

NATIONAL
ENERGY
FOUNDATION

*Improving the use of
energy in buildings*

Why refurbish?

- markets, motives and messages

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Ecobuild 2015

Evidence base

EEPB – Breaking Barriers Report
http://www.nef.org.uk/themes/site_themes/agile_records/images/uploads/BreakingBarriers_SummaryReport.pdf

**Future Wolverton, DECC
community outreach programme**
<http://www.nef.org.uk/success-stories/case-studies/future-wolverton-community-energy-efficiency-outreach-programme>

Pioneer Places
http://www.nef.org.uk/themes/site_themes/agile_records/images/uploads/Pioneer_Places_Milton_Keynes_Report_March_2014.pdf



<http://www.superhomes.org.uk/>

DECC Green Deal Communities
<http://www.nef.org.uk/knowledge-hub/view/decc-green-deal-communities-programme>

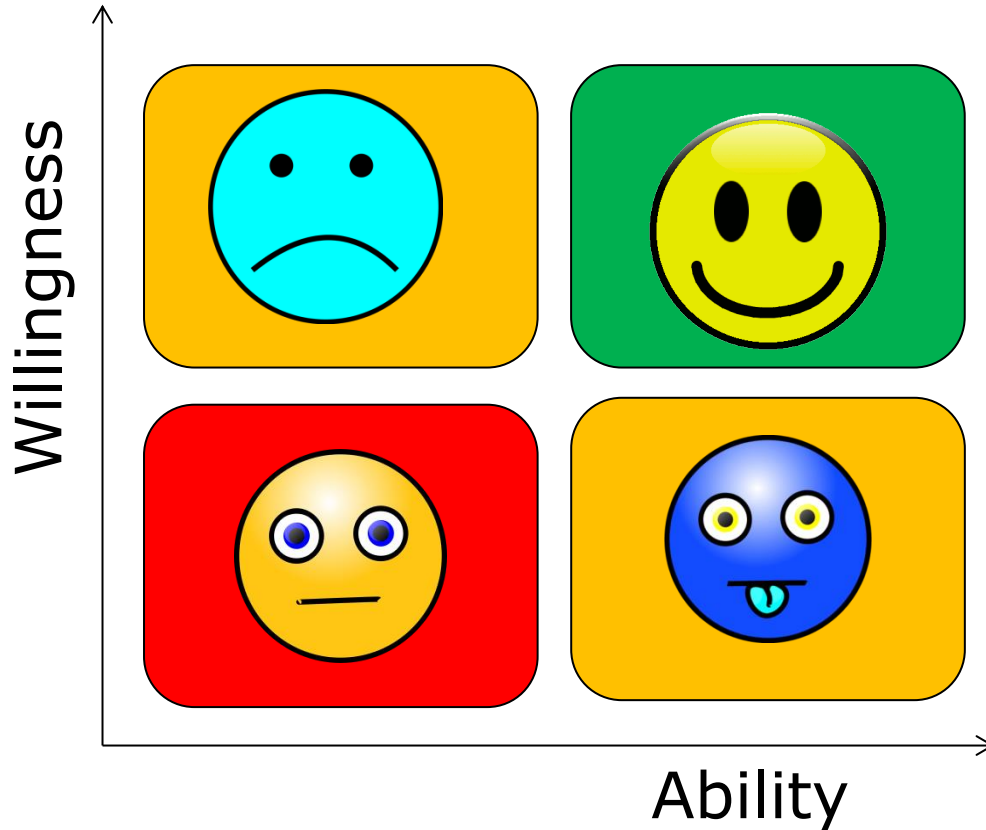
**Carbon Co-op, NEF – MyHomeEnergy
Planner (recently awarded funds by
Ordnance Survey and Land Registry)**



<http://www.yougen.co.uk/>

BECCI-Homeowners advice facility
[http://www.nef.org.uk/themes/site_themes/agile_records/images/uploads/RES_03_Homeowners_Advice_Facility_Final_Report_\(with_logos\).pdf](http://www.nef.org.uk/themes/site_themes/agile_records/images/uploads/RES_03_Homeowners_Advice_Facility_Final_Report_(with_logos).pdf) and
<http://www.wlv.ac.uk/business-services/becci-project>

Markets - people



- Different communities have different attitudes and practices when it comes to maintaining their homes and properties – including attitudes to finance. These are often informed by ethnicity and religion.

