

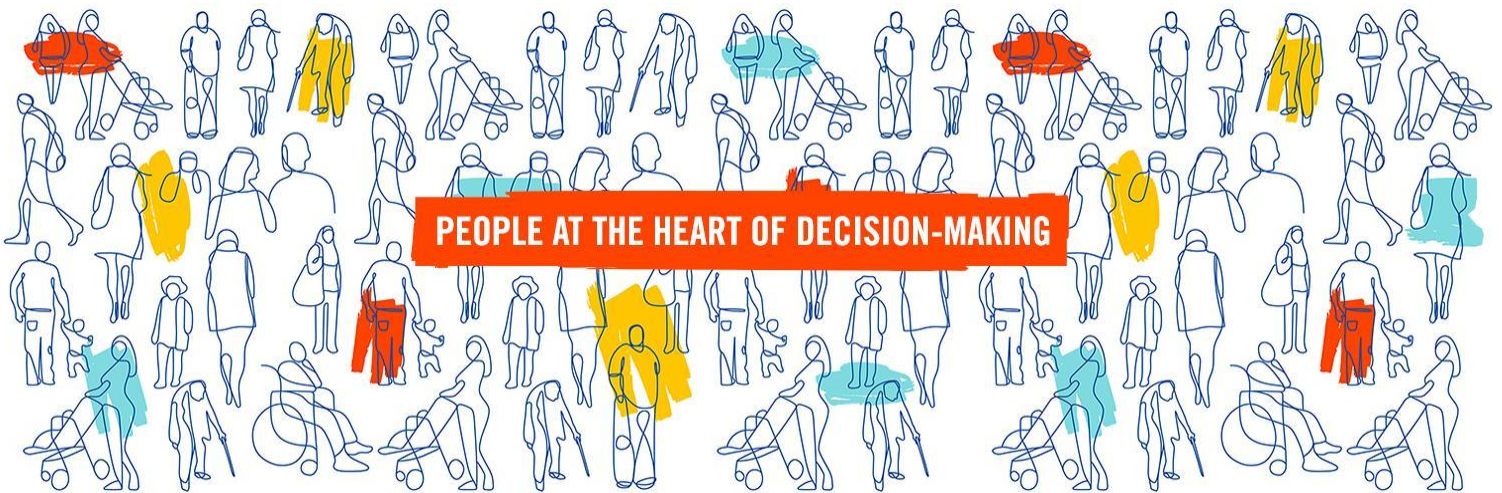


Camden Climate Panel

Session Three

Tuesday 21st November 2023

This document outlines the key discussions, questions and themes that emerged from Session Three of Camden's Climate Panel.





01. Owner-Occupier Retrofit Scheme

For the first half of the Panel session, Members explored Camden's new owner-occupier retrofit scheme. **Maggie Tapa, Sustainability Officer at Camden Council**, presented on the new scheme to be trialled in late 2023 - early 2024. You can see **Maggie's powerpoint slides [here](#) and on the [microsite](#).**

After Maggie's presentation Panel Members had the opportunity to ask questions about the scheme. Members used the learning from Maggie's presentation and the Q&A to inform conversations about the Customer Journey and communications approaches.

Customer Journey

Panel Members were then asked to examine the **six-stage retrofit customer journey**. At each stage of the journey, Members were asked to reflect on: what the barriers to progress with retrofit; what support you might need to overcome the barriers; and which actors would need to be involved. The following overarching reflections were noted.

Overarching reflections

- **A named advisor** throughout the whole customer journey is essential. This person should remain the same throughout the process and should be able to answer questions or concerns. The advisor would work closely with the resident, Camden Council and contractors at each stage and act to provide reliable information and guidance to the resident.
- **Whole process is too complex.** The customer journey should be simplified so it doesn't overwhelm residents. Some of the stages could be combined.
- **Knowledge is essential.** Easy, accessible and trustworthy information needs to be provided throughout the process so residents don't feel they have to be 'experts' in every stage.
- **Provide cost estimates upfront** so residents know if retrofit is a viable option to them.
- For the trial period, Camden should aim for a **diverse cross section of properties** to produce useful case studies that are relevant to different types of properties.

You can find more detailed reflections on the six stages in the table on the following pages.



