

LOCAL AUTHORITY DOMESTIC RETROFIT CRITICAL SUCCESS FACTORS



Theme	Critical success factor
Communication and Behavioural change	Good news stories / case studies
	Clear marketing messages and communication
	Public support for retrofit action and wider climate change / net zero strategy
	Increased carbon literacy amongst population
	Growing network of exemplar show homes and household “champions”
	Successful supporting behaviour change programme: households given advice and guidance before, during and post installation of measures
	Improved capacity building and awareness raising at community level: A community / peer to peer approach to household take up is key to success
Customer satisfaction	Disruption to households during retrofit works minimalised
	Commitments to households in relation to energy and carbon savings are fulfilled
Economic benefits	Target number of local jobs achieved
	Upskilling local people - via local training providers
	Dynamic and competitive local retrofit and low carbon heating market
	Increased in quality and value of local housing stock
	Optimised use of locally produced materials
	Harness and grow local academic and R&D capability – become a hotbed for new and emerging technologies
	Clear targets for local employment and apprenticeships delivered
	Greater local disposable income due to lower bills
Financial	Financial and commercial business case accurate
	Emergence of attractive and competitive financial products
	Strong investor confidence in demand for financial products
	Local authority return on investment achieved

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Health and wellbeing benefits	Reduced hospital admissions and/or GP appointments due to fewer cold/damp homes
	Improved health and well-being
	Improved indoor air quality
	Reduction in excess winter deaths
Leadership and programme management	Clear and “fit for purpose” governance structure
	Strong political leadership
	Ability to “flex” programme to respond to market signals and feedback
Maturing market	Cost of measures reduces over time
	Demand for retrofit increases over time
Net zero carbon	Housing stock retrofitted in line with net zero targets and deadlines
	Optimise the procurement process to encourage reduced waste and carbon emissions throughout the construction supply chain
Plans and pathways	Agreed vision and clear understanding of local authority preferred role in market development
	An agreed retrofit plan which reflects: <ul style="list-style-type: none"> - where we are now - where we want to get to - preferred pathway to net zero
	Accurate understanding of energy efficiency of the housing stock (housing stock baseline)
	Improved data based on whole house retrofit plans
Procurement and contractual	Appropriate sharing of risk and reward across public and private sectors
Reputational	Growth in local authority’s reputation and brand
Social benefits	Elimination or reduction of fuel poverty - reduced energy bills for low-income households
Value for money	Achieving economies of scale, such as via a “street by street” approach, or economies of scale for material buying