

**THE HOME HEAT HELPLINE:
AN ANALYSIS OF ELIGIBILITY AND POTENTIAL CERT
BENEFICIARIES**

An NPI report for the Energy Retailers Association

Final Draft

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SUMMARY

- This report sets out the results of the modelling carried out by NPI to map the demands for the Home heat Helpline (HHH). It analyses a specific sub group of those eligible for assistance – those receiving benefits, whether in work, out of work, disability benefits or pension credits.
- We estimate that, in Great Britain, some 3.6m households, 14% of the total, would benefit from calling HHH.
- The highest density of such households are found in the Welsh Valleys and parts of the English South West, though every region in England has at least one local authority with a high proportion of households who would benefit.

INTRODUCTION

Our task was to estimate the number of households who could benefit from CERT assistance via the Home Heat Helpline. In order to do this, we have done five things:

1. obtained figures, for each local authority, on the number and proportion of people receiving an out of work or disability related benefit, those receiving Working Tax Credits and those receiving Pension Credit;
2. estimated, for each region in England and Wales and Scotland separately, how many individuals in each of these three groups there are per household;
3. estimated, for each region in England and Wales and Scotland separately, the proportion of each of these populations who live in owner-occupied or private rental accommodation;
4. combined these two estimates to come up with an estimate for each local authority of the number of households which are both eligible and have the relevant tenancy; and
5. obtained, for the whole of Great Britain, an estimate of the proportion of owner-occupied and private rented homes that lack sufficient loft or wall insulation.

As a result, we have now, for every local authority in Great Britain, an estimate of the number of households who would be eligible for CERT assistance, and an estimate of the number who could potentially benefit from the scheme.

APPROACH

Step 1

For step 1 we obtained data from public sources – the Department for Work and Pensions, the Office for National Statistics and the HMRC.

Step 2

For step 2, we used the Family Resources Survey (FRS), a large, national survey of household income. Using the most recent dataset (2007/08) we analysed:

- how many households contain someone receiving an out-of-work benefit or a disability-related benefit;

- of those not included above, how many households receive Working Tax Credit;
- of those not included above, how many receive Pension Credit.

This move from individuals to households is key, as CERT assistance is assessed at a household level. So, an individual may themselves not be eligible, but living with someone who is, meaning their household is eligible. Likewise, two individuals, eligible for different reasons, may be living together, but their household should not be double counted.

Step 3

Again, using the FRS, we looked at the tenure distribution of the groups above. FRS has seven tenure types, of which we are interested in five – owner occupiers with a mortgage, owner occupiers who own outright, private renters, both furnished and unfurnished and those who live rent free. In fact, the only tenures we are not interested in are local authority renters and housing association tenants.

We calculated the proportion of each type of eligible households living in the relevant tenancies for each English region, Scotland and Wales. The regional variation in tenure turns out to be a major factor in this work. London has a high proportion of people in social housing, so a low proportion in the tenures the HHH is aimed at. The South West and Wales have high proportions of people in owner occupied housing.

Moreover, both Wales and the South West have a high proportion of workless people in owner-occupied accommodation. By using the FRS at regional level, we have been able to capture all of these effects.

Step 4

The next step combined these data sources. For each local authority, we took the number of people claiming a relevant benefit, claiming Working Tax Credit or claiming Pension Credit. We then scaled these numbers by the relevant regional figures from FRS on the proportion of each group living in the relevant tenure.

As an example, consider Tower Hamlets, a London borough with 91,000 households in total. In Tower Hamlets, some 34,000 households receive either an out-of-work or disability-related benefit. This figure, as proportion of the total, is quite high. Of the remainder, around 7,000 households receive Working Tax Credit and a further 7,000 receive Pension Credit.

Because London has a high proportion of social housing, which is not targeted by the HHH, we estimate that only 45% of those on out-of-work or disability benefits, 60% of those on Working Tax Credits and 40% of those receiving Pension Credit live in the relevant tenures. In total, we estimate that there are 23,000 households that are eligible and in the relevant tenures in Tower Hamlets.

