

# Domestic Local Energy Advice **Demonstrator** Project

## D-LEAD

Item 9

- £2.14m programme run via the NW Net Zero Hub
- Operates from July 2023 to March 2025
- It connects existing offers via ECO4 / GBIS / LA Flex
- Provides face to face energy efficiency advice on building fabric
- It's focus areas are:
  - Hard to reach residents
  - Hard to treat properties*... not to the exclusion of others*
- 3 Local Authorities, 2 Social enterprises, 2 private business, and a cooperative with the GMCA as accountable body
- Glide path to retrofit devolution under the post 2025 spending review



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## D-LEAD

- Bolton Council
- Bury Council
- Wigan Council
- Groundwork Greater Manchester
  - Manchester\*, Oldham, Rochdale\*, Tameside
- Your Home Better (Retrofit Works & Red Coop)
  - Salford, Stockport, Trafford
- B&Q
  - Two highest footfall stores in GM
- The Growth Company

\* These areas have access to Home Upgrade Grants (HUG) for off gas property retrofit

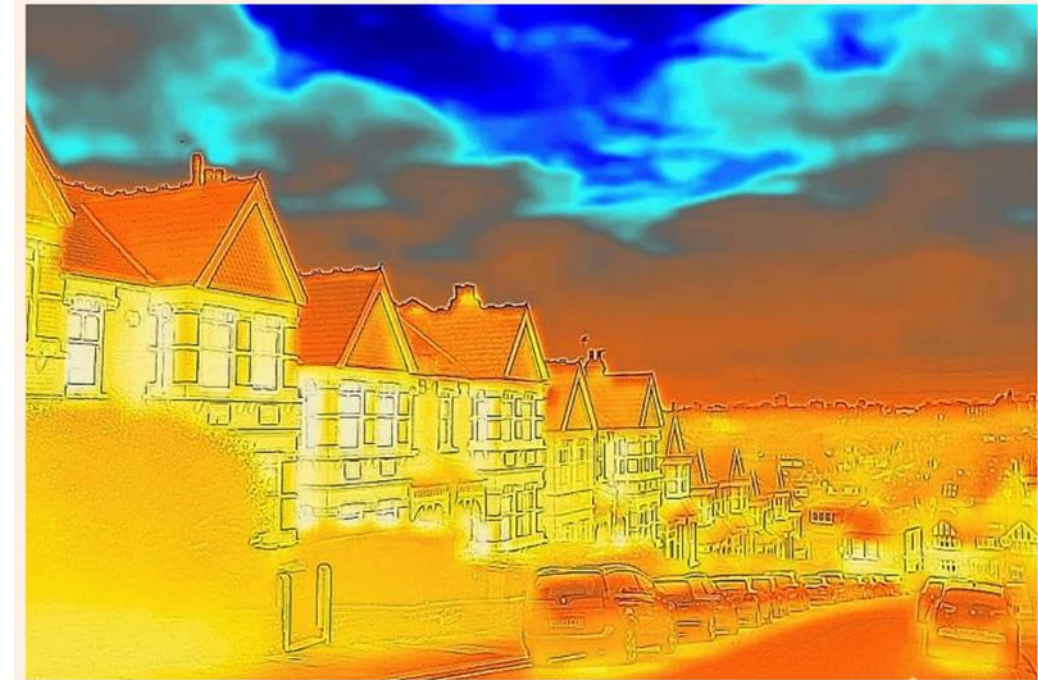
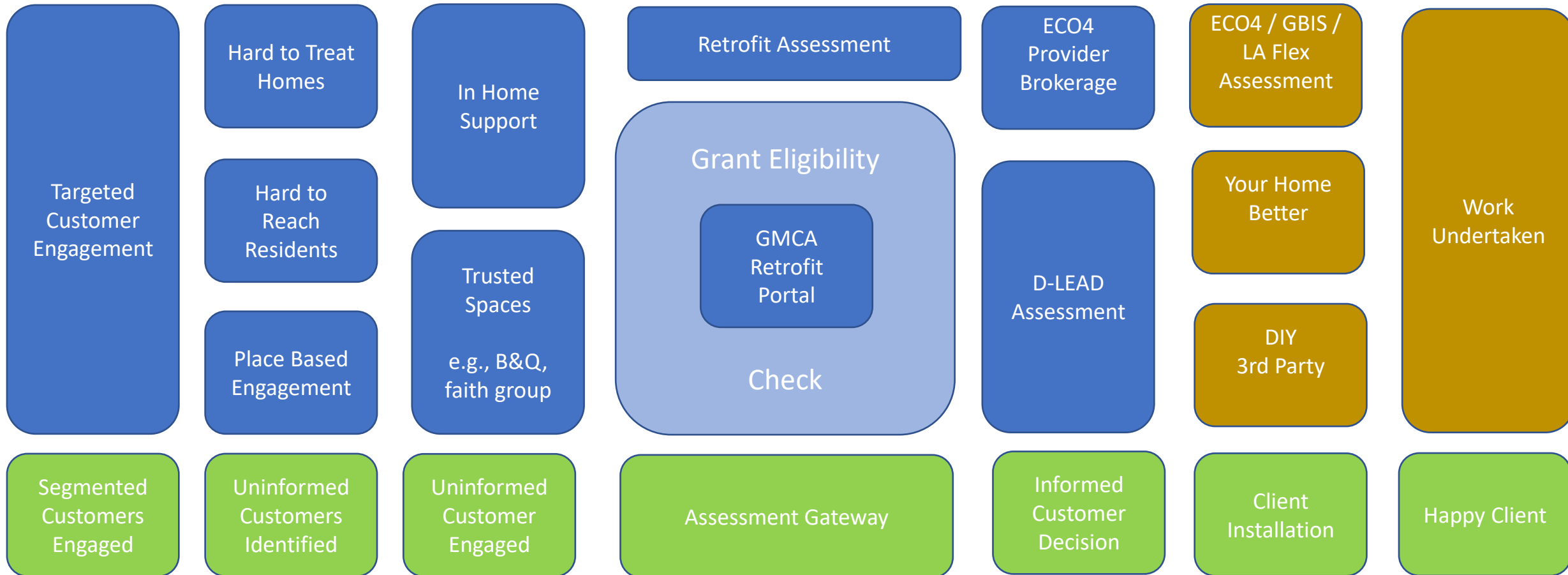


