

Cheltenham Borough Q1

2026-27



Despite the common perception that Cheltenham is an affluent Borough, there are significant pockets of deprivation dotted around the town.



The average UK household fuel bill in 2024 is estimated at £1,625 (Uswitch, 2024). For Cheltenham, where the average income is £32,300, this means households typically spend just over 5% of their income on energy. Despite Cheltenham’s affluent reputation, 11.2% of households are reported to be in fuel poverty in 2024.

6,182

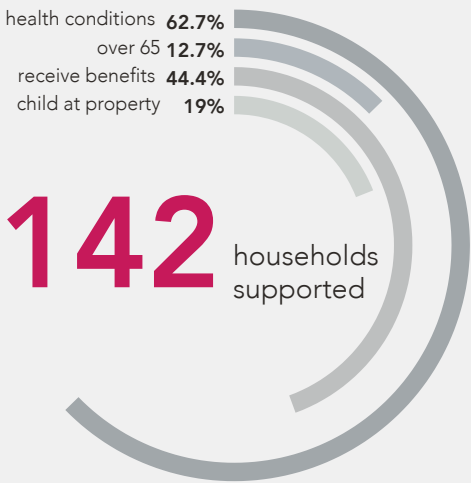
households in fuel poverty 2020

% in Fuel Poverty
2015 - 2024



Average fuel bill May 2024

£1,625



207 conversations with clients

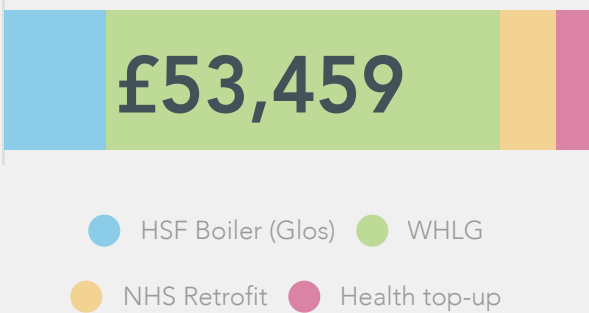
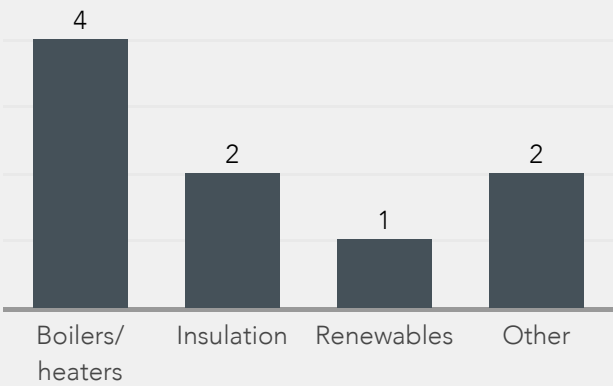
42 visits to people in their homes

2 people advised at events and drop ins



For every £1 invested in Warm and Well, Cheltenham residents benefit from support and funding worth £7.37

9 energy saving home improvements



£13,790

lifetime financial savings



112.7t

lifetime carbon savings

- The number of households supported who reported a health condition in Q1 2026/27 (62.7%) has reduced compared to Q4 2025/6 (70.1%).
- The number of households supported who were over 65 in Q1 (12.7%) has also reduced slightly in comparison to Q4 2025/26 (19.8%).

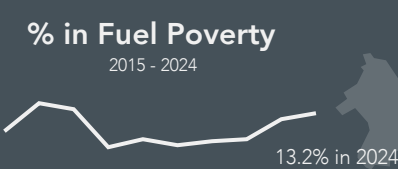




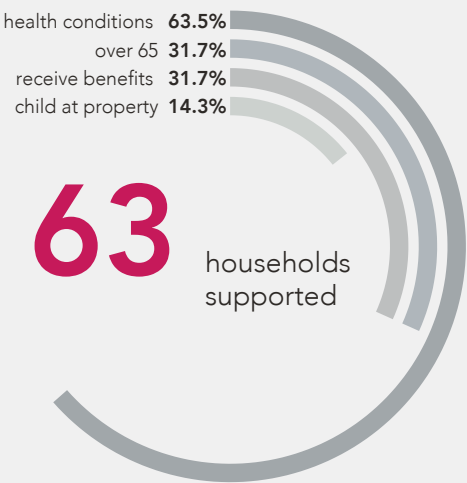
Fuel poverty in the Cotswolds is often masked by a combination of the affluence of some areas in the District, the large area that it covers, and the sparse population. Many residents find their circumstances changing rapidly, with illness, loss of income or retirement – leaving them with large, poorly performing homes to heat.

