that either the lead organisation or one of the delivery partners is authorised to do so by the Financial Conduct Authority; and provide a reference number for that organisation's entry in the Financial Services Register.</p>	<p>It is our intention to signpost to other financial advice services and this will be coordinated through the Lincolnshire Financial Inclusion Partnership (FIP).</p> <p>One of the themes of the Lincolnshire Good Homes Alliance project is financial solutions, including equity release. The FIP and the GHA will be using the Connect to Support Lincolnshire website for Money Talk Lincs and domestic home energy advice. Officers would provide support for residents to find appropriate funding sources and refer residents deemed able to access the website to advice available through Find Ways to Save Energy in Your Home.</p>
---	---

Section D: About your Organisation and Project Team [20%]

<p>1. Provide a brief description of your organisation including your experience of delivering energy advice to consumers (individual applications max 400 words; consortia max 700 words).</p>	<p>Lincolnshire councils and their organisational partners have long recognised the need to reduce household dependence on electric, gas (including LPG) and oil and maximise household incomes and worked together, in partnership, to leverage success. Improving home energy efficiency is the remit of the Greater Lincolnshire Energy Efficiency Network (GLEEN) and tackling financial exclusion is the remit of the FIP. The lead organisation for this bid, North Kesteven District Council has been integral to GLEEN and its predecessors since enactment of the Home Energy Conservation Act 1995 (HECA).</p> <p>Consisting of experienced, specialist officers and subject matter experts from all ten Greater Lincolnshire local authorities, NEA [National Energy Action] and other voluntary and community sector partners (e.g., Age UK, Citizens Advice, and YMCA), GLEEN has a long record of successful project delivery with evidenced outcomes. This included the establishment of the Lincolnshire Energy Efficiency Advice Centre (EEAC) as part of the national network of advice centres and running a successful Home Energy Lincs Partnership (HELP) insulation scheme and a Department of Energy and Climate Change (DECC) Central Heating Fund scheme. More recently, Lincs 4 Warmer Homes (L4WH) was set up to connect residents with the third round of the Energy Company Obligation (ECO), ECO3 and was run by EQUANS (formerly ENGIE Ltd), North East Lincolnshire Council's (NELC) regeneration partner. This</p>
---	--

was through a partnership agreement to engage a single shared administration assistant. A limited Information Sharing Agreement (ISA) is in place between all ten local authorities across Greater Lincolnshire. L4WH also successfully bid for a Warm Homes Fund scheme to assist with first time central heating installations.

Further recent experience has included delivering the Sustainable Warmth programme through a consortium of City of Lincoln Council, North Kesteven District Council, South Kesteven District Council, and West Lindsey District Council, working with our appointed contractor for customer journey support and delivery partner YES Energy Solutions.

These partners are keen to work together on LEAD. The South and East Lincolnshire Council Partnership of Boston Borough Council, East Lindsey District Council, and South Holland District Council are submitting a separate LEAD application. However, the councils across Lincolnshire would collaborate to ensure countywide coverage should both applications be successful. There could also be the potential to expand the LEAD to North Lincolnshire and North East Lincolnshire.

There is the opportunity to deliver end to end support through YES, linking into the national Simple Energy Advice service and through Connect to Support Lincolnshire. Whilst we are aware this currently doesn't provide sufficient advice and support to 'hard to reach' it does bolster resources, working in coordinated way, and allowing a cohesive 'in-house' service.

GLEEN is working through HHCDG to help shape the new service as part of the HHCDG Delivery Plan to "Expand the Lincs 4 Warmer Homes (L4WH) scheme to access a broader range of financial support for energy efficiency improvements and green homes and provide practical energy and cost saving advice".

2. Please complete the project team table below (add rows as necessary).

No.	Post title	Post % FTE eg 100%	'Currently employed' or 'To be recruited'?	Relevant Qualification	If 'To be recruited,' how will this take place? (incl. expected timescales)	Role reports to...?
1.	Service Manager	10%	Currently employed One of the named consortium partners would manage the LEAD	Experience of managing major energy schemes and grant funded programmes	N/A	Assistant Director in the organisation
2.	Home Energy Advice Manager	50%	To be recruited or seconded	Project Management Domestic Energy Assessor (DEA)	June – Sept prepare JD, advertise and recruit. Appointed Sept 23- March 25	Service Manager
3.	2 x Home Energy advice caseworker(s)	200%	To be recruited or seconded	Domestic Energy Assessor (DEA) City and Guilds level 3 DBS	June – Sept prepare JD, advertise and recruit. Appointed Sept 23- March 25	Home Energy Manager
4.	Administration Support / Communications officer	100%	To be recruited or seconded in addition to Age UK Warm and	City and Guilds Level 3 in Energy Awareness	June – Sept prepare JD,	Home Energy Manager

