



**OXFORDSHIRE  
COUNTY COUNCIL**

**Better Housing  
Better Health**



The Warmth & Wellbeing Service

Call: 0800 107 0044  
Email: [bhbh@nef.org.uk](mailto:bhbh@nef.org.uk)



# Winter warmth campaign guide

- A communications toolkit for Oxfordshire organisations

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**THANK YOU** for your interest and support in this area of public health. Ensuring residents have a home which supports their health and wellbeing is a key building block to their health.

Cold damp dangerous housing is responsible for increases in respiratory problems, cardiovascular ill health and problems in childhood development and costs the NHS £2.5 billion a year.

There is support available to all residents to help them stay warm, safe and independent their homes, but we know it can be time consuming and confusing to navigate. To that end we have pulled together various resources to help you and residents reach the support they need.

## WHY IS THIS SO IMPORTANT?

Archbishop Desmond Tutu once said -

*"There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they are falling in."*

Ensuring someone's home maintains and improves health is one of the key ways to go "upstream" and reduce the chances of them falling in.

## WHAT IS AVAILABLE?

For those that are able to, we have online forms which are automated to send a referral e-mail on to the different organisations who might be able to help.

For others where there may be an additional need the *Better Housing Better Health* service can help. Residents can either self-refer or you can refer on their behalf.

## HOW YOU CAN HELP

Support is available, but making sure our residents know that, and know how to reach it, is a significant challenge. Your organisations, networks and communities are the key to making sure no one in Oxfordshire who needs support is missed.

This toolkit is designed to help you promote this support, and includes newsletter copy, social media resources and printed materials which you can order.

**Thank you** once again for your support in keeping all our residents safe, well and independent in their homes.

Yours Faithfully



Ansaf Azhar  
*Director of Public Health and Community Safety*

Dan Leveson  
*Place Director for Oxfordshire, Buckinghamshire, Oxfordshire,  
Berkshire West ICB*

# PRINTED 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](#), or we are happy to post them to you.

+ **STICKERS** AS AN AIDE MEMOIR ON NOTEBOOKS, MOBILE PHONES & LAPTOPS

+ **BOOKMARKS** - GREAT IF YOU HAVE LIMITED DESK SPACE

+ **THERMOMETER CARD** - A WORKING THERMOMETER ON A LEAFLET, HELPING RESIDENTS KNOW WHEN THE ROOM TEMPERATURE IS UNHEALTHY

**CLICK TO ORDER YOUR PRINT MATERIALS**



## NEWSLETTER

If you have a newsletter that goes to residents or staff, we'd love it if you could include something like this:

### 150 WORD VERSION

As winter arrives and temperatures drop thoughts may be turning to staying warm and well. There's a range of support, tips, advice and grants, available in Oxfordshire.

The free, local and independent **Better Housing Better Health** service is there for residents who may be finding it hard to keep themselves or their family warm and well. For some residents they can offer a home visit to provide more tailored advice and support.

Referrals can be made to grant schemes for new heating or better insulation, making money go further. This year there are more grant schemes available than previous years for energy efficiency measures like loft and cavity wall insulation and some schemes' eligibility criteria has changed.

Head over [www.oxfordshire.gov.uk/keepingwarm](http://www.oxfordshire.gov.uk/keepingwarm) for more information or call 0800 107 0044 for advice on energy saving or bill support.

### 100 WORD VERSION

As winter arrives and temperatures drop thoughts may be turning to staying warm and well. There's a range of support, tips, advice and grants, available in Oxfordshire.

The free, local and independent **Better Housing Better Health** service is there for residents who may be finding it hard to keep their family warm and well. For some residents they can offer a home visit to provide more tailored advice.

This year there are more grant schemes available than previous years for energy efficiency measures like loft and cavity wall insulation. And more!

Head over to [www.oxfordshire.gov.uk/keepingwarm](http://www.oxfordshire.gov.uk/keepingwarm) for more information or call 0800 107 0044.  
Get your home winter-ready today!

### 50 WORD VERSION

There's a range of support available in Oxfordshire to stay warm, well and independent in your home this winter.

From advice about energy bills from Better Housing Better Health to funding for energy efficiency measures like loft and cavity wall insulation. And more!

Head over to [www.oxfordshire.gov.uk/keepingwarm](http://www.oxfordshire.gov.uk/keepingwarm) for more information.



## SOCIAL MEDIA PROMOTION

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

### Message for residents concerned about energy bills

The rising cost of energy is causing widespread concern as more residents may become unable to heat their homes.

