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**Programme Area:** Buildings

**Project:** Building Supply Chain for Mass Refurbishment of Houses

**Title:** Appendix 1 Summaries for the 10 Customer Segments – Early Enterprisers

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**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Please note this report was produced in 2011/2012 and its contents may be out of date.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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## Early Enterprisers - Early middle-aged parents likely to be involved in their children's education

- Age 36-50
- 2-3 dependent children aged 0-15
- Length of residency 3-10 years
- Detached housing
- New builds
- Owner occupied
- Found in smaller towns
- Mid to high Council Tax bands
- Intermediate management occupations; good incomes, degree educated
- Claiming child benefit and tax credit
- Career/ambition are key drivers
- Online communications preferred
- Grocery shops in M&S and Waitrose with convenience stores also playing a role
- Familiar with green terms and issues of climate change
- Do not take action 'out of concern for the environment'
- Likely to be resistant to change their lifestyle even if they could be convinced it would help environmental issues
- Behaviours are dominated by lifestyles and dependence on cars – potentially responsive to activity which would not impact on the norm/routine

### Mathias Grid Self Perceptions

Self perception Now	Would like to be
Professional couple Career minded Value our home Comfortable and happy in the home Interested in environmental issues Place value in having a good car Not particularly fuel conscious Responsible Well educated	Successful couple / household, high achievers Excellent home Better / bigger house in good neighbourhood Better knowledge of environmental issues Better ties with other community professionals Well educated and continuing to study

Perception I believe Others have of me now	Would like others to see me as
Professional couple Good house Well off and greedy Can afford to be green Pushy Parents Responsible Fairly sociable Well educated	Highly successful Good parents Always looking to improve Socially engaged Environmentally aware and do the right things Well qualified

**Benefits and Sacrifices**

	<b>Benefits</b>	<b>Comments</b>	<b>Sacrifices</b>	<b>Comments</b>
<b>Doors and Windows</b>	Improve Security Low maintenance Impress the neighbours Aesthetic improvement Reduced draughts Reduced energy bill Improved comfort Potential financial saving Added value to property	As for sacrifices.	Capital Cost Disruption Planning issues	This customer segment was predominantly motivated by the financial implications of retrofit.  In all cases there had to be evidence of savings greater than costs. Hence the comments around reduced bills, financial savings, added value across all 3 areas.
<b>Insulation</b>	Potential external aesthetic improvement Improved comfort Reduced energy bill Potential financial saving Added value to property		Capital Cost Potential external aesthetic reduction Disruption Planning issues – if external Constant upgrades	Clearly if positive financial returns actions are deemed benefits and vice versa.
<b>Hot water and heating</b>	Improved control Improved comfort Reduced energy bill Potential financial saving Added value to property		Capital Cost Disruption Constant upgrades	

**Value Proposition**

	<b>Through Life</b>	<b>Installation</b>	<b>Sale (Consent)</b>	<b>Survey</b>	<b>Pre Sale</b>
<b>Functionality</b>	Easy to upgrade and adapt. Regular / periodic upgrades provided as standard Provide updates HIP to be relevant until next upgrade	Up dates on progress Left as found for home condition No loss of existing services Ability to provide storage for key items	Cooling off period Jargon free. Clear contract and explanations	Establish accurate current levels of energy use / costs. Provide print out of what retro fit options will look like. Thermal images.	Single point of contact throughout. Various methods of communication available e.g. Internet, phone etc. On line – energy calculator to allow early idea of potential savings
<b>Speed</b>	Immediate response	10 – 14 days	No pressure / hard sell	Minimum time inside the property.	Be able to set dates for survey to mutual convenience
<b>Dependability</b>	24/7 one stop support Regular inspection and testing to ensure pre determined savings are being met.	No mistakes – right first time One team throughout Accredited Insurance cover	Compensation agreements for late delivery. Brands to choose from. Same person as pre sale.	Independent / accredited surveyor.	Access to govt approved data. Brand associated with trust, quality, longevity
<b>Flexibility</b>	Transferable warranties i.e. stay with house	Rigid programme to fit customer needs	Ability to negotiate on the deal. Options with associated costs. Perks or bonuses e.g. holidays Be able to set works date.	Date set to our timetable	Examples of products in show room or demo houses. Access to previous customers Options on what is available and relative savings, payback period.
<b>Price</b>	Free servicing for 3 yrs Low cost / realistic upgrades.	Set at point of sale	Finance options: Interest free and transferable loans. No hidden extras, set price	Free	Incentivise retro fit via lower council taxes or VAT free interventions. Information on incentives, grants and tax implications. Idea of ball park savings up front.

