

Warm This Winter

Warm This Winter Mass Lobby

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OVERVIEW



Join others all around the country on April 1st in a mass lobby of MPs to demand the UK government take immediate action to help keep people warm this, and every, winter. Meet your MP or invite them to an action or event, get them to sign the WTW pledge and take constituent demands to the heart of westminster. The mass lobby on April 1st will be a huge moment and a chance for MPs to feel the breadth of constituent concern and calls for action on the energy crisis. Be a part of it.

In December lots of us took part in the first ever national mobilisation on fuel poverty, with over 40 events happening across the country. We massively raised awareness of the lived realities of everyday people in this country and acted in solidarity with those at the sharpest end of the energy crisis. We've shown what we can do when we act together. And so this spring, after months of dragging their feet, we will make it clear to the UK government that we won't stand for inaction anymore.



We will lobby every MP in the country demanding action from the government.

This guide will give you everything you need to take part.

Why April 1, why now:

On April 1st, the Energy Bills Support Scheme is set to end, meaning we will all be paying more for our energy bills. Just three months later, Ofgem's energy price cap (the maximum price per unit that energy suppliers can charge households) will rise once again.

As Grant Shapps has been keen to point out, gas prices have now fallen to pre-crisis levels, and analysts are [forecasting](#) that the typical annual bills will drop this Autumn to around £2100, which is still more than double what we were paying in 2020. But, this is not before the government is set to cut the support available to households in fuel poverty by ending the Energy Bills Support Scheme. **In short, in 2023 we will see bills going up and support going down with millions spending another winter in cold damp homes.**

How to take part:

In short, get in touch with your MP to arrange a meeting, on or as close as possible to April 1st. Invite others from your community. Register your meeting on the map so others can join.

There are lots of ways MPs can show their support. You can ask your MP to sign the [WTW pledge](#) and take further action on the energy crisis. Celebrate their support or apply more pressure if they're not on board. Share what you're doing with others on social media. **Follow those steps and help to ensure that every MP knows what they need to do this spring.**

Below you will find step-by-step guidance on taking part in the mass lobby, from instructions on reaching out to your MP, briefings to send them, how to order a pledge card, joining forces with other people or groups in your community, info on what to ask your MP and how to ramp up the pressure if they're not being responsive.

What is Warm this Winter?

[Warm this Winter](#) is a national coalition supported by leading anti-poverty and environmental organisations and grassroots groups from across the UK. We are calling on the UK government to provide further targeted emergency support for people struggling with their energy bills, as well as a coherent plan to move the UK away from volatile fossil fuels, through a national rollout of home insulation and affordable renewables, to bring down energy bills once and for all. Our key demands are:



- 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.



ACTION GUIDE: DETAIL .

Join a training call / watch a training

On Tuesday 21st Feb, 6-7pm and Wednesday 22nd Feb 12-1pm, there'll be mass lobby training calls where you can find out everything you need to know about taking part on April 1st. If you weren't able to join one of those, the first thing you should do is watch this recording:

WATCH RECORDING

Find out who your MP is

The first thing to do is find out who your MP is - you can do that by looking on the UK Parliament website and searching by location or postcode [here](#). Once you know who

your MP is, you can also click on their name to find out their parliamentary email address and office phone number.

MP lobbying training:

Hope for the Future are experts at supporting and training constituents in lobbying their MPs on a whole range of issues. At 12pm on 16th March, Hope for the Future will be running free training especially for the mass lobby. It will give you everything you need to know to talk to your MP about the energy crisis and what they should be doing for constituents. This training is open to anyone, whether you've had a direct line to your MP for a decade, or don't know what they're called. Sign up for the training here:

SIGN UP

Reach out to your MP and request a meeting

There's lots of ways you can get in touch with your MP; email, phone, twitter. At the end of this guide you will find a template email to help you reach out, and also suggestions for specific ways you can ask them to support when you do meet with them.

Register activity on map

As soon as you've decided to take part, register your lobby or action on the map. This will enable others to see what's happening and to join you. Don't worry if not all the details are worked out - that info can be added later. If you register on the map we will also be able to provide specific support to you or your group. It will also help to show the scale of activity happening around the country, another way we'll show the UK government that people are demanding change.

GO TO MAP

Registering a meeting or event is easy. All you need to do is add a few key bits of information (who, constituency etc) into the online form. Once the WTW team has clocked it, it will appear on the map for others to see.