Image made with a thermal camera of a row of houses showing signs of heat loss in London © Leon Neal/Getty Images

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# D-LEAD: Customer Journey



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## D-LEAD – How

- **Evidence lead Engagement**
  - *behavioural research driven*
- **Remote engagement**
  - *building on learning from Octopus HP Offer*
- **Place based Engagement**
  - *B&Q Stores, GP surgeries, Growth Company venues, faith buildings, community centres*
- **Private Sector Landlords**
- **Single Gateway**
  - *GMCA Retrofit Portal*
- **End to End Customer Engagement**
  - **Brokerage to Action**



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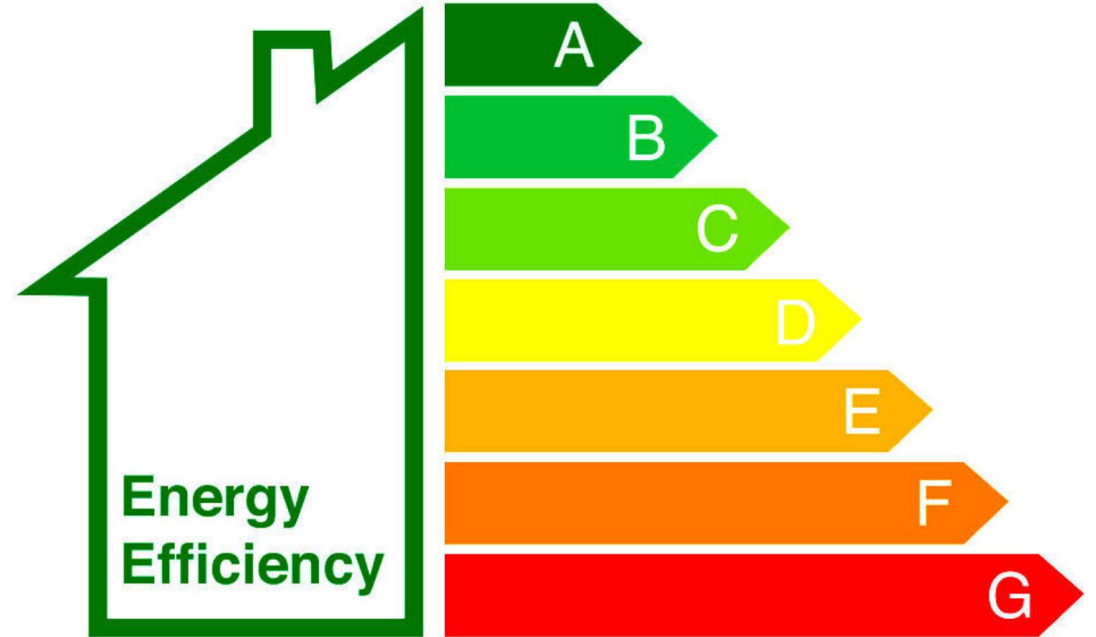
## D-LEAD Deliverables

- 100,000 residents contacted
- 25,000 provided with in person advice
- 17,000 referrals to ECO4 / GBIS / LA Flex
- 1,100 drop in sessions



# Energy Company Obligation (ECO4)

- ECO4 provides £1bn per year from 2022-2026 through whole house retrofitting of energy efficiency and low carbon heating measures.
- Suppliers can deliver up to 50% of their obligation through Local Authority Flexible Eligibility.

