Impact Report

September 2023 - September 2024

RESIDENTIAL ENERGY SERVICES

Message from Sarah Parry

Director, Residential Energy Services

The ongoing energy crisis continues to affect households nationwide, with rising bills driving more families toward the brink of fuel poverty.

Every month, we encounter a growing number of individuals forced to make impossible decisions between basic necessities – between heating their homes or putting food on the table.

Fuel poverty has broadened its reach; more homes than ever before are now carefully prioritising their weekly expenditures, sometimes sacrificing essential items in the pursuit of lowering their energy costs.

Over the last 12 months, Residential Energy Services (RES) has been at the forefront of community support, providing direct energy advice and household assistance across the country.

Through pop-up events at various local venues, our energy experts have dedicated themselves to addressing the needs of the most vulnerable.

We've built trust within our communities by offering guidance on how to reduce energy consumption, conducting home energy performance reviews, and working tirelessly to secure crucial funding for those in need.

Sarah Parry
Director, Residential Energy Services

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Life can be tough these days, but we saved quite a lot of money, and it’s substantial. RES has been very good to us. Pleasant people, they’re lovely. They really are.

– Dennis & Sandra Woodward, Biddulph Moor

Our efforts have made a **measurable difference:**

Our mission

At the heart of our mission is the belief that healthy homes contribute to healthier lives, and we remain resolute in our commitment to making this a reality for all.

The Energy Crisis

2023-2024 – A Summary

April 2023

7.5 million households live in fuel poverty. The latest scheme of the Energy Company Obligation (ECO4) continues.

August 2023

The average annual energy bill decreases slightly to £1,923 following a price cap decrease. 6.3 million households still live in fuel poverty. 24,700 measures are delivered so far as part of the GBIS scheme.

July 2023

The average energy bill remains at £2,074. Approximately 6.6 million households live in fuel poverty. The government launches the Great British Insulation Scheme (GBIS).

September 2023

RES launches The Warmer Homes Project, supported by UKGOV via the Department for Energy Security and Net Zero (DESNZ), and managed via Midlands Net Zero Hub.

January 2024

The energy price cap increases to £1,928 per year. National Energy Action reveals the number in fuel poverty is 6.5 million UK households; 2 million more than two years ago.

September 2024

Winter fuel payment eligibility is heavily reduced, leaving an estimated 10.8 million pensioners without critical support during the upcoming Winter. Ofgem announces an upcoming energy price cap increase of 10% to £1,717, an increase of £149 from the current price cap level.

RES launches the new Workplace Employee Energy Advice programme, sponsored by The Department for Energy Security & Net Zero and Midlands Net Zero Hub.

April 2024

The price cap of £1,690 lowers the number of households in fuel poverty to 6 million. National Energy Action reports that 2.3 million households remain in energy debt.

Our Priorities

Impartiality

Impartiality is a cornerstone of our service.

When offering energy-saving advice, it is imperative that we maintain **neutrality** to build trust and ensure that every recommendation is truly in the best interest of the resident.

By remaining **unbiased**, our advisors present solutions tailored to individual needs, free from the influence of commercial or political agendas. This ensures **fairness, transparency, and credibility**. When residents trust that our advice is genuine and designed specifically for their situation, they are more inclined to act on it, adopt energy-saving measures, and build long-lasting relationships with our team. This impartiality is vital for continued community engagement and the successful implementation of energy efficiency initiatives.

> **Impartiality is vital** for continued community engagement.

RES Energy Advisor Paul at St Paul's Church in Longton (Approach Dementia Group)

Education

Empowering residents through education is key to delivering widespread domestic retrofitting.

Our materials are designed to be accessible, ensuring that even those with visual impairments or reading challenges can understand the guidance provided.

Our in-house marketing team takes great care in selecting readable fonts, clear colour contrasts, and layouts that facilitate understanding.

We also offer a **24/7 multi-language live chat**, breaking down communication barriers and making our services accessible to all.

> “
> **Empowering** residents through education is key.

Our Priorities (Continued)

Engagement

Engaging residents in discussions about energy use – especially in a market where income levels and energy bills are sensitive topics – requires a delicate approach.

At RES, we understand the importance of creating safe, supportive spaces where residents can voice their concerns.

Our approach includes a range of communication methods, from phone and WhatsApp to email and home visits, ensuring residents feel comfortable discussing their energy issues. By building the necessary trust and providing non-sales-driven, personalised advice, we create an environment where residents feel empowered to make informed decisions.

Our long-term commitment to supporting individuals even after our initial advice sets us apart. In fact, when something goes wrong, 9 times out of 10, we are the first call they make.

Building trust and reputation within the community has been fundamental to our success. Leveraging case studies, local media, and word-of-mouth recommendations, we continually enhance our standing in the communities we serve.

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Community Engagement

We engage with communities through in-person presentations, Q&A's, webinars, and distributing a large range of collateral as takeaways to be shared with their wider family.

How RES has helped tackle the Energy Crisis

The Warmer Homes Project

Department for Energy Security & Net Zero

MIDLANDS NET ZERO HUB

With funding from the Department for Energy Security & Net Zero and managed by the Midlands Net Zero Hub, RES launched the Local Energy Advice Demonstrator Programme in September 2023. This initiative aimed to explore innovative methods for delivering energy advice to hard-to-reach or underserved communities.

