



In partnership with

**OXFORDSHIRE
COUNTY COUNCIL**

www.welcomethewarmth.org.uk

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The Home Upgrade Grant (HUG2)

- A communications toolkit for Oxfordshire organisations

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THANK YOU for helping Oxfordshire's residents get funding to make their homes warmer and cheaper to run.

We know that many residents are concerned about the cost of energy bills this winter.

The good news is that they may be eligible for energy efficiency upgrades for their home, funded by the Home Upgrade Grant Phase 2 (HUG2). These upgrades, known as 'retrofitting', can help to reduce energy bills and make homes easier to keep warm.

WHAT IS THE HOME UPGRADE GRANT (HUG2)?

Oxfordshire County Council has been awarded funding under the Home Upgrade Grant Phase 2 (HUG2) scheme. HUG2 is a government-backed scheme running from April 2023 to March 2025, providing energy efficiency measures and low-carbon heating for low-income households.

It's open to owner-occupiers and private renters living in the worst-performing, off-gas grid homes. The aim is to tackle fuel poverty by upgrading energy-inefficient homes and make progress towards the UK's 2050 net zero target.

HOW IT WORKS

Eligible residents will have their home surveyed to decide the most suitable energy efficiency measures. Oxfordshire County Council's delivery partner, Welcome the Warmth, can install measures including:

- Solid wall insulation (internal or external)
- Cavity wall insulation
- Underfloor insulation
- Loft insulation
- Room-in-roof insulation
- Park home insulation
- Air source heat pump
- Solar PV panels
- High heat retention storage heaters

Home Upgrade Grant Eligibility

Home Owners

- Properties not heated by mains gas boiler
- Gross household income of less than £39,000
- Home with a low energy rating (EPC) of D,E,F or G

Landlords

- Own up to 4 properties
- Not heated by mains gas boiler
- Properties with a low energy rating (EPC) of D,E,F or G
- Tenants who have gross household income of less than £39,000

HOW YOU CAN HELP

We want to help as many people in Oxfordshire as we can, but we can only do it if people know about the scheme. With so many 'cowboys' offering solar panels, Roof insulation and other home upgrades, residents need to know they can trust this scheme to improve their homes without cost to them.

Your voice is vital to building that trust.

We have provided the resources below to make it easy for you to spread the 'Welcome the Warmth' word. This includes posters and flyers you can print out or order, social media posts you can use on your channels and text that can be used in a newsletter or online post.

Please use these where you can, so as many people as possible can hear about the help that is on offer to make their homes warmer and cheaper to run.

And if there are any other organisations, community groups, or individuals you think would also be able to pass on the good news, please share the toolkit with them too.

Do let us know if you have any questions, or if there's anything else we can provide.

Many thanks,
The Oxfordshire County Council Retrofit Team

RESOURCES

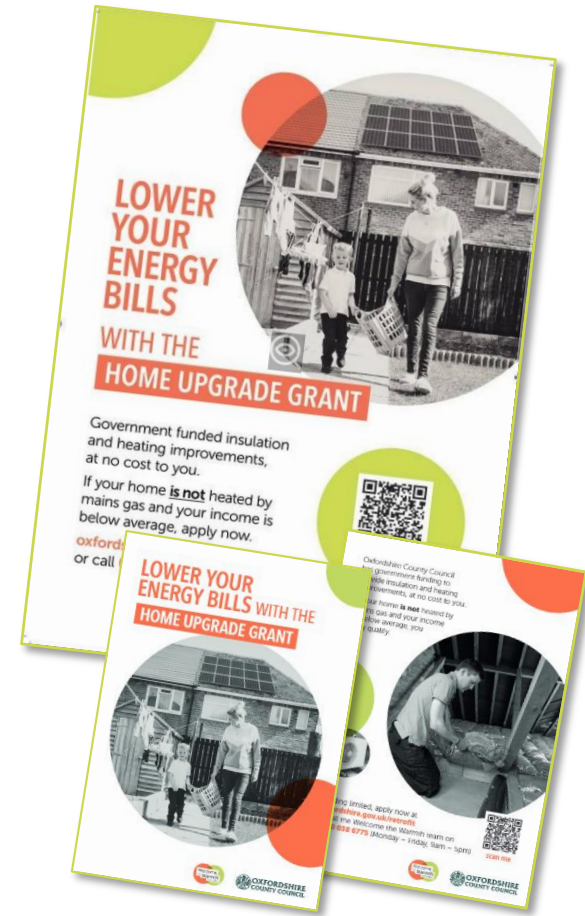
POSTERS FOR A NOTICEBOARD OR A HANDY WALL & FLYERS FOR YOUR WAITING ROOM, FRONT DESK OR TABLES

Please can you display our posters on any notice boards or public areas you have access to, and make our flyers available if you have a suitable place, or post them to your members / colleagues with any other post you send out.