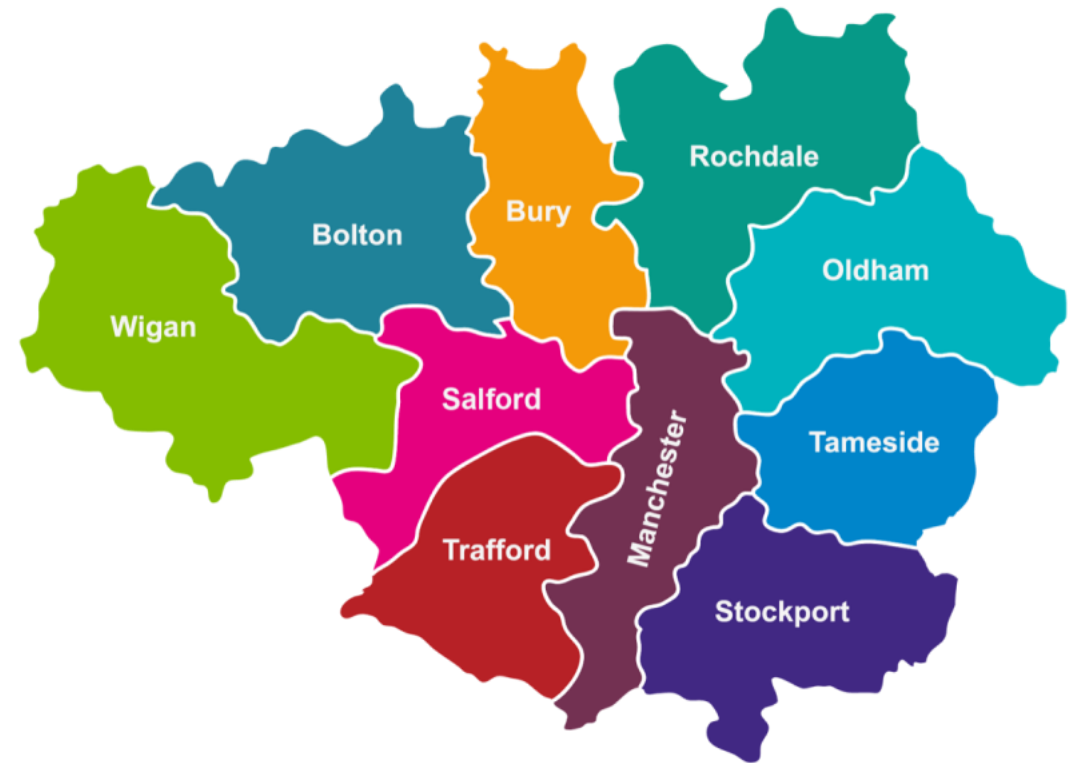


# Energy Company Obligation (ECO4)

- Published a [Statement of Intent](#) detailing three LA Flexible Eligibility routes for low income and vulnerable households:
  - Route 1: Combined household gross income below £31k/year.
  - Route 2: Proxy Targeting (e.g., IMD LSOA 1-3, Council Tax Reduction, Free School Meals).