If you know anyone who is experiencing difficulty paying their fuel bills, refer them to the Better Housing Better Health service who can provide advice and in some cases access financial support.

They are well connected to a wide range of local organisations and can make onward referrals to help residents get the help they need to stay safe and well in their homes.

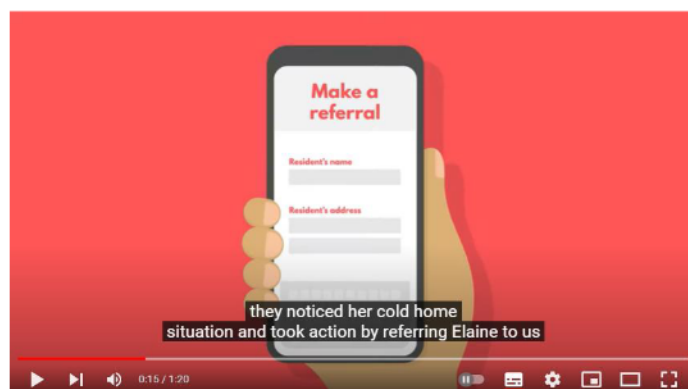
Telephone 0800 107 0044 or complete the online referral form here:

[www.bhbh.org.uk/make-a-referral](http://www.bhbh.org.uk/make-a-referral)

### Video version

A referral to Better Housing Better Health takes no time at all. And it's the best way to keep vulnerable people like Elaine warm and well this winter.

<https://www.youtube.com/watch?v=bqxR6CEddjo>



### ACCOMPANY YOUR POST WITH ONE OF OUR CAMPAIGN QUOTES



The images above are examples.

More images and sizes, including for Facebook, Twitter (X) and Instagram are available:

**CLICK TO GET MORE IMAGES FOR SOCIAL MEDIA**

## Messages for anyone making visits to residents, clients or patients' homes

Have you noticed a vulnerable client struggling to keep their home warm? Refer them to Better Housing Better Health and let us take care of the rest.

Call 0800 107 0044 or [www.bhbh.org.uk/make-a-referral](http://www.bhbh.org.uk/make-a-referral)

Calling all community workers! If you know someone vulnerable who might need our help staying warm and safe this winter, refer them today.

Call 0800 107 0044 or [www.bhbh.org.uk/make-a-referral](http://www.bhbh.org.uk/make-a-referral)

If you refer someone in need, we'll take care of the rest – just like we helped Elaine get her heating up and running last winter.

Call 0800 107 0044 or [www.bhbh.org.uk/make-a-referral](http://www.bhbh.org.uk/make-a-referral)

BHBH helps people stay warm during wintertime with all-around support, expert advice and even funding. Refer someone in need.

Call 0800 107 0044 or [www.bhbh.org.uk/make-a-referral](http://www.bhbh.org.uk/make-a-referral)

Tim came out of hospital into a home with no hot water and no heating. But we were there to help. And we can be there for your clients too.

Call 0800 107 0044 or [www.bhbh.org.uk/make-a-referral](http://www.bhbh.org.uk/make-a-referral)

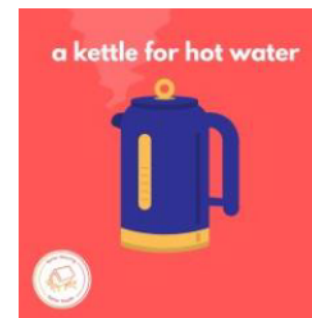
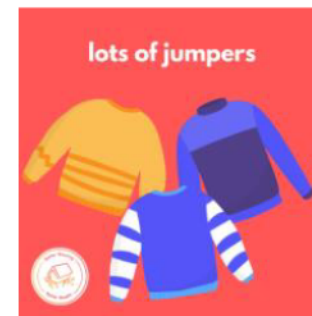
BHBH helps people stay warm during wintertime with all-around support, expert advice and even funding. Refer someone in need.

Call 0800 107 0044 or [www.bhbh.org.uk/make-a-referral](http://www.bhbh.org.uk/make-a-referral)

No one needs to be cold this winter, next winter or any winter. If you know someone who might be, refer them to us.

Call 0800 107 0044 or [www.bhbh.org.uk/make-a-referral](http://www.bhbh.org.uk/make-a-referral)

ACCOMPANY YOUR POST WITH ONE OF OUR CAMPAIGN ILLUSTRATIONS



The images above are examples.

