Case Study 26: Warm Zone

United Kingdom

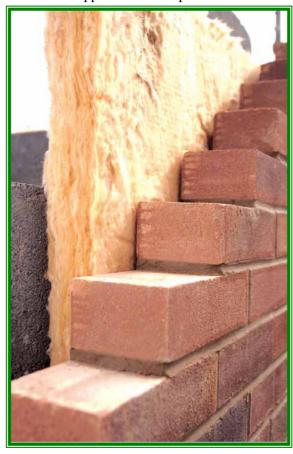
Summary

The project Warm Zone is currently being implemented in Kirklees, a local authority district in the north-east of England. Warm Zone is large and ambitious in its approach and scope with an

impressive £21m of funding. This money is used to provide free cavity and loft insulation for all houses in Kirklees. Residents are informed about options to lower energy consumption, renewable energy production, air and water conservation measures. Where properties cannot be insulated, householders are informed about other local schemes such as RE-Charge, which offers an interest free loan to install renewable energy technologies

The project runs from 2007 – 2010 but already shows impressive results at the time of writing (mid-2009): around 70% of all houses have already been visited. Few had already been insulated prior to Warm Zone and some would not profit from the insulations works offered, but for many the insulation works progressed well.

The project compels through its clear goal setting and careful organisation across a large number of stakeholders and active participants involved. Furthermore, a well-targeted communication strategy allows clear information and invitations to participate for all citizens. The many benefits of decent insulation were effectively communicated. Finally, the programme caught a lot of attention, also because of its clear focus, broad scope and positive effects for local citizens and economy.



Lessons learned

- 1. Various funding streams were merged effectively in order to support an ambitious project focusing on a large target group.
- 2. A strong and large network was developed to design and carry the project.
- 3. The large number of stakeholders and their various interests could work well together under a common umbrella goal.
- 4. A brand was created for the project which was strategically and effectively communicated.
- 5. The main initiator and programme developer is part of the local government and experienced continuous political support for several decades.