

Warm Zone – Marketing and Assessment Management

Operational control

Yorkshire Energy Services (previously KES) manage the day-to-day implementation of the programme including marketing, assessment and partner referrals.

Beginning in February 2007 the Kirklees Warm Zone programme began targeting the 23 wards (172,000 homes) in the district on a ward by ward, street by street basis. The ward order was 'zipped' up by targeting the most deprived and fuel poor ward, followed by the most affluent and one of the most rural, then the second most deprived and fuel poor and the second most affluent. The whole programme was 'zipped' up in this way to allow timely referrals to partners and a strategic approach to cover the whole of the district.

Salaried assessors were recruited in the first instance, but by autumn 2007 YES opted to staff the team with Freelance Assessors. To date YES manage an assessment team consisting of 50 freelance assessors. Door by door the Freelance assessors work 7 days a week completing household assessments. To April 2009 over 85,000 assessment forms have been completed.

Ward by ward events, marketing and promotional activities delivered by both council and YES staff take place in order to 'warm' up the area before any door step activity. Ward by ward all householders are sent a mailer announcing Kirklees Warm Zone will be coming soon, followed by a letter telling the householder more about the project, what is on offer and what is going to happen next. All homes are visited up to three times to ensure householders have every opportunity to complete an assessment, before a self assessment form is left if the resident has not been found at home.

Strengths of the Programme

- One stop approach to energy efficiency measures and partner referrals.
- One brand and one message for all householders, there is something on offer for everyone.
- Community cohesion and engagement events/workshops ensure householders trust the project.
- Ward by ward approach promoting efficiency of work delivered.
- District wide marketing campaigns, roundabout signs, bus backs, bus stops and bill boards have been effective in getting the brand recognised.
- Opting to recruit freelance assessors ensures households are visited out of hours and maximises the assessment volume.
- Assessors are motivated by their own success.

- Refusals on the doorstep – less than 6%.
- Currently over 66% of homes door knocked have been assessed.

Weaknesses

- The first year was slower than succeeding years due to the initial lack of district wide marketing.
- Recruitment and selection of the freelance assessors was time consuming and had an impact on the first year's results.
- Paper based assessment forms are not always the most appropriate means of collecting householder information.
- Higher refusal rates in the first 4 wards were due to residents not believing the project was genuine and that the insulation was free.

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The ScottishPower
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