Market - timing

- Home
 - Purchase
 - Disaster/distress
 - Incentive
- Personal
 - Family circumstances
 - Financial circumstances



Motives – many and varied

Group	Money Savers	Carbon Savers	Trendies
Age	25-45	18-34 and 55+	Under 55
Social grade	C1, C2, D, E	ABC1	ABC1
Motivators	Cost and new things	Environment	New things, technology, competitiveness
Interest in home improvements	53%	47%	39%

Primary motives include:

- Desire for a nicer home
- Thermal comfort;
- Health;
- Cost saving/ money earning;
- Future proofing;
- Environment;

Messages – tailored to individuals

- Removing barriers
 - Trust – (24% don't trust energy cos. , 40% actively distrust energy cos.)
 - Segmentation – the right message for the right customer
 - Clarity of proposition
 - Reassurance
 - Hassle during works, personal safety and exposure
 - What if it goes wrong? What if I don't know how to use my new home?
- Whole house energy plans
- Reduce / eliminate hassle – e.g. WHISCERS

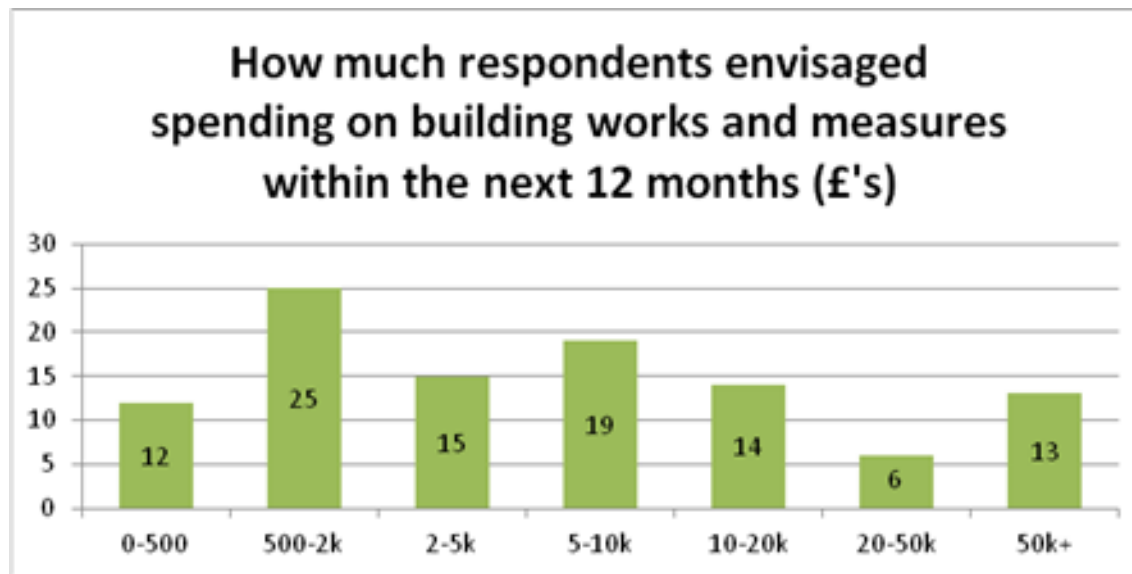
<http://www.nef.org.uk/service/search/result/whiscers>

Mechanisms – things we have found *really* work

- Community groups – peer influence and support
 - Physical – 4 fold increase in uptake; friends and neighbours; hard to reach sub-sets
 - Virtual – ongoing support; specific not general – e.g. SuperHomes, YouGen
- Seeing is believing
 - Open homes - e.g. SuperHomes open days - 98% visitors found it very useful; 76%-85% would take action
 - Attending Open Homes - attendees feel more able to take action due to the experiences gained and knowledge developed at eco open homes events....

Will it increase uptake

- SuperHomes visitors - 33% said they intended to spend over £5,000 on energy saving home improvements in the next 12 months.
- Bath Green Homes - 35% planning to spend up to £2,000, and 32% intending to invest between £5,000-£20,000.





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