



CASE STUDY

**DRIVING EARLY
INTERVENTION THROUGH
TRUSTED VULNERABILITY
ENGAGEMENT**

SGN South | HHS Vulnerability Initiative (VCMA)

“Trusted, independent engagement enabled earlier identification of vulnerable households and delivered measurable preventative outcomes.”

THE CHALLENGE

SGN sought to improve early identification of vulnerable households, recruitment and triage to support partners, whilst increasing awareness of carbon monoxide safety and Priority Services Register support.

Many residents’ experiencing vulnerability were not engaging with traditional communications, and multiple overlapping challenges often remained hidden until crisis intervention was required. SGN required a preventative engagement model aligned with Ofgem VCMA objectives.

OUR APPROACH

We deployed the Healthy Homes Solutions “Vulnerability Initiative” as an independent engagement and triage platform.

- Large-scale awareness campaigns promoting trusted, independent support
- Simple digital and assisted registration capturing vulnerability indicators
- Automated triage and eligibility assessment
- Proxy sign-up to PSR and VRS where appropriate
- Pre-qualification and referral for the Warm Homes Plan and energy efficiency support programmes
- Direct referrals into specialist partners, including NEF Better Housing Better Health, IE Hub, Kidney Care and Alzheimer’s Society.

Residents could access multiple services through one coordinated support journey.

WHY THIS MATTERS

The programme shows that independent engagement builds trust and enables earlier intervention. Residents frequently presented multiple vulnerabilities, reinforcing the importance of joined-up support models that address root causes rather than isolated issues.

THE RESULTS

Engagement & Reach



9.6
Million
impressions



2.4
Million residents
reached



55,239
landing page
visits

Resident Engagement

- **7,510** registrations achieved (93.9% of target)
- **4,116** PSR registrations (54% conversion)
- **6,657** residents referred to targeted support
- **18,460** support requests delivered
- Average **2.8 services** per resident

Social Value

- **£1.37m** SGN programme value
- **£17.4m** wider social impact generated