

Warm Homes Suffolk Warm Homes Local Grant (WHLG)

Resident Engagement and Marketing

23 October 2025

Warm Homes Suffolk is funded by the local councils with the Department for Energy Security and Net Zero.



What is WHLG/ Warm Homes Suffolk

- Set up by councils in Suffolk to help install energy efficacy measures reduce their fuel bills and reduce carbon footprints, helping the county towards its target of Net Zero by 2030.
- Suffolk County Council and East Suffolk Council work on delivery of the project.
- We provide both fabric measures (e.g. insulation) and renewable measures (e.g. ASHP and SPV).
- Funding comes from the Department for Energy Security and Net Zero (DESNZ) and Suffolk has been allocated £4.6 Million to support 317 homes, over 3 years.
- Warm Homes Suffolk works with pre-vetted contractors who must work to government building standards, which are **PAS2035:2023**, MCS & TrustMark. All installers working on the project work with Retrofit Assessors and Coordinators to ensure they are working to the PAS2035:2023 standard for TrustMark lodgement upon completion of works.



Eligibility Criteria

Energy Performance Certificate (EPC) rating of D, E, F or G in order to qualify. If you do not have a valid EPC, one can be arranged as part of our grant funding.

You must also meet one of the below eligible routes:

1. You have a gross (before tax) annual household income of £36k or less including all benefits received (except from disability benefits e.g. AA, DLA, PIP).
2. You or someone living in your home with you (other than a lodger or adult in full time education) receives means tested benefits (e.g. Universal Credit, Pension Credit, Housing Benefit).
3. You have a health condition which is affected by living in a cold home, which is either cardiovascular, respiratory, immunosuppressed, or limited mobility related.
4. You have been advised or checked that your household falls within a pre-eligible postcode.

If an EPC is expired and was previously a A, B or C rating, the homeowner will need to undertake a new EPC to show they qualify. Landlords with an expired EPC will need to undertake a new EPC.

Eligibility Criteria

IMD Pre Eligible Postcodes – [Warm Homes: Local Grant – guidance for local authorities - GOV.UK](#)

Microsoft Excel - warm-homes-local-grant-eligible-postcodes_2_ - View-only

File Home Insert Share Page Layout Formulas Data Review View Help Draw

B259270

1 List of Postcode and LA names in IMD Income Decile 1-2

2 Postcode Local Authority name Postcode look up: Not eligible

How to use the Postcode look up: Please enter the postcode you would like to look up into E2. Use one space between the two parts of the code and do not include any extra spaces at the end. This will then flag (in F2) whether the postcode is 'Eligible' via this route, or 'Not eligible' via this route.

NB: Households may still be eligible for Warm Homes: Local Grant funding if they reside in postcodes outside of this list, however they must meet the eligibility criteria set out in Pathway 2 or Pathway 3

We'd love your feedback!
We have just two questions for you

IP1 1BQ Ipswich
IP4 1HT Ipswich
IP4 1LT Ipswich
IP4 2LF Ipswich
IP3 8AH Ipswich
IP4 1JD Ipswich
IP4 2AD Ipswich
IP4 2AJ Ipswich
IP4 1LP Ipswich
IP1 3AZ Ipswich
IP1 3AY Ipswich
IP2 8EH Ipswich
IP4 2AX Ipswich
IP4 1LR Ipswich
IP4 1LW Ipswich
IP4 2FD Ipswich
IP2 8DB Ipswich
IP2 8BZ Ipswich
IP2 8DF Ipswich
IP2 8AJ Ipswich
IP2 8EN Ipswich
IP2 8AR Ipswich
IP2 8EJ Ipswich
IP2 8DA Ipswich
IP2 8DW Ipswich
IP2 8DD Ipswich
IP2 8DE Ipswich
IP2 8FL Ipswich

Introduction WH LG eligible postcodes by LA Data sets +

Important Note:
Income IMD 1 and 2 are pre-eligible postcodes.

This means that WHLG has narrower criteria of Income IMD postcodes compared to previous schemes. This was previously Income IMD 1-3.

Eligibility Criteria

IMD Pre Eligible Postcodes – resident facing - Warm Homes Suffolk

 Warm Homes Suffolk (WH:LG) Pre-Qualified Postcodes

Search for a postcode Use current location

Warm Homes Suffolk

Search for your address or postcode to find out if your home is in a pre-qualified postcode area.

Properties within a pre-qualified postcode area will not need to meet the income eligibility criteria of the grant scheme.

Instead, to be eligible your home must:

- be in a pre-qualified postcode.
- have an Energy Performance Certificate (EPC) rating of band D, E, F, or G

Type your address or postcode into the above search box, choose Use My Location or pin the map to a location.

If you meet the criteria above visit [Warm Homes Suffolk](#) to contact us.

If you do not live in a Pre-Qualified Postcode area, you may still be eligible. Visit our website for more information on our other eligibility routes.

