

CALL FOR PARTNERSHIPS

Requirements brief for interested partnerships developing proposals to support specialist market engagement for domestic retrofit

1. Context:

Retrofitting homes to make them more energy efficient and sustainable is a vital mission within the climate crisis since built environment is one of the most significant contributors to emissions, and the vast majority of it is in private hands. The need to drive retrofit in the domestic sector is now critical.

Currently the retrofit market is largely driven by schemes and grants that are tailored for and targeted at the least energy efficient homes and the most vulnerable people. Key challenges for us right now are how to make retrofit attractive, accessible and possible for a wider domestic market (see Appendix 1- More about the Market).

Under capacity building funds a Gloucestershire/South Gloucestershire partnership¹ known as 'Innovate to Renovate' is exploring how we should renovate current systems and services to drive and service demand for homeowners.

Concept:

This partnership share a vision of a local authority led service:



We know that lower carbon homes are important for the protection they give homeowners from rising energy costs, energy supply chain issues, and for the added comfort and style home improvements bring, as well as for environmental reasons.

Via virtual platforms, signposting, examples and events this partnership aims to provide our residents with a remote 'hand holding' service

that will help them make the right choices, find the right support and access the financial tools that will enable them to improve their homes for the long term.

In order to help us deliver this vision we have secured funding to do around a years' worth of preparation work and capacity building. We are calling this Phase 1 – Innovate to Renovate (**see Appendix 2**) and we are working to review and renovate Gloucestershire's retrofit offer ahead of Phase 2 – The Retrofit Centre launch.

This call seeks to commission partners that will work with us on the stakeholder engagement and research that is so crucial to shaping the detail of our service vision.

¹ Cotswold District Council, Cheltenham Borough Council; Forest of Dean District Council; Gloucester City Council; Stroud District Gloucester; South Gloucestershire Council; Tewkesbury Borough Council

2. Applying

Budget:

There is a budget of £70k which will cover 2 'Work Packages (WP)'. Potential providers are invited to consider their proposals for either or both WP. In any case collaboration between the 2 WP will be essential to maximise the outcomes and efforts required.

Delivery Period:

June 2022 – September 2022, an initial recommendations report must be delivered by 13th July 2022.

Proposal General Requirements

A written proposal with itemised budget will be required as application. The proposal should make clear:

- Objectives, Outcomes and Deliverables Foreseen
- Project Plan, Activities foreseen and Project and Risk Management
- Reporting Commitments (inc.13th July)
- Timeline
- Partnership credentials as relevant to the proposal.
- Itemised Budget and cost profile

There is no specific template for proposals, but documents should not exceed 10 pages. Supplementary information can be placed in Appendices.

Submission:

Applications are required by 23/06/2022 please submit to 2030@stroud.gov.uk

Selection of providers will be made by the project steering group (which consists of officers from each of our partner councils) and will be announced by the 30th June. We are expecting delivery to commence within w/c 4th July.

3. Specification Detail

A significant part of Phase 1 is about working with stakeholders and key actors as providers or consumers.

It will:

- ✚ Provide an opportunity to the local consumer market to convey their needs and contribute ideas for how to shape an effective model of support and engagement
- ✚ Deliver awareness of the importance of retrofit and best approaches to achieving a net zero home
- ✚ Tie up with professional marketing to really drive the market to take action themselves
- ✚ Include 2-way discussion and feedback between consumers and providers of retrofit and supporting services such as finance.

But, key to all of this is:

- ✚ The ability to get people interested in talking about this and ensuring they have someone to talk to
- ✚ To generate a buzz

✚ To define and reach the target market and connect them to expertise

✚ To educate and improve understanding of the challenges and benefits.

We are commissioning for partnerships to propose their ideas for how to tackle these challenges and are keen to see new partnerships active in this space.

We know we have a strong and able third sector with sustainability, community working and technical expertise, but we also realise that our target market is not their usual audience and there is a lot to achieve in getting their involvement.

We encourage partnership bids that can achieve the blend of sustainable energy and retrofit know-how with market knowledge and practical experience of generating commercial appeal.

