



Case Study **Tackling Vulnerability and Fuel Poverty through Innovative Initiatives**

"Fantastic service, you've really helped. I am so glad I found you and I've told all my friends and family!"

In Partnership with



Vulnerability
Registration
Service

Cadent
Your Gas Network

Resulting in a
SROI of 1:30

www.healthyhomessolutions.co.uk



1. An innovative initiative for addressing Vulnerability and Fuel Poverty

In an era where socio-economic challenges are increasingly complex, the initiative is spearheaded by Healthy Homes Solutions in partnership with the VRS (Vulnerability Registration Service) and funded by Cadent under the VCMA (Vulnerability and Carbon Monoxide Awareness) Fund.

The initiative stands as a beacon of hope particularly for the vulnerable sections of society grappling with poverty and fuel poverty. This case study identifies and addresses the nuanced needs of those most affected and returns a 1:30 SROI (Social Return on Investment) independently ratified by HACT (Housing Association Charity Trust).

At the core of this initiative lies the recognition of a staggering reality – millions in the UK find themselves in vulnerable situations, struggling to meet basic energy needs where individuals and families find themselves unable to afford adequate heating or energy services resulting in a severe threat to health and wellbeing.

The implications of this issue extend beyond immediate physical discomfort, impacting mental health, exacerbating existing health conditions, and perpetuating a cycle of poverty and exclusion.

Understanding the gravity of the situation, we embarked on a mission to become a leading support service to help transform the living conditions of the most vulnerable by supporting, triaging, and educating them on the different services freely available to them, helping them to make their homes more energy-efficient, and help reduce energy costs where possible.

This initiative is not just a service – it's a commitment to social responsibility, holistically improving services, a testament to the power of targeted intervention, and a reflection of Healthy Homes Solutions' dedication to making a tangible difference in the lives of the most in need in the UK

Spotlight on Innovation: Tackling Vulnerability & Fuel Poverty

Innovative Approach: Healthy Homes Solutions partnering with the VRS and funded by Cadent.

Impactful Outcomes: Achieved a 1:30 SROI, verified by HACT.

Core Mission: Addressing the vulnerability and energy needs of the UK's most vulnerable, enhancing health and well-being.

Holistic Support: Providing education, support, and energy-saving solutions to help the most in need from a one-stop service.

Our Pledge: Healthy Homes Solutions is committed to transformative intervention and lasting social impact.

Our programme has registered over 6,000 homes for essential services, saving residents an average of 88 minutes on form completion. Key benefits include access to VRS, the Priority Services Register, and DWP checks. Additionally, we offer resources on fuel poverty reduction, the Warm Home Discount Scheme, mental health, debt management, Alzheimer's and more, alongside tools for energy savings, scam awareness, and water conservation.

"Making a tangible difference in the lives of those in need across the UK."

2. Methodology Overview: A Data-Driven Strategy to Combat Fuel Poverty

Our methodology is founded on the merging of our comprehensive National Households Database (NHD), Data on Demand (DOD), and the independent HACT SROI model that informs our data-driven approach to address vulnerability, poverty and fuel poverty.

By understanding the socio-economic demographics at risk, we tailor our interventions for maximum effectiveness, ensuring that resources are directed where they are most needed within the Cadent communities in Manchester, Birmingham, London, and the East of England.

Engagement and Outreach: Personalised and Inclusive

Our engagement strategy adopts a multi-pronged approach, encompassing a blend of personalised communication methods. We connect with individuals across various channels, from traditional mail to digital platforms and community outreach, ensuring we reach a diverse audience.

Special attention is given to those who may be excluded due to the digital divide, offering specialised services such as Braille, hard of hearing or large print options to guarantee inclusivity.

Holistic Beneficiary Assessment: Beyond Immediate Energy Needs

The initiative goes beyond assessing immediate energy needs; it takes a holistic view of beneficiaries' circumstances, considering health conditions, support networks, financial constraints, and decarbonisation of their homes. This comprehensive understanding allows us to craft long-term, empowering solutions, helping individuals and communities emerge from the cycle of vulnerability and poverty.

Collaborative Efforts: Strengthening Impact Through Partnerships

In implementing our initiative, we engage in active collaboration with stakeholders such as government agencies, non-profits, and support services like NEA Fuel Poverty, Mental Health Support Services, Alzheimer's Society, PayPlan Debt Management, and GamCare.