Step 5

In step 4, regarding the proportion of houses lacking insulation, analysis of the English Housing Conditions Survey (EHCS) suggests that there is little variation by region in the proportion of households who have insufficient insulation, either in lofts or cavity walls. Between 50% and 60% of all owner-occupied or rented houses across the nine English regions had either un-insulated cavity walls or lofts with under 100mm of insulation. We assume, then, that 56% (the English average) of all privately rented or owner occupied households in Great Britain are insufficiently insulated, and so may benefit from CERT assistance.

So, going back to the Tower Hamlets example, we estimate that 56% of the 23,000 households would benefit from CERT assistance – around 13,000, or 14% of the total.

OVERALL RESULTS AND COMMENTARY

The table below presents the overall national totals of eligible households and potential beneficiaries. Figures may not add to the totals for each row for reasons of rounding.

Table 1 – Estimated numbers of eligible households and beneficiaries

	Category	Receiving out of work or disability related benefits	Receiving Working Tax Credits	Receiving Pension Credit	Total
1	Number of eligible households with overlaps removed	7.6m	1.8m	1.6m	11.1m
2	Number of these households in owner occupied or private rental accommodation	4.4m	1.3m	0.8m	6.5m
3	Number of these households with poor insulation	2.4m	0.7m	0.5m	3.6m

Overall, then, we estimate that some 3.6m households are eligible for CERT assistance and would be potential beneficiaries. This represents around 14% of all households.

Using the approach above, we can look at the proportions of households in each local authority who may be eligible for CERT assistance. This can be replicated at constituency level as well. Obviously the locations of the parliamentary constituencies that would benefit most from the HHH are the same as the local authorities. In some cases, where the boundaries coincide, they are identical. Full lists of authorities are appended to this report with the constituencies following in a separate spreadsheet.

A high number of local authorities with the highest proportion of potential beneficiary households are in Wales. This is firstly because areas such as Merthyr and Blaenau Gwent have high proportions of benefit claimants, both out-of-work and disability-related. Secondly, and in this context just as importantly, a high proportion of benefit claimants (and Pension Credit claimants) in Wales live in either owner occupied or private rental accommodation.

This is not the case in London, for instance, where people claiming benefits tend to live in social rented accommodation, a tenure not included in this analysis, as the CERT programme provides for social renters through a different set of arrangements. The same is true in Scotland, where social renting makes up a higher proportion of the total number of dwellings than it does elsewhere in Great Britain.

This is very important from a reporting perspective. The reasons some areas have few households that would benefit is because they are captured elsewhere in the CERT programme. Even so, every English region contains at least one local authority with a high proportion of households that would benefit from calling HHH.

OTHER POINTS OF INTEREST

Compared to the same time last year, we estimate that an additional 200,000 households are eligible beneficiaries of the CERT scheme. This is because the number of people claiming out of work benefits has risen significantly since the start of the recession.

The estimates above rely heavily on published numbers of benefit recipients. However, large numbers of people do not claim the benefits they are entitled to. By calling the helpline, they could find out more about these benefits. The most recent statistics (published by the Department for Work and Pensions for 2007/08) suggest that:

- Take-up for Pension Credit was between 70 and 80%, meaning at least 1 million pensioners were not claiming the credit they were entitled to.
- Take-up for Income Support was between 80% and 90%, meaning that several hundred thousand people were not claiming but were entitled to.
- Take-up for Job Seekers' Allowance was between 50% and 60%, meaning that up to half a million people were not claiming, but were entitled to.
- Taking all income related benefits together, take-up was between 77% and 85%.