You can [check your EPC rating here](#). If your home does not have an EPC rating, and you meet the other criteria, we can provide you with an EPC to see if you meet our EPC eligibility criteria.

[Warmhomessuffolk.org](#)

[WHLG Overview Recap](#) 

Esri, Intermap, NASA, NGA, USGS | Esri UK, Esri, TomTom, Garmin, GeoTechnologies, Inc, METI/NASA, USGS
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Marketing resources

Banners and A-board for events

- Our pull up banners or double sided A-board can be borrowed for events or engagement

Leaflets focused on:

- Income IMD areas (pre-eligible postcodes)
- Other eligibility criteria (Income, MTB or specific health condition).
- Landlords/tenants.

Template Letter for Pre-eligible postcode areas

Use of resources in the previous Toolkit Warm Homes Suffolk Communications Toolkit (HUG2):

- Social media posts and copy (WHLG relevant info only)*
- Screen Ad

Important note*

The communications toolkit was developed for HUG2 and is not updated to WHLG. Please only use the social media posts and copy from this which aligns or can be edited to WHLG eligibility criteria.

Marketing resources

Showing examples:

- *Website*
- *IMD Pre Eligible Postcode List*
- *Leaflets*
- *Letter template (editable)*
- *Engagement Toolkit** [Warm Homes Suffolk - 2023 Communications Toolkit - Google Slides](#)

Important note*

The communications toolkit was developed for HUG2 and is not updated to WHLG. Please only use the social media posts and copy from this which aligns or can be edited to WHLG eligibility criteria.

Data available and WHLG Eligibility

Data you can use:

- Income IMD 1 and 2 Postcode Data
Excel sheet with data available via [Warm Homes: Local Grant – guidance for local authorities - GOV.UK](#)
- Areas or homes which are known to have an EPC of D or below
Viewable/downloadable via [Energy Performance Certificate](#)
Bulk data [Energy Performance of Buildings Data England and Wales](#)
- Fuel poverty or at risk of fuel poverty – what data do you have access to
- BRE Suffolk Housing Stock Survey –
Contact Jennifer.Lockington@eastsuffolk.gov.uk – Environmental Health Officer at ESC
Overview of key data [BRE Housing Stock Modelling Report - Headline Results \(youtube.com\)](#)
- Income data
Are there areas in your LA where income is lower.
- SODA data is available via the Suffolk Observatory [Suffolk Observatory – SODA Environment - UTLA | Suffolk | Report Builder for ArcGIS](#)
- Data from your teams or other sources

Thinking about residents and homes

- Understanding who lives in each home – how do they meet eligibility criteria, fuel poverty risk
- Understanding EPC of homes and how they may qualify
- Communication needs
- Engaging via multiple channels

Specific and targeted lead generation based on:

- Home criteria of EPC D and below
- Meeting other eligibility/income criteria

Example – Ipswich

Identifying an area

- Income IMD pre-eligible postcode area in Ipswich
Automatically eligible
- High percentage of homes with an EPC D and E
Identified higher probability of meeting criteria

Phase 1

- Sending out direct mail to all homes with:
an EPC of D or below or an Unknown EPC

Phase 2

- Door to door engagement on these specific homes 1 week after letters posted. Visit late afternoon or early evening on a weekday when residents are likely to be home.

Phase 3

- Revisit homes where there was no answer the following week. Where there is no answer posting a further letter though the door.

Marketing and Engagement Routes

Examples of engagement and marketing:

- Social Media Posts
- Door to door engagement
- Leafleting IMD areas
- Direct post mail in IMD areas using template
- Email mailing lists
- Community events / stalls at community events
- Stand in an IMD area near community assets e.g. local shops/community centre, GP surgery etc.
- Contacting community champions
- Contacting community organisations
- ...

Mailing or contact lists which include:

- Landlords which are engaged with you
- Community groups or religious groups
- Food banks or other community services
- Community champions
- Colleagues in other areas of your local authority or partner organisations
- ...

Data available and WHLG Eligibility

Colleagues in your organisation who may engage with:

- Disabilities, vulnerable people, community groups, GP surgeries, citizens advise, mental health support services, those with energy debt or other at-risk households, elderly, benefits, council tax reduction.
- Fuel Poverty Awareness Day – 26th November

Supporter Pack Available from NEA [Fuel Poverty Awareness Day \(FPAD\) - National Energy Action \(NEA\)](#)

Non-English speaking, limited literacy or disabled residents

- Tailoring an approach to cater for a variety of languages
- Knowing your community
- Events or engagement which may be in person
 - E.g. Door to door
 - E.g. Community centre or public event or stand
- Tailoring an approach to a variety of physical or mental disabilities

Additional considerations with engagement

- Risk assessments and lone worker safety – up to date and tailored.
- Inform trading standards of door-to-door engagement.
- Carry ID – clear and visible
- Speak with your communications teams

Any questions