



Programme Area: Buildings

Project: Building Supply Chain for Mass Refurbishment of Houses

Title: Appendix 1 Summaries for the 10 Customer Segments – Unconvinced Dependent

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Please note this report was produced in 2011/2012 and its contents may be out of date.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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Unconvinced Dependent - Vulnerable young parents needing substantial state support.

- Single *females* (very evident gender split not seen so obviously in other groups)
- Age 18-40
- Lone parents with 3+ dependent children
- High unemployment
- Length of residency evenly split across all variables
- Likely to be found in urban fringe areas of the Midlands
- High on the Index of Multiple Deprivation ranking
- No savings, no assets, struggling on income
- Social grade DE
- 80% Social Housing
- Benefit claimants; lone parent, incapacity/disablement, housing and CT benefit, income support, jobseekers allowance, child benefit and child tax credit.
- Responsive to face-to-face communications
- Not interested in green issues or political issues. Education re Green issues might help coupled with other incentives
- Wasteful lifestyles – goods and energy
- Unconvinced of arguments and not interested in doing more
- Some price-sensitivity to green goods which are perceived to be more expensive

The Mathias Grid - Perceptions

Self perception Now	Would like to be
<p>Focussed on my children Financially challenged Doing my best Socialise around the children Bored No car, use public transport Not very environmentally aware Personal issues more important than wider social and green issues</p>	<p>Wealthy More independent Socialise more Greater connection with the wider community Motivate myself to Reduce my bills More energy conscious</p>

Perception I believe Others have of me	Would like others to see me as
<p>Financially strapped – state dependent Apathetic Single parent Insular Low achiever Not connected to the wider community Wasteful of resources Dead end and harassed</p>	<p>Trying my best Sociable and communicative Bright with prospects Careful with resources A Person in my own right</p>

Benefits and Sacrifices

	Benefits	Comments	Sacrifices	Comments
Doors and Windows	Security (inc fire) Aesthetics, choice and personalisation Increased comfort (thermal and noise) Lower bills Healthier Easier to livewith (cleaning) Less ongoing hassle with maintenance	Overall low hassle as landlord sorts it	Weather impacts ? Loss of personalisation Short term security risk	Mess and hassle from work men. What damage will I be left with?
Insulation	Loft + cavity low hassle, reduced bills, improved comfort Wall insulation as above +aesthetic improvement to home. House looks different, personalised Proud of my home	Overall better for my kids	Do I have to move stuff out of loft space? Loss of space for internal insulation and big disruption. Can I still hang pictures etc?	Will I need to move out, or stay in? Uncertainty over benefits. Will I be compensated?
Hot water and heating	Saving money on bills Hopefully easier to use Hot water on demand. Maybe more space if tank removed Increased comfort, reliability No need to get land lord out		Having to change the way I use my home. Change to space eg. Airing cupboard. Will I lose open fire? Complexity of new system. Can I dry clothes on radiators? Who is coming into my house ?	Will my rent go up ? Loss of control as Landlord is in charge. Danger to my kids during works. My routine disrupted

Value Proposition

	Through Life	Installation	Sale (Consent)	Survey	Pre Sale
Functionality	Simple. Don't have to learn new stuff. Fit and forget. Maintenance free. No lost space. Safe and sound Don't want overheating	Three people max. One point of contact More liaison than PM. Decorations also done in making good Show how everything works Safe for me and kids. Reflect sale agreement Linked up process	Liaison officer is a trusted individual but doesn't need to come in “it's not my sale” I want control over consent	Is it needed? Can it be done from a sample? Non invasive – don't rip off plaster or do anything to my house! No need to pre-heat or move stuff. Why do I need it?	Involved in selection process of contractor, or at least decided with my interests at heart. Non intrusive. Visualise it.
Speed	On demand when I need heat and hot water. Infrequent service period	Quick (and keep on time) Five days, mon-fri No delay for commissioning	One Hit – combine with survey? But I want time to think about it.	Takes an hour (if it needs to happen)	Don't tell me we're doing it in 5 years time
Dependability	Guaranteed low rate of breakdown Don't want unintended consequences eg. Condensation, mould	Landlord knows what's going on. Dependability in meeting promises time wise and right first time. Don't leave till it works No snagging, no damage to my stuff	Options available Guarantee of code of conduct and schedule	No hidden extras Gets all the info right first time. Certified and accredited No need to talk to talk about my lifestyle	Someone can explain it clearly to me
Flexibility	Future proof but possibly able to upgrade (with minimal hassle) to get more savings	Mainly due to timings Can fit around my schedule and routine Work schedule, communicated up front Choice of aesthetics	I want to give consent when I'm ready. No pressure	Can happen when I want	A range of ways to show me – demonstrating, pictures, face to face available nearby.
Price	Half bills. No rent increase. Should all be cost negative	Free + associated costs covered (decorating) Loss of earnings if time off, compensation for loss of heat and hot water, energy used by workmen.	Free (+ free add ons)	Free. Paid for inconvenience (do I have to have time off ?)	Free

