

## A 250% rise in number of residents warming to the Warm Zone

30/04/2009

**MORE householders than ever across Stoke-on-Trent and Newcastle Borough are now warming to the North Staffs Warm Zone (NSWZ).**

NSWZ has seen a 250 PER CENT INCREASE during the last month in the number of people taking up its offers of FREE and cut-price home insulation measures.

A total of 724 residents arranged to have cavity wall and/or loft insulation installed in their properties during March – compared with 292 in February.

“There could be a number of reasons for this increase,” said NSWZ spokesperson Alex Buckley, Information Manager.

“Firstly, we noted the increase just at the time people would have been receiving their big winter fuel bills, so they may be improving the energy efficiency of their homes NOW to make cost savings NEXT winter.

“Another thing we’ve seen is a rise in the number of people paying for the measures, including many residents we originally canvassed back in 2007, who have now come back to us to take advantage of our £99 discounted insulation measures.

“Also, it’s simply a case of us raising people’s awareness to the advantages of proper insulation and the beneficial effect it can have on the environment, and householders wanting to do their bit to reduce our collective ‘carbon footprint’.”

This month, NSWZ is expanding its campaign to eliminate fuel poverty and boost energy efficiency even further across North Staffordshire, by targeting almost 8,700 households in Northwood/Birches Head, Newchapel and the Westlands.

Letters have already gone out to homes, complete with simple, self-assessment household energy questionnaires, which residents are being urged to complete as soon as possible.

The Warm Zone team are following up the letters with door-to-door visits and leafleting, and it’s estimated that around 35% of the homes they visit will be eligible for FREE cavity wall and loft insulation, whilst everyone else could save up to 60% on the cost of the work.

Residents can find out more about NSWZ’s ‘no cost/low cost’ home insulation scheme by visiting its website – [www.nswz.co.uk](http://www.nswz.co.uk) – where they can also complete an online self-assessment.

Alternatively, they can telephone NSWZ on 01782 238443 to find out more about saving money and energy, or to arrange a home visit/assessment by a Warm Zone representative.

NSWZ also offers a benefits advice service, aimed at securing payouts for people who don’t realise they could be eligible, or who have previously failed to make a successful claim. Anyone wishing to access the service can call 01782 238443 and ask to speak to a Benefits Adviser.