The MP Pledge

As well as reaching out to MPs to request a meeting, we are also launching a pledge to encourage MPs to show their support, using their voice within Parliament to drive more action from the government. By signing the pledge, MPs can publicly urge the government to take immediate action through policies that will keep constituents warm every winter and bring down bills permanently. The pledge is an invitation to MPs to publicly express their support, and just the beginning. There are lots of other ongoing

things they can do to show their support, which you can share with them if you arrange a meeting. You can see more details on this in the [MP toolkit](#).

For more detail on the MP pledge, including how to find out if your MP has signed, and what to ask them to do next, see the further guidance at the end of this toolkit.

Reach out to your community to join you

The issues Warm this Winter seeks to highlight cut across different regions, communities and movements and as well as bringing together those who have been working side-by-side for some time, this mass lobby is also an opportunity to collaborate with organisations and people you may not usually cross paths with, meeting new friends along the way. For example, if you're in an environmental group, you might want to consider reaching out to your local community kitchen or faith group. However you usually engage with your local community, or if this is completely new to you, there is something here for everyone.

This is a great opportunity to talk to your MP or local press about how fuel poverty is affecting your local community as well as the national Warm This Winter demands. Reach out to those who are helping to tackle poverty in your area and make sure their demands get heard.

If you know of any groups or individuals who would like to get involved with your action, or join you in meeting your local MP, invite them along. Also, if you have ideas about outreach and promotion we can do ahead of April, particularly among your local community, please reach out to your networks or get in touch at info@warmthiswinter.org.uk.

Familiarise yourself with the campaign and the issues it's trying to solve

The energy crisis affects us all and talking from personal experience is great, but to help you feel more prepared to speak to your MP or to the press, you can check our useful explanation of the issues around the energy crisis and what the government should be doing in this guide: [W Warm This Winter Campaign Guide for Event Organisers.docx](#)

There's also plenty more information on the [WTW website](#). This info should help you feel confident in reaching out to your MP and others in your community.

Here are more detailed briefings on each of the demands, perfect for sharing with your MP:

- [Main briefing](#) - covering all 4 demands
- [Targeted support](#)
- [Energy efficiency](#)
- [Renewables](#)
- [Oil and Gas](#)

Understand and relay community specific context / concern

To help make your case to MPs for our campaign asks, Greenpeace has developed an online web tool called the [Affordable Energy Calculator](#). This simple tool takes in various facts about your home (size, type, age, Energy Rating, location) and gives an estimate of how much money you could potentially save on your energy bill by 2030 if the government delivered on our campaign demands. What's more, the calculator will also work out what the average potential savings could be across the constituency. This is calculated from the number of people in each constituency that have used the calculator.

As well as the above, the best way to understand how these issues are affecting your community is to talk to people! Try reaching out to friends and family, neighbours and classmates. Understanding how your community is affected will help you relay concerns to your MPs.

If they're on board, amplify and celebrate your MP's support

If your MP has shown their support, you can amplify and celebrate this, which will help encourage more MPs to sign up too.

For example, you can invite your MP to meet, bring a Warm This Winter pledge card with you, and take a photo with your MP holding it (for info on how to order a pledge card see the resources section below).

Remember to share the picture on social media. You can also ask them to post about the pledge on Twitter and encourage parliamentary colleagues to join them in showing their support. Remember to ask anyone being photographed that they're OK with you sharing it.



Chris Skidmore MP showing his support



The pledge card

If your MP responds but says no to signing the pledge, still ask them to meet

If your MP does not want to or isn't able to sign the pledge (perhaps because they have a ministerial role), they may still be willing to support in less public ways. You can still ask them to meet, and can share [this toolkit](#) so they have a comprehensive list of all the other ways they can show support.

If your MP is refusing to meet

If your MP isn't responding to your calls or emails it's time to apply a bit more outside pressure. Here's some suggested things you could do:

- Visit their office with some placards (order here) on April 1st. They might not want to meet, but we'll make sure they hear our demands all the same.
- Organise an action or an event in their constituency. Also register these on the map. Remember to invite your MP!

Social media

Make sure to share what you're planning and how it goes on social media. We will add a social media toolkit with everything you need closer to April 1st - but you can always do your own in the meantime. Something like:

I'm taking part in the #WarmThisWinter Day of Action on Saturday 1st April, to call on my @MP to show their support for policies that will keep our homes warmer and cut bills. Will you join us?

or

MPs need to hear from their constituents that there are solutions to the energy crisis, one that lowers our bills and keeps our homes warmer - let's get together on Saturday 1st April and speak to our MPs about this! #WarmThisWinter

We'll be using these hashtags come April:
#WarmThisWinter #WTWPledge

Local media

Whatever you do, it's great to let local media know. Experts tell us MPs usually pay close attention to the local papers in their constituencies, so it's a great way to get your message in front of them. Not to mention letting many more people know what's happening.

