

Warm This Winter

Campaign & Messaging Guide

What is Warm This Winter?

[Warm This Winter](#) is a national coalition bringing together anti-poverty and environmental groups across the UK to campaign for practical measures that will help people with fuel costs now and ensure lower energy bills in the future.

Campaign demands

The Warm This Winter campaign is calling on the government to take decisive action to fix our broken energy system with the following:

1. **Additional emergency support now:** Provide additional targeted financial support to people who are already suffering the consequences of Britain's broken energy system and are at risk from the serious complications of living in cold damp homes this winter and next.
2. **Help to upgrade homes:** Launch a properly-funded programme of home upgrades and insulation across the UK to bring down bills and prevent energy waste before 2025.
3. **Cheap energy:** More than triple the amount of renewable energy in the UK by 2030, including onshore wind and solar generated in harmony with nature, so that we can permanently lower bills, and realise the Prime Minister's vision of an energy-independent UK.
4. **Free us from oil and gas:** Stop opening up new oil and gas fields so that we can speed up the transition away from volatile fossil fuels. The UK should remove the investment.

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Key messages

Energy Crisis

- The energy crisis is far from over; British people are facing another winter of unaffordable energy bills, which are now double what they were two years ago.
- At the same time, energy company profits are soaring, with companies like British Gas making almost £1 billion in the first half of 2023.
- The UK's energy system is not fair and it's not working for the public - we have the solutions to fix it but we need the government to act on them.

Support for households

- Millions of people will be unable to afford to heat their homes this coming winter, impacting their physical and mental health.
- Last year the UK government provided financial support for people to help pay their energy bills - but has said this will not be extended to this year.
- Whether it's providing more financial help for low-income households this winter, a scheme to tackle energy debt, or laws to stop energy firms forcing people onto more expensive prepayment meters, the government needs to step up and help people get through this winter.

Upgrading homes

- Britain has among the worst housing stock in Europe - our leaky homes mean £1 in every £4 spent on heating is currently wasted.
- Insulating homes is the cheapest and quickest way to lower bills for good.
- The government must urgently invest in a nationwide insulation and retrofit programme with more financial support for low and middle-income households.

Renewable energy

- Onshore wind and solar are two of the cheapest ways to generate electricity.
- Power from new onshore wind projects costs at least four times less than gas power plants (and as much as nine times less during peak gas prices).
- Onshore renewables can also be brought online quickly, far faster than new gas or nuclear power facilities, getting cheap, secure energy into the grid as soon as possible.

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- The government needs to fully remove the blocks to new onshore renewable energy projects and ensure that households can benefit from the cheapest forms of energy.

Fossil fuels

- The UK's dependence on gas for energy and heating is at the heart of the crisis, and the only way to protect the public from further price shocks is to transition away from expensive fossil fuels.
- Opening new gas fields **will not lower bills** - the price of gas is set internationally and wouldn't be affected by more domestic production.
- Rather than introducing generous subsidies and promising to "max out" the UK's oil and gas reserves, the UK government needs to make it clear to the oil & gas industry that it's time to transition away from expensive fossil fuels and stop new North Sea developments.

Key stats

- Average energy bills are still double what they were two years ago, with high prices expected to remain until at least 2025
- Around 8 million households will go into this winter already in debt to their energy provider or having borrowed money to pay for energy bills
- Over a million households have had to disconnect their energy in 2023 because they cannot afford to keep the lights and heating on
- Over a million children live in a house that went without heating, hot water and electricity in the first half of 2023
- At the same time, British Gas made nearly £1 billion in the first half of 2023
- There were 4,706 excess winter deaths in 2022/23 caused by living in a cold damp home in England, Scotland and Wales - an increase from 3,186 the year before
- New North Sea fields would only produce enough gas to satisfy the UK's needs for three weeks a year
- Shell, whose HQ is in the UK, recorded its highest ever profits in 2022 - yet still paid negative tax in the UK last, receiving over £8 million in tax back from the UK government
- Oil and gas companies are benefiting from an £11 billion loophole in the windfall tax introduced by Rishi Sunak to incentivise new fossil fuel developments

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Engaging with your MP

Engaging with your MP is one direct way to help amplify the key messages of the Warm this Winter campaign and show solidarity with the broader weekend of action on ending fossil fuels.

→ **Head to your local MP's office:** visit your local MP's office to encourage them to support policies that will keep their constituents warm every winter and bring down energy bills permanently. Get creative: make a banner, poster, or placard that you can take with you, get photos, and invite those who want to take part from your community or any local groups you are involved in to join you.

→ **Help spread the word:** to help amplify the actions happening across the UK and around the world, share photos and resources on social media. You can also tweet photos from local actions and tag your local MP asking them to show their support for ending our dependence on fossil fuels and/or to sign the Warm this Winter [MP Pledge](#).

How to talk to your MP:

Don't worry if you've not met with your MP before, we can provide lots of help and support. You don't have to be an expert on the energy crisis, energy efficiency, climate change, or anything else! The most important thing is that your MP hears from you, and other constituents, about your experiences of the rise in energy prices, and what the solutions are. Here's some top tips:

- **Keep it personal and locally relevant** - if you feel comfortable doing so, it's a good idea to share why you care about tackling the energy and climate crises. Give examples of how people/businesses/organisations in your constituency are struggling. Avoid talking about abstract ideas or big numbers. You want to make what you have to say as relevant to your MP as possible.
- **Make sure others have a chance to speak** - the more people your MP hears from, the more they will be convinced of the importance of what you're asking for.
- **Give your MP a chance to respond** - it's important to give your MP a turn to speak, and to set out what they are doing, or will do, to take your requests forward. It's their job to represent you, so make it clear that you expect a specific answer from them.
- **Be confident!** You don't have to be an expert on energy policy, but make it clear to your MP that you and others care about these issues, and you want them, as your elected representative, to hear your views and take action.

If you have any questions, or would like further guidance and resources on engaging with your MP, please get in touch at info@warmthiswinter.org.uk