Workshop Date 15th Feb 2011-02-17 Customer Segment “Unconvinced Dependents”

	Assembly	Product approval / testing	Design	Survey	Bespoking
Functionality	Lean, cost effective Meets standards	Fit for purpose, warranted, independent accrdited	Simple repeatable modular	Pprep work done, eg. Google Street views. Landlord info, can inform strategy for distribution	Informs Consolidation. Works with residents to design schedule
Speed	Adaptable to demand. High speed production	Acclerated + responsive to new tech.	Available measures	1 hour	Plug in survey results for instant bespoking fast
Dependability	Right first time. Fit and forget	Trusted, independent tried and tested	Technically proficient Design	Close link to landlord database	Accurate, automated from survey
Flexibility	Innovation responsive to demand	Responsive to new tech. Can meet change in regulation	Can adapt to new technology + application. Support innocation. Waste elimination	Potential to group properties to save time and cost	N/A but plot specific! Waste elimination
Price	Minimised	Industry cost	Ongoing. Built in or built out	Built in	Costed

Supply Chain Building Blocks

	Consumables	Inbound logistics	Consolidation	Install	Certification
Functionality	Readily available Standardised	Coordinated, secure Potential direct delivery if consolidation not needed	Off site assembly maximised. Work with LA's or RSL's	Multi Skilled workers Single point of liaison Bring generating capacity, Solar van	Building management system? Self certified for competency but warranties independently assured. Info for householder
Speed	On hand	24 hours	Minimised. Space is at a premium	Quick 5 days Turnaround On time delivery	At completion
Dependability	Readily available	Clear transfer + ownership	Crucial, depends heavily on suppliers, well managed	Well managed Programme manager Local availability of additional products	Fully tested. Teach resident how to use kit and leave instructions for later residents
Flexibility	Included in pack (Ikea) or in standard tool box	Minimise suppliers or consolidate them. Responsive	Local, easily accessible	Can Manage problems arising, Call in the Hit squad . Can decorate if interior insulation done	None
Price	Built in – bought in bulk	Built in	Built in	Fixed Price per Retrofit	Built in

Supply Chain Building Blocks

	Waste	Through Life Support	Disposal
Functionality	Minimised – designed out Segregated, secure. Reuse and recycle	Offer package of advice through landlord	100% recyclable Local
Speed	Removed daily	24/7 availability 24hr response	Quick and easy
Dependability	Accredited clear accountabilities	Guarantees. Limited maintenance (Supplier related)	Regulated product Performs at high standard for duration of its life
Flexibility	Joined up waste plan	Uograde packages available (ESCO model ?)	Local
Price	Minimised as designed out	Fixed	Incentivises

Supply Chain Enablers - Resources Processes and Values

	Assembly	Product approval / testing	Design	Survey	Bespoking
Resources				Accurate Stock info. Trainers	Designers. Quality input info Technology to deliver package proposals
Processes				Training. Standardised survey process Access Communication	Link up with survey process
Values					Customer focus. (Choice) Maximising performance / minimising cost

Supply Chain Enablers - Resources Processes and Values

	Consumables	Inbound logistics	Consolidation	Install	Certification
Resources	Suppliers manufacturers of identified products	Suppliers transport storage distribution system	Space (Big) distribution technology transport	Multi Skilled workers Existing trades Train Transport Generators Solar vans Colleges Hit squad of problem solvers	Trainers. Qualified practitioners Independent assessors
Processes	Auto re-stocking	Clear possession recording (admin)	IT solutions to link up logically	Training (Multi skill) Apprenticeship schemes Repeatable Simple Standardised process for installers	Training Rationalise certification schemes Communications process for resident engagement New process for EPC
Values		Partnership working between suppliers	Partnership working with Local Authorities	Incentivise the market New approach to health and safety: common sense But safe Guaranteed work Recognise “retrofitter” As a trade / career	Standardised level of quality (hallmark?)

Supply Chain Enablers - Resources Processes and Values

	Waste	Through Life Support	Disposal
Resources	Transport / lorries Network of waste co’s recycling centres. Site access		
Process	Recycling processes Waste plan. enforcement		
Values	Waste recycling legislation / policy specific to retrofit. Aim for Zero to kandfill. Value low waste brand		

Supply Chain Map

