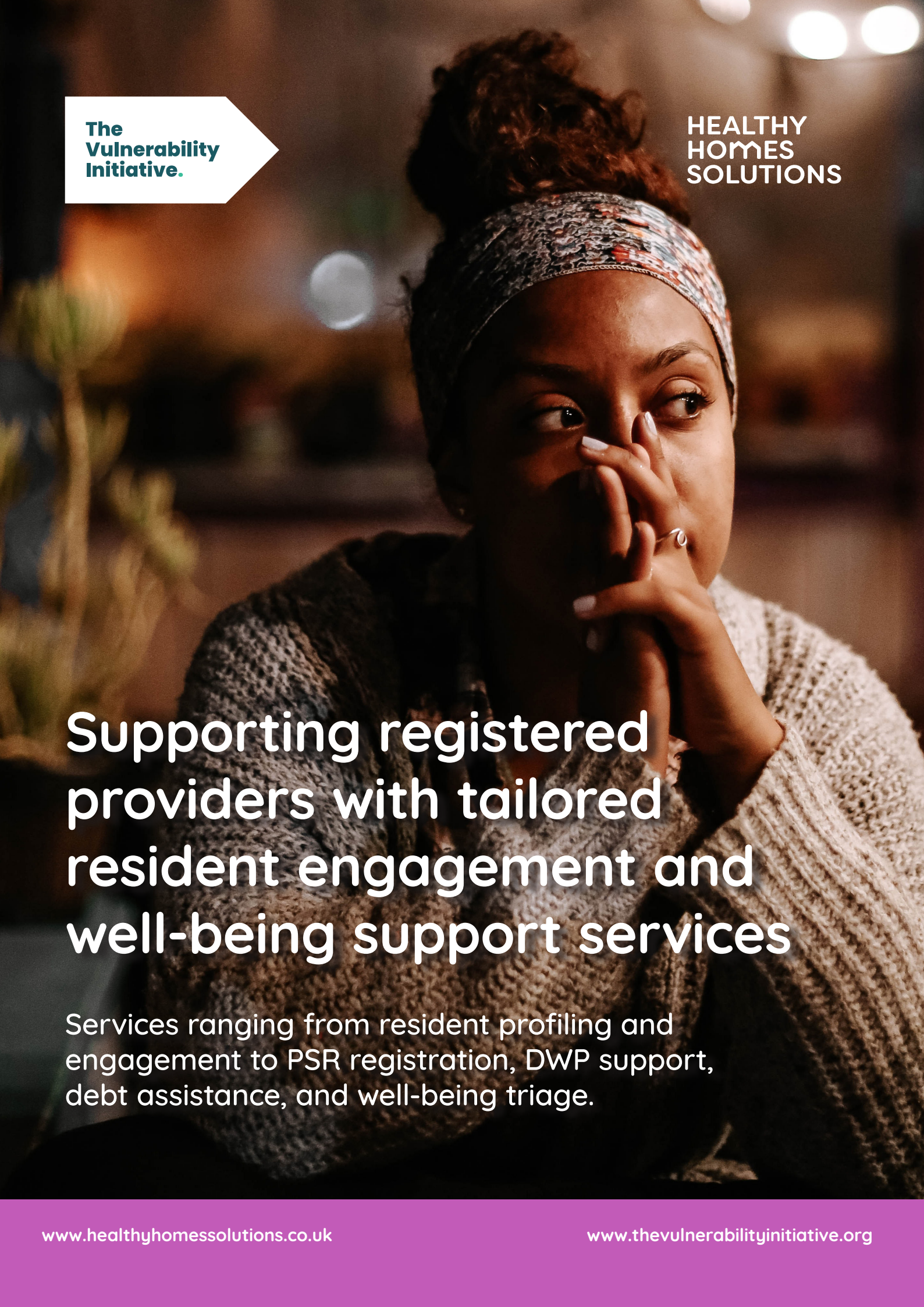




**The
Vulnerability
Initiative.**

**HEALTHY
HOMES
SOLUTIONS**

Supporting registered providers with tailored resident engagement and well-being support services

Services ranging from resident profiling and engagement to PSR registration, DWP support, debt assistance, and well-being triage.

1 Data Profiling, Mapping & Identifying Trends for Registered Providers

Healthy Homes Solutions offers innovative data services that empower Registered Providers with deep insights into their communities.

