



---

**Programme Area:** Buildings

**Project:** Building Supply Chain for Mass Refurbishment of Houses

**Title:** Appendix 1 Summaries for the 10 Customer Segments – Stretched Pensioners

---

**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Please note this report was produced in 2011/2012 and its contents may be out of date.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.

---

**Disclaimer:**

The Energy Technologies Institute is making this document available to use under the Energy Technologies Institute Open Licence for Materials. Please refer to the Energy Technologies Institute website for the terms and conditions of this licence. The Information is licensed 'as is' and the Energy Technologies Institute excludes all representations, warranties, obligations and liabilities in relation to the Information to the maximum extent permitted by law. The Energy Technologies Institute is not liable for any errors or omissions in the Information and shall not be liable for any loss, injury or damage of any kind caused by its use. This exclusion of liability includes, but is not limited to, any direct, indirect, special, incidental, consequential, punitive, or exemplary damages in each case such as loss of revenue, data, anticipated profits, and lost business. The Energy Technologies Institute does not guarantee the continued supply of the Information. Notwithstanding any statement to the contrary contained on the face of this document, the Energy Technologies Institute confirms that it has the right to publish this document.

**Workshop Date 12<sup>th</sup> Jan 2011. Customer Segment “Stretched Pensioners”**

Stretched Pensioners - Older people living on social housing estates with limited budgets,

- Age 66+ (high proportion 76-85)
- 51% Council tenants
- More urban
- Singles (often separated, divorced or widowed)
- Length of residency 11+ years
- Face-to-face communication preferred
- State reliant, low/no income, very few assets
- Bungalow
- Older housing (pre-1995)
- Low Council Tax bands
- Benefit claimants; pension, housing and Council Tax benefits)
- Shop in local convenience stores; Sainsbury’s local specifically
- Lack of education, awareness and knowledge around Green issues but more likely to be sceptics.
- Feel they do enough already but would change if they felt it would make a difference
- Little use of private or air transport
- Don’t think they personally – or any individual- are responsible for tackling climate change

**Mathias Grid - Perceptions**

<b>Self perception Now</b>	<b>Would like to be</b>
Little money/ tight budget Scared of crime Socialise little No money to improve house, or buy / change car Few friends	Comfortable / warm Secure / safe Independent More sociable, more friends Able to be generous to family and friends

<b>Perception I believe Others have of me now</b>	<b>Would like others to see me as</b>
Poor with low standard of living Stay at home, few friends Frightened of crime Vulnerable Lonely Not able to get newer car Poor house condition	Independent OK financially Good standard of living Open and friendly Able to improve our lives /take holidays. Able to improve our house

## Benefits and Sacrifices

	Benefits	Sacrifices
<b>Doors / Windows</b>	Security, Warmth, Attractive, Lower Bills Lower Maintenance	Ruin decoration Grubby Builders (frightened), No money. Can't move furniture) disruption. Cold whilst replacing. Make + do as kids Prove it. Seasons. Worry it's a fad, not fair.
<b>Insulation</b>	Save Money. Warmer house. New House, (Already Free) Green Inheritance, Refurb all rooms, Things for free.	Small house, already done and decorated. Disruption. Will I have to move out. Plastic Ducks, photos, damage and theft. Carpets won'r fit. Dust. Never left home. Old folks home. Medication, nurse, Fags, visitors
<b>Space and water heating</b>	Need replacement. Comfort, Warm, Peace of mind, Reduced bills, less maintenance One off disruption not 3 times	Sound ! Ongoing costs. Complex new system, Messy, Asthma. Why now, do it later. Cost now and of putting it right after. Lots of mess, lots of people for 3 weeks.