  - Route 3: NHS referrals (e.g., cardiovascular condition, respiratory disease, limited mobility, or immunosuppression).

# Energy Company Obligation (ECO4)

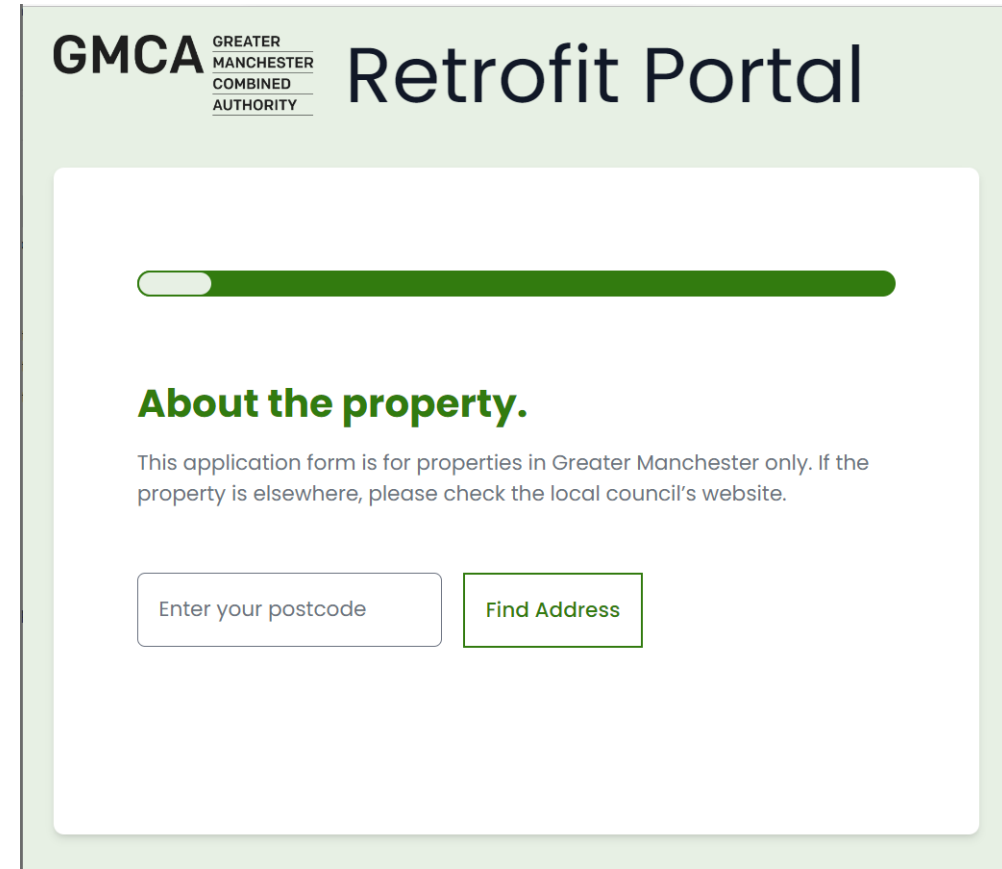
- Appointed three installers to deliver ECO4, GBIS, and LA Flex:
- [Improveasy](#) – Manchester, Stockport, Trafford.
- [Next Energy Solutions](#) – Bolton, Salford, Wigan.
- [0800 Repair](#) – Bury, Oldham, Rochdale, Tameside.