Leveraging the National Household Database of 28 million households, along with trusted data partners such as Data on Demand, TransUnion, and our proprietary Vulnerability Wellbeing Dataset, we provide comprehensive profiling and trend analysis.

This enables providers to make informed decisions, target resources effectively, and address challenges like fuel poverty and vulnerable households, ensuring impactful outcomes for residents.

Key Features

- Comprehensive data analysis
- Customised reporting
- Actionable insights
- Data modelling

Our Approach

- Utilise National Household Database (28 million households)
- Leverage Vulnerability Database (4.5m entries)
- Apply advanced data profiling techniques and propensity modelling techniques

Benefits for Registered Providers



Identify trends in Data

- Damp and mould patterns
- Fuel poor homes
- Vulnerable households



Data Driven Solutions

Help make informed decisions on where to allocate resources for maximum impact.



Address specific scenarios:

- Young families in damp conditions
- Homes most in need
- Proactive Debt Support

Mapping 28 million Householder Database with Registered Providers' data to identify key trends and turning insights into actionable projects that deliver real support to the homes most in need.



Healthy Homes Index™

Case Study: Poverty Analysis

To help identify which homes to reach out to first within the Wales and West Utilities locations, we applied our Healthy Homes Vulnerability and Fuel Poor Index, where we identified homes across Wales that are more likely to have inefficient energy use, be in critical poverty, and face multiple forms of vulnerability. Our data-driven analysis helped pinpoint high-risk households in need of intervention.

Stats:

35% of homes in Wales are in critical poverty, representing **527,399 homes** vulnerable due to inefficient homes.

38% of homes in relative poverty, representing **572,302 homes**.

12.3% are the most inefficient and impoverished homes and likely to have multiple vulnerability statuses.



Did You Know?

our data profiling has helped to secure **over £2.4m in vulnerability support funds** for The Vulnerability Initiative.

Contact us today for a free consultation.

Discover how our data services can transform your decision-making.

Scan the QR code to get in touch

0808 175 0270



2 The Vulnerability Initiative™ by Healthy Homes Solutions

Healthy Homes Solutions transforms how housing providers identify and support their most vulnerable residents, through The Vulnerability Initiative.

Our independence drives a 12-14% higher recruitment and registration rate of these resident profiles, allowing Registered Providers to partner with a trusted, impartial partner.

Through comprehensive data-driven insights and targeted interventions, we empower providers to proactively address issues, optimise resource allocation, and enhance resident well-being.

Leveraging advanced analytics, real-time dashboards, and seamless integration with existing systems, alongside our trusted partners, The Vulnerability Initiative provides each provider with their own customised insights dashboard. This ensures valuable insights are accessible, support reaches those who need it most, and long-term outcomes are improved.

Key Features

- Comprehensive vulnerability assessment
- GDPR compliant data handling
- Real-time dashboard updates
- Advanced trend analysis capabilities

Benefits

- Early identification of vulnerable residents
- More efficient resource allocation
- Improved engagement through targeted outreach
- Improved resident support and satisfaction
- Data-driven decision making

How it works

1

Programme Scope

Present the HHS Vulnerability Initiative and align it with residents' needs

2

Engagement Model

Create a customised resident engagement strategy

3

Outreach Testing

Test and optimise outreach and engagement efforts

4

Dashboard Review

Analyse unique insights via a personalised dashboard

Our Support Network

Through partnerships with organisations such as Mental Health UK, Kidney Care, Maggie's Cancer Care, NEF, Cruse, VRS, and many others, we have established an extensive network of engaged support partners.

This collaboration enhances our ability to identify and support vulnerable individuals, facilitating an effective self-referral and self-selection process.

By continually expanding our partner network, we aim to broaden the reach of our triage and support services, ensuring residents receive comprehensive assistance tailored to their unique needs.

Tailored Dashboards

Our unique dashboards offer valuable insights into trends and information related to damp and mould, DWP assessments, decarbonisation initiatives, age demographics, children under 12, and factors such as food bank visits.

This holistic view of residents' circumstances empowers housing providers to understand the outcomes of multiple indicators and selections. It enables a deeper understanding of community wellbeing, guiding Registered Providers to align with, enhance, and roll out support programmes that address the most pressing needs within their communities.