With the national average fuel bill sitting at £1,625 per year (Uswitch, 2024), homes in Cotswold, many of which are large and harder to heat, are estimated to spend at least 6% of their income on energy. In 2024, 13.2% of households are living in fuel poverty, a figure likely to rise given the rural context and ageing housing stock.

5,607
households in fuel poverty 2024



Average fuel bill May 2024
£1,625

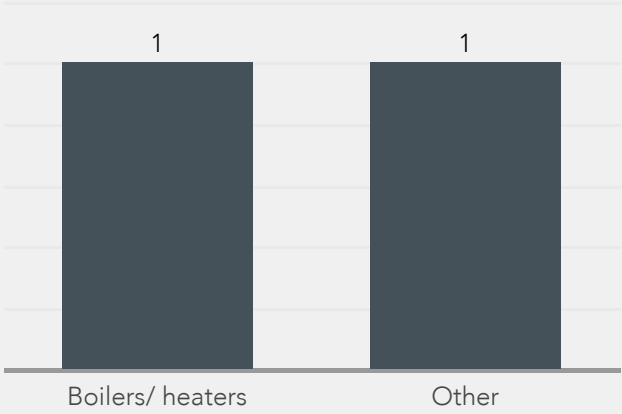


- 90 conversations with clients
- 12 visits to people in their homes
- 0 people advised at events and drop ins



For every £1 invested in Warm and Well, Cotswold residents benefit from support and funding worth £5.56.

2 energy saving home improvements



£3,798

● HSF Boiler (Glos)

£1,946
lifetime financial savings

11.4t
lifetime carbon savings

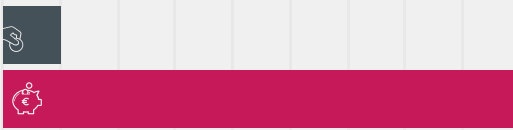
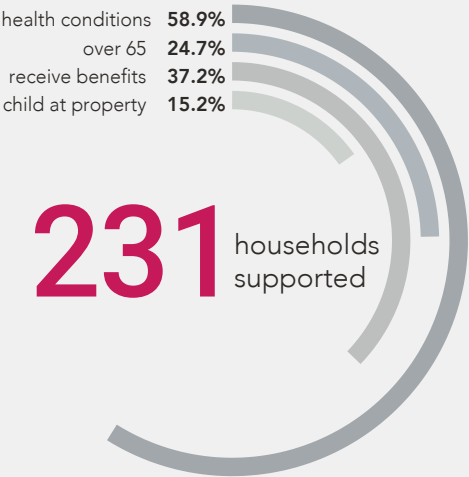
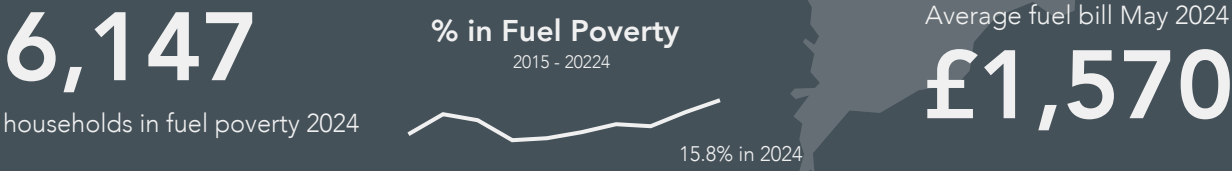
- The number of households supported who receive benefits in Q1 2026/7 (31.7%) has reduced by nearly 20% compared to Q4 2025/6 (50%).
- The number of households supported who were aged over 65 in Q1 (31.7%) has increased slightly since Q4 2025/6 (26.9%).





