

The importance of energy advice

1. Why is energy advice important?

Energy markets are confusing and complex making it difficult for people to understand whether they are on the best deal

- There are more than 50 suppliers in competition with each other
- The regional network operators are monopolies
- There are multiple tariffs available
- Switching sites have been deregulated

Cold homes kill people

- Cold homes and poor housing cost the NHS £1.4bn a year
- 2.5 million households in England live in fuel poverty
- On average, around 30,000 more people die in winter than in summer. About one third of these 'excess winter deaths' are due to cold homes
- Cold homes can increase the risk of stroke, pneumonia and heart attacks as well as affect people's mental health

Energy advice can therefore help your clients:

- navigate complex energy markets
- improve the understanding of energy use in the home
- reduce their home energy costs
- improve their ability to afford other essential goods and services
- enjoy warmer and healthier homes