



Wirral Council

How Wirral Council used Government funding to reduce energy bills for low-income households



OVERVIEW

A study by the Office for National Statistics reports 48% of adults find it “very or somewhat difficult” to afford their rising energy costs. For Wirral Council, home to some of the most deprived wards in the country, households feel the pinch. Teaming with govServices, Wirral launched and managed a program that resulted in decreased energy bills for almost 300 households, was recently recognised in the Granicus 2022 Digital Public Sector Awards as a finalist in the ‘New Initiative’ category.

SITUATION | MEETING THE NEEDS OF UNDERSERVED HOMES

Armed with a £2.3 million Government allocation for improving energy efficiency for low-income households, Wirral Council launched the Green Homes Grant, with the aim to help to reduce fuel bills at a time when people are increasingly struggling with the steep rise in prices. These efforts would also help Wirral reach its’ larger objective of attaining net-zero emissions by 2041.

Between March and December 2021, residents and landlords were able to apply for the Green Homes Grant. Applicants were required to have a property located in a specific area within the borough and a gross household income below £30,000 per year or below the Minimum Income Standard.

SOLUTION | ACCESSIBLE APPLICATIONS

Wirral’s web team worked with the Housing Strategy team to develop the application process within govService. The web team used the GOV.UK design standards, to make sure the form and web page were user-friendly and created a seamless application experience. Applicants without internet access could apply over the phone through the council’s partner, Energy Projects Plus, who then used the govService form to assist completing applications.

RESULTS | EXPEDITING SERVICE FOR THOSE IN NEED

Using govService enabled Wirral to quickly develop a user-friendly application process that was vital to the success of the project to meet the immediate impact of applicants created by Wirral’s effective marketing campaign. The online application system allowed the council to properly gather and check resident information before a contractor was appointed. Wirral was then in a strong position to begin works and surveys very early in the project while other local authorities were still generating leads.

A total of 434 applications were received and around 300 of these homes in Wirral benefitted from energy efficiency improvements that will save them money and reduce their carbon footprint.

MUST HAVE SOLUTION

govService

METRICS



Nearly 300 homes received energy improvement works



Reduced energy bills at a time when they have increased massively



Reduced carbon footprint due to lower energy consumption



Improved health and wellbeing for hundreds of people enjoying warmer homes