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**Programme Area:** Buildings

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

**Title:** Appendix 1 Summaries for the 10 Customer Segments – Successful Ruralites

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**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Please note this report was produced in 2011/2012 and its contents may be out of date.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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## Successful Ruralites - Rural families with high incomes, often from city jobs.

- 46-55
- More rural – some commuters
- No dependent children, some non-dependents at home
- Length of residency 6-10 years
- Social Grade A
- Detached properties, some second-homes
- Older, large properties
- High Council Tax band
- High level occupations with good levels of self-employment
- High income, asset rich
- Receptive to Internet and telephone communications
- Shop in Waitrose and Marks and Spencer, up to five holidays per year
- Not particularly well-informed on large scale, global Green issues but have a general concern for the environment
- Have reasonably positive and responsive attitudes
- Small-scale proactive behaviour; recycling, fair-trade, organic and locally-produced goods, energy-conscious in the home but nothing which drastically impacts on lifestyle and routine
- Would be more likely to do more if the price was right

### Mathias Grid - Perceptions

Self perception Now	Would like to be
Engaged in the community Concerned for the planet Frugal in the right places Well travelled High standard of living Do the right thing environmentally Good social life / holidays	Leader in the community Invest in the right things Reduce reliance on fossil fuels Improve the home as we can afford it Great social life / holidays

Perception I Believe Others have of me now	Would like others to see me as
Rich Established Reliable Rural Tories Good house Up to date with technology Socially connected	Well established in career Benevolent Pillar of the community Green crusader At the leading edge of technology Great house Socially mobile

**Benefits and Sacrifices**

	Perceived benefits	Perceived sacrifices
Replacement windows and doors	Aesthetics Security Performance	Security risk Hassle / disruption, pre, during, post Appearance
Internal and External insulation	Aesthetics Thermal performance Improved infrastructure opportunity	Appearance Space Moisture penetration
Space and water heating	Comfort Convenience Improved performance	Open fire, arga Pipe work disruption Surface mount aesthetic
Other Benefit Considerations (cross all)	Cont'd	
Brand Trust Personalised / tailored Feel good – reduce fossil fuel consumption Leading edge technology, bells and whistles	Bragging rights Social acceptance by peer group Highest perceived quality over value and design Social differentiation	

**Value Proposition:**

	Pre – sale	Installation	Through life maintenance
Functionality (Specification, quality).	Integrated whole house design spec including perceived named best	Disruption is managed for me Project professionally managed Training support It's to the standard I spec'd – product, workmanship and finish	Dedicated customer care, help line , response Handover from installation to certification New innovation exposure
Speed (Time to ..... ..order, wait, complete etc)		It's done when I want it done (10 days)	24/7 cover Emergency response 2 hours
Dependability (Key promises)		It's done within agreed timescales to committed date to the cost agreed (Approved fitters / specialist contractors)	Consistent to agreed
Flexibility (Key capabilities)	Time Product choice Suite of design opportunities		Responsive to need
Price (Target price)	Total through life cost consideration	Total through life cost consideration	Total through life cost consideration

To deliver the Pre – sale / sale process value proposition (quality and flexibility) the following were considered:

A need for:

- Accessible information
  - Magazines
  - Internet
  - Showroom
  - Exhibitions
  - Programs – Horizon
- Customisation process
  - Comfort
  - Personalised

Leading to the conclusions for supply chain design:

- Information needs to be made available to the target market to both influence need and choices (both direct and through design architect) eg
  - Life style issues
  - Product marketing
  - Innovations
  - Government initiatives / policy
- an **environmental design intermediary** – life architect designer activity / component building block is required , on the premise that they make themselves accessible to me and design a solution for me

To deliver to the Installation value proposition component the following were considered:

A need for:

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- Integrated planning and coordination across all skill sets and installation requirements
- Given short timescales (10 days) consolidation of all materials prior to work commencement
- Waste management

Leading to conclusions for supply chain design:

- Supply chain role requirement of ‘project manager’ to plan and coordinate
- Due to potentially high degree of customisation, short installation timescales and ‘specialist’ skills requirement on-site / close to site consolidation.

Note: this sparked plentiful discussion on how the supply chain activities could be organised, where stock should be held, how resources could be used, how windows are made and lead times etc – much debate around current constructs and norms and questioning themselves on what could be different.

To deliver the through life maintenance customer value requirements was not considered as the team ran out of time

Supply Chain Enablers:

Resources	Processes	Values
<p>Skilled people (lack of skills and scalability an issue)</p> <p>Marketing material</p> <p>Design capability – integration of product areas</p> <p>Project managers – installation</p>	<p>Processes need to be designed to deliver the new proposition eg interface management process, waste management process, solution customisation process, maintaining process</p> <p>Organisation design eg dedicated customer service team</p>	<p>Relationship management</p> <p>Customisation</p> <p>Sustainability (society acceptance) – making energy saving – putting it on the lifestyle agenda</p>

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Early adopters, trend setters, innovation takers		
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