Appendix – List of local authorities

Region	Local Authority	Proportion of households that would benefit (banded)	Number of households that would benefit (to the nearest 100)
East Midlands	Leicester	22%	24,700
East Midlands	Corby	21%	4,400
East Midlands	Bolsover	19%	6,400
East Midlands	East Lindsey	19%	11,300
East Midlands	Boston	19%	4,400
East Midlands	Chesterfield	19%	8,300
East Midlands	Mansfield	18%	8,500
East Midlands	Ashfield	17%	9,000
East Midlands	Derby	17%	17,400
East Midlands	Nottingham	17%	23,500
East Midlands	Lincoln	16%	6,600
East Midlands	Bassetlaw	16%	8,000
East Midlands	South Holland	15%	5,300
East Midlands	Erewash	15%	7,100
East Midlands	North East Derbyshire	15%	6,600
East Midlands	Amber Valley	15%	7,800
East Midlands	Kettering	15%	5,200
East Midlands	Northampton	14%	12,500
East Midlands	Newark and Sherwood	14%	6,900
East Midlands	North West Leicestershire	14%	5,100
East Midlands	Wellingborough	14%	4,700
East Midlands	West Lindsey	13%	5,200
East Midlands	North Kesteven	13%	5,600
East Midlands	Gedling	13%	6,700

East Midlands	Broxtowe	13%	6,200
East Midlands	Oadby and Wigston	13%	3,000
East Midlands	High Peak	13%	5,200
East Midlands	South Derbyshire	13%	4,800
East Midlands	Derbyshire Dales	12%	3,500
East Midlands	South Kesteven	12%	6,800
East Midlands	East Northamptonshire	11%	4,200
East Midlands	Charnwood	11%	8,000
East Midlands	Blaby	11%	4,400
East Midlands	Hinckley and Bosworth	11%	5,300
East Midlands	Melton	11%	2,200
East Midlands	Daventry	10%	3,400
East Midlands	Rushcliffe	10%	4,500
East Midlands	Harborough	9%	3,200
East Midlands	South Northamptonshire	9%	3,100
East Midlands	Rutland	8%	1,300
East Of England	Tendring	21%	12,300
East Of England	Great Yarmouth	21%	8,900
East Of England	Peterborough	20%	13,600
East Of England	Ipswich	20%	9,500
East Of England	Fenland	19%	7,200
East Of England	Luton	18%	13,500
East Of England	Waveney	18%	9,400
East Of England	Southend-on-Sea	17%	12,400
East Of England	North Norfolk	17%	7,300
East Of England	Basildon	17%	11,500
East Of England	Stevenage	16%	5,300
East Of England	King's Lynn and West Norfolk	16%	10,700

East Of England	Thurrock	16%	9,800
East Of England	Breckland	16%	8,400
East Of England	Norwich	16%	10,500
East Of England	Watford	16%	4,400
East Of England	Broxbourne	15%	5,200
East Of England	Harlow	15%	5,600
East Of England	Bedford	15%	9,500
East Of England	Braintree	14%	8,200
East Of England	Hertsmere	14%	5,000
East Of England	Castle Point	14%	5,600
East Of England	St. Edmundsbury	14%	5,700
East Of England	Broadland	13%	6,900
East Of England	Colchester	13%	9,800
East Of England	Epping Forest	13%	6,400
East Of England	Suffolk Coastal	12%	6,700
East Of England	South Norfolk	12%	6,500
East Of England	Maldon	12%	3,400
East Of England	Babergh	12%	4,600
East Of England	Mid Suffolk	12%	4,700
East Of England	Welwyn Hatfield	12%	5,500
East Of England	Central Bedfordshire	11%	11,800
East Of England	Brentwood	11%	3,300
East Of England	North Hertfordshire	11%	6,200
East Of England	Dacorum	11%	6,900
East Of England	Huntingdonshire	11%	7,800
East Of England	Forest Heath	11%	3,000
East Of England	Rochford	11%	4,100
East Of England	Chelmsford	10%	7,500

East Of England	South Cambridgeshire	10%	5,400
East Of England	East Cambridgeshire	10%	3,800
East Of England	Three Rivers	10%	3,800
East Of England	St. Albans	10%	5,200
East Of England	East Hertfordshire	10%	5,400
East Of England	Uttlesford	10%	3,000
East Of England	Cambridge	8%	5,000
London	Newham	17%	16,300
London	Barking and Dagenham	15%	10,900
London	Hackney	14%	13,300
London	Tower Hamlets	14%	12,600
London	Greenwich	13%	12,200
London	Waltham Forest	13%	12,300
London	Islington	12%	10,600
London	Haringey	12%	13,100
London	Redbridge	12%	11,600
London	Enfield	12%	14,900
London	Ealing	11%	14,300
London	Brent	11%	14,100
London	Southwark	11%	13,900
London	Lewisham	11%	13,500
London	Hillingdon	11%	10,300
London	Havering	11%	10,000
London	Lambeth	10%	14,100
London	Hounslow	10%	10,100
London	Croydon	10%	14,900
London	Harrow	9%	8,800
London	Bexley	9%	9,100

