

Switchee Energy Voucher service



Introduction

Fuel poverty poses a significant challenge that requires attention from across the social housing sector: our Housing Fuel Poverty Index (HFPI) data shows last winter 1 in 14 homes (average of 7.4%) homes were in fuel poverty. It's more than just a statistic; it can be debilitating for vulnerable households, causing a whole host of health and wellbeing issues, as well exacerbating problems such as damp & mould.

Switchee understands the importance of addressing this issue, standing alongside housing associations in a shared commitment to finding practical solutions. Through initiatives like the HFPI, energy advice campaigns, our fuel poverty risk metric, and now the Switchee Energy Voucher service, we're here to support housing associations in making a positive impact.

Solution

Switchee's Energy Voucher service offers an industry-first approach to alleviating fuel poverty and preventing mould caused by cold homes. The full end-to-end service uses Switchee real-time data to identify households living in fuel poverty. This is followed by outreach to the most at-risk homes, direct delivery of energy voucher links to the Switchee device, resident redemption measurement and reporting, resident support as well as impact assessment on both fuel poverty and mould in a report.

Outcomes

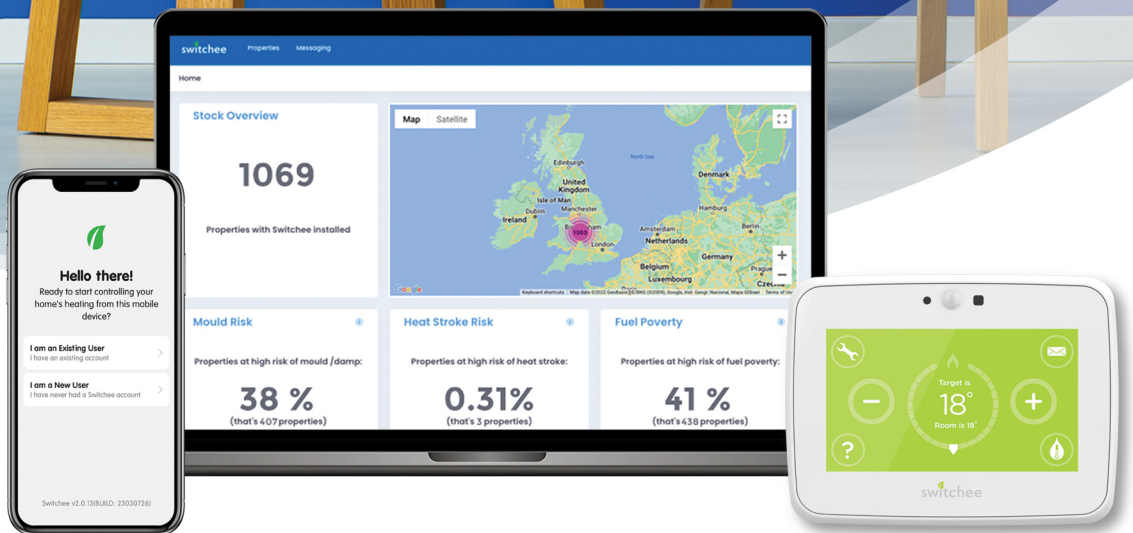
- **Proactive identification:** Switchee proactively identifies residents at risk of fuel poverty, enabling a targeted intervention before
- **Targeted support:** Real-time data prioritises vulnerable households, providing direct support to the most at-risk residents and addressing "silent voices."
- **Seamless delivery:** Vouchers are delivered directly to devices, cutting through barriers presented by traditional methods, ensuring respectful and effective support.
- **Partnership approach:** Regular reporting on redemption rates with housing providers allows a collaborative approach for maximum impact.
- **Impact reporting:** Detailed end-of-campaign reports support Social Value and ESG objectives, showcasing the program's effectiveness and informing future initiatives.



Deployment

- **Campaign initiation:** A winter fuel poverty campaign requires four weeks for setup, with payments due in September for an October-March campaign. Mid-winter campaigns also offer significant value during high-risk months.
- **Resident experience:** Residents receive voucher links for £49 energy credits via smartphone, tablet, or computer. Alternative options are available for those without internet access.
- **Collaborative case study:** Switchchee will also develop a more externally facing, narrative focused case study. This can be highly useful for housing providers to share with the wider industry or create presentations from, showcasing the positive impact, and driving more of these types of initiatives across the sector.





Improving the quality of life for people living in rented homes

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