Case Study: Wales and West Utilities VCMA Support Programme

After expanding the Vulnerability Initiative through £490k in VCMA funding, results include:



15.8% increase
in resident registrations

82% PSR
sign-up rate

88 minutes saved
per resident on service sign-up

This expansion has enhanced safety, well-being, and support for vulnerable households across the region.

"We are pleased to fund this initiative through the VCMA, enabling partnerships to reach more people and provide support to keep them safe and warm. HHS has shown its impact with the HHS & VRS initiative, and we hope this expansion helps even more people in our region get the support they need."

Sophie Shorney

VCMA Manager at Wales & West Utilities

Get Started

Book a demo of The Vulnerability Initiative today and start transforming your approach to resident support.

Scan the QR code
to get in touch

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3 Comprehensive Financial Support for Your Residents

Comprehensive Proactive Support in Partnership with Welfare Together

Healthy Homes Solutions and Welfare Together have joined forces to deliver an integrated approach to financial and wellbeing support for vulnerable households.

This partnership enables Registered Providers to reduce debt, identify at-risk residents, and provide targeted assistance while freeing up internal resources so they can focus on more time-critical support areas within the community.

By combining data analytics and a collaborative approach with dedicated support, we enhance resident engagement and connect them to essential services, building trust and resilience within communities.

Key Benefits

Debt Profiling & Support

- Identify residents at risk and offer personalised debt management plans.

Resident Dashboard

- Unique insights into financial health, energy usage, benefit eligibility, and engagement trends.

Warm Homes Vouchers

- Comprehensive support from eligibility checks to successful application.

Independent Engagement Expertise

We manage all resident engagement independently, achieving 12-14% higher engagement rates compared to standard in-house efforts.

This partnership empowers Registered Providers with data-driven decision-making, ensuring early intervention and sustainable support strategies that strengthen community resilience and improve overall wellbeing.

Why Choose Our Service?



Higher Engagement

Achieve 12-14% better resident response



Benefit Navigation

Proven success with complex benefits



Data Insights & Trends

Custom dashboards for resident trends



Focused Support

Dedicated team for urgent community care

Step-by-Step Process

1. **Initial Contact:** Reach residents via phone, email, and post
2. **Assessment:** Perform a comprehensive financial health check
3. **Support Plan:** Create a personalised financial strategy
4. **Application:** Assist with relevant benefit and grant applications
5. **Follow-up:** Provide continuous support and monitor outcomes

Success Metrics

Debt Support Programme

- Debt Reduction: Average 35% decrease
- Repayment Plans: 80% of cases successfully managed
- Financial Confidence: 60% improvement among residents

Warm Homes Voucher Scheme

- Application Success: 92% approval rate
- Energy Bill Savings: £280 average annual reduction per household
- Resident Satisfaction: 4.8/5 rating

Case Study: Mid Sussex District Council



Challenge: Rent arrears and low participation in support programmes.

Solution: Launched a comprehensive debt support and Warm Homes Voucher assistance programme through a joint effort by The Vulnerability Initiative (TVI) and Welfare Together (WT)

Programme Targets:

25% pro-active reduction
in council tax arrears

500 successful
Warm Homes Voucher applications

£98,000
in projected energy bill savings for residents

40% increase
in resident engagement with support services

Get in Touch

Let us help your residents achieve financial stability and warmth. Contact our team today to learn more about our debt support and Warm Homes Voucher assistance programmes.

Healthy Homes Solutions:

0808 175 0270

www.healthyhomessolutions.co.uk



Welfare Together:

hello@welfaretogether.co.uk



4 Transforming Resident Engagement for Registered Providers

At Healthy Homes Solutions, we believe that effective resident engagement is the cornerstone of successful housing management.

Our award-winning services are designed to create meaningful connections and drive positive outcomes. With our independent engagement model, we achieve a 12-14% uplift in resident response rates, ensuring that support reaches those who need it most and enhancing the overall impact of housing initiatives.