London	Sutton	9%	6,800
London	Barnet	9%	12,700
London	Hammersmith and Fulham	9%	7,300
London	Camden	8%	9,400
London	Bromley	8%	10,700
London	Wandsworth	8%	10,100
London	Merton	8%	6,700
London	Westminster	7%	8,400
London	Kingston upon Thames	7%	4,400
London	Richmond upon Thames	6%	4,500
London	Kensington and Chelsea	5%	5,300
North East	Sunderland	17%	20,400
North East	Middlesbrough	17%	10,000
North East	Hartlepool	17%	6,600
North East	South Tyneside	16%	10,900
North East	Durham	15%	33,900
North East	Gateshead	15%	12,800
North East	Redcar and Cleveland	15%	8,900
North East	Newcastle upon Tyne	14%	16,400
North East	Darlington	14%	6,000
North East	Stockton-on-Tees	13%	10,900
North East	North Tyneside	13%	11,700
North East	Northumberland	12%	16,700
North West	Knowsley	24%	14,800
North West	Liverpool	22%	42,100
North West	Blackpool	21%	13,300
North West	Blackburn with Darwen	20%	11,600
North West	Barrow-in-Furness	19%	5,700

North West	Halton	19%	9,800
North West	Rochdale	18%	16,000
North West	Burnley	18%	7,100
North West	Bolton	18%	19,600
North West	St. Helens	18%	13,900
North West	Wirral	18%	24,500
North West	Pendle	18%	6,500
North West	Wigan	18%	23,000
North West	Sefton	17%	20,500
North West	Hyndburn	17%	6,200
North West	Copeland	17%	4,600
North West	Manchester	17%	36,000
North West	Oldham	17%	15,800
North West	Salford	17%	17,600
North West	Tameside	17%	15,900
North West	Preston	16%	8,900
North West	Wyre	16%	6,900
North West	Allerdale	15%	6,200
North West	West Lancashire	15%	7,100
North West	Bury	15%	11,400
North West	Rossendale	15%	4,600
North West	Chorley	14%	5,900
North West	Warrington	14%	11,200
North West	Lancaster	13%	8,400
North West	Stockport	13%	15,800
North West	South Ribble	13%	5,800
North West	Cheshire West and Chester	13%	18,300
North West	Trafford	13%	11,600

North West	Carlisle	12%	6,400
North West	Fylde	11%	4,100
North West	Cheshire East	11%	17,000
North West	South Lakeland	11%	5,000
North West	Eden	11%	2,400
North West	Ribble Valley	10%	2,400
Scotland	Glasgow City	16%	45,600
Scotland	Inverclyde	16%	5,900
Scotland	North Lanarkshire	16%	22,600
Scotland	North Ayrshire	15%	9,200
Scotland	East Ayrshire	15%	7,900
Scotland	Dundee City	14%	9,700
Scotland	West Dunbartonshire	14%	5,800
Scotland	Renfrewshire	14%	10,700
Scotland	Clackmannanshire	13%	2,900
Scotland	Midlothian	13%	4,200
Scotland	Eilean Siar	13%	1,500
Scotland	Dumfries and Galloway	13%	8,600
Scotland	South Lanarkshire	12%	16,300
Scotland	Falkirk	12%	8,300
Scotland	Fife	12%	19,100
Scotland	Highland	12%	10,700
Scotland	West Lothian	12%	8,300
Scotland	South Ayrshire	12%	5,800
Scotland	Angus	11%	5,400
Scotland	East Lothian	11%	4,500
Scotland	Argyll and Bute	11%	4,400
Scotland	Orkney Islands	11%	900

