

Feel the Benefit campaign

Communications toolkit (last update: 9 February 2024)

Introduction and toolkit contents

This toolkit contains messaging and materials to help you promote Greater Manchester's Feel the Benefit campaign with your audiences.

Graphics and messaging are designed to be flexible, so please do weave in additional messaging as required. If you have any specific needs or requests outside of the content covered in this pack, please contact Tom Davies at Greater Manchester Combined Authority: thomas.davies@greatermanchester-ca.gov.uk.

Background

Heating homes and heat loss from draughty and poorly insulated homes has a big impact on the environment, contributing to the UK's carbon emissions. Living in cold conditions can also cause respiratory conditions, cardiovascular diseases, poor mental health, and dementia – and make these illnesses worse.

Almost half of people (48%) have no awareness of low carbon heating and current incentives do not encourage many households to switch to low carbon heating. For every 100 qualified gas engineers in the UK there are less than two low carbon heating engineers, while 74% of heating professionals are not fully confident in selecting suitable low carbon heating for clients.

That's why Greater Manchester Combined Authority and its partners are coming together to make energy saving advice clearer and easier to access. Our **Feel the Benefit** campaign will help residents better understand how upgrades to their homes can help make them greener, warmer and cheaper to run, driving them to engage with the advice, support, and potentially free or discounted upgrades that we can offer them.

The campaign has a particular goal of reaching residents who might not otherwise be supported. It builds on existing initiatives like the Energy Company Obligation and Your Home Better, streamlining the grant eligibility through the online eligibility checker – a GMCA website where residents can enter details about their home and circumstances to find out if they are eligible for support – to provide a clearer pathway to home energy efficiency improvements.

What you can do to support the campaign

We want as many Greater Manchester residents as possible to use the online eligibility checker and start their journey towards making their home more energy efficient – particularly harder to reach audiences that might otherwise have access to advice and support – so we are asking all project partners and supporters to push out our campaign messaging and assets across their channels.

There are various ways that you can help with this:

- **Promote the eligibility checker to residents of GM**
 - Schedule posts on your external social media channels, linking to the eligibility checker – *see suggested posts section below*

- Amplify promotion of GMCA's activity by following our key channels and sharing our posts across your networks – *see key channels section below*
- Promote in your organisation's external newsletter and / or via an article on your website – *see key messages below*
- Make use of the printable poster / flyer resource to help reach residents on the ground in the spaces they use most – *see flyer and poster section below*
- **Update resident-facing colleagues in your organisation**
 - Brief and engage key people in your organisation who can help spread the word, particularly resident-facing staff members who can help spread the word with residents directly – *see key messages below*
 - Publish internally facing articles, newsletter pieces and other internal communications activity to encourage your organisation's employees to check their own eligibility
 - Encourage frontline / resident facing staff to add an email signature linking to the eligibility checker – *see email signature below*
- **Update leaders in your organisation**
 - Brief them on the project with key messages to enable to them to include in high level discussions / briefings.
- **For partners working directly with GMCA to deliver these initiatives** e.g. ECO installers, Local Energy Advice Demonstrator partners etc – make use our various Feel the Benefit assets and templates to link your work on the ground with the GM-wide campaign – *see communications materials below*

Key messages to help you and your colleagues talk confidently about the initiative

- **Feel the benefit of a warmer home, save money on your energy bills and help tackle climate change.**
- Making your home more energy-efficient can make it warmer, lower your energy bills, and contribute to making Greater Manchester a greener, fairer place to live.
- Heating homes and heat loss from drafty and poorly insulated homes has a big impact on the environment, contributing to the UK's carbon emissions.
- Cold homes can also be harmful to your health and wellbeing. Living in cold conditions can cause respiratory conditions, cardiovascular diseases, poor mental health, and dementia – and make these illnesses worse.
- There's a higher risk of falls in a cold home due to reduced strength and dexterity in low temperatures.
- Damp and mould are more common in cold homes and can irritate the lungs and exacerbate asthma.
- So to help fight climate change, we all need to make our homes more efficient. This might mean improving insulation in the attic and walls, getting better windows, using low-carbon heating, and making other home upgrades.
- Greater Manchester Combined Authority and its partners are here to help you make these changes. They offer personalised advice to help you understand what improvements your home might need. They can also identify if you qualify for free or discounted upgrades, based on your situation.
- Anyone living in Greater Manchester can check their eligibility now by visiting the online eligibility checker: <https://gmca.retrofitportal.org.uk/home>.