			Wise Energy Advisors		advertise and recruit. Appointed Sept 23- March 25	
<p>3. Provide a brief description of how the team will be mobilised to manage and deliver the project (individual applications max 150 words; consortia applications max 300 words).</p>			<p>North Kesteven District Council will be the lead organisation and responsible for managing the overall project, payments and receipt of grant in arrears.</p> <p>West Lindsey District council will host the new posts and providing line management. The new posts will work alongside the Lincolnshire Wellbeing Team, also hosted by WLDC.</p> <p>A Project team will be established to include key stakeholders involved in the delivery of the project and representatives from the 5 Local Authorities. The project team will be responsible for recruitment of the new posts, preparing the project plan and monitoring progress throughout,</p> <p>YES will be our delivery partner on the project and will be responsible for recruiting, managing and hosting a newly formed Lincolnshire Good Home Alliance Team made up of fully trained and qualified Energy Advisor.</p> <p>Project mobilisation will commence in June 2023 with the preparation and advertisement of the Home Energy Advice Manager, 2 Home Energy Advisor/caseworker posts, appointment and admin support/coms officer post expected to be in post September 2023 (19 months).</p> <p>We will aim to mobilise as quickly as possible, where recruitment is needed for new posts we will first look for secondment opportunities within our own organisations. – identify someone within the LA already first and if not possible, go out to recruit externally either direct (through advertising) or from an agency.</p>			

4. Please set out accountabilities, resources, expertise, skills, responsibilities, and experience of each post in the table above.	Details requested have been shared in the table above.

Section E: Your Proposal [50%]

<p>1. Describe which of the strategic themes your proposal will address - include a brief summary against each identified priority (max 300 words per priority).</p>	<p>LEAD will address the following strategic themes:</p> <p>Support hard-to-reach consumers located in most deprived LSOAs</p> <p>The project will include within its cohort, households in urban as well as rural on-grid and off-grid areas that are located in the 10% most deprived Lower Super Output areas according to the English Index of Multiple Deprivation (EIMD). These locations are recognised as having high estimated levels of fuel poverty.</p> <p>Home Energy advice will be aimed at vulnerable people, those who are disengaged from the domestic energy market, and those living on a lower income (defined as less than 80% of the UK national median).</p> <p>The participating households will be living in a home that has a Fuel Poverty Energy Efficiency Rating (FPEER) of band D or below and if, after subtracting their modelled energy costs and housing costs, their residual income is below the poverty line.</p> <p>Using the Low Income Low Energy Efficiency (LILEE) metric of fuel poverty Central and South Lincs has an estimated 32,123 households, 16.5%. This is currently higher than the average for England (13.2%) or East Midlands (14.2%)</p> <p>Working in partnership with the NHS Lincolnshire ICB, Primary Care Partnerships (PCNs) and individual GP practices within deprived areas, we will aim to identify people from inclusion health cohorts and people living with long-term illnesses or disabilities exacerbated by living in a cold home. The LEAD will then proactively approach individuals to deliver advice and offer support. This meets the aims of the NHS Core 20 Plus 5 strategy to tackle health inequalities and support hard-to-reach cohorts to access healthcare services. One of the specified interventions is respiratory conditions (which are exacerbated or even caused by living in cold, damp homes).</p> <p>Support for hard-to treat properties located in most deprived LSOAs</p>
--	--

	<p>Hard to treat properties are defined as homes and properties that are hard to make energy efficient as conventional measures can't be used to improve efficiency. These are measures such as Cavity Wall Insulation, Loft insulation or don't have access to a gas mains for a boiler.</p> <p>We will prioritise solid wall properties in both urban and rural areas with an SAP rating D-G.</p> <p>The high proportion of properties which have no access to mains gas for heating is another key theme, and a contributing factor to higher-than-average levels of fuel poverty in the central and south Lincolnshire area. According to household data from the 2021 Census, off-gas properties represent 32% of properties in the area.</p> <p>Nationally, properties which are listed or situated within conservation areas are increasingly recognised as hard to retrofit, both in practical and legislative terms. Within our area, there are 76 Conservation areas, where particular regard must be given to the exterior of properties and the potential for some measures including solar PV and the location of heat pumps is more restricted. These properties often require a more detailed assessment of retrofit potential and can take longer to treat due to the need to obtain the necessary permissions.</p> <p>We would also identify listed properties and conservation areas, of which there are a significant number of properties in our area and work with the household and conservation officer to identify suitable energy efficiency measures.</p>
<p>2. Describe how your proposal will deliver new or innovative approaches to providing energy advice to consumers (individual applications max 600 words; consortia applications max 900 words).</p>	<p>GLEEN's Local Energy Advice Demonstrator (LEAD) is an innovative project is designed to provide tailored energy advice to hard-to-reach consumers in a uniquely challenging area, with both significant urban and rural deprivation and fuel-poor households. By focusing on distinct but interconnected geographical areas, in the county of Lincolnshire, the project targets specific Lower Super Output Areas (LSOAs) within the 10% most deprived LSOAs in England. The established close working relationships and knowledge base of the consortium partners make them especially well placed to identify priority customers based on</p>