The posters are available here to print yourself as either [A4 posters](#) or [A3 posters](#), or we are happy to post them to you.

Similarly, just let us know how many flyers you would like, and we'll get them to you, if you let us know [using this order form](#).

[CLICK TO ORDER YOUR POSTERS AND FLYERS](#)



NEWSLETTER

If you have a local newsletter, we'd love it if you could include something like this:

100 WORD VERSION



"It's going to be a real relief this winter, knowing there's heat there when we need it."

Debbie, Banbury



Are you concerned about the cost of energy bills and looking for ways to make your home cheaper to heat and more comfortable to live in? A grant is available from Oxfordshire County Council to improve residents homes.

This government-backed scheme targets inefficient homes not heated by gas. With the Home Upgrade Grant (HUG2), eligible homes can receive tailored energy solutions, from insulation to solar panels, resulting in a warmer home, lower bills and reduced carbon emissions - all delivered by the Welcome the Warmth team.

Check your eligibility and apply through the website at welcomethewarmth.org.uk.
Get your home winter-ready today!

50 WORD VERSION



"As a single mum these panels will make such a difference. Thank you!"

Liz, Abingdon



Reduce your energy bills with the Home Upgrade Grant from Oxfordshire County Council. Targeting off-gas-grid, energy-inefficient homes, this initiative offers free home energy improvements from insulation to solar panels. Funding is limited so early application is advised.

Check your eligibility and apply at welcomethewarmth.org.uk.
Get your home winter-ready today!

SOCIAL MEDIA PROMOTION

It would be great if you could share some posts to promote the Welcome the Warmth campaign. Graphics and suggested text can be found below.

Message for residents concerned about energy bills

With winter coming, @OxfordshireCountyCouncil has new funding available to help residents not using mains gas central heating to improve the warmth of their homes. If your household income is less than £39,000 and your energy efficiency rating (EPC) is D or lower, get in touch today at welcomethewarmth.org.uk

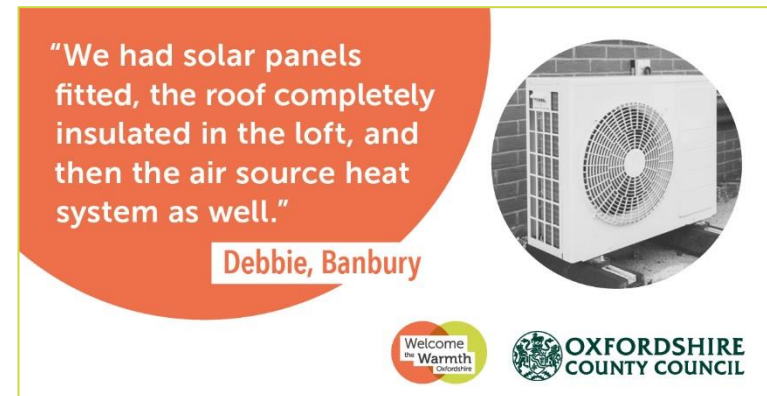


Message for residents concerned about climate

Embrace eco-friendly living and lower energy bills with the Home Upgrade Grant scheme. Designed for off-gas-grid, energy-inefficient homes, this government funding champions green energy solutions to warm and power Oxfordshire homes.

The £6million initiative promotes eco-friendly home solutions, reducing energy bills and carbon footprints. Let's champion a sustainable Oxfordshire for everyone!

See if you qualify and apply at welcomethewarmth.org.uk



Message for those looking out for others

We know there are a lot of poorly insulated homes in and around Oxfordshire.

With the continuing high costs of energy, making your home cheaper and easier to keep warm is more important than ever, so we want to make sure everyone who needs it knows there are fully-funded energy efficiency upgrades for eligible homes. If you know of someone whose home could use some upgrades, and it isn't heated by gas, the county council currently have funding which may help. Visit welcomethewarmth.org.uk to find out more.

If their home is supplied by gas, keep an eye on the council's retrofit pages for future schemes, or register your interest at: oxfordshire.gov.uk/retrofit



The examples above are set up for Facebook.
More images and sizes, including Twitter and Instagram versions are available: [please follow this link](#)

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Thanks so much for your help!

