



**HEALTHY[®]
HOMES
SOLUTIONS**

**The revolutionary way to identify
and engage with UK homes**

www.healthyhomessolutions.co.uk



A paradigm shift, end-to-end targeting and engagement modular platform to drive greater awareness and make significant improvements for the poverty, health, digital, carbon and energy issues facing UK homes today.

Healthy Homes Solutions

A unique end-to-end, modular targeting and engagement collaborative platform to drive greater awareness and improvements across poverty, health, digital, carbon and energy issues that UK homes are facing.

Healthy Homes Solutions Ltd (HHS) is an innovative initiative that helps profile and engage UK households to improve their homes and lives.

Focusing on the five pillars of poverty, health, digital, carbon and energy initiatives, we have identified small, simple steps that can reduce carbon, warm homes, save UK householders money, help vulnerable homes, and improve social return on investment for UK households.

We work to raise awareness of products, solutions, and funding available to empower change for healthier homes.

For the past 10+ years, HHS has been developing a modular approach to profiling, targeting and householder engagement that provides a tailored end-to-end service for housing associations, local authorities, managing agents, partners and government – enabling them to identify and reach homes relevant to their specific programmes and initiatives.



Laserlike Profiling and Targeting

Drawing on over 1000 householder data indices from more than 15 relevant sources and our decades of expertise, we provide a quick and efficient way to help you better understand the needs of the homes in your community so you can communicate effectively and engage directly to navigate them to relevant supporting initiatives.



1. Identify

**Profiling, matching,
and enhancing
housing stock**



2. Target

**Targeting, predictive
modelling and trend
analysis**

We've created a modular, collaborative approach that enables you to identify, target, engage, measure and align with the services and skills you have available within your organisation.

Our platform matches the characteristics of a property's energy efficiency with the resident's socioeconomic traits to implement engagement initiatives quickly and target funding effectively allowing the greatest possible impact on households while delivering against your decarbonisation projects.



3. Engage

**Engagement,
messaging, PR and
communications**



4. Measure

**Independent HACT,
wellbeing and social
return on investment
(SROI)**



Revolutionise your approach

Profiling made easy with our Healthy Homes Index™

A comprehensive and unique approach to profiling UK homes by wealth, vulnerability, poverty, archetype and energy performance. The index efficiently matches the property's fabric with the residents' socioeconomic traits to identify the relevant audience for specific educational or engagement campaigns. This greatly reduces the time and costs involved in implementing large cost of living, retrofit and net zero projects.

Contact a member of the Healthy Homes Solutions team for a free demonstration on how the Healthy Homes Index can revolutionise targeting and engagement programmes.



Revolutionise your approach

Our Differentiation

Revolutionising traditional industry targeting to include resident eligibility mapping and to nurture engagement.

Traditional targeting

Healthy Homes+

Healthy Homes+

**The
Home**

**Profiling, matching,
and enhancing
housing stock**

**The
Residents**

**Targeting, predictive
modelling and trend
analysis**

**The
Engagement**

**Engagement,
messaging, PR and
communications**



Revolutionise your approach

Healthy Homes Solutions Portfolio®

The Healthy Homes Solutions' unique portfolio consists of comprehensive modules to support your needs with a range of functions and data points including: data analysis and profiling, predictive modelling, insight analysis, tailored messaging, campaign creation (design, implementation and management), fully integrated and independent SROI and a full accountability and wellbeing report from HACT (Housing Association Charity Trust).



Revolutionise your approach

UK Householder and Property Insights

We offer a unique set of profile-targeting mechanisms with one of the most extensive household and property databases in the UK and over 60 years of data history and industry expertise. We also collaborate with an extended set of data providers to help develop propensity modelling that further identifies relative fuel poverty and vulnerable probability along with campaign adoption modelling.



Our multi-channel resident engagement approach



Stage 1

Social Media Advertising

- Focus on messaging, targeting, and learning campaigns
- Defined geographic locations
- Capture engaged targets



Stage 2

Social Media Retargeting

- Likeness, retargeting and interests
- Defined geographic locations
- Use social media to find a wider target audience



Stage 3

Direct Marketing

- Cross-reference known 'households in need'
- Create direct marketing 'sonar' profile list
- Test targeting messaging and application

Using our unique engagement model, we can test, learn and advise on which homes have a greater propensity to respond to relevant messaging and engagement methods. This greatly reduces the costs of engagement programmes.



Stage 4

Door Canvassing

- Cross-reference known 'households in need' from stages 1, 2, 3
- Educate face-to-face
- Use supporting facts and real-life testimonials and results



Stage 5

Show and Tell

- Present completed home videos and testimonials
- (Where available) 'Retrofit/Improved' home open days
- Educate and influence through face to face



Independent Social Impact Report (SROI)

Large engagement projects include a completely independent social value index report performed by HACT (Housing Association Charity Trust) that covers well-being, mental health, economic and fiscal valuations by campaign.



For more information on all the services HACT provide please visit:
www.hact.org.uk





Revolutionise your approach

Our Services

The Healthy Homes Solutions portfolio consists of a complete end-to-end set of modules to support your needs, including analysis and profiling; campaign design, implementation and management; and householder messaging.

We offer a range of services to enable you to identify and support your profiling and engagement programmes, including:

- A data analysis programme that pulls industry-wide intelligence to match homes that are most in need with relevant initiatives;
- Propensity modelling using multiple data sources
- Access to our Healthy Homes Index™
- Householder messaging and engagement development
- Multi-channel campaign design, implementation, and management
- Fully integrated and independent HACT Report
- Resident-centric call centre that supports wide range of initiatives such as supporting vulnerable, poverty and most in need homes

A large, light teal graphic of a stylized house with a gabled roof and a chimney on the left side, centered in the upper half of the image.

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