# Energy Company Obligation (ECO4)

- Developed a [Retrofit Portal](#) to receive referrals from residents and partners (Districts, NHS, Citizens Advice, Energy Suppliers, etc.) including the ability to upload eligibility evidence.



The screenshot shows the GMCA Retrofit Portal interface. At the top left is the GMCA logo (Greater Manchester Combined Authority). To its right is the text 'Retrofit Portal'. Below the logo is a green progress bar. The main heading is 'About the property.' followed by a paragraph: 'This application form is for properties in Greater Manchester only. If the property is elsewhere, please check the local council's website.' At the bottom, there are two input fields: 'Enter your postcode' and 'Find Address'.

# Energy Company Obligation (ECO4)

- Marketing in progress through targeted letters, leaflets, and adverts on social media and the transport network.
- Working with NHS GM Integrated Care to contact eligible patients through GP text messaging.

**NextEnergy**  
Your Solution to NetZero

**FREE HOME UPGRADES**

**ECO SCHEME**

**ARE YOU INTERESTED? ARE YOU ELIGIBLE?**

CALL US ON **0800 021 3145**

OR SIMPLY SCAN THE QR CODE ON YOUR PHONE

**SEE IF YOU QUALIFY FOR 100% FREE ECO HOME UPGRADES IN UNDER 60 SECONDS!**

IS YOUR EPC RATING BETWEEN D-G?

**YES** **NO**

Trustpilot **4.8** | I DON'T KNOW | Reviews **4.9**

**Call: 0161 883 3143**  
Please contact no later than (date)

**What to do now**

Speak to one of our team members on the above number, this is a free to use service, no costs will occur, funding is free, any measures fitted are free and yours to keep.

Funding is in high demand and allocated on a first-come first-served basis, dependant on certain criteria. If claimed, you will be able to use the free funding for a range of home improvements, such as insulation, boilers, heat pumps and solar panels.

Energy Funding Service is an organisation working in partnership with 0800 Repair helping to qualify households under the ECO4 Government Grant schemes. 0800 Repair are authorised installers for Greater Manchester Combined Authority who work with (Council Area Name) and the NHS.

**GMCA** GREATER MANCHESTER COMBINED AUTHORITY | **Bury Council** | **NHS** Greater Manchester Integrated Care

Energy Funding Service is a Not for Profit Organisation providing a Free UK Service helping households access Government Funding. ICO Data Protection Registrar: 28377627.  
Energy Funding Service Ltd is a company limited by guarantee. Registered in England & Wales with company number 13386298. Registered Office address: Harley Court, Buckley Road, Rochdale, CL12 9DU. For more information please contact a funding adviser, working under the Government ECO4 Scheme, helping to deliver ECO4, Local Authority Flex across the UK.

GOV ECO ENERGY GRANT REF: ECO4/GRANT2023 | PAGE 1 OF 1

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- [Your Home Better](#) offers an independent service to guide able and willing-to-pay residents through the retrofit of their home.
- 2 main offerings currently:
  - Solar+ Survey £120
  - Whole House Plan £450
- Can also take resident through full installation process, if desired.
- Full launch was in November 2022, numbers are still low and building.
  - Currently 8,000 letters sent out of 36,000 through a targeted direct mail campaign.
  - Ran a promotional campaign across Metrolink earlier this year.



# Recommendations

- Note the successful award of £2.14m to deliver the Domestic Local Energy Advice Demonstrator Project.
- Note the appointment of Improveasy, Next Energy, and 0800 Repair to deliver ECO4, GBIS, and LA Flex.
- Note the availability of Your Home Better for willing to pay residents who are not eligible for grant funded schemes.
- Note the creation of the GMCA Retrofit Portal as the single point of access for all housing retrofit schemes.
- Promote the above through your networks.