



Programme Area: Buildings

Project: Building Supply Chain for Mass Refurbishment of Houses

Title: Appendix 1 Summaries for the 10 Customer Segments - Busy Starters

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Please note this report was produced in 2011/2012 and its contents may be out of date.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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Busy Starters - Childless new owner occupiers in cramped new homes,

- 26-40
- New build homes (1995-2001)
- Terrace properties, some semi-detached
- Majority owner-occupied
- Co-habitators or married but some households with 1 or 2 dependent children
- Length of residency 1-5 years
- Suburban areas of small towns
- Low-mid Council Tax bands
- Low unemployment levels – most employed full time
- Decent household income but not 'high income'
- High mortgage payments and few savings. Some finding it difficult
- Low benefit take-up
- Familiar with green terms and issues of climate change but lower levels of understanding
- Do not take action 'out of concern for the environment'
- Behaviours are dominated by lifestyles and dependence on cars – potentially responsive to activity which would not impact on the norm/routine
- Little action – don't even participate in recycling. Some use of second-hand goods; more likely a consequence of financial situation than driven by environmental concern
- Some price sensitivity

Mathias Grid - Perceptions

Self perception Now	Would like to be
Busy juggling work and home life but generally doing OK Good car Live in convenient place Ok social life Coping financially technology is great	improving Better car or 2 cars Thinking of having children Better social life, perhaps some outside space Better off financially See the world Get better connected with technology Aware of environmental issues

Perception I Believe Others have of me now	Would like others to see me as
First time buyers Fairly sociable Low use of technology Reasonable car Seem to be doing OK Yuppies	Improving our lot Socially active Getting connected with technology Environmentally responsible Improving our status

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Benefits and Sacrifices

	Benefits	Sacrifices
Doors / Windows	<ul style="list-style-type: none"> Add value to the house Security Warmth Reduce fuel costs Set aside from neighbour Improve status Chance to individualise eg bays Sound proofing 	<ul style="list-style-type: none"> Cant afford New house, so waste of money Newly decorated If do windows will need to do new décor and then the sofa wont go.... Disruption – too busy, will have to take time off work No time or patience to deal with builders All houses will look the same if do street My priorities are currently car first and saving up for children
Insulation	<ul style="list-style-type: none"> Fuel saving Warmth Cheap, grants available Quick payback Quick to install – loft May improve sound 	<ul style="list-style-type: none"> Intrusive Disruption, internal skirting boards = cost No time to clear loft No visual impact for cash Loose space, rooms are already very small External render will change style of house Don't understand why Don't understand the extent of work needed Not here long enough, will be moving soon
Space and water heating	<ul style="list-style-type: none"> Fuel Saving Cost saving Better pressure for my shower? Not a big job (plug and play?) More appealing to a buyer Warranties and guarantees will be new. 	<ul style="list-style-type: none"> Already state of art combi boiler as it's a new build (5 yrs old) Why change (short of cash) Waste of a good boiler Just had it serviced Very low priority – will be moving soon.
Doing whole house together	<ul style="list-style-type: none"> Less disruption if all in one hit Price reduction One contact for guarantees / warranties and if anything goes wrong. 	<ul style="list-style-type: none"> Chaos? More people, materials, rooms & Décor Time off work More cost

Value Proposition

	Pre Sale	Survey	Sale	Installation	Through Life
Functionality	<p>Government Information Coronation St and Eastenders done TV & Radio – needs to be cool – footballer Football / Gym Online – drill down to detail with videos Wikifit for retrofit Q&A / FAQs Iphone / Android App Cost Comparisons against fuel savings Undersand grants / legislation (clear chart) “Treat yourself - Make your house nicer” “Increase the value of your home” = estate agent “Cost of fuel increasing – protect yourself” “Protect the UK for your kids.”</p>	<p>One surveyor Initial Questionnaire online Request timeslot on line (1 or 2 hour) Provide a choice of products.</p>	<p>Simple yet comprehensive proposal No jargon or small print With bank As we are looking to move anyway, could be arranged on a part ex arrangement – move to one already completed.</p>	<p>Single point of contact – always available by mobile Providing a daily update at the end of each day by text. Fixed project plan Smooth process – my house is important! No materials / waste – no skip End of each day builders are out and its tidy with the heater and water working</p>	<p>Maintenance free Add value to property – no liability for new owners Easy access Results as sold See instant savings – greater than cost & with total transparency Remote control panel Monitor and / or App to allow benefits to be seen</p>
Speed	<p>Long lead time We are not early adopters</p>	<p>1-2 hours to do the survey Result in 0-2 days – Instant print out & uploaded on line to allow quotes. Forms should be precompleted for house types</p>	<p>Short sales process With Cooling off period</p>	<p>Duration of work = 0 days – 2 weeks They plan ahead, fixed time, no changes / delays</p>	<p>Instant response to call outs</p>