evidence of need concerning hard-to-treat and hard-to-reach households.

Several innovative approaches set the LEAD project apart from traditional energy advice programs:

Home Energy Advisors: A team of 2 dedicated Home Energy Advisors will provide personalised in-person support to residents in their homes or at public venues such as designated warm/cool spaces, with a Casework / Service Manager ensuring an evidence led strategic direction. This hands-on approach allows advisors to gain a deeper understanding of the unique challenges faced by hard-to-reach consumers and offer customised solutions.

Community Engagement: The project will effectively engage with hard-to-reach groups by leveraging existing support channels, organisations, and neighbourhood support groups. Collaborating with warm/cool space locations across Lincolnshire, the project will combine an energy cafe for face-to-face engagement and support, creating a welcoming environment for residents to learn about energy-saving measures.

Community Energy Champions: To establish a long-term network of community energy champions throughout the county, LEAD will offer basic energy training to local volunteers. These champions will provide basic energy advice to community groups, signpost existing home energy grant schemes, and make household referrals to Home Energy Advisors when hard-to-reach or hard-to-treat households are identified. This approach ensures ongoing community involvement and a sustainable support network for energy efficiency.

Mobile Energy Advice Van: The project has potential to introduce a Mobile Energy Advice Van, available for use by Home Energy Advisors across Lincolnshire. This innovative approach would use existing Local Authority vehicles during periods where they are not utilised (such as evenings and weekends) with detachable banners to advertise LEAD. Parked at targeted locations or events it would enable the project to reach residents with limited digital access or skills, offering them essential energy advice and guidance.

Digital Inclusion Support: In addition to the Mobile Energy Advice Van, LEAD will provide digital one-to-one support for households with easy access to local libraries or community centres. For those with limited access to local facilities, additional support will be offered for accessing broadband at home via social tariffs. This initiative ensures that even digitally excluded households can benefit from energy-saving advice and resources.

Comprehensive Home Visits: One-to-one household visits will be arranged following a simple eligibility check. These visits will include a thorough assessment, and where possible, the Home Energy Advisor will offer immediate help. They will be able to install simple energy-saving measures, provide energy efficiency advice, and signpost to help residents find better deals on energy bills. This hands-on approach guarantees that the support provided is both targeted and effective and will help increase customer satisfaction.

Home Visit Packs: Each Home Energy Advisor will leave behind a Home Visit Pack containing details of the help and advice given, as well as information about further grant support and access – signposting to the Govt site This tangible resource ensures that residents have an ongoing reference for implementing energy-saving measures and accessing relevant support. The packs will be visual and mindful particular accessibility needs.

Overheating Adaptation Measures: LEAD recognises the forthcoming challenges faced by households experiencing overheating, particularly vulnerable residents in flats or new builds. The project will provide advice on adaptation measures to address this issue, further enhancing the scope of support offered to hard-to-reach consumers.

These innovative approaches come together to create a comprehensive, user-centred energy advice service designed specifically to support hard-to-reach consumers and fuel-poor households. The LEAD project's success in Lincolnshire will serve as a blueprint for similar initiatives in other regions, with the potential for widespread replication and a significant impact on energy efficiency and sustainability across the country.

In conclusion, the GLEEN Local Energy Advice Demonstrator (LEAD) project offers a unique combination of innovative strategies such as hands-on Home Energy Advisor support, community engagement, mobile advice vans, and digital inclusion initiatives. These methods ensure that hard-to-reach consumers receive tailored energy advice and assistance in implementing energy-saving measures.

By addressing the specific challenges faced by rural areas, fuel-poor households, and hard-to-treat buildings, the LEAD project creates a more inclusive and effective approach to energy efficiency. Furthermore, the project's existing governance and support structure through GLEEN and collaboration with local authorities, community organisations, and neighbourhood support groups fosters a strong sense of community involvement and long-term sustainability.