WP(a)- Community Engagement – Consumers and Providers

Aligning to principles of ‘action research’ propose how you will provide the opportunity for the local consumers, retrofit providers and local industry support services to convey their needs and contribute ideas for shaping effective future models of support and engagement.

Purpose: To increase the breadth and depth of engagement with both residents and installers to...

- a. Better understand our local market conditions and drivers in order to ready the market via the greater consumer confidence that will, eventually, drive installer capacity building through greater demand
- b. Maximise the uptake of current retrofit support incentives and services (existing schemes including LAD2, installers and local initiatives).

Market sectors

Please describe how you will reach and actively engage the following target groups and consider others that should also be included.

- i. Homeowners/occupiers/Private Landlords in Gloucestershire and South Gloucestershire
- ii. Retrofit suppliers and installers
- iii. Home maintenance and DIY providers
- iv. Advisers – including construction project experts e.g., architects, surveyors, building control

Deliverables – minimum requirements

1. Robust, evidenced-based market assessment of what will increase retrofit take up in Gloucestershire and South Gloucestershire
2. A suite of activity to test/achieve feedback on any proposed concepts and solutions defined
3. A recommendations report for the partnership to feed their service development.
4. Establishment of community consultation group(s) with representation from across the Gloucestershire and South Gloucestershire area including consumers, installers, skills providers and carbon building management experts. To participate in and advise on the development of future services.

WP (b) Community Engagement – Signposting and Specialist Education

To provide a comprehensive yet accessible package of information and engagement on how to retrofit homes, why it is important and the need to act now so that there is increased demand for retrofit measures.

Purpose: To increase the breadth and depth of engagement with both residents and installers to

- a. Raise public understanding of importance of, and approaches to retrofit.
- b. Improve consumer knowledge of the services and tools that can support their retrofit decisions
- c. Identify tools and resources for inclusion to future services

Market sectors

- i. Homeowners/occupiers/Private Landlords in Gloucestershire and South Gloucestershire
- ii. Retrofit suppliers and installers
- iii. Home maintenance and DIY providers

Deliverables – minimum requirements

1. Design an evidence-based info/promotions approach to those most likely to make to implement retrofit measures across Gloucestershire and South Gloucestershire.
 - It should raise awareness of why home retrofit is important in achieving net zero, the range of options available for support
 - It should identify and consider how best use intervention routes that occur at critical points of engagement e.g., buying/selling a home/planning a DIY project etc.
2. Identify key stages of a retrofit journey (Deciding what to do/ Financing/ Implementing etc) - Collate/road test and refine an educational package for the householder that can be integrated to future services that can help them on those various stages of a retrofit journey'
3. A recommendations report for the partnership to feed their service development.

APPENDIX 1

More about the market

(Source [here](#))

Climate Worriers – 18% of GB

Likely to be affluent, cost and disruption are still barriers to action. They feel that their actions can make a difference but are overwhelmed by the scale of the challenge. They want to be convinced that it is not all too late already and told in specific detail what they should do to help mitigate the impact of climate change.

Price Sensitive – 19% of GB

This group are highly informed and engaged with the climate change agenda and keen to make practical change, but they are also highly sensitive to cost. They are focused more on waste and consuming less than on climate directly. They think that the UK should do what it can to tackle climate change, even if other countries did not.

Actively Engaged – 19% of GB

The Actively Engaged are highly engaged and aware of current affairs issues generally. They understand and speak confidently about climate change on a global and holistic level rather than focusing only on waste and pollution. They are more than happy to tell others what they ought to be doing. They care deeply about climate change and have consistently the highest scores in caring for the planet and concern about climate change. They score highest when it comes to having already taken actions like turning down their heating and using their cars less. They are among the most educated of the segments and the most likely to say that they feel their personal actions will have an impact in reducing climate change.

Busy Convenience-Seekers – 15% of GB

This group is less engaged in current affairs in general and that includes climate change. This does not mean that they don't care – there are issues such as the loss of distinct seasons that worry them more than other groups – but they don't have the time, money or inclination to do much about it. They are the most urban, the most likely to have children still living at home and are the youngest of our segments.