**Supply Chain Building Blocks**

	<b>Extract Raw Materials</b>	<b>Survey</b>	<b>Design</b>	<b>Component Manufacture</b>	<b>Primary Distribution</b>
<b>Specification</b>	Sustainable / Eco friendly	App based	Future proof, with easy upgrades Design out waste Use basic standards which are designed up to suit requirements Quality specification		Delivery to a single location
<b>Speed</b>		Survey to Manufacture 3-4 days Concurrent design to increase speed	Automatic ordering from design detail to assembly and on to consumables	Maximise automation	
<b>Reliability</b>	Compliance with standards as part of quality control	Trained / certified		Maximise automation	
<b>Flexibility</b>		Various form of IT communication			
<b>Price</b>	Easily accessible to keep cost low  25-30%	1-2%	No packaging	10-15%	3%

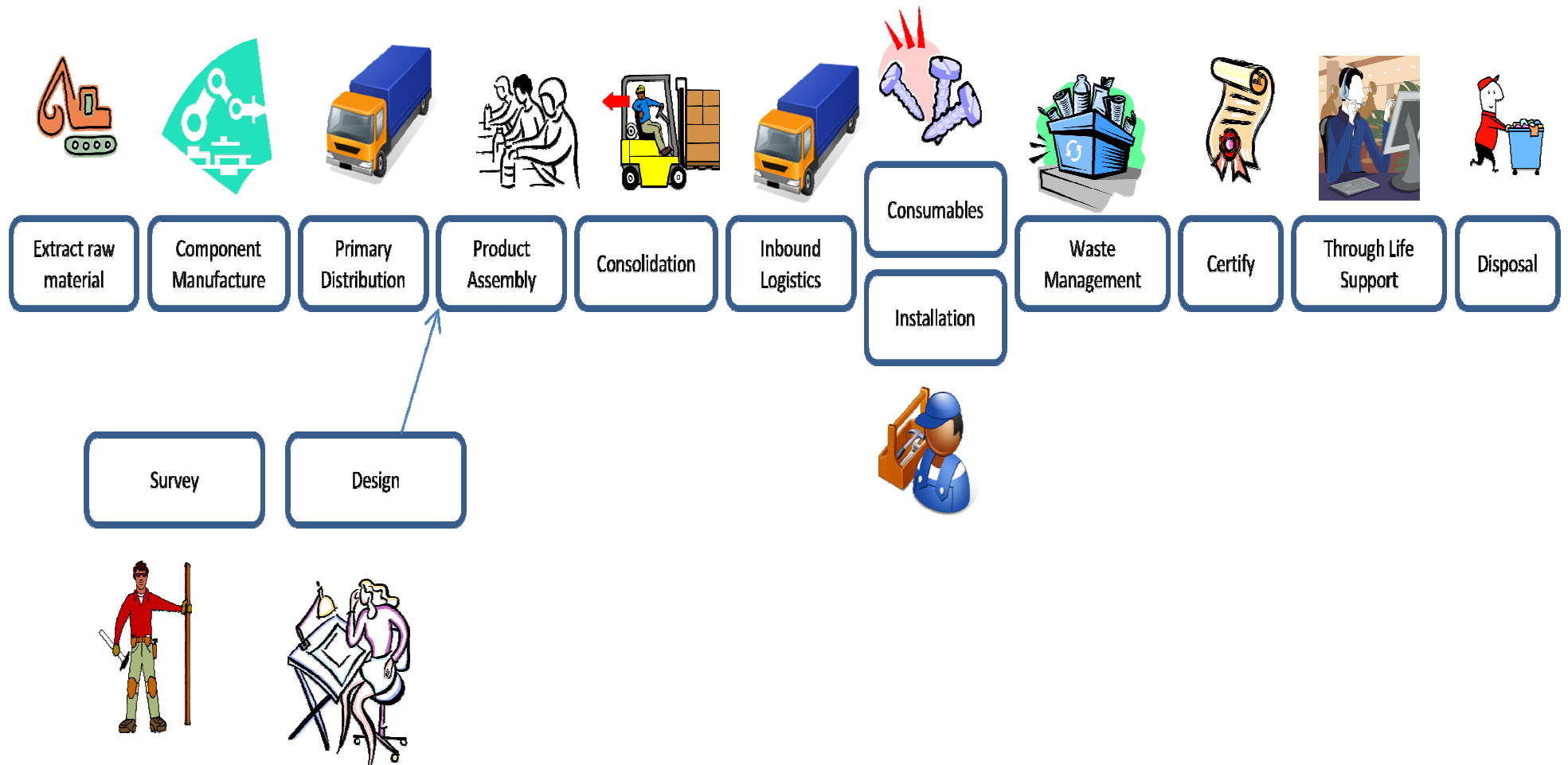
**Supply Chain Building Blocks**

	<b>Assembly</b>	<b>Consolidation</b>	<b>Inbound Logistics</b>	<b>Consumables</b>	<b>Install</b>
<b>Functionality</b>	Made in 1 location		Electric vehicles. Designed to carry all necessary materials for project	Breakdown between PPE and site consumables.	
<b>Speed</b>	Maximise automation				10-14 days
<b>Dependability</b>	Maximise automation Quality control			Comes with product single delivery	On time Trained / Accredited Single point of contact within team
<b>Flexibility</b>		Regional Hubs based around good transport links	Installers to be able to collect as well as Hub to be able to deliver to site		Able to take key items to storage at regional hub
<b>Price</b>	10-15%				30%

**Supply Chain Building Blocks**

	<b>Waste</b>	<b>Certification</b>	<b>Disposal</b>	<b>Through Life Support</b>