More images and sizes, including for Facebook, Twitter (X) and Instagram are available:

**CLICK TO GET MORE IMAGES FOR  
SOCIAL MEDIA**

## E-MAIL SIGNATURE

Make the most of the e-mails you send to help spread the word about the connections between housing and health.

Copy and paste this image & link and drop it into your e-mail signature for the winter months.



If the link doesn't work, please add it again in your signature - [www.bhbh.org.uk/make-a-referral](http://www.bhbh.org.uk/make-a-referral)

### Text only version

No one needs to be cold this winter, next winter or any winter.

If you know someone who might be, refer them to Better Housing Better Health.

Call 0800 107 0044 or [www.bhbh.org.uk/make-a-referral](http://www.bhbh.org.uk/make-a-referral)

## THE BETTER HOUSING BETTER HEALTH OFFER

Watching our 1-minute explainer and reading through this can help outline what the BHBH service can support with in Oxfordshire

Better Housing Better Health is here to help keep residents warm and well at home and improve the energy efficiency of their homes.

In a preventative approach to health and wellbeing, our service provides residents with a single point of contact to get impartial expert advice to help improve the energy efficiency of their home, save money and improve comfort. A service supporting residents to keep warm, stay safe & live well in their homes.

Better Housing Better Health (BHBH) is a longstanding service working to reduce the number of people in fuel poverty and improve domestic warmth & wellbeing.

It is coordinated by the National Energy Foundation but involves many other organisations across the following regions, with cross-referral mechanism in place to maximise the benefit to residents of each organisation's field of expertise.

Our experienced team provides free, confidential, and tailored solutions to meet a home's specific circumstances including switching energy suppliers, maximising income, signing up to the Priority Services Register, and accessing funding to help support them.

- **Access to free impartial advice:** We understand that every home is different and your own individual circumstances will determine how you use energy in your home. Our team are here to work with you to understand your usage and provide outcomes to help you save money and live more comfortably.
- **Routes to manage energy bills:** One of the quickest and easiest ways to save money is to switch your energy tariff or energy supplier to make sure you're getting the best deal. The average household can save £300 per year by switching gas and electricity supplier and the BHBH team work with you to look at your energy consumption and help find the best deal to suit your household.
- **Support in applying for grants and funding:** As well as national funding available to help with paying energy bills and installing energy efficient measures, there is also local funding available to help residents. We can work with households to help apply for any eligible grants and funding to help with a resident's home energy.
- **Measures to improve energy efficiency:** Through our home visit service BHBH+ (Oxfordshire only) and through a long-standing partnership with LEAP, an expert energy advisor can assess a property's energy efficiency and provide free measures such as low energy LED lightbulbs, shower savers and radiator panels. All these small measures add up and can help save money on energy bills.
- **Ongoing support with additional services:** We're here to help and know that home energy might not be the only cause for concern. If someone in the home is struggling with their mental health, struggling to pay for food or have further needs – we're part of a network that is here to support residents and will signpost to further services from other charities and local services.

Sign up as a refer for newsletters here - <https://www.bhbh.org.uk/newsletter/>





## OXFORDSHIRE HOUSING CONDITIONS PATHWAY 2023

Housing conditions include - cold or expensive to heat homes, damp and mould, risk of falls, fire safety, overcrowding, sanitation/drainage, [hoarding](#), security, accessibility, broken windows, roof leaks, electric and gas safety, accidents/injuries, overgrown gardens, pest control, etc.

	<u>District and City Council</u>			<u>Oxfordshire County Council</u>				<u>Voluntary, Charity and Community Support</u>		
Services	<a href="#">Environmental Health/Housing</a>	<a href="#">Home Improvement Agencies</a>	<a href="#">Small repairs services</a>	<a href="#">Occupational Therapy</a>	<a href="#">Trading Standards</a>	<a href="#">Live Well Oxfordshire</a>	<a href="#">Safe and Well Visits</a>	<a href="#">Better Housing Better Health</a>	<a href="#">Citizens Advice</a>	<a href="#">Third Sector/VCSE</a>
	Most housing conditions inc. hoarding	Most housing conditions	Basic home repairs/maintenance	Accessibility and adaptations	<a href="#">Buy with Confidence</a> , Consumer rights	Housing, repairs, maintenance	Fire safety	Cold homes	Housing conditions/tenancy issues	Advice and some repairs/ <a href="#">garden maintenance</a>
<b>Inspections</b>	X				X					
<b>Enforcement</b>	X				X					
<b>Works in Default**</b>	X									
<b>Grants</b>	X	X						X		
<b>Loans</b>	X	X						X		
<b>Advice</b>	X	X	X	X	X	X	X	X	X	X
<b>Support/case management</b>		X	X					X	X	X
<b>Visits</b>		X	X	X			X	X		
<b>Equipment ("Freebies"*)</b>		X	X				X	X		
<b>Advocacy</b>	X	X	X		X				X	
<b>Labour/works</b>		X	X							X

The services identified can overlap, however, they are able to re-route to other more appropriate services if necessary.

