



Programme Area: Buildings

Project: Building Supply Chain for Mass Refurbishment of Houses

Title: Appendix 1 Summaries for the 10 Customer Segments – Elderly Established

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Please note this report was produced in 2011/2012 and its contents may be out of date.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

Elderly Established – Better-off empty nesters in low density estates on town

- Elderly Established – Better-off empty nesters in low density estates on town
- Age 71+
- Pensioners
- Length of residency 11+ years
- Bungalows, some detached housing
- Suburban
- Mid Council Tax bands
- Receiving state pension
- Face-to-face communications preferred, some use of post
- Responsive to community events – will change if others do
- Tend to shop in Waitrose and Marks and Spencer
- Fairly well informed re Green issues – large and small scale but believe it to be exaggerated by the media and doubtful that they can make a difference
- But display good behaviours in terms of energy consumption and purchasing – goods and food (perhaps a consequence of more traditional attitudes and values)
- Energy efficiency is likely to have played a part in decisions around purchase of cars
- Would respond to more information about how and why to change their behaviours
- Financial incentives would be likely to work. Less responsive to financial penalties

Mathias Grid - Perceptions

Self perception Now	Would Like To be
Frugal Responsible In control £ Socialise occasionally Scared of being ripped off New technology is a challenge Sceptical	Comfortable / warm Secure / safe Reassured when spending Independent Outgoing / sociable Involved in community Open to new technology Open minded

Perception I believe Others have of me	Would like others to see me as
Financially secure conservative Closed / hostile to communication Sceptical Boring / stay at home Set in their ways Too much time on their hands	Friendly and many friends / family Open Excellent social life Outgoing Pillar of community Open to new ideas

Benefits and Sacrifices.

	Benefits	Sacrifices
Doors / Windows	Security. Won't have to paint every 2 years low maintenance Make do and mend If it's not broken don't fix it Legacy for grand kids	I like opening windows. Vent no, too noisy / stuffy No builders in my toilet marking my stuff I need to speak to somebody who will support me all the time Don't want to lose income from interest Don't want to lose money I am saving for care Confusing financial instruments, don't trust them Disruption Capital income Sounds like too much - I Don't want debt
Insulation	Raised value of house Fuel bills lower fuel bills are ridiculous	
Heating and hot water	Cost of doing I don't want to heat the house, just me!	I don't want to make sacrifices, I've worked hard enough Controls complicated Am too old to figure it out Nothing wrong with the boiler
Other	Better control of heating Comfort and control Improved comfort I would do it if neighbours said it was good Bargain bundle deal for whole solution Hot Bathwater when I want it Reduced noise Value for money Improved comfort Less draughts Quality of life Don't want to do it because I've just had good ones put in	We can afford the fuel, not the disruption I will mend it if it looks tatty but not if it looks fine resistance to change

Value Proposition

	Pre sale and survey	Sale	Installation	Through Life
Functionality	Trades men knocking on doors		At least keep one functioning room Garden improvement as a perk Minimised disruption/ and comfort Quality of service	After sale tech support / customer feedback Operational manual / demonstration Month after visit from installer Retention 25 year guarantee Contact list Education Guarantee off success
Speed	Can't be a sales pitch Slow pace Enjoy the company, both people First visit, information only No hard sell need to be there, several conversations, same people 2nd visit specific costing and options Funding options	Accurate prediction of time to complete work Agreement at my pace Once I agree I want it done ASAP Quality of service	Turn up on time Want to be able to negotiate schedule eg. Turning water off Predictability Once started work should be continuous. 2 to 3 weeks max If time guaranteed, could tolerate longer	

Supply Chain Building Blocks

	Pre sale and survey	Sale	Installation	Through life
Dependability	<p>People I feel comfortable with</p> <p>Assurance of quality</p> <p>informed decision</p>	<p>Consideration of neighbours Want to see someone else having done it</p> <p>Brochure , process, case study</p> <p>Security. Exepmplar</p> <p>Assurance of cleaning up</p> <p>Visualise Living in finished product</p> <p>No Jargon.Assurance / guarantees examples lived in. Meet builder / project manager beforehand, I'd like them to call me "Mr. Joiner" the first time they meet me.</p> <p>Turn up on time. Honest simple contract. Recommendations, advice, guarantees. Proof of quality Brands. John Lewis, Everest, Local trusted tradesmen. Provider that neighbours have chosen. Planning chec. Visualisation of results</p>	<p>Briefing every day about activities</p> <p>Want to see work being done Personal service</p> <p>must be proper and polite Contactable</p> <p>Break at end</p> <p>Cleanliness</p> <p>Protective sheeting put down at start of day</p> <p>Transparent process</p> <p>I want to be involved</p> <p>No nasty surprises</p> <p>Minimise noise duration</p> <p>Single point of, contact</p> <p>Branded package with local guy delivering accredited</p> <p>Waste management</p> <p>Access, going through house</p> <p>Everything made good at end</p> <p>Parking / deliveries</p>	<p>Warranty pack</p> <p>Disruption compensation</p> <p>25 year guarantee</p> <p>Wine or flowers</p> <p>Speaking to a person familiar with my home, not a generic help line</p>
Flexibility	<p>No pressure. My timescales, Appointments</p> <p>Well defined packages With cost implications</p> <p>Options</p> <p>offer bespoke solution</p> <p>Indicate cost at pre sale</p>	<p>Ability to choose time of working</p> <p>Local presentation</p> <p>Want options, want to see and feel what it looks like</p>	<p>Workers to have a routine face to face</p> <p>Bespoke approcach . Options of "day breaks" during upheaval Ideally, payment when job is done properly</p> <p>Fixed price, no surprises</p> <p>Pay options and Points ?</p>	
Cost	<p>Incentives / discounts</p>			

Supply Chain Building Blocks

Manufacture Just in time Sustainable Accreditation Zero carbon	Product solutions Independent appropriate products Accurate performance specs Comply with industrial standards Easily upgradeable	Design Visible statements Zero carbon	Logistics Consolidated delivery Just in time Zero emissions	Installation 2 weeks or less Zero defects 3 weeks from commencement Flexible scheduling zero accidents Respectful, polite language Guaranteed Accredited installers Non disruptive Local labour	Waste Zero waste to landfill Segregation and recycling
Marketing / Sales Range of incentives Physical showroom Personal contact No Jargon Trusted. Simple contract	Account management Single point of contact Quick response	Funding Flexible options Equity release Short payback period Absorb by savings	Service Dedicated service Post install monitoring Knowledgeable advice		

Workshop Date 12th Jan 2011. Customer Segment Elderly Established