



Promotional Pack



We have put together some suggested written website and social media content for our local authority partners. The Connected for Warmth website has recently had some new changes which might mean your web pages are out of date. We would encourage you to use the updated content through your communication channels, to promote Connected for Warmth to both your referrers network and externally to residents. You can find the Connected for Warmth branding guidelines at the end of this pack for further help with advertisements.

Suggested Connected for Warmth promotion channels include:

- ❖ Website
- ❖ Social media channels: Facebook, Twitter & Instagram (where applicable)
- ❖ Internal and external newsletters

Updated website content for Connected for Warmth

Website content you can copy and paste.

Connected for Warmth is a nationwide programme that supports low income, and low energy efficient homes in England, Scotland, and Wales through fully funded heating and insulation.

The scheme is managed by AgilityEco in partnership with Affordable Warmth Solutions, and funded by National Grid.

Air Source Heat Pump Scheme

You will likely qualify for this scheme if:

- Your home has an Energy Performance Certificate (EPC) rating of E, F, or G
- Your home has never had a central heating system



If you are on a low income and have a high cost of heating your home, or on a low income and vulnerable to the cold because of age, illness or disability, you may also be eligible. If you live in a privately rented property, you will need your landlord's consent, and they may have to contribute towards the install of the air source heat pump.

In order to install the air source heat pump, your cavity walls and loft space must be insulated, which we will also be able to provide funding for.

Read more about [eligibility](#) and [apply today](#).

Insulation

This loft and cavity wall insulation offer is available to homeowners and privately rented properties, and is subject to availability of funding.

Homes must be in Council Tax Bands A, B, C or D (click here to check your tax band).

Properties must also be technically suitable for the insulation measures available. For example, if you live in a flat or in a listed building it may not be possible to treat your home. This will be confirmed via your EPC or the home survey that we will undertake.

Read more about [eligibility](#) and [apply today](#).

Social Media Content

Here is an example of a Twitter and Facebook post that you can do to promote the air source heat pump and insulation scheme.



Please feel free to use and adapt our suggested social media posts below, which you can copy and paste as well as resharing posts from the Connected for Warmth channels.






Air Source Heat Pump Posts

Facebook and Twitter:

Content	Image
<p>Connected for Warmth offers free air source heat pumps to eligible households. You're likely to be eligible if:</p> <ul style="list-style-type: none">👉 Your home's EPC rating is E, F, or G👉 Your home has never had a central heating system <p>Find out more here: www.connectedforwarmth.org.uk/ashp-eligibility</p> <p>#energyefficiency #heatpumps</p>	 A close-up photograph showing a person's hand, wearing a white knitted sweater, touching a white radiator. The person is also wearing blue jeans.
<p>Did you know installing a heat pump could cut your carbon emissions by more than 23 tonnes of CO2 over 10 years?</p> <p>Find out if you're eligible for the Connected for Warmth programme here 👉 www.connectedforwarmth.org.uk/ashp-eligibility</p> <p>#Heatpumps</p>	 A photograph of an outdoor air source heat pump unit installed on a paved patio area next to a house with a wooden slat exterior wall. The unit is white and black with a fan grille.
<p>YOU could be eligible for a FREE air source heat pump.</p> <p>If your home's EPC rating is E, F or G and you've never had a central heating system, then check if you're eligible here 👉 www.connectedforwarmth.org.uk/ashp-eligibility</p> <p>#energyefficiency #heatpumps</p>	 A photograph of a woman with blonde hair, wearing a grey patterned blanket, holding a small black and white dog. They are in front of a white radiator.