Stage 1 - Residents are considering retrofitting their home

Barriers	Solutions	Actors
<p>Access to reliable information about the retrofit process, including if planning permission is required, was seen as a major barrier to starting the retrofit process. Members felt they weren't sure how to access dependable information and who to ask for help in the first instance.</p> <p>Financial questions were raised, including how much the overall retrofit process would cost and anticipated savings from having a retrofitted home.</p> <p>Trust was raised as a barrier both in terms of finding a trustworthy building company to work with and trusting the Camden scheme over other schemes available.</p>	<p>More easily accessible and reliable information on Camden's website, in local newspapers, social media and radio. As Camden has a high percentage of properties in conservation areas, Members emphasised that specific guidance on this is needed.</p> <p>Case studies to demonstrate how the customer journey works and the positive impact for residents.</p>	<p>Camden Council was seen as the main actor for providing clear and accessible information.</p> <p>Residents could work with Camden to produce useful case studies.</p> <p>Energy companies could work with Camden to advertise retrofit.</p>



Stage 2 - Residents are considering their options and gathers information about how to retrofit their homes

Barriers	Solutions	Actors
<p>Financial questions, especially around getting a reliable quote for the work, were seen as a barrier.</p> <p>Trust in different actors providing information was a barrier. Members were concerned about conflicting advice from Camden and private companies and would feel unsure about who to trust.</p>	<p>Example pricing for different types of building and retrofit options.</p> <p>Trustworthy recommendations and templates from reputable companies and/or Camden Council that prospective residents could use to plan their retrofit process.</p> <p>Named advisor. This person would be the go-to throughout the retrofit journey and would have access to up-to-date, reliable information.</p>	<p>Camden Council should provide the named advisor; they were seen as the most trustworthy actor to provide this service.</p> <p>Retrofit company to provide free consultations and example pricing for retrofit options.</p>

Stage 3 - Resident deliberates whether to install measures in their homes

Barriers	Solutions	Actors
<p>Financial considerations about affordability was the main concern raised.</p>	<p>Retrofit timeline with estimated costs including information on anticipated mess and disruption. This would enable advanced</p>	<p>Camden Council to provide the named advisor.</p>



<p>Inconvenience due to mess and disruption.</p> <p>Longevity of retrofit was raised, with some concerns about the lifetime of the retrofit and if it is worth it for current owners.</p>	<p>financial and logistical planning for residents, in particular for those who have caring responsibilities or work from home.</p> <p>Named advisor to answer questions or concerns about the installation works.</p>	<p>Residents who've previously used the scheme to provide information on their experience to the advisor and can answer questions from residents.</p> <p>Developers who fund the scheme to provide information to the advisor.</p>
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Stage 4 - Resident arranges installation of measures

Barriers	Solutions	Actors
<p>Concerns from neighbours about how work would cause disruption.</p> <p>Delays to timeline due to shortages of materials, labour or unexpected challenges as part of the installation.</p> <p>Quality of work. Members were unsure they would be able to assess the quality of work, putting them at risk of poor workmanship.</p> <p>Unexpected illness or life events could put the whole process on pause.</p>	<p>Named advisor who helps with installation assessments and manages the project timeline and is available to answer questions about the installation process. This could include online tracking and ticket submission for questions.</p> <p>Database of suppliers licenced and/or approved by Camden Council to ensure they are reputable.</p>	<p>Camden Council should provide the named advisor.</p> <p>Camden Council should have final sign off on all work performed by an independent contractor to ensure quality of work.</p> <p>Developers should connect up with Camden so information is clear and transparent.</p>



<p>Change in personal finances may cause residents to cancel or reconsider retrofit.</p>	<p>Online videos that explain different retrofits and what the installation process looks like for each.</p>	
<p>Stage 5 - Installation occurs</p>		
<p>Barriers</p>	<p>Solutions</p>	<p>Actors</p>
<p>Increased costs may cause residents to drop out at the last minute. It was noted there is currently no penalty for dropping out at the last minute which may make this more likely.</p> <p>Extended timelines and therefore more disruption, especially for those with caring responsibilities and/or those who work from home.</p> <p>Problems with contractors including poor work, noise, last minute cancellations and delays. Members noted previous negative experience working with Camden-contracted workers.</p>	<p>Financial support to help with unexpected cost increases.</p> <p>Short term housing whilst work is completed if retrofit is extensive.</p> <p>Legal advice if something goes wrong.</p> <p>Named advisor to work with throughout the installation process.</p>	<p>Camden Council to provide the named advisor. They could also sign post towards legal advice and put in place a cost for residents if they cancel the installation last minute.</p> <p>Contractors to provide guarantees for the quality of the work.</p>