Scotland	Moray	10%	3,900
Scotland	Perth and Kinross	10%	6,300
Scotland	East Dunbartonshire	10%	4,200
Scotland	East Renfrewshire	10%	3,500
Scotland	Scottish Borders	10%	5,100
Scotland	Stirling	9%	3,500
Scotland	Edinburgh, City of	9%	19,600
Scotland	Aberdeen City	9%	8,500
Scotland	Aberdeenshire	8%	8,100
Scotland	Shetland Islands	7%	600
South East	Thanet	20%	11,300
South East	Hastings	20%	7,500
South East	Dover	18%	7,400
South East	Havant	16%	7,400
South East	Swale	16%	8,500
South East	Shepway	16%	7,300
South East	Isle of Wight	16%	10,300
South East	Slough	16%	7,300
South East	Gravesham	15%	5,900
South East	Medway	15%	15,300
South East	Arun	15%	9,300
South East	Eastbourne	14%	6,800
South East	Ashford	14%	6,100
South East	Rother	14%	5,800
South East	Gosport	14%	4,600
South East	Brighton and Hove	14%	16,600
South East	Portsmouth	14%	12,200
South East	Milton Keynes	14%	13,000

South East	Crawley	14%	5,500
South East	Southampton	13%	14,600
South East	Worthing	13%	6,200
South East	Adur	13%	3,800
South East	Canterbury	13%	8,300
South East	Dartford	13%	4,700
South East	Rushmoor	12%	4,000
South East	Reading	12%	7,300
South East	Fareham	12%	4,600
South East	Lewes	12%	5,300
South East	Wealden	12%	6,600
South East	Wycombe	11%	6,800
South East	Maidstone	11%	7,100
South East	Tonbridge and Malling	11%	5,000
South East	New Forest	11%	8,500
South East	Eastleigh	11%	5,300
South East	Chichester	10%	5,300
South East	Tunbridge Wells	10%	4,600
South East	Oxford	10%	6,500
South East	Basingstoke and Deane	10%	6,400
South East	Winchester	10%	4,200
South East	East Hampshire	10%	4,400
South East	Cherwell	10%	6,100
South East	Test Valley	10%	4,800
South East	Reigate and Banstead	10%	5,100
South East	Aylesbury Vale	10%	6,900
South East	Woking	10%	3,700
South East	Sevenoaks	10%	4,700

South East	Tandridge	9%	3,200
South East	Mid Sussex	9%	4,900
South East	Spelthorne	9%	3,900
South East	South Bucks	9%	2,200
South East	Epsom and Ewell	9%	2,500
South East	Vale of White Horse	9%	4,500
South East	West Oxfordshire	9%	3,900
South East	South Oxfordshire	9%	4,600
South East	West Berkshire	9%	5,500
South East	Bracknell Forest	9%	4,200
South East	Windsor and Maidenhead	9%	4,900
South East	Mole Valley	9%	2,900
South East	Horsham	8%	4,800
South East	Waverley	8%	4,200
South East	Runnymede	8%	2,900
South East	Chiltern	8%	3,100
South East	Elmbridge	8%	4,200
South East	Surrey Heath	8%	2,700
South East	Wokingham	7%	4,400
South East	Guildford	7%	4,400
South East	Hart	6%	2,500
South West	Torbay	22%	13,200
South West	Plymouth	20%	21,800
South West	Gloucester	19%	8,600
South West	West Somerset	19%	2,900
South West	North Devon	19%	7,100
South West	Torridge	18%	5,100
South West	Sedgemoor	18%	8,100

South West	Weymouth and Portland	18%	5,100
South West	Cornwall	18%	42,600
South West	Bournemouth	18%	13,100
South West	Forest of Dean	17%	5,700
South West	Bristol, City of	17%	31,100
South West	Christchurch	17%	3,100
South West	Teignbridge	17%	9,000
South West	West Devon	16%	3,400
South West	Taunton Deane	16%	7,200
South West	Mid Devon	16%	4,800
South West	Poole	16%	9,100
South West	Wiltshire	16%	29,700
South West	Swindon	16%	12,800
South West	South Hams	15%	5,400
South West	Exeter	15%	7,600
South West	West Dorset	15%	6,100
South West	North Somerset	15%	13,400
South West	East Devon	14%	8,500
South West	South Somerset	14%	9,900
South West	Mendip	14%	6,900
South West	Stroud	14%	6,300
South West	Tewkesbury	13%	4,300
South West	Cheltenham	13%	6,600
South West	South Gloucestershire	13%	13,800
South West	East Dorset	13%	4,600
South West	North Dorset	13%	3,500
South West	Bath and North East Somerset	12%	9,400
South West	Purbeck	12%	2,600

