



# Greener Homes Greener Lives Working Towards Net Zero

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Dudley Energy Advice Line  
(DEAL)

Housing Assets &  
Development



# LAD2 Bid

Midlands Energy Hub - LAD2 funding  
£1.49M capital funding + £134K ancillary

Short timescales to prepare proposal  
No private sector data  
Have our own social housing stock - 21k properties  
Comprehensive database with all EPCS & SAP ratings.  
298 properties x £5k + £2.5k match funding

# LAD2 Proposal

Pilot EWI project

Compare costs - PAS standard with grant funding v  
LA specification with no grant funding.

Solid wall properties mainly D rated only 50% allowed

Required E rated properties needing low-cost measures  
to allow for blending of funds

EWI - as many as possible for money available

ELNS

Solar PV

# Resident Support

Dudley Energy Line (DEAL) - energy advice and support to all grant recipients

Needs Assessment - warm safe and independent in their home.

# Behaviour Changes

Challenges to  
reducing emissions:

Too complex

Unsure what steps to  
take

Too costly

Important  
suggestions:  
achievable,  
affordable, and  
maintainable



Driving less

Less dairy and meat

Ethical and  
sustainable clothing

Energy aware

5 Rs: refuse, reuse,  
reduce, recycle and  
rot

# Contractor

Existing Contract - relationship built up over many years

Weekly meetings, dedicated contract manager, site manager, QS and admin support

Retrofit Assessor

# Resident Engagement

## Challenges

Making contact

Access

Withdraw part way  
through

Feels intrusive

Many visits



Dedicated Admin  
Officer Contractor -  
office based

Dedicated DEAL  
Officer - on site

# Design Challenges

DPC

Windows

Roofline

Soffits

Ventilation



# Planning Challenges

Met with planners early in process

Time constraints meant needed to avoid planning permission

Mix of brick and render in a street

Consultation with planners very slow

Brick imprint costly

Lead time for materials – took 3 months to agree a render colour with Planning

# Outcomes

EWI – 35 properties

ELNS – 207 properties

Solar PV – 53 properties

# Evaluation

8 Switchee smart thermostats fitted pre EWI

Switchee – online dashboard providing live and historic readings

Evaluate pre and post measures – average temperature, time takes to warm up and cool down, usage and humidity levels

# Feedback

I noticed almost Immediately that I could turn my thermostat down."

"You could tell it made a difference from the moment you woke up."

"The neighbours have commented about how smart it looks"

Shortlisted for Inside Housing Award & National Energy Efficiency Awards