Stage 6 - Resident's use energy in their retrofitted home

Barriers	Solutions	Actors
<p>On-street parking isn't widely available which limits installing household electric car charging.</p> <p>Noise disruption from heat pumps and other renewable energy sources.</p> <p>Sunlight needed for solar panels and photovoltaic panels is unreliable in the UK. Members also noted that new developments could be build that block the sun, limiting the usefulness of retrofit.</p> <p>Efficiency and power. Members noted that some forms of renewables aren't as efficient as gas, so residents would have to adapt their lifestyles.</p> <p>Replacing appliances. Members noted that some appliances in their homes would need to be replaced to be compatible with retrofits which would add additional costs.</p>	<p>Measure CO2 and financial savings to demonstrate benefits of retrofit to homeowners. This could also be used to build the evidence base for others to join the retrofit scheme.</p> <p>New energy certification after retrofit installed to demonstrate the benefits for retrofit. This could also be useful for landlords.</p> <p>Technical support available for the first few months after instalment to help with quick fixes and answer questions.</p> <p>Resell excess energy so it isn't lost and for an additional financial benefit to residents who've retrofitted their homes.</p> <p>Form retrofit co-ops so whole buildings share the risk and return of retrofitting.</p>	<p>Camden Council could provide financial incentives, information, and support for individuals and communities.</p>



Communications Approach

In small groups, Panel Members discussed communications approaches for the new Owner-Occupier Retrofit scheme.

How can Camden best reach homeowners and landlords to talk about retrofit?

- **Simple language** so the scheme, pros and cons, and costs are easy to understand.
- **Targeted approach** to ensure resources are used effectively. Suggestions included: using existing databases to target homeowners, on street assessments of most suitable homes followed by door knocking; council tax bill insert for eligible residents; and targeted social media ads.
- **Outline the need that retrofit is answering** to ensure the scheme is relatable for residents and they understand the benefits of the scheme.

What role could communities play and what support would they need from Camden?

- **Storytelling** in formal and informal settings, for instance at Camden-organised events and with family and friends at the local pub or park.
- **Case Studies** of success stories. Camden could work closely with residents to develop these case studies.
- **Community-led events** to publicise retrofit and create space for community retrofit schemes to be discussed. These events should be fun and family friendly to encourage residents to attend.
- **Open houses** where residents who have retrofitted their homes invite others to see the results and talk about the process.

What would be a good name for the scheme?

- FutureFit
- Camden Green Homes
- Think of Fiji
- Get your home fit
- FutureFit - Making your home fit for the future
- EnergyFit
- GreenFit



02. Community Event - Panel Session Four

Panel Members spent the second half of the session discussing the upcoming **Community Event**, the fourth session of Camden's Climate Panel. The Community Event is an opportunity to celebrate the work of the Panel and wider community action on Climate from around Camden.

The following ideas were shared by Panel Members about the Community Event.

- **Working Group to design the event**, made up of Panel Member volunteers from Panels One and Two alongside Camden and Involve.
- The event should have a **broad but clear theme** to draw people in and create a cohesive narrative. The event should talk about the Panel as *one* of the many exciting activities happening in Camden.
- Host the workshop at a **community-centred location** such as a School or the Crowndale centre.
- **Activities should be fun, family friendly and participatory**. There should be a clear programme of events for people to participate in so they can arrive at specific times. Ideas included: mini-workshops, 'how tos', show and tell, select speakers, and stalls.
- **Food and music** should be found from the Camden Community to make the event more like a festival and draw people in.
- Ask attendees to **pre-register** to attend the event. This will help to gauge the number of attendees in advance.
- **Freebies** for attending the event that can publicise climate action in Camden e.g. Camden Climate tote bags with leaflets inside.
- **Activities at the event could be run by:** climate experts; Panel Members; local businesses; Camden Council; Community Groups; sustainability grant funders; and large climate organisations and charities.

03. Car Park and Other Questions

During the session, a few additional **ideas and questions** were raised. We have captured the outputs here.

- Are leaseholders included in the Owner-Occupier Retrofit scheme?
- Are there existing retrofitted homes that could be used to showcase what retrofitting can do / looks like?
- What is the geographical spread for the initial 20 house trial?