South West	Cotswold	11%	4,000
Wales	Blaenau Gwent	26%	8,000
Wales	Merthyr Tydfil	26%	6,400
Wales	Neath Port Talbot	24%	15,100
Wales	Caerphilly	24%	17,500
Wales	Rhondda, Cynon, Taff	23%	23,900
Wales	Bridgend	22%	12,500
Wales	Carmarthenshire	21%	16,200
Wales	Torfaen	21%	8,300
Wales	Newport	21%	11,800
Wales	Denbighshire	20%	8,400
Wales	Swansea	20%	20,300
Wales	Conwy	19%	9,700
Wales	Isle of Anglesey	19%	5,500
Wales	Pembrokeshire	19%	9,400
Wales	Wrexham	18%	10,500
Wales	Gwynedd	17%	8,900
Wales	Cardiff	17%	23,300
Wales	Flintshire	17%	10,500
Wales	The Vale of Glamorgan	17%	8,700
Wales	Powys	16%	9,200
Wales	Ceredigion	15%	5,100
Wales	Monmouthshire	14%	5,400
West Midlands	Sandwell	22%	26,200
West Midlands	Stoke-on-Trent	20%	21,100
West Midlands	Walsall	20%	21,000
West Midlands	Birmingham	20%	81,900
West Midlands	Wolverhampton	20%	20,300

West Midlands	Dudley	18%	21,700
West Midlands	Coventry	17%	22,100
West Midlands	Cannock Chase	17%	6,700
West Midlands	Telford and Wrekin	17%	11,200
West Midlands	Redditch	16%	5,200
West Midlands	Wyre Forest	16%	6,200
West Midlands	Nuneaton and Bedworth	15%	8,200
West Midlands	Staffordshire Moorlands	15%	5,700
West Midlands	Tamworth	15%	4,800
West Midlands	North Warwickshire	14%	3,600
West Midlands	East Staffordshire	14%	6,200
West Midlands	Newcastle-under-Lyme	14%	7,900
West Midlands	Worcester	14%	5,500
West Midlands	Shropshire	14%	16,600
West Midlands	Solihull	13%	11,300
West Midlands	Herefordshire, County of	13%	10,100
West Midlands	Malvern Hills	13%	3,800
West Midlands	Lichfield	12%	5,100
West Midlands	South Staffordshire	12%	5,500
West Midlands	Rugby	12%	4,800
West Midlands	Stafford	12%	6,200
West Midlands	Wychavon	12%	5,800
West Midlands	Bromsgrove	11%	4,300
West Midlands	Warwick	10%	5,800
West Midlands	Stratford-on-Avon	10%	5,100
Yorkshire	Kingston upon Hull, City of	21%	23,900
Yorkshire	Barnsley	20%	20,100
Yorkshire	Doncaster	19%	24,500

Yorkshire	Rotherham	19%	21,000
Yorkshire	Bradford	19%	38,200
Yorkshire	Wakefield	18%	25,300
Yorkshire	Scarborough	18%	8,500
Yorkshire	North East Lincolnshire	17%	12,300
Yorkshire	Kirklees	17%	28,100
Yorkshire	North Lincolnshire	16%	11,100
Yorkshire	Sheffield	16%	37,800
Yorkshire	Calderdale	16%	13,700
Yorkshire	Leeds	15%	47,500
Yorkshire	East Riding of Yorkshire	13%	19,400
Yorkshire	Selby	13%	4,000
Yorkshire	Ryedale	12%	2,600
Yorkshire	York	11%	9,200
Yorkshire	Craven	11%	2,900
Yorkshire	Richmondshire	10%	2,200
Yorkshire	Hambleton	10%	3,900
Yorkshire	Harrogate	10%	6,800