



Programme Area: Buildings

Project: Building Supply Chain for Mass Refurbishment of Houses

Title: Appendix 1 Summaries for the 10 Customer Segments – Urban Constrained

Abstract:

Please note this report was produced in 2011/2012 and its contents may be out of date. This document is an appendix of deliverable D4.1 of the Optimising Thermal Efficiency of Existing Housing Project.

Context:

This project looked at designing a supply chain solution to improve the energy efficiency of the vast majority of the 26 million UK homes which will still be in use by 2050. It looked to identify ways in which the refurbishment and retrofitting of existing residential properties can be accelerated by industrialising the processes of design, supply and implementation, while stimulating demand from householders by exploiting additional opportunities that come with extensive building refurbishment. The project developed a top-to-bottom process, using a method of analysing the most cost-effective package of measures suitable for a particular property, through to how these will be installed with the minimum disruption to the householder. This includes identifying the skills required of the people on the ground as well as the optimum material distribution networks to supply them with exactly what is required and when.

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Urban Constrained - Older families in low value housing in traditional industrial areas.

- Age 40-55
- Lone parents in extended family households; two or more children.
- C2DE Social Grade
- Low skilled jobs with some unemployment
- Terraced housing
- Length of residency 11+ years
- Older housing (pre-1995)
- Likely to be found in older inner cities in Northern England
- Nearly half in social housing
- Low income, low education
- No savings, low assets, finding it hard to cope
- Shop in Netto, Farmfoods and Iceland
- Benefit claimants; housing, Council Tax and Incapacity/disablement benefits
- Low awareness/knowledge of green/carbon-related issues
- Would potentially 'buy green' if the price was right
- If it will cost them anything they won't be interested
- Little action – don't even participate in recycling. Some use of second-hand goods; more likely a consequence of financial situation than driven by environmental concern
- Not interested in doing more for their area

Mathias Grid - Perceptions

| Self perception Now | Would like to be |
|--|--|
| Tight finances Fear of crime Not very sociable Poor image Not interested in community Uninterested in improving house | Better off Comfortable and warm Able to go out and socialise Improving myself Take an interest in my surroundings Move to a better area |

| Perception I believe Others have of me now | Would like others to see me as |
|--|--|
| Poorly off financially Insular poor self image Poor housing conditions Wrong side of town Not interested in community | Ok financially Comfortable Trying to better myself Socially responsible |

Benefits and Sacrifices

| | Benefits | Sacrifices |
|--------------------------------|--|---|
| Windows and doors | Security Aesthetics Designer, doesn't look like council house Choice Not necessarily thermal comfort Hopefully Increase value Comfort perceived Quality What my house says about me | cost if owner occupier will I get a cowboy or mates rates ? Equity and fairness in the programme who gets it when ? Owner occupier the envy of social housing how do I get out in a fire ? Perceived trickle vents cause draughts Disruption pivot open Fire safety Faff with replacement keys Security Scaffolding, sky dish problems |
| Insulation | Comfort Reduced bills Aesthetics Perceived more disposable income External render, clean and sharp Thought but not necessarily realised if more comfort taken | Loss of space |
| Space and Water heating | Confidence Will it work ? Only if gas heating perceived ££££ if electric Cylinder - combi Gain Space Comfort Health Controls Allows flexibility On demand hot water | Cost ? £££!! Loss of space If other installation Give up my open gas fire Or other fire Unfamiliar technology Complexity / lack of trust |

