

**DOMESTIC LOCAL ENERGY ADVICE DEMONSTRATOR PROJECTS**

**CALL FOR PROJECTS**

The Department for Energy Security and Net Zero (“the Department”) and the North East & Yorkshire Net Zero Hub are trialling local market-led approaches to delivering in-person energy efficiency advice. We are calling on organisations that meet the necessary criteria, and who can deliver innovative in-person energy advice services in their local communities, to submit a completed [application form](https://www.neynetzerohub.com/wp-content/uploads/2023/03/LEAD-Application-FINAL-DRAFT.docx) for funding by 21/04/2023.

Projects are expected to complement the existing GOV.UK website ([*Find ways to save energy in your home*](https://www.gov.uk/improve-energy-efficiency)) and the national retrofit phoneline to help people make effective energy efficiency changes to their homes. It is hoped that in-person approaches to energy advice will provide particular support for vulnerable consumer groups, including the digitally excluded, and for harder to treat properties.

Successful projects should provide an advice service for consumers for each stage of their retrofit journey, from an initial enquiry about how to improve the energy efficiency of their homes through to the point where installation of retrofit measures takes place. The service will also help consumers to find grant funding and subsidies where available.

The projects will run from 5 June 2023 until 31 March 2025. Across this 22-month period, the Local NZ Hub will distribute up to £4 million of grant funding (subject to the decisions of a national panel) across a mixture of larger and smaller projects. Half of this funding pot will be delivered in financial year 2023-24, and half in 2024-25.

Insights gained from the projects will be used to inform future Government action in this area.

Strategic themes for local advice

Projects mustdeliver across **at least one** of the following strategic themes:

1. **Support for hard-to-reach consumers (rural/urban)** - This could include: less internet-literate, elderly, fuel poor, off gas grid, minority ethnic groups, non-native English speakers, those with disabilities, those sensitive to internal disruption in homes, etc.
2. **Support for hard-to-treat properties -** This could include: listed buildings/conservation areas, planning restrictions, non-standard construction, terraced homes, flats, off-gas-grid homes, poorly-performing homes, etc.

Proposals should clearly state which theme(s) the projects will seek to deliver and where possible be specific about which hard-to-treat properties and/or hard-to-reach consumers will be targeted.

Essential eligibility criteria

* Provide in-person energy advice. Some minor supporting elements (such as phone calls, web services or flyers) are permitted, as long as the intention is that they lead consumers to in-person advice.
* Offer something new / innovative, rather than something already available in the local market. This could include expanding existing services into a new geographical and/or methodological context.
* Ensure appropriate alignment with the advice available on GOV.UK, and with the national retrofit phoneline. This will include prioritising customers for whom adequate support cannot be delivered through the GOV.UK website or phoneline, such as those without access to the internet.
* Refer consumers to sources of grant funding and subsidies where available, eligible, and appropriate. These may include the “Help to Heat” group of government schemes, such as the Home Upgrade Grant, the Energy Company Obligation Scheme, and the Boiler Upgrade Scheme.
* Be located primarily in the North East & Yorkshire Net Zero Hub area and provide a clear definition of the geographical area targeted by the project. A range of sizes of geographical areas is permitted, from the hyper-local (village/parish) to the regional (e.g., county-wide).
* Request no more than £2 million of investment over the project period.
* Be able to mobilise from 5 June 2023 and complete by 31 March 2025.
* Explore options for the project to become self-funding by the end of the grant funded period (31/03/2025).
* Work with the Hub/the Department to undertake ongoing evaluation of delivery.
* Explore match funding options for the lifecycle of the project to increase the scale of the project and/or reduce funding requirements from Government.

Additional eligibility criteria for projects – including in relation to quality assurance – are available in the scheme guidance.

Scope of advice

The following areas of advice are deemed to be in the projects’ scope:

* Energy efficiency and clean heating measures: their correct installation, their function and how to use and live with them. These include but are not limited to:
	+ Measures improving the energy efficiency of the fabric of the house, such as wall, floor, loft, or roof insulation.
	+ Energy-efficient lighting or appliances, such as Mechanical Heat Recovery Ventilation.
	+ Low- or zero-carbon heating sources, such as heat pumps.
	+ Sources of renewable electricity generation, such as solar photovoltaic panels.
* Broader subjects relating to energy efficiency or clean heating measures (e.g., airtightness, draught-proofing, heat loss calculations, whole house retrofit plan).
* Potential retrofit installation costs and timelines, alongside advice on gaining access to Trustmark-registered suppliers.
* Government funding schemes and potential eligibility for these.
* Specific support for harder-to-treat properties, such as identifying appropriate measures for off-gas-grid properties.
* Advice given to homeowners (including landlords) and leaseholders from all levels of income (from fuel-poor to able-to-pay).

The following areas are deemed ***not*** to be in the projects’ scope:

* General energy-saving advice (e.g., adjusting boiler settings or using less water) – other organisations provide this, and this programme focuses on the physical measures used to improve the energy efficiency of a home.
* Advice or assistance with energy bills, or support in debt redress or challenging an energy provider.
* Advice on switching energy providers.
* Advice on green finance, such as commercially available loans, *unless* the lead organisation or delivery partner is permitted to provide financial advice by the Financial Conduct Authority.
* Advice on generic sources of funding or subsidy not specifically focused on funding energy efficiency or clean heating measures.
* Advice given to private and social housing tenants, *unless*:
	+ Their landlord is also receiving the advice, OR.
	+ Advice is given as part of a broader mixed-tenure project, in which advice is also given to homeowners and leaseholders.

Projects will be encouraged to refer consumers on to other advice providers if they have specific needs not in scope of the local demonstrator projects.

To be considered for funding, please submit completed [application form](https://www.neynetzerohub.com/wp-content/uploads/2023/03/LEAD-Application-FINAL-DRAFT.docx) to enquiries@NEYnetzerohub.com by 21/04/2023. Further guidance on how to apply can be found [here](https://www.neynetzerohub.com/wp-content/uploads/2023/03/LEAD-guidance-FINAL-DRAFT.docx).