

JPIMedia Heat & Eat Campaign

Tuesday, 18 January 2022

Journalists across JPIMedia have teamed up to launch an important and timely campaign highlighting the huge impact that domestic fuel price rises will have on families.

The costs of gas and electricity are expected to rise by up to 50 per cent from an average £1,200 per year to £1,800. As winter bites, the group is trying to highlight the difficulties many people will have by launching the Heat & Eat initiative.

Our journalists believe that people should not have to choose between having a daily hot meal or heating their homes this winter. Everyone should be able to do both. As well as offering tips on how to heat homes more efficiently, we are also hoping to put pressure on decision makers to highlight the huge burden that steep cost of living increases puts on many families. The core content team has created content to complement work reporting teams across the group are doing in their own communities to highlight the tough decisions many people are facing this winter.

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