Owner Social Tenant
Value Proposition

| | Pre Sale | Survey | Sale |
|----------------------|---|--|--|
| Functionality | TV advert At shopping centre Craig Doyle / Frank Galagher Asda, netto Language I understand through kids school Face to face visit site visit (may not want a letter) | Accrdited and trustworthy Independent CRB check Consistency Certainty One visit Needs to highlight ancilliary issues - damp, asbestos, wall ties, subsidence, electrics Even for multiple measures Can communicate effectively - good accessible feedback-supported by free hot line or web site | Options + cost variability Choice Simple Has to be cheap Clear tangible benefits Clear Expectations / Agenda N/A |
| Speed | Reactive / quick 3 month lead in Quick to install STEP | When I want it Turn around of report <14 days | |
| Dependability | Must trust the messenger (see above) Household name from TV Evidence Anglian / Everest, Homeserve Independent, not necessarily te person I will buy from | Professional High customer service From my landlord Badged service | Brand ? Guarantee Want a cheap / decent brand Reiterated throughout, if something goes wrong, I'm covered |
| Flexibility | Can respond to my needs (when ?) Not forced into timescales | When I want Pre sale Can trust any advice from independent advispr on ext works Advise installers > list | Flexible payment method Option to lease (pay a charge, covers maintenace / repairs etc) Easier to manage budget, energy services |
| Price | Free Free | Free (perceived) Free (perceived) | Fixed up front, no variations or add ons Don't want to pay for it or bare minimum 0% over long time (PAYS) Free or fit into existing financial arrangements Token Meter etc. |

| | Installation | Through Life |
|----------------------|---|--|
| Functionality | Zero Damage Minimal impact to my life Security is paramount Show me how it works Same guy multiskilled CRB / spare keys etc | Does its job Maintenance free Ongoing info available and accessible Parts available in perpetuity Person who installed it still responsible Future proof |
| Speed | They turn up when they say Takes as long as survey said | Lasts forever Parts available in 24 hours |
| Dependability | Does what it says Trustworthy contractor Covered for damage / loss Respectful of my home | Does not break down Warranty covers you |
| Flexibility | Fits my lifestyle Can change my mind on fixtures and fittings | If leased, able to upgrade |
| Price | See sale | Free replacements Lifetime guarantee |

Supply Chain Building Blocks

| | Marketing Insight | Demonstration | Impartial advice |
|----------------------|--|---|---|
| Functionality | Accessible Clear Simple Comes to me Speak my values Not me seeking Jargon free | Accessible . Site visit or measure specific Local Relevant #Mock ups Mobile showcase of measures< 20 mins To me and my property house with a real owner | Impartial Accredited Relevant Stamp Jargon Free Clear language Non english speaking |
| Speed | Multi language TV Radio Online Printed Targeted to me | | On Demand Up to date Free hot line24/7 mixed media |
| Dependability | Trusted Seal of approval Reliable Up to date | | Accurate Consistent Trusted |
| Flexibility | | Flexible Consider disabled Saturdays and evenings | Tangible The whole story Factual and evidence based Paints a clear picture to give expectations |
| Price | | | |

| | Finance body | Manufacture | Distribution |
|----------------------|--|--|--|
| Functionality | Mainstream lender. Flexible to meet needs. Affordable over long term. Will give credit to all. Secure. Equitable. Shouldn't pay more interest because low income | Quaity. Trusted Capability (Capacity) Efficient Stable supply. Experienced. Guaranteed, Parts for long term . Cost sustainability. | Availability / reliability. Rapid response. Responsive. Local hubs. When and how I want it. Traking and secure. Curteous. Badged. Deal with waste. |
| Speed | | | |
| Dependability | | | |
| Flexibility | | | |
| Price | | | |

| | Survey | Design | Installer | Through Life Maintenance |
|----------------------|---|--|--|--|
| Functionality | Badged. Expert Trusted. Multi disciplined. Good communicator. Consistent. Flexible. Time advice. Supported by other advice. Can answer all questions | Link to Mfr. Link between survey and installer. System driven. Whole house Flexible to be driven by end user | Badged. Expert. Highly skilled. Quick and reliable. Trusted. Quality / clean. Respectful. Communicate well. Security. Accountable. Non disruptive. Full service (project managed | Badged. Responsive. Freephone, 24/7 Felexible servicing. Capable and competernt. Trusted / respectful. Quality single point of contact. Informed. Cheap or free. |
| Speed | | | | |
| Dependability | | | | |
| Flexibility | | | | |
| Price | | | | |

Supply Chain Enablers. RPV

| Resources | Processes | Values |
|---|---|--|
| Guarantee body Information system EPC register Asset register Every supply chain element backed up by robust info and comms system Trade bodies Pattern book, of typical technical solutions Incentives Financial or otherwise | Customer focused, robust minimum standards Design and innovation Feedback to constantly improve | Respect Customer Service Compliance Resident involvement Satisfaction Right first time On time Customer at the heart of decision making |

Supply Chain Map