Pragmatic Sceptics – 8% of GB

This group is most negative about climate change but make up the smallest segment of the population. They generally do not prioritise climate change as a concern – only 2% selected it as an important issue facing the country in our poll. However, in focus groups they show far more awareness and concern than this result might suggest. Their attitude is that there is little point in doing anything when businesses and governments are not. Their educational attainment levels are the lowest, and they are among the older of the segments. They trust no one other than maybe their friends and family.

Disengaged Cynics – 20% of GB

Disengaged Cynics are generally less informed than the other groups. This group can be expected to disperse into the other segments as net zero and climate change debates become more mainstream and they become more engaged. They have the lowest levels of home ownership and are the most likely to fall into the DE socio-economic group. They have more than the average number of children living at home and are among the least likely to be retired.

APPENDIX 2

Overview of Action under Phase 1 – Innovate to Renovate

Whilst the retrofit aspect of our low carbon challenges is significant, complex and cross-sector by nature, at the heart lies the need to generate public interest and demand as these are key to the development of industry certainty that is needed for growth.

We need to move beyond affordable warmth provision that is significantly driven by grants and 'shepherding' of clients in through referrals to create supplementary services to these that are desirable and accessible to a broader range of householders who come looking for those services in significant numbers.

This idyll looks something like this:



It depends upon conditions such as:



It involves a very broad range of key actors such as (but not exclusively):

- ✚ Building contractors
- ✚ Supply merchants
- ✚ Heating engineers
- ✚ Renewable energy installers
- ✚ Quality controllers
- ✚ Planning Officers
- ✚ Training providers
- ✚ Technical advisors
- ✚ Local Authorities
- ✚ FE Sector
- ✚ Marketing and Advertising
- ✚ DiY retail and Estate Agents

What is the Innovate to Renovate Partnership doing?

We recognise the system needs overhaul and have secured some funding to help Gloucestershire and S. Gloucestershire on their way to achieving a better way. The table outlines our envisioned journey with the first column showing what we are working on now.

Short Term (to end Summer 2023)	Medium Term (to end December 2023)	Longer term
Focus on 'able to pay' householder. Complimenting and enhancing Warm and Well provision²	Focus on delivering to 'able to pay' but also thinking about how information and services could support business owners.	Strategic growth of the work is integrating the activity and learnings with projects addressing skills and supply chains.
Evidence gathering practical action – education, awareness and feedback through consultation and events.	Feeding Evidence into consultations for policy improvement	A reference project for lessons learned and future policy development
Feeding the hum of public interest in retrofit and generating it into a buzz.	Using the buzz and converting it into practical action with offerings that generate home installs	Turning up the volume ensuring a growing demand is well supported.
Development of service platforms and information channels; defining local target groups and dissemination networks and finding out how they like to be communicated to.	Coordination and signposting of schemes and funding available in the region. Including a forward look that helps markets and buyers plan and prepare.	A trusted 'brand' of retrofit support attracting new partners to boost provision of retrofit infrastructure that supports contractors and financing options that supports householders.
Informing service provision by gaining a better understanding of the data on housing stock for example and learning about how this can inform service provision and bolster communications with evidence of impact.	Data is being used to inform the conceptual development of new services and innovations in provision of retrofit.	Local authorities are working in partnership to deliver better services as a result of initiatives such as Coop's; CIC and Community energy
Consultation and evidence gathering with contractors to identify the provision that we need to find to support their business development needs	Networks of peer to peer support and collaboration (such as Link2Energy) are re-invigorated and Sharing learning with skills and education providers to develop new local provision that supports business needs	New projects that support growth, skills development and 'visible professionalisation' (quality awards etc.) for retrofit industries.
Providing advice and information that develops more confidence in householders about their projects such as case studies; ROI examples, Open homes events	Providing navigation support for developing a household project signposting to technical advice and translating planning procedures; integrating QMS such as PAS2035	Development of local initiatives that provide attractive 'packages' of support for retrofit

² As a response to emerging new issues that will impact the vulnerable the early communications/engagement work will build upon existing support to the vulnerable.