

ENCOURAGING HOMEOWNERS TO RETROFIT

CONNECTING

STORYTELLING

SUPPORTING





STORYTELLING

"COMMUNICATION WITH SUPPLY -SIDE
ACTORS ON POLICY IS SEEN AS CRITICAL"

ADEQUATE TRAINING

GREATER LEVELS OF INSPECTION



PERSONAL
STORIES



"WHAT I'LL DO IS LEAVE IT ON CONTINUOUS AND WE'LL WORK ON THE THERMOSTAT...THERE'S NO REASON WHY YOU CAN'T...WE GOT USED TO IT WHEN MY BOYS WERE BABIES, WE STILL DO IT NOW AND THERE'S ACTUALLY A NEW THINKING THAT IT'S SUPPOSED TO BE MORE ENERGY EFFICIENT, WHICH IS KEEPIN' THE FABRIC OF THE BUILDING TICKIN' OVER"

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CONNECTING

"THE EFFECTIVE PROMOTION OF ENERGY RETROFIT SHOULD ADDRESS THE SUPPLY OF RETROFIT, SEEKING TO DEVELOP PROACTIVE, INTEGRATED SUPPLY CHAINS..."



PERSONAL
PREFERENCE

ENERGY
DECISIONS



"I like to be on first name terms with people, so I like to go into my plumbing shop, 'hello Andy, Dave, George' whatever, I like to chat [...] I don't like going into shops where you're a bit of an alien, y'know what I mean? [...] I think blokes are creatures of habit, y'know they like ... so of course, they don't like to go into different suppliers all the time, they like goin' to the same suppliers, talk..."

“...well if you give them the room size, wall content, window size, erm, whether it's been insulated with stuff, just the basic facts and they'll come back to you and say, y'know, you need about this size, or you need this capacity...”

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SUPPORTING

MEASURES OF
SUCCESS


AMBITIONS

"IN THE REVIEWED EVIDENCE IT IS FREQUENTLY SUGGESTED THAT IF HOUSEHOLDS WERE MORE AWARE OF THE BENEFITS OF ENERGY RETROFIT THEY WOULD BE MORE INTERESTED IN INVESTING IN IT."

"THE MOST EFFECTIVE MEANS OF CONNECTING DEMAND AND SUPPLY IS AT THE LOCAL RATHER THAN THE NATIONAL LEVEL."





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- Greater presence on the ground
 - Integrated behaviour change
 - Community engagement
 - Stimulating the 'able to pay' market

- Area wide householder and business engagement
- Hand holding support
- A project blueprint
- Identification of barriers



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