

## Smart Meter Energy Project Brief

### About us

Salford Foundation is a social inclusion charity that supports children, young people and adults in Greater Manchester, Cheshire & Lancashire. Our vision is to create better futures by working together. Last year, we are proud to report that we helped 9,598 people achieve their potential.

Since 2016, we have delivered fuel poverty and energy efficiency education, information, advice and one to one support in Salford. Our service is generously funded by Salford City Council. To date, we have helped over 950 people to reduce their fuel poverty and/or improve energy efficiency in their homes and make total energy bill savings of £151,445.

### Project Summary & Aims

Our new Smart Meter project is funded by Smart Energy GB in Communities Fund. It will run from July-December 2019. The project aims to raise awareness of Smart Meter roll-out by supporting the Campaign for a Smarter Britain and reaching older people aged 65+ in Salford. Our key aims include:

1. Develop strategic partnerships to sustain behaviour change & reduce energy consumption
2. Promote Smart meter roll-out & raise awareness
3. Provide information & address concerns
4. Promote new Smart meter technology in the home
5. Support VCSE network & signposting for older people
6. Build capacity using Peers Advocates & Smart Energy Champions
7. Contribute to regional and national positive campaigns and stories

### Target Groups

We plan to target most vulnerable older people including people with one or more of the following:

- On low incomes and experiencing fuel poverty
- Currently on pre-payment meters
- With long term health conditions and disabilities, including cardio vascular diseases
- Living in social housing or private rented accommodation

## Marketing Approach

We plan to use a mix of marketing and communication channels to reach our target audience, engage with them in the community, raise awareness and promote the benefits of using smart meters including:

- Social media campaigns on Facebook, Twitter and Linked-in
- Community, public and partner awareness events and activities
- Social action projects delivered in the community by volunteers
- Radio and Newspaper adverts and articles in community magazines
- Leaflet drops, mail outs and newsletters
- Face to face home visits and telephone calls
- Website updates, links and signposting to additional support



## Project Rationale

The Smart Meter Energy project is based on the high prevalence: of older people living in Salford; high levels of poverty & fuel poverty and poor energy efficiency of housing stock in the North West. Key statistics include:

- There are currently more than 35,000 people aged over 65 in Salford
- Salford was ranked 18<sup>th</sup> most deprived local authority out of 353 in England (2010)
- 25% of low income households in Salford are living in fuel poverty
- 70.4% of known properties are at the lowest standards of energy efficiency
- Energy providers have a target to roll-out Smart Meters to 56 million customers by 2020.

## Partnership Opportunities

If you would like to get involved as a partner to help promote the project and reach older people aged 65+ in the community, then please contact us on tel: 0161 787 8500 or email us at:

Email: [maggie.langhorn@salfordfoundation.org.uk](mailto:maggie.langhorn@salfordfoundation.org.uk) (Operations Manager)

Email: [trevor.mcpartland@salfordfoundation.org.uk](mailto:trevor.mcpartland@salfordfoundation.org.uk) (Fuel Poverty & Energy Advisor)

Thank you.