**Value Proposition**

	<b>Pre Sale</b>	<b>Survey</b>	<b>Sale</b>	<b>Installation</b>	<b>Through Life</b>
<b>Functionality</b>	<p>Targetted promotion, giving full explanation of the Green Deal in my home, in community centre, residents group (existing or purposely set up for this project), through wardens, mobile Display unit. I would like to see examples eg. In the mobile display unit or an organised visit to a refurbished house or photos I would like to see information packs that I can digest in my own time. Maybe watch the information on DVDs with help from warden / local representative. .Additional info through website, media (Eastenders) &amp; free papers.</p>	<p>Survey meeting by appointment, as a follow up from initial information / presentation. Survey should take less than one hour. Instant feedback in verbal and written form should be explained to me clearly in my home. I should receive a copy in writing to digest at a later stage. Output should be easy to understand with lots of graphs &amp; pictures, showing examples of my home and what it would look like with the changes plus cost savings going forward.</p>	<p>I would prefer to sign agreement with a recognised name / brand. I want to fully understand the benefits and features of the new products, the associated costs and the method of installation with guarantees before signing. Information should be simple to understand. I want the opportunity for my children or someone I trust and rely on to review. I want to sign and have detailed discussions in my home so that I can ask out to one questions.</p>	<p>Furniture Preparation - I want all my furniture and possessions to be protected and returned to exactly the same location when the job is finished. No damage, loss or theft .Displacement Preparation - full relocation information given in advance, with prior visits, confirmation that all medical, social, pets, routine activities are all taken care of. Installation - clean and professional, good security, get rid of rubbish. The workers don't use my utilities, facilities or stuff.</p>	<p>Immediate: - Full training provided as to how to use new systems. Simple Manual for me to read in my first language or braille, spoken word, relating to the products that I have .Performance monitor in kitchen to show me if everything is working properly and if I am making the target savings. Visual and audible warning (Green, Amber and Red) Automatic notification to authorities if problems (no energy or extra high energy) Freephone / emergency number / 24 hour . Freephone/ emergency number Personal visit within first 3 months to check my understanding, to allow me to give my feedback on the service and results of the energy savings that are being made.Improvement graph to show off - simple improvements on household bill.</p>

Workshop Date 12<sup>th</sup> Jan 2011.

Customer Segment “Stretched Pensioners”

<b>Speed</b>	No pressure, no cold calls	Survey should take less than one hour. Feedback should be 15 minutes.	No pressure Cooling off period	All works completed within 1 week.	24 hour call centre and 1 hour urgent response times for 'red' cases.
<b>Dependability</b>	Quality presentation with someone I trust. Lots of different types of media, all giving the same, simple message.	Smart, professional, friendly survey person with id card - preferably someone I know and the same person who will stick with me throughout.	No changes to price once decided	Qualified person, right first time, in line with planned timings and specification. 24 hour Contact point if worried.	
<b>Flexibility</b>	Choice of method of delivery My choice of time	Not too much choice. Not too complex	Work through a wish list together.	Access to property if needed.	
<b>Price</b>	Free Benefits to attend presentation, eg. Coffee & biscuit, certificate, pen. No commitment	Free Benefits to conduct the survey, eg. Coffee & biscuit, certificate, pen. No commitment	Free Different options for how to pay (pay now out of pension instead of monthly with higher bills) Need help to understand the finances. Include ongoing service costs. Include ongoing service costs	As previous	I am concerned about who will pay if I die (not my family please), but I would like me/them to benefit from an residual benefit when I die or move.

## Supply Chain Building Blocks

	<b>Marketing</b>	<b>Demonstration</b>	<b>Survey &amp; Recommendation</b>	<b>Sale</b>	<b>Manufacture</b>
<b>Functionality</b>	Flexible Solution, Multi Media / source information, drip fed, no pressure	Mobile Display unit or site that the pensioners could take an organised trip out to see.	Meeting by appointment with a known and trusted rep. Immediate results and feedback so that the home dweller doesn't worry. Recommendation shows pre-approved expenditure, choice of products, installation time and date for approval and sign off in sales phase.	Full support in decision making process, advising on financial solution, products and procedure. Fully documented. Opportunity to review with someone they trust.	Reliable, Proven, Simple to use products with clear instructions. Proven track record for achieving energy efficiency.
<b>Speed</b>	Build up over time		<1 hour	No pressure, but quick follow up after survey.	
<b>Dependability</b>	Recognised Provider	Single, familiar point of contact, eg. Warden, Age UK rep, local community group.	Accredited surveyor - same person?	Single trusted point of contact.	
<b>Flexibility</b>	Mass marketing campaign from government / LA. Multi media.	Options needed	Strictly by appointment.		Limited choice, not too many options.
<b>Price</b>	Incentives to get more info, eg free pen.	Incentives to get more info, eg free pen.	Free	Free	Low cost

**Supply Chain Building Blocks**

	<b>Distribution</b>	<b>Decanting</b>	<b>Install</b>	<b>After Sales</b>
<b>Functionality</b>	Deliver supplies just in time, in line with approved solution, dates / times.	Preparation to vacate property or clear areas as necessary. Furniture removal, decanting, preparation to return back to normal after works completed.	Quick installation in line with solution spec. Full explanation and training on new products and ongoing process for feedback, PAYS, maintenance, etc.	Courtesy call within 3 months to check all ok, check understanding of equipment, check and report on energy savings. Ongoing 24 hour call out. Energy Meters showing light / sound indicator if not meeting targets.
<b>Speed</b>		Slowly, with very intricate planning with full consideration of family, social and medical needs.	<1 week	
<b>Dependability</b>	Single point of contact to take full responsibility.	Single point of contact to take full responsibility.	Quality installation with approved installers. Right First Time.	
<b>Flexibility</b>				
<b>Price</b>				

# Supply Chain Map