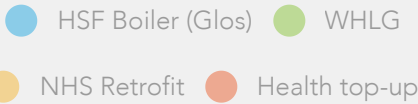
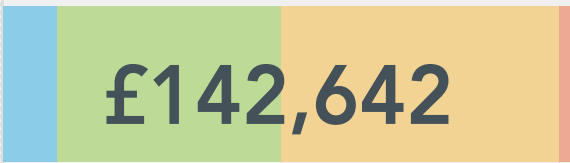
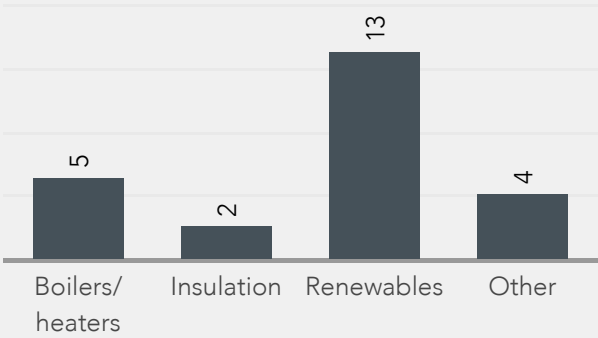
The Forest of Dean’s famous coalmining heritage means that a high proportion of households are reliant on coal fires as their primary source of heat. Many properties are of a non-standard construction, and it can be difficult to make them more energy efficient.

Forest of Dean has a local estimated average fuel bill of £1,570 (The Forester, 2024), just under the national average. Based on a household income of £32,300, this places energy costs at around 5% of income. However, 15.8% of households are currently in fuel poverty, underscoring the impact of older, harder-to-heat housing across the district.



For every £1 invested in Warm and Well, Forest of Dean residents benefit from support and funding worth £13.40

24 energy saving home improvements



330

conversations with clients



92

visits to people in their homes



2

people advised at events and drop ins



£93,512

lifetime financial savings



446.6t

lifetime carbon savings

- The number of households supported in Q1 2026/2027 (231) is similar to the number supported in Q4 2025/26 (238).
- The number of households reporting a health condition in Q1 2026/7 (58.9%) has reduced in comparison to 73.5% in Q4 2025/26.





Gloucester has a varied patchwork of housing stock, with large areas of deprivation consisting of hard-to-treat terraced properties in and around the city centre, and a number of Park Home sites presenting poorer-than-average health outcomes.

Households in Gloucester City are assumed to face average annual fuel costs of around £1,625, consistent with UK trends (Uswitch, 2024). For households earning £32,300, this equates to just over 5% of income spent on energy. In 2024, 11.6% of households were reported to be in fuel poverty, with vulnerable housing and high deprivation a contributing factor.

6,714

households in fuel poverty 2024

% in Fuel Poverty

2015 - 2024



Average fuel bill May 2024

£1,625

health conditions
over 65
receive benefits
child at property

58%
8.1%
44.2%
24.4%

283

households supported



444

conversations with clients



82

visits to people in their homes



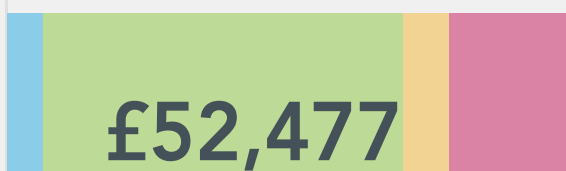
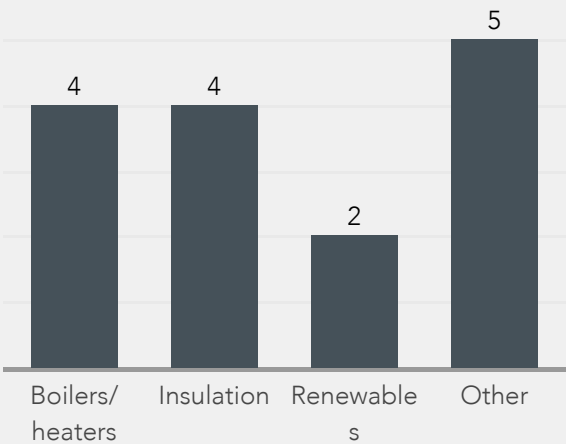
9

people advised at events and drop ins



For every £1 invested in Warm and Well, Gloucester residents benefit from support and funding worth £6.39

15 energy saving home improvements



HSF Boiler (Glos) NHS Retrofit
Health top up WHLG



£38,765

lifetime financial savings



197.6t

lifetime carbon savings

- The number of households over the age of 65 in Q1 2026/2027 was 8.1%, compared to 12.7% in Q4 2025/2026.
- The number of households with a health condition reduced by over 10% in Q1 2026/2027 to 58% compared to 71% in Q4 2025/2026.

