

Cheltenham Borough Q1 - Q4 2025-26



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

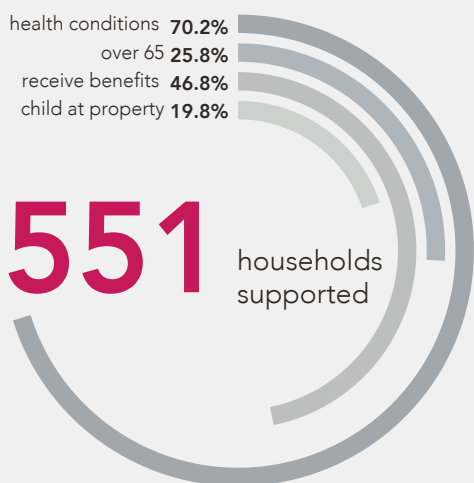
% in Fuel Poverty

2015 - 2024



Average fuel bill May 2024

£1,625



1,112

conversations with clients



204

visits to people in their homes

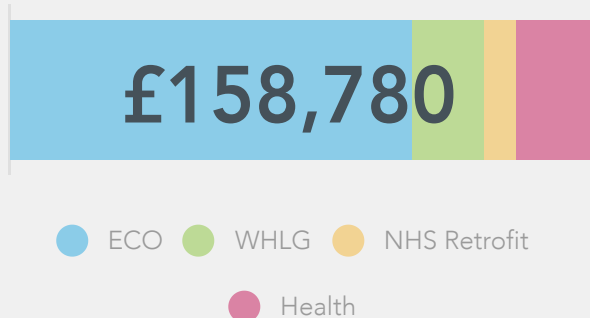
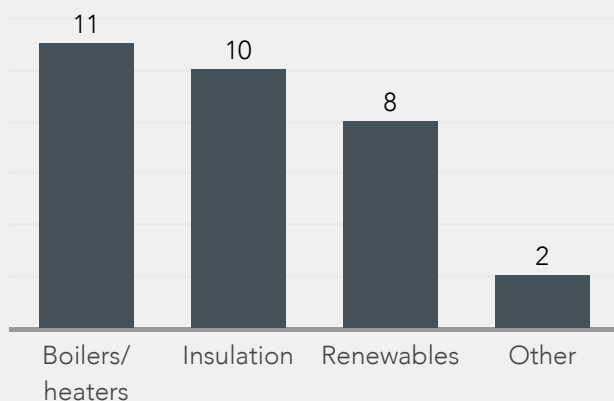


1 people advised at events and drop ins



For every £1 invested in Warm and Well, Cheltenham residents benefit from support and funding worth **£7.85**.

31 energy saving home improvements



£128,655

lifetime financial savings



663.8t

lifetime carbon savings

- The number of enquiries received in Q4 25/26 (279) was similar to the same quarter last year (273).
- The number of households supported across Qs 1-4 in 25/26 who were in receipt of benefits decreased by around 10% to 46.8%, from 55.7% across the same period last year.



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

% in Fuel Poverty

2015 - 2024



Average fuel bill May 2024

£1,625

health conditions **70.3%**
over 65 **36.4%**
receive benefits **38.9%**
child at property **16.7%**

239

households supported



504

conversations with clients



51

visits to people in their homes

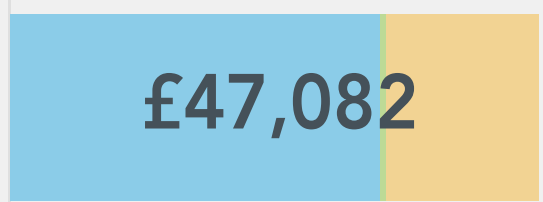
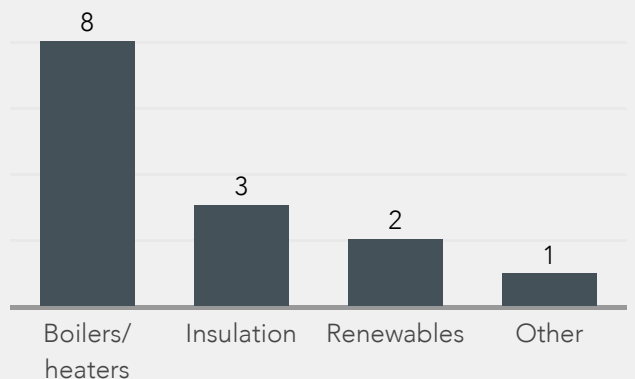


