

Report to: Health and Wellbeing Board

Date: 21st October 2015

Report of: Wendy Meredith
Director of Public Health

Report No:

Contact Officer: Leesa Hellings-Lamb
Interim Head of Health Improvement

Tele No: 01204 337313

Report Title: **Winter Warmth**

Non Confidential: This report does **not** contain information which warrants its consideration in the absence of the press or members of the public

Recommendations: The Health and Wellbeing Board is requested to:

Note the update on 2015 Winter Warmth Campaign for Bolton

Background Doc(s):

- Warm Homes Healthy People Action Plan 2015-2017
- Affordable Warmth Strategy

<http://www.bolton.gov.uk/sites/DocumentCentre/Documents/Bolton%20Affordable%20Warmth%20Strategy%202013-18.pdf>

Introduction

For many years Bolton has run a Winter Warmth Campaign as part of the Affordable Warmth Strategy, now superseded by the Warm Homes Healthy People Action Plan.

This year's campaign is detailed below.

Winter Warmth Campaign 2015

- Improved targeting of interventions such as:
 - Loft and cavity wall installation
 - Boiler schemes
 - Door and window scheme
 - Smaller measures, draft proofing, radiator panels, energy saving light bulbs and smart plugs
- Improve public/staff awareness
 - Behaviour change training for public
 - Training for staff
 - Engage voluntary and community sector
 - Marketing campaign
- Marketing Campaign
 - Development campaign brand
 - Thermometers
 - Social media
 - Jointly developed booklet
 - Attendance at civil contingency event
 - Panels in town centre, Middlebrook, the valley
 - Radio interview
 - Bolton scene
 - Council website/intranet
 - Press release
 - Buses
- Flu campaign
 - Staff
 - Public
- Working with partners
 - PHE/GMFRS Winter Warmth Pilot
 - Staying Well
 - Neighbourhood Management
 - Links with GM