Type something



severn wye



South Gloucestershire is an area of stark contrasts – with large, sparsely-populated rural areas and densely-populated urban neighbourhoods on the North Bristol fringe, many with high deprivation and multiple needs.

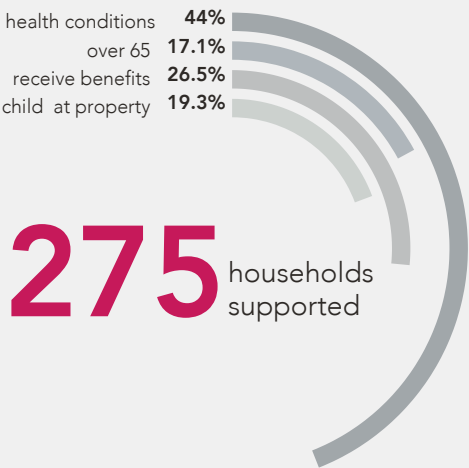
In South Gloucestershire, households are estimated to pay an average of £1,625 a year on fuel (Uswitch, 2024). This accounts for just over 5% of income on energy for a household earning £32,300. In 2024, 9.4% of households are classified as fuel poor, though rural isolation and urban deprivation suggest that this number may underrepresent need.

11,624
households in fuel poverty 2024

% in Fuel Poverty
2015 - 2024



Average fuel bill May 2024
£1,625

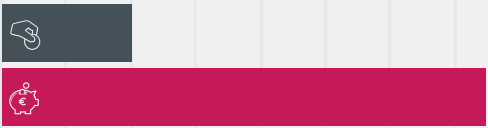


275 households supported

375
conversations with clients

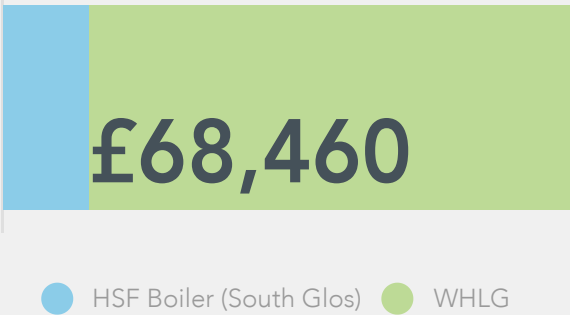
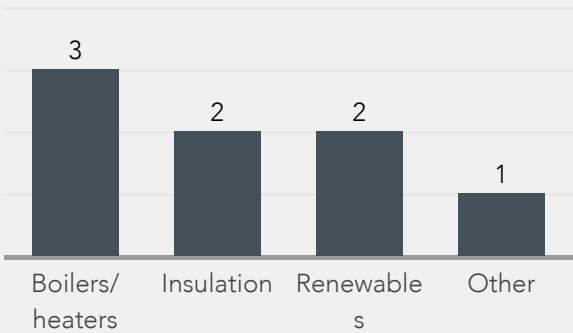
88
visits to people in their homes

5
people advised at events and drop ins



For every £1 invested in Warm and Well, South Gloucestershire residents benefit from support and funding worth £3.73.

8 energy saving home improvements



£28,293
lifetime financial savings

192.9t
lifetime carbon savings

- A similar number of total clients were supported in Q1 2026/2027 (275) compared to Q4 2025/6 (258).
- The number of households supported who are in receipt of benefits in Q1 2026/27 was slightly lower (26.5%) than across Q4 2025/2026 (33.7%).



Stroud District Q1

2026-27



The wider picture for carbon reduction is difficult in this region, with old Victorian townhouses in the towns and stone cottages in rural areas that are notoriously difficult to make energy efficient, yet these properties are a core part of the 'best place to live in Britain' appeal.