If you plan an activity (group meeting with MP, action or event), you can use this template press release and edit it for your particular activity. Don't forget to send photographs of the event along with captions. The best way to do this is with a link to a Dropbox folder or similar, rather than sending large files by email.

DOWNLOAD TEMPLATE PRESS RELEASE

As well as sending a press release, another useful tactic to get your message in the local paper is through writing a letter to the editor. This is a great way to follow up on contacting your MP. You can use these template letters to either publicly thank your MP for pledging their support, or to ask why they've failed to do so and draw attention to it.

SUPPORTIVE MP TEMPLATE

UNSUPPORTIVE MP TEMPLATE

It's also worth contacting local radio and TV stations in advance of the activity as they might wish to send a reporter down to interview people taking part. Try to give as much notice as possible. If they don't have anyone free to attend, they might still be interested in getting a spokesperson into the studio to discuss the mass lobby and why it is so important. If you are able to offer case studies of local people who are particularly affected by energy prices/fuel poverty this will further strengthen your offer to the media.

Try to make contact by phone first followed-up with an email and don't be afraid to be persistent if you don't hear back. Newsrooms are busy places and emails easily get lost so it might take a couple of attempts before your information gets in front of the right person.

Resources + materials:

Whether you're hosting an event or meeting with your MP, to help make your activity a success, you can order an MP pledge card that your MP can take a photo with to show their support, or placards to bring along to your events showing what the campaign is demanding. You can let us know what you need via the order form on our website, and we'll get things posted to you.

ORDER FORM

Take part online:

You can still take part even if you can't meet with your MP for whatever reason, or can't take offline action locally. There'll be a range of ways to take part from home by calling your MP, sharing support online on social media, or sending a letter to your local paper. We'll update this section with more details when those actions are online. We'll also email them out, if you're not on the list already, you can sign up here:

<https://mailchi.mp/warmthiswinter/spring-sign-up>

ACTION GUIDE: Further guidance on MP engagement

MP Pledge

I pledge to help keep my constituents warm every winter by urging the Government to rapidly expand home retrofit schemes, support the swift deployment of homegrown renewables to speed up the net zero transition away from volatile fossil fuels, and provide further financial support to vulnerable households. I will work alongside Parliamentary colleagues to ensure the Government goes further to tackle the energy crisis at every available opportunity, including upcoming fiscal statements and the Energy Bill.

Signed, MP

You can also find the MP pledge here: <https://www.warmthiswinter.org.uk/mp-pledge>

What to ask your MP to do:

1. **Contact your MP:** ask them to sign the pledge, using the email and tweet templates below. If you already have a meeting arranged, you can also ask them face to face to sign the pledge.

2. **Invite them to meet:** If your MP agrees to sign the pledge, or has already expressed support, invite them to meet to amplify their support and talk them through next steps
3. **Share [this detailed MP toolkit](#):** encourage them to take further tangible steps in showing their support and highlight the ways they can do so

If your MP agrees to sign the pledge or support in other ways, we'd love to hear about it. Let us know by emailing contact@warmthiswinter.org.uk so we can keep track of how many MPs have signed and amplify all the MP meetings happening across the country.

Once we have our first MP signed up, we will share a tracker here, so you can find out if your MP has already signed the pledge. If they have, you can encourage them to take their support even further, using the suggestions in the MP toolkit.

MP TRACKER

Lobbying your MP: tips + templates

Reaching out to your MP:

- **Include your name and at least part of your address**, so the MP knows you are a constituent
- **Subject line** - Take action on energy bills - invitation to meet constituents on Saturday 1st April
- **What you'd like the MP to do** - meet with you and other constituents on Saturday 1st April to talk about their support for solutions to the energy crisis.
- **Make it as personal, and as locally relevant as possible** - for example, you could include why you would like to meet with them, and why you care about the energy crisis/fuel poverty in your constituency, and particular examples of people in your community being affected by these crises, if appropriate and you have permission to share these stories.
- **It's good to keep your message as short, succinct and polite** as possible, getting the MP to meet with you is the priority - we want the MP to feel welcomed and not under attack!
- You could also refer to anything that you know the MP has been involved in recently, particularly if it's something positive that you could thank them for.
- **Emphasise the solutions we need to the energy/cost of living crisis, using the [issues guide](#) and [MP toolkit](#) to help**

Email template:

Dear [name] MP,

I am a constituent of yours, living in [area], and am getting in touch to invite you to

meet with me and other constituents on 1st April and discuss how you can support us in demanding that the government takes further action to permanently tackle the energy crisis and make our homes warmer and bills cheaper.