<b>Functionality</b>	Design out waste No or re-useable packaging. Waste to regional hub for re-use, re-sale	Issued by installers	Waste to regional hub for re-use, re-sale Design to allow for recyclable waste disposal	Duty of care to client for predetermined length of time
<b>Speed</b>		Produced on site prior to completion		
<b>Dependability</b>		Government approved, Gas Safe, FENSA, NICEIC Or new Green Certification Scheme		Guarantees which are financially backed to save more the intervention costs. Single point of contact
<b>Flexibility</b>		Sent to relevant govt bodies		
<b>Price</b>	Income to be generated from waste materials			

Supply Chain Map.





**Supply Chain Enablers - Resources Processes and Values**

	<b>Assembly</b>	<b>Consolidation</b>	<b>Inbound Logistics</b>	<b>Consumables</b>	<b>Install</b>
<b>Resources</b>	Finance Building Plant Labour	Un / Loading facilities Warehousing Material recycling facility Haulage fleet and drivers Fuelling station / electric Security Storage Waste transfer / carriage licences	Electric vehicles – designed for project pack  IT – Tracking, PDA, Sat Nav etc	PPE Fixings delivered with product Ancillaries to be held by install team Single merchant for consumables at fixed rates	Trained / Accredited multi skilled team able to: Work at height Fit / test Gas Fit / test Electricians Fit windows Fit insulation Provide first aid Speak occupant primary language
<b>Processes</b>	Semi automated production line Training to meet required standards Quality control / management certification External audits	IT with link ordering - assembly Locations for PV or wind Manage delivery and collection Insurances	Delivery to be to point of use. Un / Loading Health and Safety considerations Risk assessments		
<b>Values</b>	<b>Innovation / research and development</b>	24 hour facility	H&S at work act Driving hours		