

Warm Homes expert advice service for England

To help government deliver warm homes and clean power

The UK Government should create a national expert retrofit advice service for England to accelerate and derisk delivery of the Warm Homes Plan, helping to cut energy bills, increasing energy security and making UK Government grant funding go further.

- Energy Saving Trust can help to **deliver warmer homes** by running an expert advice service providing households with personalised support, working in partnership with existing national statutory advice services and local services.
- People will be given **clear, action-focused advice, tailored to their personal circumstances** on the most effective way to upgrade their homes, put them in touch with locally accredited installers or local one-stop shop services, to **make work happen faster**.
- **Eligible low-income households will be referred** into government or local schemes, reducing fuel poverty and deploying UK Government money more efficiently.
- Advice will help **accelerate retrofit rates and uptake of low carbon technologies** to help reduce energy demand and meet the government's 2030 clean power target. The results of the Home Energy Scotland service show this in action: 47% of users installed an energy efficiency, low carbon heat or renewable energy improvement after receiving advice, 38% more planned to do so within 12 months.¹
- An expert advice service is a **low cost, high impact measure** which is proven to work; as a key piece of infrastructure, it will deliver consistent outcomes across the country, work alongside and enhance existing local services such as "one stop shops" and fill in significant gaps to end the advice postcode lottery in England.

A Warm Homes advice service will:^{2,3}

<p>Accelerate and derisk deployment of energy efficiency measures</p> <ul style="list-style-type: none"> • Refer households directly to local advice services or accredited installers. • Bespoke advice mobilises private capital by giving people confidence to invest in the right measures for their home. • Simple and straightforward service building from a digital front door. 	<p>Reduce energy bills and enhance consumer protection</p> <ul style="list-style-type: none"> • Permanently reduce bills - upgrading the worst rated homes to EPC C would cut bills by around £600. • Myth bust and help people understand key measures and technologies. • Help people to get further support or redress if there's a problem.
<p>Boost the economy, create jobs and improve energy security</p> <ul style="list-style-type: none"> • Create high skilled, local green jobs. • Increase installation of domestic renewables, such as solar, to achieve clean power by 2030. • Cut reliance on fossil fuels: each heat pump installed reduces home gas use by at least 70%. 	<p>Make government money go further and make its plans more achievable</p> <ul style="list-style-type: none"> • Accelerate take up of fully funded measures for fuel poor homes. • Slash search costs, make schemes more effective and grant money go further. • Increase demand and reduce delivery risks for UK Government programmes via direct referrals to accredited installers.

¹ [Supporting Scotland's Green Ambitions – Energy Saving Trust](#)

² [How heat pumps can help tackle the energy crisis – Nesta](#)

³ [Getting off gas – Energy & Climate Intelligence Unit](#)

Expert advice can enhance the UK Government's digital provision

While the UK Government already has existing digital advice web provision, which it is looking to improve, we know from our delivery experience how transformational an expert advice service (initially delivered digitally and by phone) can be. Although national expert advice services exist in Wales and Scotland, there is no national provision in England.

Advice needs to be **action-oriented and tailored to each home** to be effective in **breaking down barriers to change**: Scotland has installed over 2.5x more air source heat pumps and solar PV per 100,000 homes than England since 2017,⁴ a key distinguishing factor being access to impartial, tailored advice and low cost finance through Home Energy Scotland.

Additionally, to maximise the impact of an advice service, a **national awareness campaign** will be important to increase public awareness and instil confidence in households.

National and local advice will ensure consistency of outcomes

Decarbonising the UK's housing stock can only be successful if it's happening in **every part of the country** to deliver a just transition.

England needs an **overarching national advice service** which delivers consistent outcomes across the country, integrating and enhancing local advice services wherever these are present and filling in significant gaps to end the advice postcode lottery.

Advice is a low cost, high impact measure

If the Home Energy Scotland model was applied to England at scale, it has the potential to deliver **over £10bn lifetime savings/year**. Based on our delivery experience, for **every £1 spent on expert, tailored advice, the return on investment is almost £15**.

The cost of the service will be highly dependent on how it is structured, the measures it focuses on and the degree of specialist advice needed. We estimate the expert and specialist advice service would cost in the region of £3-5million per every 100,000 homes initially served by a separate basic digital "front door."

Energy Saving Trust has proven expertise in providing expert advice

Energy Saving Trust has 25 years' experience providing energy efficiency advice and already delivers similar services ([Home Energy Scotland](#), [Nest](#) in Wales and is [working with several English combined authorities](#)) to support households from initial interest to successful install.

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⁴ [The MCS Data Dashboard - MCS](#)