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<p>Dependability</p>	<p>Trusted brand, clear message. Only 3 or 4 companies so not to confuse. Explains the process No door to door Need an advice line</p>	<p>Independent third party – carbon trust or other charity Accredited Provider recommended installers Professional and knowledgeable – provide info on work to be done.</p>	<p>Need to see examples No junk mail</p>	<p>Accredited Firm, with references, trusted. Any damages are replaced. All builders are professional, courteous, experienced – plastic bags on shoes and portaloo</p>	<p>Future proof Short term benefits</p>
<p>Flexibility</p>	<p>Lots of media sources as above.</p>	<p>To my time frame To my chosen product solution and provider</p>	<p>Sign up options – online, home. Office, email Flexible payment options – through bank, energy company or other // interest free. Added to mortgage.</p>	<p>Timed to suit me (holiday) I want the flexibility to change times. Contingencies for wather.</p>	<p>Adaptability for future upgrades 24 hour call out and UK call centre Extendable warranty for resale</p>
<p>Price</p>	<p>N/a</p>	<p>Free</p>	<p>Free / PAYS, Added to mortgage Can I have my investment offset against future purchase? We are looking for a good deal. Would be good if we could benefit from add ons eg. Kitchen, nursery or conservatory No extras, add on costs, must be fixed, including repair and maintenance. Like to see an incentive eg. Holiday, 35k nectar points</p>	<p>No on cost and no expenses (for day off or for decoration)</p>	<p>Lower fuel costs, included in cost of works 5 year warranty will help us to sell on to next buyer Lower tax</p>

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Customer Segment Busy Starters

	Inbound Logistics	Installation	Waste	Certification	Through Life Support	Disposal
Specification	No mess, low cost Need an algorithm to check the most efficient way to delivery. Call off by project manager. Morning of works drop off at drop point – “in boot” on site or van, nearby.	Program of works, 1 boss, 1 team, standardised procedures, Design for installation (minimal fitting time)0-2 weeks Tidy up at end day No disruption Project managed	Installation waste / old equipment waste Work team take it away at the end of the day Old products take back to green deal manufacturer “Glowworm and Baxi boilers dealt in same way?” Waste management companies No skips, zero landfill Clear up each eve.		Products maintain their efficiency over life span Life span = 25 years? 24 hr helpline Diagnostics with feedback – information can be read on energy management system (same as a car) Self Maintenance Proactive maintenance (will let you know when running badly) One point of contact Maintenance free	0 Waste to landfill WEEE directive Waste Management Programme Owned & Agreed by all parties Removed by installation party, send back to manufacturers Zero waste – 3 Rs.
Speed	JIT by component, by house, depending what is most efficient for area.	Fixed time / project plan. All timings to plan.				Easy to unplug without damage
Reliability		Solution is fixed at this stage and plan is fixed.			24 hour helpline knowledgeable people Providing solutions	Need defined routes and ownership
Flexibility		Can alter time – /weather, work changes, dog dies.			Be able to see faults before when and how they need it.	Regional drop offs or collection, depends on scale of operation
Price			Cost neutral		Included in initial pricing	Income generation + cost of disposal <= value of material + cost to environment

RPV Enablers

	Survey and Specification	Design to Spec / Quotes	consumables	Assembly “Kitting”
Resources	<p>Independent accredited surveyors Very reliable Legal requirement to have a survey Priorities by desire, by CO2 benefits, by incentives</p>	<p>Ability to read Surveys and provide competitive quotes from surveys.</p>	<p>Hospital kits in vans Plus consumables delivered to assembly kitting</p>	<p>Pickers. Conveyor belts. FLTs ERP system.</p>
Process	<p>Handheld survey, prepopulated, enter data from survey, algorithm will provide options, then a specification showing recommended works and suggested installers.</p>	<p>Seamless response; quote to surveyor’s specification. Leads to sale for best provider. Timing and exact works to be confirmed at sale.</p>		<p>Scheduling will be initiated at sale point. ERP Pickers will collect the parts and assemble ready for shipment. Visual checking of parts to ensure no faults forward</p>
Values	<p>Field experience, courses 6 weeks + Apprenticeship ok, NVQ level 3 Standardisation – one spec from one survey. Reliable.</p>	<p>Accreditation for installer, product and suppliers. Competition required. Need choice, flexibility, then fixed cost to deliver</p>		<p>RFT Efficiency Sufficiency JIT</p>

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	Inbound Logistics	Installation	Waste	Certification	Through Life Support	Disposal
Resources	Vans Self Offload Onsite storage IT Tracking	Multiskilled team of experts				
Process	Collect or deliver depending on the job and what is most efficient for that job / time.					
Values		Professionalism Ownership Accountability for time and work.				

Supply Chain Map.