The emphasis on training community energy champions ensures a lasting network of knowledgeable individuals who can continue to offer support and advice to their local communities. This creates a sustainable, self-perpetuating system that can have a lasting impact on energy efficiency and fuel poverty in the region.

LEAD's approach to digital inclusion, through one-to-one support and social tariff initiatives, helps with scalability by working to bridge the digital divide and ensures that all residents can access the necessary resources and advice to improve their home's energy efficiency.

Finally, the project's focus on adaptation measures for households experiencing overheating demonstrates awareness of horizon scanning and commitment to addressing diverse challenges faced by hard-to-reach consumers, providing comprehensive and relevant support.

By successfully implementing the LEAD project in Lincolnshire, the potential for replication in other regions becomes evident. The innovative strategies employed by the project can be adapted to suit the unique needs of different communities, making it an ideal model for future energy efficiency initiatives. By following the LEAD blueprint, it is possible to create a more sustainable, energy-efficient future for hard-to-reach consumers across the UK.

<p>3. Describe how your proposal complements the GOV.UK advice website and the national retrofit phoneline (max 150 words).</p>	<p><i>Proposals should ensure the in-person energy advice supports and complements the advice available through Find Ways to Save Energy in Your Home (the “digital service”) and the National Retrofit Phoneline.</i></p> <p>Local Home Energy Advisors will complement the existing government advice website and national retrofit phoneline by providing specialist end-to-end support, filling a gap where existing schemes are unable to reach those who struggle to understand or feel capable of accessing schemes/online information. We are offering tailored solutions and services that respond to specific needs</p> <p>Will take referrals from the digital/phoneline services, but also target households with limited digital access, either referred by other support services or identified through engagement at roadshow/ pop up events/ warm spaces/partners.</p>
<p>4. Describe what partnerships and collaborations you will build, with who, and how these will add value to the project (individual applications max 300 words; consortia applications max 600 words).</p>	<p>The LEAD project aims to build on already strong partnerships and work in collaboration with a diverse range of organisations to maximise its impact on hard-to-reach consumers. Building these relationships will ensure that the project reaches its target audience effectively and taps into the expertise and experience of local organisations. The project will collaborate with:</p> <p>Citizens Advice (CA): By partnering with CA, the project can leverage the organisation's expertise in providing advice and support to vulnerable consumers. This partnership will enable our Home Energy Advisors to work closely with CA advisors, who can refer clients in need of energy advice, facilitate appointments, and provide additional support on related matters, such as financial or legal issues.</p> <p>Age UK: As a leading charity for older people, Age UK offers invaluable insight into the needs and concerns of elderly consumers. Collaborating with Age UK will help us identify and support older residents who may struggle with digital exclusion, limited access to information, or mobility issues. The partnership will also enable us to provide tailored advice for older people, ensuring that their specific needs are met.</p> <p>Parish councils: Working with parish councils is essential for establishing a strong connection with local communities. These councils can provide valuable information on the unique needs</p>

	<p>and characteristics of their area, help identify hard-to-reach consumers, and support community engagement initiatives, such as energy champion training and the establishment of warm/cool spaces.</p> <p>Community groups: Partnering with community groups allows the LEAD project to tap into existing networks and relationships within the local area. These groups can help spread awareness of the project, refer clients, and support community events, such as energy cafes or mobile advice van visits.</p> <p>Local authorities: Working together as delivery partners will enable the project to align with existing energy and sustainability strategies and access additional resources and support. Local authorities will also help identify priority areas based on evidence of need, ensuring that the project's efforts are focused where they are most needed.</p> <p>These partnerships and collaborations will add significant value to the LEAD project by extending its reach, enhancing its credibility, and providing additional resources and expertise. By working closely with these organisations, the project will be able to deliver a more comprehensive, targeted, and effective energy advice service to hard-to-reach consumers in Lincolnshire.</p> <p>The team will work alongside Wellbeing Lincs Responders. Wellbeing Lincs (WL) is a countywide service, funded by Lincolnshire County Council supporting adults across Lincolnshire to achieve confident, fulfilled and independent living. WL Responders will be able to make referrals to the Home Energy Advice Scheme for specialist energy efficiency advice and support</p> <p>The team will liaise with the SHINE network and other mental health charities throughout to identify hard to reach households that require additional support to access grant funding.</p>
<p>5. Briefly outline the methods and messages that you will use to engage with consumers (for individual applications max 200 words for each; for consortia</p>	<p>Methods:</p> <ol style="list-style-type: none"> 1. Community outreach: Collaborate with local organizations, such as Citizens Advice Bureau, Age UK, parish councils, and community groups, to identify and reach out to hard-to-reach consumers. These organisations can refer clients, help spread awareness about the project, and

applications max 400 words for each).

