HEALTHY HOMES SOLUTIONS

The Vulnerability Initiative.

A LARGE HOUSING ASSOCIATION IN THE SOUTH + HEALTHY HOMES SOLUTIONS

The Vulnerability Initiative (HHS VI)

Turning Housing Data into Preventative Support Pathways Aligned to the Crisis & Resilience Fund

Large Housing Association (Southern England) | Data-Led Engagement Programme

> " "Household-level insight enabled more targeted engagement and earlier identification of residents requiring support."

THE CHALLENGE

A large housing association operating across Southern England held extensive individual and household datasets but lacked a unified understanding of household vulnerability, support overlap and engagement readiness.

As housing providers increasingly support local authorities in delivering Crisis & Resilience Fund (CRF) outcomes, there is growing pressure to identify residents at risk earlier and provide evidence of preventative intervention rather than reactive support.

The organisation required a structured approach to transform existing resident data into actionable insight capable of supporting targeted engagement and coordinated support delivery.

OUR APPROACH

Healthy Homes Solutions worked collaboratively to create an engagement-ready dataset and structured support pathway.

- Mapping individual and household records against the HHS national dataset covering 28 million UK households
- Enriching records with household circumstance indicators and vulnerability insights
- Matching data against the Vulnerability Registration Service (VRS) and HHS Vulnerability Initiative to identify existing registrations and prevent duplication
- Data cleansing and enhancement delivered in partnership with TransUnion to improve record accuracy and completeness
- Preparing deployment datasets for engagement rollout testing
- A/B testing housing association branded engagement versus co-branded HHS Vulnerability Initiative engagement
- Enabling pre-qualification and referral pathways into the Warm Homes Plan and wider support services

THE RESULTS

Data Transformation

- Cleaned and enriched household-level dataset delivered
- Improved visibility of vulnerable households
- Duplicate registrations identified and reduced

Engagement Readiness

- Deployment-ready engagement dataset created
- Improved targeting of residents requiring support
- Stronger foundation for preventative outreach programmes

WHY THIS MATTERS

The project demonstrates how housing associations can support local authorities' Crisis & Resilience Fund delivery by moving from static tenant records to actionable household intelligence — enabling earlier intervention, coordinated referrals and measurable evidence of resilience-building support.

IN PARTNERSHIP WITH

VRS Vulnerability Registration Service

WT Welfare Together

TransUnion