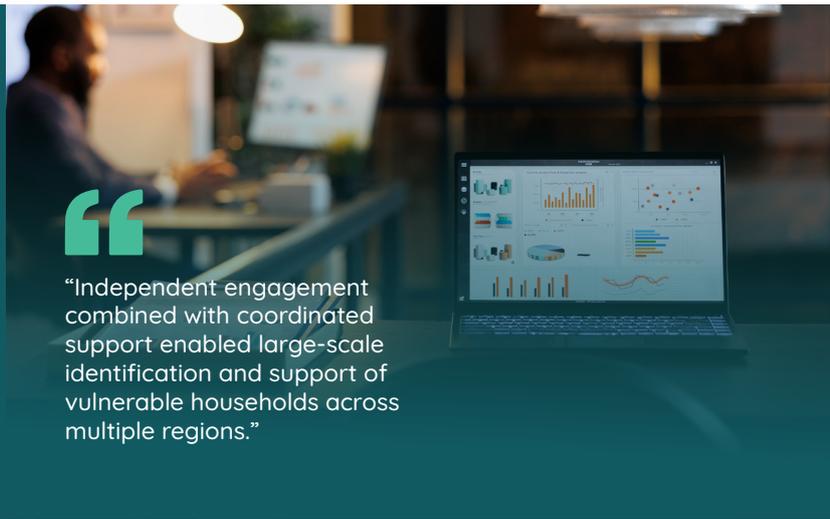


CASE STUDY

**DELIVERING SCALABLE
VULNERABILITY
ENGAGEMENT ACROSS
WALES AND SOUTH WEST
COMMUNITIES**



“Independent engagement combined with coordinated support enabled large-scale identification and support of vulnerable households across multiple regions.”

Wales & West Utilities | HHS Vulnerability Initiative (VCMA)

THE CHALLENGE

Wales & West Utilities required a proactive engagement model capable of identifying and recruiting vulnerable households earlier while supporting carbon monoxide awareness, PSR uptake and wider wellbeing outcomes.

Traditional approaches struggled to reach residents not already known to services and often addressed single issues rather than interconnected vulnerabilities such as financial hardship, health concerns and housing conditions.

A scalable, measurable solution was needed to move residents from awareness into real support while delivering demonstrable social value.

OUR APPROACH

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

- Co-branded HHS VI and Mid Sussex communications issued to 10,000 households alongside annual billing
- Multi-channel engagement including postcards, SMS awareness messaging and AI outbound wellbeing calls
- Simple resident registration capturing household vulnerability and wellbeing indicators
- Automated triage matching residents to relevant support services
- Assisted applications including DWP checks and energy support assessments
- Pre-qualification and referral for the Warm Homes Plan and wider energy efficiency support
- Direct referral pathway into Welfare Together for one-to-one resident support

This created a structured pathway aligned to CRF objectives by identifying residents early and connecting them to preventative assistance.

THE RESULTS

Engagement & Reach

- 15.7** Million impressions
- 3.2** Million residents reached
- 79,000+** landing page visits

Resident Outcomes

- **10,460** residents recruited
- **5,612** PSR registrations
- **7,955** residents referred for direct support
- **19,266** support interventions delivered
- Average **2.4 services** per household

Social Value

- **£16.7m** Ofgem value delivered
- **£26m** wider social impact generated

WHY THIS MATTERS

The programme demonstrates that vulnerability is rarely driven by a single issue. By combining trusted independent engagement with coordinated multi-agency support, WWU created a scalable pathway delivering preventative intervention, stronger community resilience and measurable social impact.