



## Working with Beat the Cold in Stafford.

### Key outcomes:

1. Supported **180 households** through advice, home visits & community outreach
2. Delivered **26 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 **£275,000** in savings, grants & social value

**Residents across Stafford Borough 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.

**"I'm now on a better tariff and paying less each month. This has taken a huge weight off my shoulders and given me peace of mind at a difficult time.  
It's literally life changing."**

**Family of 3, Stafford**

Beat the Cold delivered 254 enquiries to support 180 households in the Borough, while the charity's advisors conducted 11 home visits and representatives attended six community events.

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

- **26 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.
- **15 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.
- **23 residents** were referred for water tariff support to directly reduce water bills and maximise household income.
- **12 properties were flagged** as requiring damp and mould advice.
- **23 residents** received advice on tariffs, or problems with their energy supplier.

A Stafford resident who received support from Beat the Cold said: "Beat the Cold have been incredible.

**Overall, the potential value of resident savings, grants, and social value was £275,465.**

Beat the Cold provided support to a man in his 70s living in Penkrudge. His daughter said: "Beat the Cold have been incredible.

"Dad can't understand his bills anymore. We had a home visit where we talked through his energy use and how we can make savings.

"They added dad to the priority services register which gives me peace of mind he's getting extra support. I'm so grateful for the support.

"Beat the Cold helped us set an account up for dad that I can also view, something I didn't even know you could do.

"On top of that we now have discounted water rates which will make all the difference. I'm grateful for the time and care they've given us."

As a result of Beat the Cold's strong links with the NHS, 33 resident referrals came from the professional network within the healthcare sector, reaching those who are vulnerable to cold-related ill health.

For a family with three children Stafford, advice from Beat the Cold has made a significant difference: "I'm not working now due to my health and things have been tough. I honestly can't put into words how this support has made a difference.

"I am now on a better tariff and paying less each month. This has taken a huge weight off my shoulders and given me peace of mind at a difficult time. Its literally life changing."

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

In Doxey, a couple in their 50s received information and advice from the charity: "I was so worried about my smart meters before talking to Beat the Cold. I feel so much better knowing how they work, it's really put my mind at ease.

"I also know how to keep the warmth in the house now because of the support. I got sent a leaflet which I read after our call. Thank you, Beat the Cold."

Beat the Cold Chief Executive, Fiona Miller said: "We are proud to work with Stafford Borough 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](https://beatcold.org.uk)**