

Campaign plan: Council homes decarbonisation

Background

Oxford City Council has set a target of getting 95% of its council housing stock (currently 7,626 homes) to an EPC rating of C or above by 2030.

The HRA business plan has set aside £7m over the next four years, and the City Council has won further Government funding, to help achieve this ambition.

The City Council estimates that there are at least 2,515 homes that require work in order to move them up to an EPC rating of C or above.

EPC	Number of homes	%
A (>100)	2	0.03%
A	21	0.28%
B	138	1.81%
C	4,950	64.91%
D	2,357	30.91%
E	136	1.78%
F	22	0.29%
G	0	0.00%
Total	7,626	100%

The upgrades – including loft and wall insulation, air-source heat pumps, LED lighting, new windows and doors, and solar panels – are free for tenants, but the City Council cannot carry out the work without tenants' permission.

The campaign therefore aims to encourage tenants of the 2,515 homes to come forwards and give permission for the City Council to carry out the upgrades.

Alongside improving carbon emissions, the work will help keep tenants' homes warm this winter and save them money on their bills – which is particularly important at the moment with rising energy prices in the UK.

The campaign will be broken down into phases over a three-month period:

- Phase one: Use advertising and editorial to encourage tenants to look out for a letter from the council
- Phase two: Send a letter to all 2,515 homes
- Phase three: Send a letter to all homes that have not yet signed up
- Phase four: Use colleagues in housing (Tenant Involvement, Tenancy Management Officers, etc) to knock on the doors of anyone who has not yet signed up

The aim will be to encourage people to submit their details – email address, phone number and home address – and permission to upgrade their homes via a web-based form.

The City Council will then be able to use the database as a longlist of interested tenants as it upgrades homes over the next four years.

Key messages

- Save money on your bills, keep your home warm and lower your carbon emissions – sign up for a free upgrade to your home from Oxford City Council
- If you are eligible, we will send you a letter in the coming days. Look out for a letter from Oxford City Council

Audiences

- Oxford City Council tenants

Campaign channels

- Facebook advertising
- Posters in shared accommodation / community noticeboards
- Local media
- Local councillors
- Letter to tenants (distributed by Tenant Involvement)
- Tenant Involvement door knocking
- IVR message when tenants phone the council

Campaign activity

Date	Activity	Call to action	Lead
Week -4	Design posters/leaflet		Communications
Week -1	Write press release		Communications
	Brief councillors	Share info	Tenant Involvement
Week 0	Facebook advertising	Look out for letter	Communications
	Press release	Look out for letter	Communications
	Posters – community notice board, shared accommodation	Look out for letter	Tenant Involvement
	IVR message	Look out for letter	Communications
Week 2	Send letter to all 2,515 homes (via Royal Mail)	Sign up	Communications
Week 4	Facebook advertising	Look out for letter	Communications
	Press release	Look out for letter	Communications
Week 6	Send letter to remaining homes (via Royal Mail)	Sign up	Communications
Week 8	Visits remaining homes – with leaflets	Sign up	Tenant Involvement

Costs

Facebook advertising	£5,000
Poster/leaflet design	£1,000
Poster/leaflet/letter printing	£2,000
Sending letters via Royal Mail	£2,000
	£10,000

These are estimated costs.

Funding for the campaign will come from the £7m budget in the HRA account.

Measuring success

The following metrics will be used to measure the success of the campaign:

- Number of tenants signed up