Fuel bills in Stroud are estimated at £1,625 per year, aligning with the national average (Uswitch, 2024). For residents earning £32,300, this means spending at least 6% of income on heating and power, particularly in older rural homes. The 2024 fuel poverty rate for Stroud stands at 12.5%, with further increases likely.

6,864

households in fuel poverty 2024

% in Fuel Poverty
2015 - 2024



Average fuel bill May 2024

£1,625

health conditions
over 65
receive benefits
child at property

59.2%
18.4%
39.8%
17.9%

196

households supported



302

conversations with clients



91

visits to people in their homes



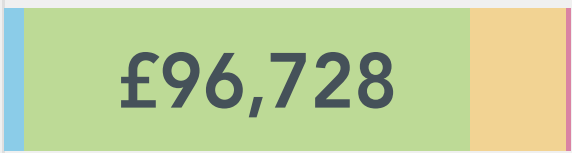
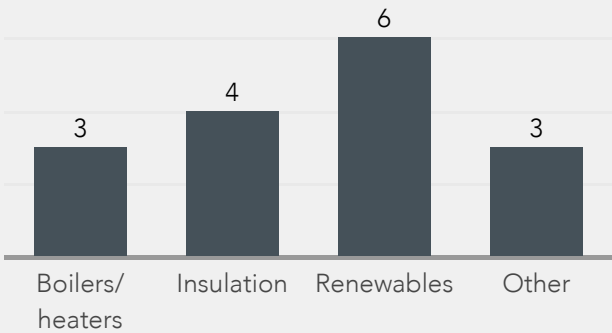
0

people advised at events and drop ins



For every £1 invested in Warm and Well, Stroud residents benefit from support and funding worth £10.51

16 energy saving home improvements



HSF Boiler (Glos)



WHLG



NHS Retrofit



Health top-up



£54,818

lifetime financial savings



258.0t

lifetime carbon savings

- The number of visits to people in their home remained consistent, with 91 visits in Q1 2026/27 and 93 visits in Q4 2025/2026.
- A similar number of households reported children living at home in Q1 (17.9%) as in Q4 2025/2026 (18.6%)



Tewkesbury’s mix of urban and rural communities results in a wide variety of housing that has distinct challenges when aiming to improve energy efficiency and increasing the affordability of keeping homes warm.

Tewkesbury had relatively low average fuel bills in 2022 compared to other local authorities in Gloucestershire. However, these bills increased by over 115% in 2023. Although the average value may still be lower than in some other areas, there is a likelihood that this figure may rise next year. Currently, homes spend over 5% of their income on energy bills (based on an average household income of £32,300).

3,977

households in fuel poverty 2024

% in Fuel Poverty

2015 - 2024



Average fuel bill May 2024

£1,625

health conditions 66.2%
over 65 17.2%
receive benefits 44.8%
child at property 25.5%

145 households supported



229

conversations with clients



48

visits to people in their homes



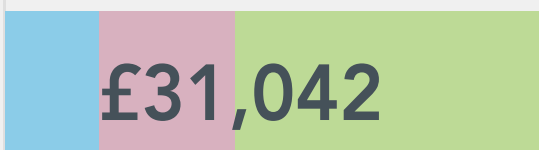
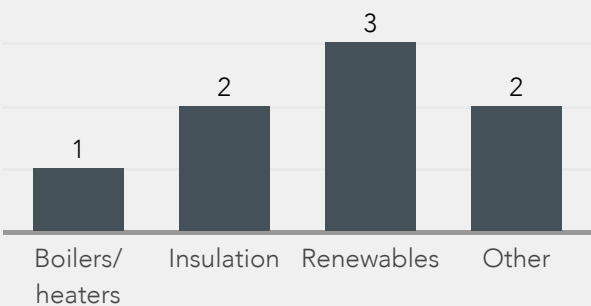
3

people advised at events and drop ins



For every £1 invested in Warm and Well, Tewkesbury residents benefit from support and funding worth £7.65.

8 energy saving home improvements



HSF Boiler (Glos) WHLG NHS Retrofit



£20,950

lifetime financial savings



60.3t

lifetime carbon savings

- The number of households supported who have children in the home increased from 17.2% in Q4 2025/26 to 25.5% in Q1 2026/27.
- The number of households supported who are in receipt of benefits increased from 36.7% in Q4 2025/26 to 44.8% in Q1 2026/27.