As you know, people all over the UK including here in [insert constituency/area] are experiencing real hardship due to the rise in energy and food prices. Even with the government's Energy Price Guarantee, millions of households are still living in fuel poverty in cold damp homes, unable to heat their homes to keep warm, and facing the same next winter.

We need an energy system that is clean and affordable. Our homes are old and draughty, and we need a government-led programme brought forward now to improve buildings across the UK, make our homes warmer, our bills cheap and our energy use lower, as well as creating lots of skilled jobs, and facilitating growth.

[Add any locally relevant information]

[Any info on why you care about this issue, and/or how this has personally affected you]

Please could you let me know if you are able to meet, either in person or online, on this day?

You might have already heard about this from the Warm This Winter coalition who are calling on all MPs to sign their MP pledge, including [these additional ways you can show your support](#).

I look forward to hearing from you about when we can meet,

[Name]

[Address]

Follow-up with your MP via a phone call or via social media

If you haven't heard back from your MP's office after one week, it's a good idea to follow-up, such as by phone call or by social media. MPs get lots of emails, so it's good to draw attention to yours!

You can find out the phone number for your MP's office on their website, or on their page on the parliament.uk website. There could be a phone number for their constituency office, or for their parliamentary office, or both. You'll likely speak to a member of staff in the MP's office rather than the MP themselves.

What to say on the phone:

- Introduce yourself and say that you are a constituent

- Explain that you sent an email (or letter etc) inviting them to meet with you as part of the Warm This Winter day of action on Saturday 1st April, and you haven't heard back from them yet.
- Ask if the MP is able to meet you, either online or in person, on that day?
- If they can't give you a definite answer now, ask when you will hear from them.

The member of staff might ask you to re-send the email so that it's at the top of their inbox, so it's a good idea to have it to hand.

Ideas for what to say:

Hi, my name is [] and I am a constituent. I'm calling to ask if you'd be willing to meet with me and other constituents to discuss how you can support us in demanding that the government takes further action to permanently tackle the energy bills crisis.

On April 1st, communities across the UK will be urging the government to take immediate action to help keep people warm this, and every, winter. Would you be willing to meet to discuss how you can show support and help keep your constituents warm every winter?

I've been in touch via email and haven't heard back yet. I know you get lots of emails so wanted to check if you'd received it and if you would be happy to meet?

People in [constituency/area] are really struggling and we'd really love the chance to meet with you/[MP name] to discuss how you can help

[If MP says no to meeting or signing pledge] Would you be willing to show your support in other ways? [suggestions from MP toolkit]

Reaching out on social media:

Another way to contact your MP is by reaching out on social media. Your MP's social media details will also be listed on their website, or on their page on the parliament.uk website, if they use any social media platforms. Here's some ideas for posts/Tweets:

Top tip → Don't start your post with @MPname, as Twitter will think you are replying to the MP and will limit the number of people who see your post. It's good to ensure that your post is as visible as possible, as this puts pressure on the MP to respond to you!

Suggested Tweets:

Will you meet me and other constituents on 1st April to show your support for keeping households warm every winter @MP?

Thousands of people all over the UK are calling on MPs to meet constituents on 1st April to talk about making our homes warmer and bills cheaper. Will you meet constituents in [name of your constituency] @MP?

People in [name of constituency] are struggling with high bills and food prices, will you meet us on 1st April to talk about what the government needs to do to make our homes warmer and bills lower @MP?

On 1st April, communities across the UK are coming together to demand further action from the government to keep homes warmer and bring down bills for good. Will you meet with your constituents @MP to show your support?

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:

1. **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.
2. **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.
3. **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.
4. **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.
5. **Tackling counter arguments:** MPs may try to say that the government has already taken enough action on energy bills. You can recognise that the government has provided some help, this while also reminding them that more is needed, by using the issues [guide](#). For example: if your MP says that the government has already provided lots of support through the Energy Price Guarantee, you can respond by saying that although this support has helped lots

of people, bills are still significantly higher than they were, from April the government is set to cut the support available to households in fuel poverty by around 10%, and 8.6 million households will still be in fuel poverty from April.

How to follow-up with your MP after the meeting

MPs need to consistently hear from constituents to ensure they are taking your concerns seriously and acting on them. Ask them on the day for commitments and deadlines. Then contact them after the lobby to follow up on these.

- Arrange a follow up meeting.
- Send them a follow up email.
- Call their office to ask for a progress update.
- Tweet to thank them for joining you on the day and as a reminder to take action.

Keep in touch

Email: info@warmthiswinter.org.uk

Facebook: www.facebook.com/WarmThisWinter

Instagram: www.instagram.com/WarmThisWinterUK

Twitter: www.twitter.com/thiswinteruk