• people advised at events and drop ins



For every £1 invested in Warm and Well, Cotswold residents benefit from support and funding worth **£7.25**.

14 energy saving home improvements



● ECO ● NHS Retrofit ● Health



£51,528

lifetime financial savings



274.6t

lifetime carbon savings

- Enquiries increased 25% from 375 conversations across Qs 1-4 24/25 to 504 across the same quarters in 25/26
- The number of households supported who reported a health condition across all quarters increased slightly from 65.6% last year to 70.3% this year.

Forest of Dean District Q1 – Q4 2025–26



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.

6,147

households in fuel poverty 2024

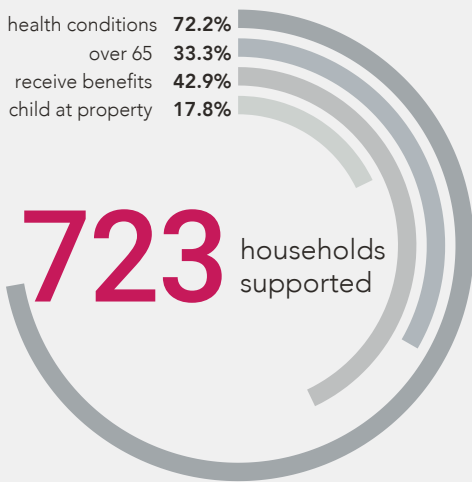
% in Fuel Poverty
2015 - 20224



15.8% in 2024

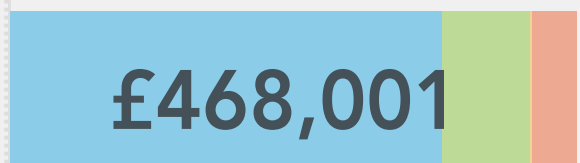
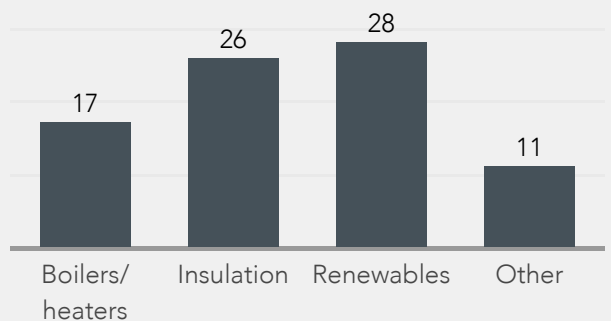
Average fuel bill May 2024

£1,570



For every £1 invested in Warm and Well, Forest of Dean residents benefit from support and funding worth **£8.85**

82 energy saving home improvements



ECO WHLG NHS Retrofit Health



1,515

conversations with clients



314

visits to people in their homes



1 people advised at events and drop ins



£346,785

lifetime financial savings



1,750.2t

lifetime carbon savings

- Home visits increased by 1/3rd across Qs 1-4 in 25/16 compared to the same period in 24/25 (210).
- The amount of households supported who have a child living at home remained at a similar level at 17.8%, compared to 15.9% last year.



