

Home Analytics

Find out how the Home Analytics stock housing data service helped Broadland District Council power their Warm Homes campaign.

The Challenge

Broadland District Council in Norfolk uses funding from National Grid in their 'Warm Homes Programme' to retrofit the most vulnerable private homes with central heating, boilers and wall cavity insulation. These measures increase comfort in fuel-poor homes and provide energy advice and support to the homeowners and renters that need it most.

Taking Action

Knowing which homes to target and focus their campaign on, however, was a vital starting point as Broadland District Council had limited data to work with. This is where Energy Saving Trust was able to provide a powerful solution with the Home Analytics housing stock data service, giving 90 different data variables for every home across their region, allowing them to pinpoint the homes that may be most in need of support.

“ Home Analytics helped us target homes with the lowest EPCs and lack of central heating or energy-loss prevention measures. ”

The Result

The Home Analytics stock housing data is modelled across multiple data sets that have been rigorously updated by Energy Saving Trust for close to a decade, allowing it to deliver property characteristics from specific address level detail to the whole of Great Britain. In this case, Broadland District Council were able to pinpoint homes that did not have central heating, efficient boilers or wall cavity insulation.

Since the Warm Homes Programme began using Home Analytics, Broadland District Council has identified and helped over 1400 people in addition to installing 125 central heating units in the private housing sector. They have also helped social housing with heat pump deliveries to reduce fuel poverty in critical areas.

“All of our district councils were thrilled with the data and have used it for their own fuel poverty schemes. I would highly recommend using it alongside local knowledge, as it allows us to target energy consumers who need our service the most with our campaigns.”