- provide valuable insights into the needs of their communities.
2. **Personalised advice:** Offer one-to-one in-person support through Home Energy Advisors, who will visit consumers in their homes or at public venues such as warm/cool spaces. The personalised approach will allow for more in-depth and tailored advice, catering to the unique needs and circumstances of each household.
 3. **Mobile Energy Advice Van:** Use the Mobile Energy Advice Van to engage with consumers in rural areas and those with limited digital access or skills. The van can visit community events or designated locations, providing energy advice and resources to those who may struggle to access these services otherwise.
 4. **Energy champions:** Train community energy champions to offer basic energy advice and support to their local communities. These champions can help engage with hard-to-reach consumers, raise awareness about the project, and make referrals to Home Energy Advisors when needed.
 5. **Digital inclusion initiatives:** Offer one-to-one digital support to help consumers access online resources and services. This may include assistance with using computers at local libraries or community centres, or support with accessing broadband at home through social tariffs.
 6. **Clear and accessible messaging:** Ensure that all communications, both written and verbal, are clear, concise, and easily understood by a diverse range of consumers. This includes using plain language, avoiding jargon, and providing information in a variety of formats, such as visual aids, infographics, and easy-read materials.
 7. **Localised marketing and promotion:** IN addition to the above, utilise local media channels, such as newspapers, radio, and social media at host organisations, to promote the project and its services. Create targeted promotional materials that resonate with specific consumer groups, focusing on the benefits of energy efficiency, cost savings, and improved home comfort.

By employing these methods and messages, the LEAD project will effectively engage with hard-to-reach consumers, ensuring they receive the energy advice and support they need to improve their home's energy efficiency and reduce fuel poverty.

Messages:

To effectively communicate with the target hard to reach customers, we will tailor our messaging to address their specific needs and concerns. The following are some key messages we will convey:

1. Energy cost savings: Emphasise the potential financial benefits of energy efficiency improvements, such as reduced energy bills and long-term cost savings.
2. Home comfort: Highlight the positive impact of energy efficiency measures on the overall comfort of their homes, such as better temperature control, reduced drafts, and improved air quality.
3. Tailored solutions: Communicate that our energy advice is personalised and tailored to each individual household, taking into account their unique needs, circumstances, and building characteristics.
4. Government grants and support: Inform customers about available government grants, schemes, and support that can help them finance energy efficiency improvements and reduce upfront costs. Inform customers about our delivery partner, YES energy and schemes they may qualify for.
5. Environmental benefits: Explain the environmental benefits of energy efficiency measures, including reduced greenhouse gas emissions and lower carbon footprint.
6. Health and well-being: Describe the potential health benefits of energy efficiency improvements, such as reduced exposure to damp, cold, and mould, and improved indoor air quality.
7. Easy access to expert advice: Ensure customers know about the various channels they can use to access our services, including Home Energy Advisors, community energy champions, and the Mobile Energy Advice Van.
8. Local and trusted service: Emphasize that our project is locally based and works closely with well-established organizations in the community, such as Citizens Advice Bureau and Age UK, to build trust and credibility.
9. Overcoming barriers: Address common concerns and barriers to energy efficiency improvements, such as disruption during installation, planning issues, or conservation/listed status, and explain how our project can help overcome these challenges.
10. Empowerment and self-sufficiency: Encourage consumers to take control of their energy use and make informed

	<p>decisions about energy efficiency measures, fostering a sense of empowerment and self-sufficiency.</p> <p>All messages will complement those available through Find Ways to Save Energy in Your Home (the “digital service”) and the National Retrofit Phonenumber.</p> <p>By referring to existing advice, and signposting and amplifying those messages whilst emphasising the key ones of our own campaign, we will effectively communicate the benefits and importance of energy efficiency improvements to our target customers. All whilst addressing their specific needs and concerns, ultimately leading to increased engagement and successful project outcomes.</p>
<p>6. Describe how your proposal demonstrates an understanding of the local area including types of consumers, their homes and challenges, and how to address these. Include a clear definition of the geographical target of your proposal (for individual applications max 500 words; for consortia applications max 800 words).</p>	<p>Effective engagement with households has been recognised as an issue through our experience delivering the Sustainable Warmth Competition funding in the central and south Lincolnshire area. Despite householders qualifying as eligible for either LAD3 or HUG1 funding, we observed a high number of residents (8188) who were no longer interested in receiving upgrades to their property. In the majority of instances, this was where a customer had got in contact regarding the scheme but failed to respond to subsequent contact. Other customers reported that they were no longer interested in the energy efficiency measure proposed for their property, or the timing of works was not agreeable to them. We believe this presents an opportunity to engage with the community more comprehensively around benefits of specific energy efficiency technologies, in order to increase the number of properties undergoing retrofit.</p> <p>Central and South Lincolnshire covers a large rural area including South Kesteven, North Kesteven and West Lindsey and the urban area of Lincoln. There are 4 urban centres including Lincoln, Grantham, Sleaford, Gainsborough and market towns which include Lower Super Output Areas (LSOA) which are within the 20% most deprived in England. Also capture residents within core 20 plus 5 to account for additional hard to reach households who live outside 20% most deprived e.g., farmers and agricultural workers, and residents with long term health conditions.</p> <p>All LSOAs include a high proportion of solid wall, 1900 – 1920s properties, some with rooms in roof that are difficult to insulate.</p>