Gloucester City Q1 - 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 70.1%
receive benefits 53.8%
child at property 25.8%

768

 households supported

1,888

conversations with clients



402

visits to people in their homes

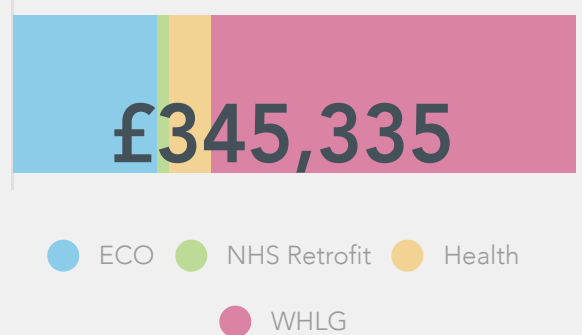
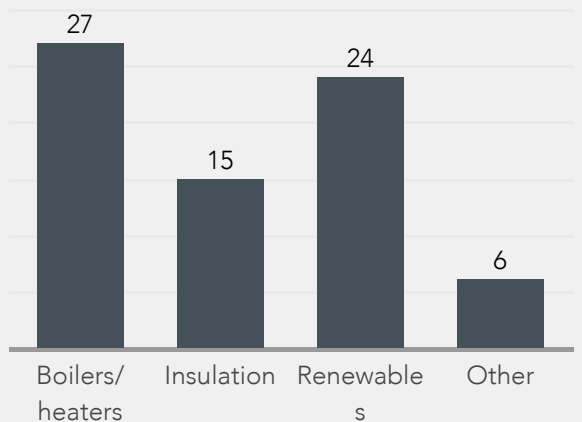


people advised at events and drop ins



For every £1 invested in Warm and Well, Gloucester residents benefit from support and funding worth **£25.11**

72 energy saving home improvements



£313,901

lifetime financial savings



1681.4t

lifetime carbon savings

- Lifetime financial savings increased by around £50,000 across Qs 1-4 25/26, up from £264,718 the previous year
- The number of households reporting a health condition increased slightly to 70.1%, up from 63.1% last year.
- Home visits in Q4 increased from 103 in 24/25 to 139 in 25/26.

Type something



South Gloucestershire Q1 - Q4 2025-26



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

health conditions over 65 receive benefits child at property

713 households supported



1,501

conversations with clients



330

visits to people in their homes

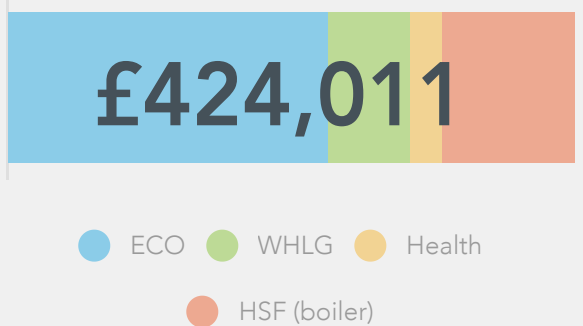
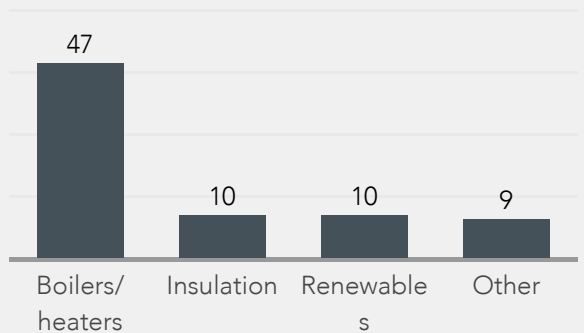


1 people advised at events and drop ins



For every £1 invested in Warm and Well, South Gloucestershire residents benefit from support and funding worth **£13.54**.

76 energy saving home improvements



£258,302

lifetime financial savings



1439.0t

lifetime carbon savings

- The number of households supported who are in receipt of benefits was slightly lower across Qs 1-4 25/26 than the same period last year, down from 49.6% to 42.1%.
- Partner referrals in Q4 were 2/3rds higher compared to the same quarter last year, increasing to 120 from 41.