Key Services

- Custom engagement strategies
- Digital and traditional
- Community events planning and execution
- Resident satisfaction surveys and analysis
- The Vulnerability Initiative Training and how to use it

Benefits

- Increased resident satisfaction and trust
- Higher participation in community initiatives
- More effective service delivery
- Improved decision-making based on resident input
- Multi-channel engagement testing and evaluation

Our Approach

1

Data-Driven Insights

Utilise advanced analytics to understand resident needs & preferences

2

Multi-Channel Communication

Engage residents through their preferred methods (digital, print, self-register)

3

Tailored Messaging

Develop targeted content that resonates with different resident groups

4

Continuous Feedback

Regularly gather and act on resident feedback where it's needed most

Tools for Engagement

1. **Co-Design Workshops:** Collaborative sessions that involve residents in service and policy development
2. **Integrated Multi-Channel Programmes:** A blended approach using digital and traditional methods, including emails, calls, texts, and printed materials, for comprehensive and cohesive resident outreach
3. **Multimedia Content Creation:** Develop engaging video, audio, and written content for diverse resident groups
4. **Continuous Improvement:** Capturing and analysing data at each stage to test, learn, and enhance programme effectiveness.



Case Study:

Challenge: To help register residents to the PSR, and provide over 1:30 HACT SROI.

Solution: Implement the Vulnerability Initiative across most of England and Wales.

Success Metrics

- 88 minutes saved**
per resident in form completion time
- 14.8% form conversion rate**
showcasing effective resident participation
- 40% increase**
in engagement through optimised multi-channel outreach (calls, emails, texts, and postcards)
- Increased resident trust**
demonstrated by higher engagement and satisfaction rates in programme participation

16% conversion rate
of landing page visits

14,000+ homes
registered for essential services

82% PSR
sign-up rate achieved

Over 12,500
self-referred, self-registered
vulnerable residents in 12 months.

“HHS’s Vulnerability Initiative has transformed resident engagement. We’re now seeing higher participation, deeper trust, and stronger community outcomes.”

Derek Owen
MD, Healthy Homes Solutions

Ready to Transform Your Resident Engagement?

Contact us today for a personalised engagement strategy consultation.

0808 175 0270
www.healthyhomessolutions.co.uk



5 Empowering Residents Through Practical Guides and Resources

Healthy Homes Solutions creates focused, practical guides tailored to address the real challenges residents face.

Drawing on our expertise and in-depth insight analysis, we develop targeted materials that engage residents effectively, ensuring Registered Providers have resources that align with community needs without relying on external agencies or internal teams that may not fully interpret resident data.

Support Materials We Offer

- Booklets and flyers
- Resident Videos
- Testimonial Videos
- Infographics
- Engagement Tools
- Resident Surveys
- Damp and Mould guide
- Energy Efficiency Guide

Benefits

Increased

resident awareness and empowerment

Improved

home conditions through practical maintenance tips

Lower

energy bills for residents

Decreased

maintenance calls and associated costs

Key Features

- Clear, jargon-free language
- Practical, actionable advice
- Visual, video and infographic aids
- Case studies and real-life examples

Accessibility Options

- Large print versions
- Braille editions
- Audio recordings
- Digital interactive PDFs
- Translations in multiple languages

Customisation Options

Make these resources truly your own:



1

Branding

Add your logo and colour scheme

2

Local Resources

Include area-specific support services

3

Policy Integration

Align content with your housing policies

4

Case Studies

Feature success stories from your communities

4

QR Codes

Link to your online resources or helplines

Distribution Strategy

Digital Distribution

- Email campaigns
- Resident portal uploads
- Social media sharing

Targeted Outreach

- Identified vulnerable households
- Areas with known damp/mould issues
- High energy consumption neighbourhoods

Physical Distribution

- Move-in welcome packs
- Seasonal mailings (e.g. pre-winter energy efficiency guide)
- Community centre displays

Interactive Workshops

- Host sessions using booklets as guides
- Offer Q&A with community experts
- Provide hands-on demonstrations

Get in Touch

Give our team a call on
0808 175 0270

Find out more about
our services by
scanning the QR Code



6 Enabling Retrofit Growth: Your Path to Sustainable Housing

In partnership with Bishop Oak, Healthy Homes Solutions offers comprehensive support for your retrofit projects, including skills development, training, recruitment, financial assistance with factoring, and CIS compliance.

Our partnership ensures Registered Providers have the tools and expertise needed for effective and efficient project delivery.

Our Services

Financial Strategies

- Cash flow management for large-scale projects
- Tailored financial solutions for retrofit initiatives

Operational Support

- Payroll management for retrofit teams
- CIS Compliance assistance with industry standards
- Business factoring to maintain smooth operations

Skills Development Support

- Accessing subcontract installers
- Introducing installers to retrofit

Key Features

- Overcome financial barriers to retrofit projects
- Ensure regulatory CIS compliance throughout the process
- Maximise access to available funding streams
- Streamline operations for efficient project delivery

Why Choose Us?