Central to this effort was our mobile energy advice van, which travelled across different locations, providing impartial, on-the-ground support. We expanded our service to offer employee energy advice into workplaces across the UK; ensuring everyone has access to impartial guidance on how to save money on their energy bills and access grants and funding.

Outcomes

2023-2024

7,122
people reached with our service and light touch advice

1,855
off-gas homes provided with energy advice

6,087
hard to reach people provided with bespoke energy advice

2,224
triage calls

412
homes assessed

195
homes provided with low level energy measures

160
solid wall properties treated with fabric retrofit

55
renewable heating measures delivered

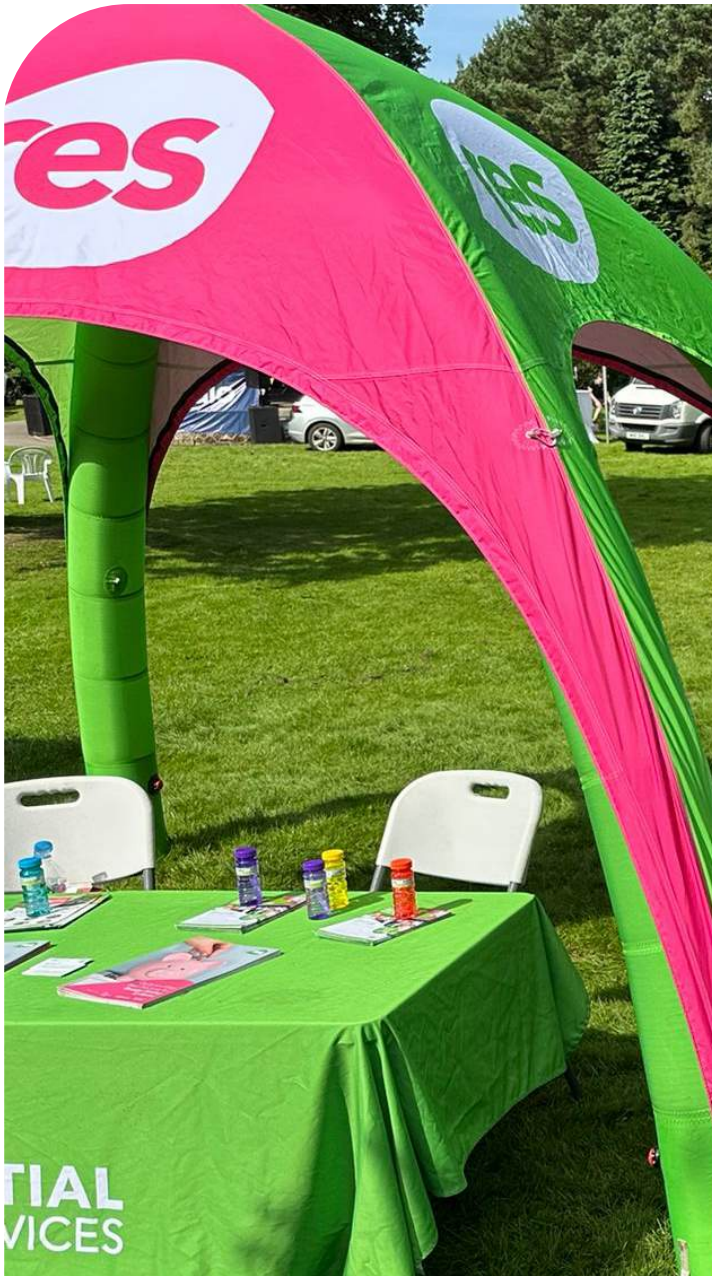
What differentiates RES as an energy advisory service?

What sets Residential Energy Services apart is not just our **technical competence** in energy advice, but our **exceptional ability** to connect with residents through **best-in-class marketing.**

We specialise in building powerful, credible campaigns that resonate with the local community. Our approach ensures that we are visible in the right places, with messaging that speaks directly to residents' needs and concerns.

We don't just communicate the technical benefits; we create easy-to-understand, compelling collateral that simplifies complex energy concepts and encourages action.

By using proven marketing strategies – such as targeted campaigns, engaging visual materials, and consistent communication – we make sure residents feel **informed, valued, and empowered** to make the right choices for their homes. This not only drives engagement but builds long-term trust between residents and the local authority.



Delivering the RES message

We understand that the success of any energy initiative relies heavily on **resident engagement and trust**, and that starts with **strong marketing.**

The RES partnership

In partnering with us, you are choosing an energy services provider that doesn't stop at advice.

You're choosing a partner who knows how to get your message across, who can generate awareness and engagement, and who will increase the impact and success of your energy initiatives.

Simply put, our marketing is not an add-on – it's a core part of how we deliver results.

Get in touch

0333 444 1265

enquiries@residentialenergyservices.co.uk

www.residentialenergyservices.co.uk

Smart Innovation Hub,
IC6 Denise Coates Foundation Building,
Keele University, Newcastle Under Lyme,
Staffordshire, ST5 5NS