



working together for warm homes
in North Staffordshire

NSWZ PRESS RELEASE

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'Potty' Andrew gets his charity fun running off to a 'tea'...

NORTH Staffs Warm Zone (NSWZ)* employee Andrew Brereton is just potty about running.

In fact, he's got his technique off to a 'tea'!

So much so that he's taking part in Stoke-on-Trent's 2010k Run later this month (May) – dressed as a teapot...

Andrew, a 49-year-old Home Energy Assessor, will be climbing into NSWZ's 'Potty' costume for the 10k event on Sunday, 30 May.

And as well as promoting the work of the Warm Zone as he jogs around the course, he's also hoping to raise pots of charity cash for Douglas Macmillan.

"There's always loads of people out supporting the runners, so we thought it would be a great opportunity to promote ourselves," said Andrew.

"I'm just hoping the weather isn't too hot on the day – it can get boiling inside a teapot at the best of times. I'll definitely be ready for a cuppa when I've finished!"

The run is part of this year's Festival of Sport, the City's federation centenary celebrations, and is being sponsored by Staffordshire University and sports shoe company Brooks Running.

The 10k race is open to everyone, including professional and amateur runners, and there is also a 2k fun run organised for the whole family to take part in.

The main run route starts outside Stoke Town Hall and finishes on Kingsway in Stoke town centre.

Notes to the Editor:

- The discounted price has been reduced as a November 2008 to £99 per insulation measure, subject to survey.
- The North Staffordshire Warm Zone is a local partnership between Stoke on Trent City Council and Newcastle under Lyme Borough Council, Scottish Power, National Grid and a range of local partners. It is delivered by Warm Zones cic, which is a Community Interest, not for profit Company, limited by guarantee. The North Staffordshire Warm Zone is a £10 million scheme.
- Warm Zones cic (WZc) is an independent, Community Interest Company set up by the Government in 2000 to explore new ways to combat fuel poverty and is operated as a social enterprise. It is a subsidiary of the fuel poverty campaigning charity National Energy Action an independent charity (No 290511) that has been campaigning to end fuel poverty since 1981. WZc has a track record of successfully delivering integrated and highly effective area-based schemes that deliver local benefits such as energy efficiency, carbon savings, fuel poverty reductions, benefits advice, health improvements, fire safety and employment skills and training. WZc is completely independent but it works in partnership with energy suppliers and a wide range of local partners, including Citizens Advice Bureau, Age Concern, Beat the Cold and Stoke PCT. In 2007-8 the current Zones will have reached a total population in excess of 2 million, with over a million households covered and we will have successfully carried out over 140,000 home assessments, across 50 Local Authorities. See <http://www.warmzones.co.uk>
- Scottish Power Energy People Trust have provided funding for North Staffordshire Warm Zone to provide Free Benefits Advice for families with children up to the age of 16 years of age.
- Free measures are available to households who are over 70, or who are on a qualifying benefit or deemed by the Warm Zone to be fuel poor, or to families with children deemed by the Warm Zone to live in an energy inefficient home.
- The energy efficiency of a home is often measured by its Standard Assessment Procedure (SAP) rating. The Warm Zone is targeting help to all homes, but additional support is being made available to homes with a SAP rating of under 65.
- A household is considered to be fuel poor if it spends 10% of its income on fuel for adequate heating, hot water, cooking, lighting and electrical appliances.
- Adequate heating is defined as 21 degrees in the living room and 18 degrees in other rooms.
- NSWZ operate a benefits advice service to all homes in Stoke on Trent and Newcastle under Lyme.

For further information please contact Sophie Thorley, Zone Director, North Staffordshire Warm Zone on 01782 479099 or 07545 904211.