



FUTURE READY HOMES

What MEA are working towards:

1. Tackling fuel poverty, so all householders can live with dignity at home.
2. Supporting the decarbonisation of our housing stock through the uptake of retrofit.
3. Promoting trusted local companies which use a local workforce, thereby helping to retain money in our local economies.
4. Encouraging communities to work together to share knowledge and learning to create more vibrant and resilient places.
5. Climate change will impact most on the vulnerable. We want to see a more significant leadership to influence, train and inspire in our shift to a low carbon society.



What does FRH aim to achieve?

How can we build a sustainable **delivery pathway** for **retrofit** within the **self-funded** market, across the **Marches region**?





Anne Netherwood
Chartered Architect



lightfoot



J3 Building Futures
environmental architecture:
ecology, technology, community



Carbon Co-op



Area Eco
Supporting Sustainable Communities





Keep Herefordshire
Warm



KINVER CLIMATE ACTION GROUP



Building sense
CREATING COMFORT + CUTTING CARBON



Telford & WREKIN ENERGY ADVICE



BRECON CLIMATE ACTION



TALK COMMUNITY



DERBYSHIRE CLIMATE COALITION

Colwall Greener
Our Village Our Planet



What we've achieved

Awareness/ engagement

- **797 visitors** to **108 green homes**
- **15 webinars** delivered to **1,630 people** viewed by **3,230 on YouTube**
- **1,782 people** reached at **25 community events**

Training

- **8 professionals** and **13 DIYers** trained to install woodfibre IWI
- **4 professionals** trained through Green Register's Futureproof Essentials course

Research

- **102 people** spoken to (49%)
- **132 households** (82%) going ahead with retrofit now or in the near future
- **488 measures** installed or planned

Applications

- **430 applications** received
- **50%** of homes dating **pre 1900 or 1919**
- **23%** of homes **listed** or in a **conservation area**
- Main barriers to retrofit: cost/ access to finance, knowledge/ advice and technical constraints

Surveys

- **227 surveys** and reports delivered incl **70 additional surveys** (Herefordshire Council)
- **11 different report types**
- **10 air pressure tests** and **19 sensors**
- Average of **50% possible cost saving** and **82% carbon savings** identified

'Sensible' retrofitter

Key persona.

Not planning on moving. Have money and time to investigate. Climate conscious.

Feel they need/ want to do something as a legacy for their family.

Looking to invest wisely/ make a 'sensible' investment.

Need people and information they can trust to make informed decisions.



The renovator

Retrofit trigger point.

Already have a project in mind - willing to undertake disruptive work (a key barrier) and spend money.

Want to do the work once and do it right.

Opportune time for professional to intervene and upsell.



Traditional home owner

Loves the charm and beauty of their home. Doesn't love high heating bills (and carbon emissions) or being cold in the winter.

Expensive to retrofit. Not straightforward. Possibly listed. Traditional features to preserve.

High value. Combination of style and character with the performance of an eco home. The dream?

Finding skilled builders a challenge. A market exists for those with experience.



Give it a go-er

Time rich but cash poor.

Toe dipper.

Unsure about professionals or can't find any.

Opportunity to provide training, guidance and/ or advice. Work with them to retrofit.



Semi professional/ home expert

Overloaded with information - confused.

Learn while they wait for something better.

In the gap

Cold. Concerned about bills.

Income not low enough for support.

Low cost measures?

2.4 children - the 'normal' family

Conservative investment. Improve home over time.

Time poor. Interested in low interest loans.

Summing up - common threads, what's needed?

- **Building Trust** - providing impartial advice, hand holding and education
- **Finding the right people to work with** - building local capacity & directory of trusted local installers and professionals
- **Financial confidence** - access to match/seed funding. Providing confidence to spend
- **Demand for a one-stop-shop?...** - Impartial advice, confidence and value for money are crucial. Not-for-profit?

“FRH can act as a vehicle to coordinate and deliver retrofit across the area, delivering in partnership with, and with funding from, any number of organisations. In doing so it is able to work strategically, quickly, reliably and consistently – all necessities for upscaling retrofit.”

- FRH (Phase 1) Evaluation Report



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