	<p>Rural areas include a wide range of solid wall, older properties that are very isolated. Some larger detached bungalows built in the 1970s without cavity wall and minimal loft insulation that are requiring retrofit to improve the energy efficiency. A significant proportion of these homes are occupied by older more vulnerable residents.</p> <p>In early 2023 we commissioned a Catapult Local Energy Asset report covering Central Lincolnshire. LEAR is a local energy system modelling tool developed by ESC that pulls together information on energy demand, generation, storage and distribution assets, social factors like fuel poverty and characteristics like building design types and local geography, using data analysis and aspects of machine learning.</p> <p>Outside of our main urban areas, consideration of effectively treating properties with no access to mains gas is a key consideration. Data from the 2021 Census for central and south Lincolnshire show that 32% of households in the region fuel heating systems using tank or bottled gas, direct electric heating, or have oil, wood or solid fuel systems. As well as increasing carbon emissions and particulate pollution, residents living in these properties are at a higher risk of experiencing fuel poverty due to the age and inefficiency of these systems.</p> <p>During the time a LEAD is being mobilised the consortium is also intending to obtain the BRE [Building Research Establishment] energy insights datasets together with a costs and improvements analysis. The data will enable us to effectively target advice and interventions. The costs and improvements analysis will tell us what needs to be done to decarbonise homes, and how much it will cost, and will enable a cost-benefit analysis to determine the most effective interventions to do first for maximum benefit. It will also highlight the high cost necessary to fully decarbonise homes and enable us to engage with the MNZH and DESNZ to influence the design of future funding mechanisms.</p>
--	--

Section F: Monitoring and Reporting [10%]

<p>1. Describe the outputs and outcomes your proposal will achieve (for individual applications max 400 words; for</p>	<p>Outputs</p> <ul style="list-style-type: none"> • Reduce the percentage of fuel poor homes. • Improve life expectancy and or healthy life years. • Increase access to existing grant schemes.
--	--

<p>consortia applications max 600 words).</p>	<ul style="list-style-type: none"> • Reduce drop out rate for households applying for grant funding. • Reduce carbon emissions within the district. <p>Outcomes</p> <ul style="list-style-type: none"> • Increase proactive contacts with hard to reach households. • Increase awareness of energy efficiency scheme, particularly amongst vulnerable households. • Reduce household debts and support with energy bills. • Reduce in hospital admissions of respiratory conditions. • Improve mental well-being by improving the living environment.
<p>2. Describe how you will measure impact including any Key Performance Indicator you will measure success against (for individual applications max 400 words; for consortia applications max 600 words).</p> <p>Please complete the KPI target table below.</p>	<p>Impact will be measured based on number of households engaged through the scheme that went on to install energy efficiency measures.</p> <p>Success will be measured based on the following key performance indicators:-</p> <ul style="list-style-type: none"> • Number of Households Energy Assessments Completed • Conversion of advice into action – % taking subsequent action and what actions these were (e.g. light bulbs, change tariff, ECO application, benefit application). • Referral accuracy – the rate of conversion of referrals into Home Energy Assessments. • The rate of Home Energy Assessments into subsequent action. <p>The following KPIs will be reported where subsequent action has been completed.</p> <ul style="list-style-type: none"> • EPC uplift • % climate change impact (tonnes of CO2 saved over lifetime of measures) • % customer satisfaction • % consumers feeling informed by advice • Number of Households where energy efficiency measures were installed.

