

CASE STUDY

Delivering 33k qualified Vulnerable Resident Registrations Through AI - Powered Community Engagement.

As part of a major vulnerability engagement programme across Wales and South West communities, Healthy Homes Solutions needed to identify vulnerable households earlier, increase support uptake and create measurable social outcomes. Traditional outreach methods struggled to reach disengaged residents, creating a need for a scalable digital and AI-led engagement model.



33,460

Vulnerable Residents
recruited.



12,612

PSR emergency support
registrations completed.



£58m

Wider social impact
generated.

The Challenge

Many vulnerable residents were not engaging with traditional communications and often faced multiple interconnected challenges including fuel poverty, health concerns, financial hardship and housing issues. Existing approaches tended to focus on individual problems rather than providing a coordinated pathway into support services, making it difficult to achieve preventative intervention at scale.

The Solution

Mr Digital worked alongside Healthy Homes Solutions to engineer a multi-channel engagement ecosystem combining digital advertising, SMS campaigns, direct mail, landing page optimisation and AI-powered outbound engagement. Residents were guided through a simplified registration journey that captured vulnerability indicators, automated eligibility assessments and matched individuals to relevant support services. The approach created a scalable support pathway, driving registrations, increasing PSR uptake and enabling direct referrals into specialist organisations delivering practical assistance to those most in need.



"The combination of digital engagement, AI-driven outreach and simplified resident journeys enabled us to identify and support thousands of vulnerable households who may otherwise never have engaged with available support services."

Gemma Willett
Engagement Director