



Working with Beat the Cold in Cannock.

Key outcomes:

- 1.** Supported **180 households** through advice, home visits & community outreach
- 2.** Delivered **18 energy efficiency referrals** including insulation & low-carbon upgrades
- 3.** Connected vulnerable residents to **Priority Services Register** for emergency support
- 4.** **Reduced household costs** through energy advice & water tariff support
- 5.** Generated over **£193,000** in savings, grants & social value

Residents across the Cannock Chase Council district have benefitted from the Council's partnership with independent charity, Beat the Cold for a number of years.

Based in Staffordshire, Beat the Cold is an independent charity providing advice and support with the aim of reducing ill health caused by fuel poverty and cold homes, as well as helping to build low-carbon communities.

"We talked through energy saving tips I can use at home. This has been so useful! I'm so grateful, it has made such a difference."

Resident, 50s, Cannock

Beat the Cold delivered 266 enquiries to support 183 households in the Cannock Chase district, while the charity's advisors conducted 28 home visits and representatives attended five community events in the district.

From April to December 2025, Beat the Cold worked with the Council and Cannock Chase residents to deliver the following measures:

- **18 referrals** for energy efficiency measures to improve the fabric of homes through insulation and low carbon technology, including solar pv and air source heat pumps
- **16 residents** added to National Grid Priority Services Register which provides urgent support in the event of a power cut to those who are vulnerable or rely on energy to power medical equipment
- **22 residents** were referred for water tariff support to directly reduce water bills and maximise household income
- **6 properties were flagged** as requiring damp and mould advice
- **33 residents** received advice on tariffs, or problems with their energy supplier.

One Cannock resident who received support from Beat the Cold said: "Beat the Cold have been fantastic. I struggle with dyslexia and understanding my bills.

Overall, the potential value of resident savings, grants and social value was £193,359.

A woman in her 60s from Pye Green received support from Beat the Cold. She said: "Beat the Cold have been fantastic. I struggle with dyslexia and understanding my bills.

"They have been patient with me and took time to explain. The support has made a real difference."

A Cannock resident in her 50s added: "I'm very happy with the support from Beat the Cold. I didn't know about the priority services register before the call.

"We talked through energy saving tips I can use at home. This has been so useful! I'm so grateful, it has made such a difference."

As a result of Beat the Cold's strong links with the NHS, eight resident referrals came from the professional network within the healthcare sector, reaching those who are vulnerable to cold-related ill health.

A man in his 50s living in a flat in Cannock received help from the charity: "I'm so glad Beat the Cold called and helped me with my heating. I have health issues and wasn't turning the heating on, I feared the bill.

"But now, thanks to Beat the Cold, I'm not cold anymore!"

Almost half of all residents who engaged with the charity reported an immediate improvement to their sense of wellbeing following intervention with Beat the Cold.

Beat the Cold Chief Executive, Fiona Miller said: "We are proud to work with Cannock Chase District Council as the commissioned Energy Advice Service, providing local residents with advice and guidance on their energy matters.

"Our strong links with government initiatives and other voluntary sector partners enable a seamless service which is simple to navigate, and Beat the Cold are able to simplify the process for residents, ensuring that they can affordably keep warm and power their homes effectively."

For advice on fuel poverty or to find out more about Beat the Cold, go to: beatcold.org.uk