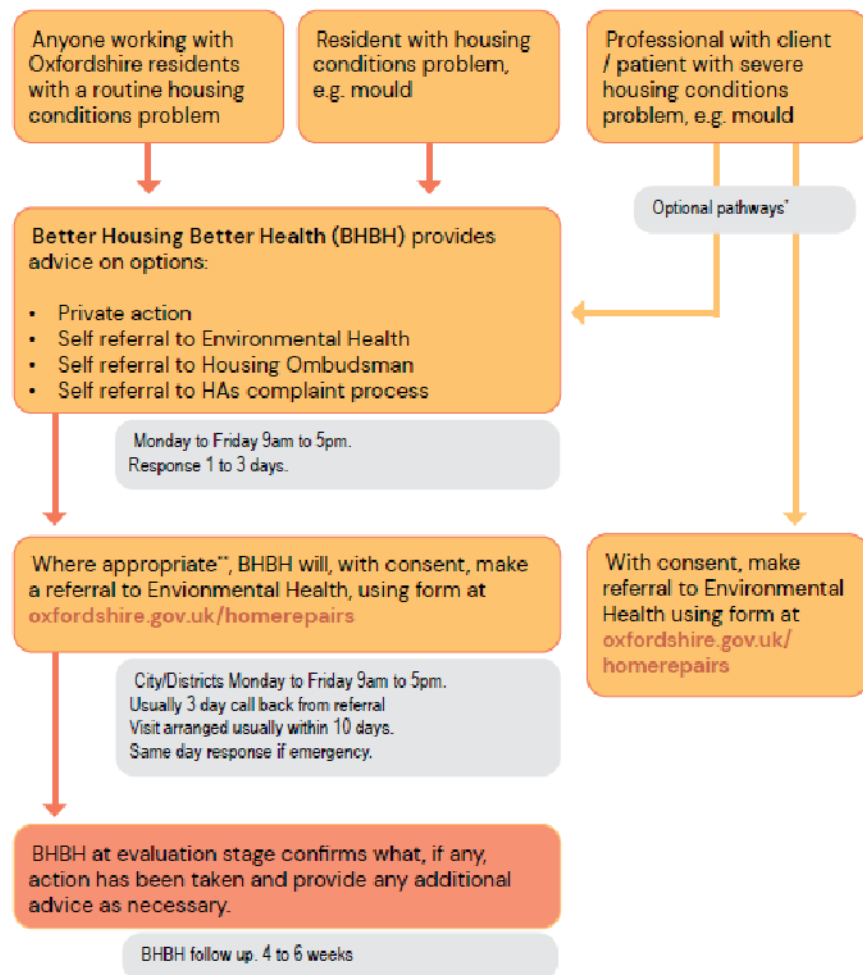
For tenancy issues, sustainment, debt etc, please refer [to this page on Livewell Oxfordshire](#).

\* Such as CO detectors, smoke alarms, draft excluders, etc

\*\* Legal notices can be served, which can allow for works to be carried out and a charge placed on the property for the cost of those works, plus project management costs.

# OXFORDSHIRE HOUSING COMPLAINTS REFERRAL PATHWAY

## Housing complaints in Oxfordshire: referral pathway



**THIS PATHWAY DOCUMENT IS  
AVAILABLE TO DOWNLOAD**

**IT CAN ALSO BE ORDERED AS  
PART OF THE PRINTED  
RESOURCES PACK.**



**Better Housing Better Health**  
0800 107 0044  
[www.bhbm.org.uk](http://www.bhbm.org.uk)  
[bhbm@nef.org.uk](mailto:bhbm@nef.org.uk)

\*E.g. Health Visitor/Family Nurse Partnership, Consultant where there is particular concern, direct referrals to District/City councils are encouraged.

\*\*Where resident is assessed as having additional needs or difficulties to telephone, email or complete online forms, eg. literacy, digital accessibility.

## COLD HOME SLIDE DECK

This slide deck has various additional bits of information you may wish to work into your own comms messaging to align with your organisation's links to fuel poverty and cold homes, such as health or climate action.

**[CLICK TO DOWNLOAD](#)**