Key channels and platforms to follow

GMCA will be promoting Feel the Benefit through the following digital channels – please look to follow these and repost, share and amplify wherever you can:

- Twitter/X: [@MayorofGM](#), [@GMGreenCity](#), [@greatermcr](#), [#GMGreenCity](#)
- Facebook: [Greater Manchester Combined Authority](#), [Mayor of Greater Manchester](#)
- Instagram: [@greatermcr](#)
- LinkedIn: [GMCA LinkedIn](#)
- Websites: [GMCA](#), [GM Green City](#)
- Newsletters: [GMCA](#), [GM Green City](#)

Communications materials

Brand use guidelines

Guidelines for how the Feel the Benefit branding should be used are included in the zip folder that this toolkit was included in. Please ensure you follow these guidelines when making use of any assets and reach out to thomas.davies@greatermanchester-ca.gov.uk for sign off / any queries.

Social media posts and graphics

Below are some suggested posts that can be used on your social channels to promote Feel the Benefit. You can rework these, but please ensure all posts include the hashtag #GMGreenCity as well as tagging @greatermcr to help our audiences follow the conversation online.

Suggested copy	Usage notes
<p>We're proud to be partnering with @greatermcr on its #FeelTheBenefitGM campaign!</p> <p>Everyone should have access to a warmer, greener, healthier home 🏠 If you live in #GreaterManchester, check your eligibility for potentially free home upgrades: https://gmca.retrofitportal.org.uk/home</p>	<p>LEAD partner use only</p> <p>For Facebook / LinkedIn</p>
<p>We're proud to be partnering with @greatermcr on its #FeelTheBenefitGM campaign! ❤️ If you live in #GreaterManchester, be sure to check your eligibility for potentially free home upgrades that could lower your bills: https://gmca.retrofitportal.org.uk/home</p>	<p>LEAD partner use only</p> <p>For Twitter / X</p>
<p>We're proud to be partnering with @greatermcr on its #FeelTheBenefitGM campaign!</p> <p>Everyone should have access to a warmer, greener, healthier home 🏠 If you live in #GreaterManchester, check your eligibility for potentially free home upgrades – visit the GMCA website for more information ❤️ #FeelTheBenefitGM</p>	<p>LEAD partner use only</p> <p>For Instagram</p>

<p>Your home - saving energy to take care of you, your wallet, and the planet 🌍</p> <p>Check your eligibility for impartial support to make your home more energy efficient: https://gmca.retrofitportal.org.uk/home #FeelTheBenefitGM</p>	<p>General focus</p> <p>For Twitter / X / Facebook / LinkedIn</p>
<p>Did you know...? living in a cold home can cause serious health conditions – or even make them worse 😞</p> <p>@greatermcr is here to help, offering impartial advice and potentially free home upgrades. Check their eligibility here: https://gmca.retrofitportal.org.uk/home #FeelTheBenefitGM</p>	<p>Health focus</p> <p>For Twitter / X</p>
<p>Did you know...? living in a cold, draughty home can cause respiratory conditions, cardiovascular diseases, poor mental health, and dementia – or even make these illnesses worse 😞</p> <p>Greater Manchester Combined Authority and its partners are here to help, offering impartial advice and potentially free upgrades to make your home more energy efficient. Check their eligibility here: https://gmca.retrofitportal.org.uk/home</p> <p>#FeelTheBenefitGM</p>	<p>Health focus</p> <p>For Facebook / LinkedIn</p>
<p>Did you know...? living in a cold, draughty home can cause respiratory conditions, cardiovascular diseases, poor mental health, and dementia – or even make these illnesses worse 😞</p> <p>Greater Manchester Combined Authority and its partners are here to help, offering support and potentially free upgrades to make your home more energy efficient – find out more on the GMCA website! #FeelTheBenefitGM</p>	<p>Health focus</p> <p>For Instagram</p>
<p>Heating homes and heat loss have a big impact on the environment 🏠 So @greatermcr and its partners are offering support and potentially free upgrades to make your home more energy efficient ❤️ Check your eligibility here: https://gmca.retrofitportal.org.uk/home #FeelTheBenefitGM</p>	<p>Environment focus</p> <p>For Twitter / X</p>
<p>Heating homes and heat loss from drafty and poorly insulated homes has a big impact on the environment, contributing to the UK's carbon emissions 🏠</p> <p>@greatermcr and its partners are offering support and potentially free upgrades to make your home more energy efficient, making GM greener and saving you money on your bills ❤️ Check their eligibility here: https://gmca.retrofitportal.org.uk/home</p> <p>#FeelTheBenefitGM</p>	<p>Environment focus</p> <p>For Facebook / LinkedIn</p>

