

Free Measures for the Over 60's

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Calling all householders over 60!

Thousands of over 60s throughout North Staffordshire can now warm to FREE measures to insulate their homes – AND save them money.

From today, local householders over 60 are being urged to take advantage of the scheme to provide them with cavity wall and loft insulation.....at NO COST.

The improvements are being offered on a strictly 'first come, first served' basis, aimed at helping to eliminate fuel poverty and boost energy efficiency across the North Staffordshire Warm Zone.

And it is estimated that over 60s residents whose homes have the work carried out could see a resulting average cut of around £300 in their annual heating bills!

The 'free insulation' project has been made possible thanks to cash allocations from Stoke-on-Trent City Council and Newcastle Borough Council, matched by funding from other sources.

It compliments the government's CERT (Carbon Emissions Reduction Target) programme, which is designed to help everyone reduce their 'carbon footprint' on the environment. The national scheme has been extended to provide free insulation to the over 70s.

Several thousand over 60s and over 70s across Stoke-on-Trent and Newcastle-under-Lyme will be able to claim to have the work carried out through North Staffordshire Warm Zone, and their eligibility is NOT dependent on income.

"This latest initiative really is good news, and is a major step towards eliminating fuel poverty in North Staffordshire," said Sophie Thorley, Zone Director.

"It will both increase the number of properly-insulated homes and help us to target the most vulnerable households across the area."

"It is widely recognised that elderly people are the most susceptible to cold-related deaths. This scheme will not only help to keep them warmer – the money they save on their fuel bills as a result could have a positive effect on their health and well-being."

Around 35% of household heat is lost through the walls of a property, and 25% through the roof. Cavity wall insulation can save up to £160 annually on heating bills, and loft insulation up to £220.

The 'free insulation' scheme is open to anyone over 60 living in privately-owned or rented accommodation.

Householders wishing to register for the work can call the North Staffordshire Warm Zone on 01782 238443. They will be visited at home by a surveyor, who – all being well – will then arrange for the necessary work to be carried out.