This collaborative framework ensures that our efforts are not isolated but are part of a combined movement towards social betterment, leveraging a network of expertise and resources to tackle the complexities of vulnerability through a one-stop-shop service.

"The most comprehensive profiling, engagement, end-to-end vulnerability and fuel poverty initiative that has ever been provided in the UK. "

Helen Lord, CEO of VRS



3. Key Findings and Insights

Key Findings:

Strategic analysis unveiled high vulnerability rates and energy inefficiency within targeted demographics, impacting financial and health well-being. Using all data feeds and engagement results we are able to identify over 7.1m homes that have a very high propensity to be in vulnerability and fuel poverty in England and Wales.

This approach also highlighted the importance of understanding the unique needs of different demographic groups, with over 42% of all registrations being of a “family” classification, so the initiative results enable us to ensure that the solutions offered are not only practical but also accessible to all.

The data-driven strategy also revealed significant gaps in awareness and accessibility of available resources among vulnerable populations. Many were unaware of the support available to them, underscoring the need for effective communication and outreach strategies. The initiative’s multifaceted communication approach thus played a crucial role in bridging this information gap.

These insights not only affirm the critical need for such initiatives but also provide valuable lessons for future endeavours. They highlight the importance of a nuanced understanding of the target demographics, the necessity of tailored solutions, and the power of collaborative efforts in making a tangible difference in the fight against fuel poverty.

Key Insights:

Drawing from the comprehensive results provided by the Healthy Homes programme, here are some key statistics that stand out for the case study:

Community Impact: The programme has registered over 6,000 vulnerable homes and over 45,000 conversations, indicating a robust community response and outreach effectiveness.

Service Engagement: An impressive 78% have opted into the Priority Services Register (PSR), enhancing the safety and well-being of residents significantly.

Efficiency Gains: Each resident using this service has saved an average of 88 minutes – a substantial time economy – by streamlining the sign-up process for services like VRS, TPS, and DWP checks.

Conversion Success: We are seeing an outstanding visitor to form completion rate of 15.8% amidst a traditionally challenging audience, making this a highly effective engagement strategy. The efficiency of our triage calls, averaging 22 minutes, further emphasises our impactful reach and engagement.

Engagement Excellence: The total engagement rate at 20.6%, across our multi-channel resident engagement programme, reflecting a high degree of community interaction with the communications deployed, and over 3500 positive mentions on the VRS’s Facebook community pages.

Enhanced Social Value: Our initiative has achieved a remarkable Social Return on Investment (SROI) ratio of 1:30, as validated by the Housing Association’s Charity Trust (HACT) employing an Ofgem-approved algorithm. This outstanding SROI result underscores the program’s effectiveness in generating exceptional social value.

4: Success Stories and Testimonials

Resident success stories from the SROI surveys reveal life-changing improvements. Families reported lower energy bills and better living standards, while individuals with health issues noted enhanced conditions post-insulation improvements. Community feedback reflects increased engagement and awareness, showcasing the initiative’s extensive impact. These testimonials embody the initiative’s transformative effect on vulnerability, and poverty and fuel poverty, forging a path to a sustainable, healthier future through the Health Homes Solutions and VRS Initiative.





Healthy Homes Solutions Ltd.
Unit 3
East Bond Street,
Leigh,
WN7 1BP

0808 175 0270

info@healthyhomessolutions.co.uk

www.healthyhomessolutions.co.uk



Vulnerability
Registration
Service

VRS (Vulnerability Registration Service)
111 New Union St,
Coventry CV1 2NT



Cadent Gas Ltd
Pilot Way, Ansty Park
Coventry CV7 9JU



7 - 14 Great Dover Street,
London
SE1 4YR

The VRS, Healthy Homes Solutions Ltd, and Cadent Gas Ltd cannot be held responsible for any liability from this initiative. Details are correct at time of press (January 2024).

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Join our revolution in raising the quality of life across the UK

Are you working to uplift those in vulnerable, poverty, or fuel poverty situations? Then connect with Healthy Homes Solutions to explore collaborative opportunities, share insights, and escalate our collective efforts to combat vulnerability and poverty in the UK

Get in touch by emailing

info@healthyhomessolutions.co.uk

or connect with Derek Owen our MD on

LinkedIn at www.linkedin.com/in/derekowen.

Visit Our Initiative

To see the HHS and VRS Initiative in action, visit
www.vrshhs.org.