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

72.8%
20.8%
41.9%
20.2%

573

households supported



1,347

conversations with clients



244

visits to people in their homes



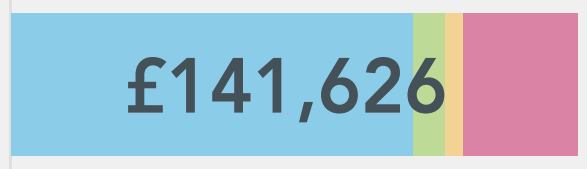
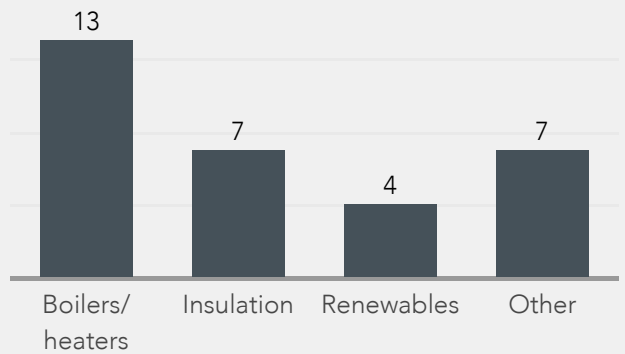
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people advised at events and drop ins



For every £1 invested in Warm and Well, Stroud residents benefit from support and funding worth **£7.87**

31 energy saving home improvements



ECO WHLG NHS Retrofit Health



£77,983

lifetime financial savings



431.0t

lifetime carbon savings

- The number of households supported who have a health condition rose by around 10% to 72.8%, compared to 63.2% across Qs 1-4 in 24/25.
- There was an increase in households supported in Q4 25/26 compared to Q4 last year, rising from 204 to 237.

Tewkesbury Borough Q1 - Q4 2025-26



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

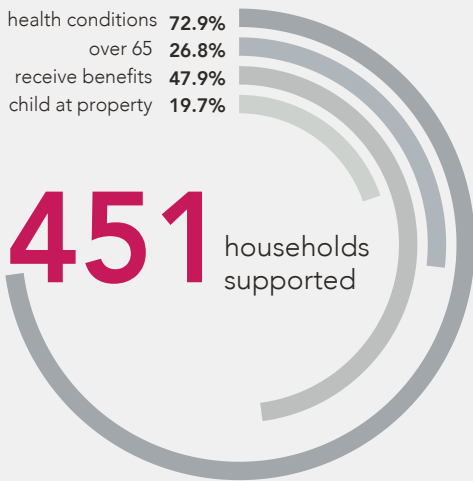
% in Fuel Poverty

2015 - 2024



Average fuel bill May 2024

£1,625



991

conversations with clients



201

visits to people in their homes



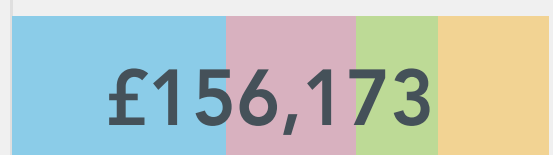
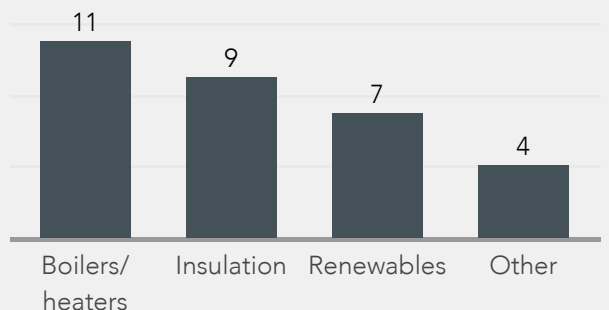
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people advised at events and drop ins



For every £1 invested in Warm and Well, Tewkesbury residents benefit from support and funding worth **£9.97**.

31 energy saving home improvements



● ECO ● WHLG ● NHS Retrofit ● Health



£100,654

lifetime financial savings



483.3t

lifetime carbon savings

- The number of households supported who have a health condition increased by over 10% to 72.9%, compared to 60.1% across Qs 1-4 in 24/25.
- A similar number of enquiries were received in Q4 25/26 (301) as in Q4 last year (302).