Instagram:

Content	Image
<p>Connected for Warmth offers free air source heat pumps to eligible households. You're likely to be eligible if:</p> <ul style="list-style-type: none"> 👉 Your home's EPC rating is E, F, or G 👉 Your home has never had a central heating system <p>Find out more by visiting the Connected for Warmth website.</p> <p>#energyefficiency #heatpumps</p>	
<p>Did you know installing a heat pump could cut your carbon emissions by more than 23 tonnes of CO2 over 10 years?</p> <p>Find out more by visiting the Connected for Warmth website.</p> <p>#Heatpumps</p>	
<p>YOU could be eligible for a FREE air source heat pump.</p> <p>If your home's EPC rating is E, F or G and you've never had a central heating system, then check if you're eligible by visiting the Connected for Warmth website.</p> <p>#energyefficiency #heatpumps</p>	

Insulation posts

Facebook and Twitter:

Content	Image
<p>If your home is in Council Tax bands A-D, then you could be eligible for free insulation.</p> <p>Check if you meet the criteria for the Connected for Warmth's Insulation Scheme here 🏠 <u>www.connectedforwarmth.org.uk/eligibility-for-insulation</u></p> <p>#Energyefficiency #Insulation</p>	
<p>Make your home more comfortable by reducing the amount of heat escaping this winter!</p> <p>Connected for Warmth's new scheme offers free loft and cavity wall insulation, heating controls, smaller energy efficiency measures and energy advice!</p> <p>Find out if you're eligible 🏠 <u>www.connectedforwarmth.org.uk/eligibility-for-insulation</u></p> <p>#Energyefficiency #Insulation</p>	
<p>Insulating your home can significantly reduce your heating bills and emissions.</p> <p>Find out if you're eligible for the Connected for Warmth scheme 🏠 <u>www.connectedforwarmth.org.uk/eligibility-for-insulation</u></p> <p>#Energyefficiency #Insulation</p>	

Instagram:

Content	Image
<p>If your home is in Council Tax bands A-D, then you could be eligible for free insulation.</p> <p>Check if you meet the criteria on the Connected for Warmth website.</p> <p>#Energyefficiency #Insulation</p>	
<p>Make your home more comfortable by reducing the amount of heat escaping this winter!</p> <p>Connected for Warmth's new scheme offers free loft and cavity wall insulation, heating controls, smaller energy efficiency measures and energy advice!</p> <p>Find out if you're eligible on the Connected for Warmth website.</p> <p>#Energyefficiency #Insulation</p>	
<p>Insulating your home can significantly reduce your heating bills and emissions.</p> <p>Find out if you're eligible by visiting the Connected for Warmth website.</p> <p>#Energyefficiency #Insulation</p>	

Please ensure you use our brand guidelines below , when creating your own adverts.



Connected for Warmth brand guide

Connected for Warmth uses a colourful band across all materials as well as a detailed illustration style. Connected for Warmth uses imagery to be help in a square or rectangle as shown on the example on the right. The logo must always appear in colour with a white box around unless on a white background already.

Below you can see the font and icon styling.

Fonts:

Montserrat Bold

Titles

Montserrat Regular

Body copy

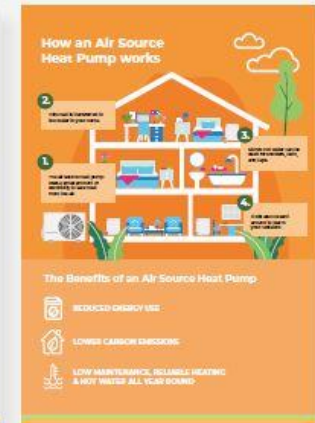
Colours:

C 0	R 244	C 0	R 244	C 0	R 285	C 48	R 153
M 48	G 152	M 48	G 152	M 21	G 204	M 0	G 193
Y 93	B 25	Y 93	B 25	Y 98	B 3	Y 73	B 103
K 0		K 0		K 0		K 0	

Icon styling:



Project brand guide | AgliltyEco Style Guide



Contact Details

Please pass on our contact details for both of our schemes to your residents.

For air source heat pump queries:

Call: 0800 029 4547

Email: info@connectedforwarmth.org.uk

For insulation queries:

Call: 0800 107 8576

Email: insulation@connectedforwarmth.org.uk

Please email enquiries@agilityeco.co.uk for internal enquiries.