	<ul style="list-style-type: none"> • % consumers feeling happier and healthier in their homes following installation of measures. <p>If feasible, we will attempt to measure more specific health outcomes such as:</p> <ul style="list-style-type: none"> • % reduction in hospital admissions / readmissions due to respiratory conditions. • Number of patients on Chronic Obstructive Pulmonary Disease (COPD) registers requiring less medication and/or GP appointments following installation of measures. <p>It would, however, be difficult to set targets for these as KPIs.</p>
<p>3. Describe how data will be collected and stored internally. How will personal data (GDPR) be handled compliantly? (For individual applications max 300 words; for consortia applications max 500 words)</p>	<p>The Team will be required to use WLDC's , corporate storage system WFM where the data will be held securely, access can be restricted, and data retention can be automated. A Privacy Notice specifically for the Home Energy Advice Service will be published on all Local Authority websites and a data sharing agreement between partners will be prepared to enable data sharing and customer referrals between organisations.</p> <p>We will complete a Data Protection Impact Assessment at the start of this project, which will be checked and approved by a Local Authority DPO.</p> <p>An Information Sharing Agreement between YES and the Local Authority Partners already exists, this will be reviewed and updated at the start of the project to ensure it covers any specific requirements for the LEAD project.</p> <p>There is likely to be some special category data collected from hard to engage households, which the DPI will consider in detail.</p> <p>We will comply with all necessary GDPR regulations in the delivery of the project.</p>

<p>Key Performance Indicators: Please add targets for the financial year 2023/24 and 2024/25</p>	<p>Targets</p>
---	-----------------------

		2023/24	2024/25
1	Number of people provided with in-person advice.	98	165
2	Number of homes with measures installed following advice.	50	75
3	Customer satisfaction with advice and empowerment levels (as a % of all users).	75%	75%

Projects are also expected to develop their own regionally-specific KPIs, which may include the following.

		2023/24	2024/25
1	Harder-to-treat homes identified locally, and barriers to retrofit identified and overcome.	25	30
2	Vulnerable consumers identified locally, and barriers to retrofit identified and overcome.	25	45
3	Customer satisfaction with advice and empowerment levels (as a % of all users).	75%	75%

Section G: Project Management and Governance [15%]

<p>1. Describe the project management and control systems that will be established for the project (individual applications max 300 words; consortia applications max 600 words).</p>	<p>The Lincolnshire HHCDG would have oversight of the project, with operational management falling to GLEEN and the consortium members forming a project delivery group.</p> <p>The consortium lead, North Kesteven District Council, would maintain a project delivery plan (GANNT chart) and community engagement plan – both to be developed - and monitor and mitigate risks.</p> <p>Management Team – Service Manager and Home Energy Manager to have fortnightly 121 to update on progress and identify if additional support/resource required from the project management board.</p> <p>Project Management Board will include representatives from the District Councils and County Council. The board will have oversight of the project KPIs and budget and will meet monthly.</p> <p>The Service Manager will be required to report to GLEEN and HHCDG on a quarterly basis to ensure the wider partnership are</p>
---	--

	<p>updated on progress and any issues are identified and addressed.</p> <p>Each Local Authority will report to their respective appropriate elected member committee on project progress annually.</p> <p>WLDC as post holder will report to Performance and Development report quarterly.</p> <p>NKDC – monthly budget meetings with Finance Team to track the budget.</p>
2. Complete and attach risk register and return with the completed application form.	

Section H: Costs and Funding Requirements [5%]

1. What is the amount of funding requested?	£304,000
2. Will match funding be used to increase the scale of the project and/or reduce funding requirements from Government? If so, please confirm the level of match funding.	<p>Up to £50,000 partnership funds could be accessed to further the support the number of households within this bid, this could either be due to underestimating numbers of customers accessing this service or increasing through increasing the areas of delivery.</p> <p>Service Manager’s time (10%) will be covered by the designated Local authority (TBC) Value £10 000 over 22 months.</p>
2023/24 Project element	
1. Staff salaries (including oncost/expenses)	£95,000
2. Operating costs (e.g., freephone telephone line, mobile advice, training)	£23,000

2024/25 Project element	Cost
1. Staff salaries	£163,000
2. Operating costs (e.g., freephone telephone line)	£23,000