<p>Heating homes and heat loss from drafty and poorly insulated homes has a big impact on the environment, contributing to the UK's carbon emissions 🏠</p> <p>@greatermcr and its partners are offering support and potentially free upgrades to make your home more energy efficient, making GM greener and saving you money on your bills – find out more on the GMCA website! ❤️ #FeelTheBenefitGM</p>	<p>Environment focus</p> <p>For Instagram</p>
<p>Worried about an elderly relative or loved one living in a cold, draughty home? 😓</p> <p>@greatermcr and its partners are here to help residents make their homes more energy efficient, offering personalised advice and identifying if you qualify for free or discounted upgrades. Check your loved one's eligibility here 📍 https://gmca.retrofitportal.org.uk/home #FeelTheBenefitGM</p>	<p>Elderly focus</p> <p>For Facebook / LinkedIn</p>
<p>Worried about an elderly relative or loved one living in a cold home? 😓</p> <p>@greatermcr is here to help, offering personalised advice and identifying if you qualify for free or discounted upgrades. Check your loved one's eligibility 📍 https://gmca.retrofitportal.org.uk/home #FeelTheBenefitGM</p>	<p>Elderly focus</p> <p>For Twitter / X</p>
<p>Worried about an elderly relative or loved one living in a cold home? 😓</p> <p>@greatermcr is offering impartial, personalised advice to help make your home warmer, including identifying if you qualify for free or discounted upgrades. Visit the GMCA website for more information! #FeelTheBenefitGM</p>	<p>Elderly focus</p> <p>For Instagram</p>
<p>Want to cut your energy bills down to size? 💡 ⚡ 🏠</p> <p>@greatermcr offers impartial personalised advice to help make your home more energy efficient, including identifying where you might qualify for free or discounted upgrades. Check your eligibility here 📍 https://gmca.retrofitportal.org.uk/home #FeelTheBenefitGM</p>	<p>Cost of living focus</p> <p>For Facebook / LinkedIn</p>
<p>Want to cut your energy bills down to size? 💡 ⚡ 🏠</p> <p>@greatermcr offers impartial advice to help make your home more energy efficient, including identifying if you qualify for free or discounted upgrades. Check your eligibility 📍 https://gmca.retrofitportal.org.uk/home #FeelTheBenefitGM</p>	<p>Cost of living focus</p> <p>For Twitter / X</p>
<p>Fancy cutting your energy bills down to size? 💡 ⚡ 🏠</p> <p>@greatermcr is offering impartial, personalised advice to help make your home more energy efficient, including identifying if you qualify for free or discounted upgrades. Visit the GMCA website for more information! #FeelTheBenefitGM</p>	<p>Cost of living focus</p> <p>For Instagram</p>

A pack of graphics has been created to be used alongside these posts – see the zip file included with this communications toolkit. Most of these are general graphics that can be used interchangeably. Further graphics will be added to the pack on a quarterly basis, but please get in touch if you have any unique ideas or requirements.

Social media graphics – flexible templates

An editable templates pack is also available on Canva – you can use this to create your own versions of the graphics with messaging specific to your audiences or activity you are carrying out as part of the project. Please send any graphic drafts through to thomas.davies@greatermanchester-ca.gov.uk for sign off before use. Templates are available here:

- [Facebook / LinkedIn](#)
- [Instagram](#)

A4 poster

Our A4 poster template can be printed out for use on noticeboards, in community centres, town halls, leisure centres, libraries, and other community venues. It can be easily scaled up to A3 size, but please don't print it at a smaller size as this will mean the text is too small. [Click here for the template.](#)

Email signature / web banner graphic

This banner graphic is designed for use in email signatures or on webpages to help promote the eligibility checker. Remember to add the following hyperlink to the image when adding it to your signature or webpage: <https://gmca.retrofitportal.org.uk/home>.

A5 flyer

A digital A5 leaflet – print-ready artwork for the flyer is also available for partner use at events etc – please contact thomas.davies@greatermanchester-ca.gov.uk if you require the print-ready artwork.

Pull up banners

Print-ready artwork for a standard pull up banner, for use at events etc – please contact thomas.davies@greatermanchester-ca.gov.uk if you require the print-ready artwork.

Print adverts

As part of the campaign, GMCA will also be running print and in-person advertising across a range of platforms and publications. If you require any support with print advertising that you plan to run, please contact thomas.davies@greatermanchester-ca.gov.uk to discuss requirements.

Translations

Our key A5 leaflet will also be made available in commonly spoken languages across Greater Manchester, including Urdu, Polish and Arabic. Please contact thomas.davies@greatermanchester-ca.gov.uk to discuss other potential translation requirements in your area.

Further information and contact details

We will be looking to update this toolkit on a quarterly basis to reflect project progress and ensure seasonal relevance.

If you have any specific questions or requests in the meantime, please get in touch with Tom Davies at the GMCA: thomas.davies@greatermanchester-ca.gov.uk.