- Expertise in housing, retrofit, construction, finance, and engagement.
- Payroll Solutions for subcontractors.
- Access to 50,000+ Installers for project needs.
- Wider Network of support partners.
- In-Depth Understanding of the pathway to PAS compliance.



Bishop Oak's Role

Financial Expertise

Specialised knowledge in retrofit financing

Operational Support

Streamlining processes for efficient project delivery and CIS compliance

Resource Access

Access to tap into over 50k sub contractor installers

Risk Management

Identifying and mitigating financial risks in retrofit projects

Ready to Transform Your Housing Stock?

Contact us today to discuss how we can support your team.

0808 175 0270

www.healthyhomessolutions.co.uk



Scan the QR code to get in touch with Bishop Oak

www.bishopoak.com

“Bishop Oak is dedicated to empowering the retrofit sector with financial solutions that make projects smoother and more efficient. Our aim is to bring in new resources and skilled professionals, ensuring financial stability and enhanced support for retrofit growth.”

Russell Olley
Bishop Oak

www.bishopoak.com

Bishop Oak

7 Comprehensive Support Through Trusted Partnerships

Healthy Homes Solutions has curated a network of trusted partners to provide targeted, holistic support to residents. With Cadent, WWU, and SGN as key funding partners, our initiative ensures seamless integration of resources for enhanced resident engagement and community wellbeing.

Partners

- Cadent, WWU, SGN
- Maggie's Cancer Care
- Mental Health UK
- The VRS
- IE Hub
- Kidney Care
- Cruse Bereavement
- Independent Age
- National Energy Foundation
- Welfare Together
- Alzheimer's (Dementia Support)
- GamCare
- Bishop Oak

Benefits of Our Partner Network

- Comprehensive support covering holistic range joining well-being and financial sectors
- Expertise from leading organisations in their respective fields
- Streamlined access to specialised services for your residents
- Reduced Staff Workload: Just-in-time triage referrals through expert partner support

Our partner network ethos



Collaborative Support

We build strong partnerships to provide a comprehensive range of services, ensuring residents receive timely and tailored support.



Targeted Referrals

We connect residents with the most suitable partner services for just-in-time assistance and effective solutions.



Sustained Engagement

Ongoing collaboration with partners to maintain quality support and continuous improvement for resident wellbeing.

Partners



www.alzheimers.org.uk



www.maggies.org

Bishop Oak

www.bishopoak.com



www.mentalhealth-uk.org



www.cadentgas.com



www.nea.org.uk



www.cruse.org.uk



www.nef.org.uk



www.dataondemand.co.uk



www.policyinpractice.co.uk



www.gamcare.org.uk



www.sgn.co.uk



www.iehub.co.uk



www.vulnerabilityregistrationservice.co.uk



www.independentage.org



www.welfaretogether.co.uk



www.kidneycareuk.org



www.wwutilities.co.uk

Collaborative Approach

"Our partner network is vital for ensuring residents receive timely and effective support. Through collaboration with leading organisations, we provide comprehensive services that make a real difference in residents' lives and strengthen communities."

Derek Owen

MD, Healthy Homes Solutions

Expanding Your Support Network

Contact us to explore how our partner network can complement your existing services.

0808 175 0270

www.healthyhomessolutions.co.uk

Our Services:

- The Vulnerability Initiative offers tailored triage and support to connect residents with the services they need
- Data Profiling, vulnerability identification and trends mapping
- Delivering proactive 1:1 tailored support to ensure residents receive personalised well-being solutions before crises develop. Partnering with Welfare Together.
- Tailored engagement guides and outreach booklets to empower residents and enhance provider communication
- Support with Retrofit delivery projects

Our Partners:



Supporting Registered Providers' vulnerable customers with a single view



Trend Analysis & Propensity Modelling support



HACT Housing Association Charity Trust



Finance strategies, cash flow management, & retrofit support



The IE Hub



Policy IN Practice



Detailed resident profiling to highlight needs

To find out more about Healthy Homes Solutions, scan the QR Code



Find out more about The Vulnerability Initiative by scanning the QR Code