4. How would the scope of the project be modified in the event that only 50% of the requested grant funding was available?	<p>We would dispense with a mobile advice van engage just one Home Energy Advisor (no Home Energy Manager), minimising on costs, expenses, and other operating costs.</p> <p>We would potentially reduce target properties by 50%.</p> <p>Other shortfalls could potentially be met using other partnership funds.</p>
5. How would you explore building a sustainable business model and ensuring activity continues past the project period including how this will be resourced (for individual applications max 500 words; for consortia applications max 800 words)?	<p>The LEAD, if successful, would feed into the development of a Good Home Alliance for Lincolnshire. Providing home energy advice and supporting people to commission work to their homes are two of the themes for a good home alliance. This work has come about through Lincolnshire's strategic partnership for the national Centre for Ageing Better. The consortium partners to this and the South & East Lincolnshire Councils Partnership's application for LEADs are working together with Ageing Better to develop a model that can be trialled in Lincolnshire and rolled out nationally.</p> <p>The long term aim of the alliance is to sustain and make best use of the range of existing housing and independent living services, increasing capacity to support a greater number of hard-to-reach clients and with a broader range of housing issues / support to maintain independent living. Sustainable warmth is a major factor in this, and domestic energy advice would be embedded within these services. E.g., Fire Safety Advocates in Lincolnshire Fire and Rescue would be trained to City and Guilds Level 3 in Energy Awareness to deliver energy advice while in people's homes to deliver a Fire Safety Check. Workforce development is, therefore, key to building a sustainable model along with close working</p>

arrangements with the voluntary and community sector and community groups such as Good Neighbour Schemes.

The roles outlined in Section D would be spread across several commissioned and statutory services in future, incorporating energy advice within a broader casework remit and a model of trusted assessors. Trusted assessors would use a Healthy Home Assessment currently in development to identify that energy retrofit measures are required to a home and link into the more detailed national energy retrofit resources.

Providing self-help so that even hard to reach households can resolve their own issues is paramount. This minimises the cases that need extensive casework and/or technical officer support with just a lower level of checking in that positive outcomes are achieved. However, more intense support and support to commission work would be available through the Good Home Alliance.

It has often been impossible to retrofit hard to treat homes with energy efficiency measures due to other housing issues. Hoarding, for example can be a complex issue requiring therapeutic support and decluttering over an extended period before central heating and insulation could be installed. Lincolnshire County Council and the NHS Lincolnshire ICB will be piloting a hoarding support service over the same time as the LEAD. We would, therefore, seek to support hoarders who require measures and ensure the measures are installed after the issue are resolved. This approach would also apply to other issues that need to be resolved prior to decarbonising the home (i.e., repairs, improvements, and adaptations).

The principle is that when all these issues are brought together under the umbrella of an alliance, more could be achieved through system re-design, workforce development, and achieving efficiencies / economies of scale. The funding required to coordinate all of this would therefore be within existing funding streams such as for existing commissioned services, statutory housing services (e.g., administration of Disabled Facilities Grants (DFG), and the Better Care Fund (BCF). Extra funding is being made available through the BCF for housing, independent living, and home from hospital services.

The LEAD and development of the Good Home Alliance would hopefully make the future business case for additional investment in home energy advice services. This investment might come from public funds in addition to sources such as the Energy

	Redress Fund and ECO. Obtaining funding from corporate social responsibility budgets from energy firms (e.g., those building offshore wind and solar farms in Lincolnshire) could be explored. Income generation opportunities would also be taken.
--	---

Section I: Additional data on local housing stock [not scored]

Of the homes indicated in Key Performance Indicator 2 in Section F above, which are expected to receive measures following advice, please provide a rough estimate as to how many of those homes fall into the below categories. These questions are not scored and are requested to illustrate the target housing stock and to help the Department understand the potential impact of this scheme on housing carbon emissions.

Expected homes treated: please add estimates of the number of homes in each category for financial year 2023/24 and 2024/25		Estimates	
		2023/24	2024/25
1	Number of off-gas-grid homes with measures installed following advice.	25	37
2	Number of solid-walled homes with measures installed following advice.	20	25
3	Number of homes with clean heat technologies installed following advice (e.g., electric storage heaters, air source heat pumps, ground source heat pumps).	10	15

NB; figures here should be no larger than the total number of homes indicated as a KPI target in Section F, KPI 2.

Please tick to confirm the following essential criteria are in place before submitting the application form.

Appropriately qualified advice providers	✓
The lead organisation has the appropriate indemnity insurance	✓
The lead organisation has the financial capacity to accommodate claiming in arrears	✓

Data protection and Declaration

I am content for information supplied here to be stored and shared in confidence with other public sector bodies, including the Department and other Local Net Zero Hubs, who may be involved in considering this application.

Please read our privacy policy for further information on the way we keep and use your data

Additional Appendices

Appendix A	Risk Register
------------	---------------

Signature

I confirm that

- If successful, the organisation(s) above could mobilise by 19/06/2023 to deliver this proposal
- Delivery will be completed by 31/03/2025
- We will abide by the competition rules as laid out in the guidance and call for project documents.
- We will work with the Midlands Net Zero Hub/ the Department to undertake ongoing evaluation of scheme delivery.

Signed: 

Date: 21 April 2023

Name (block capitals): RUSSELL STONE

Position in the organisation: Director of Resources