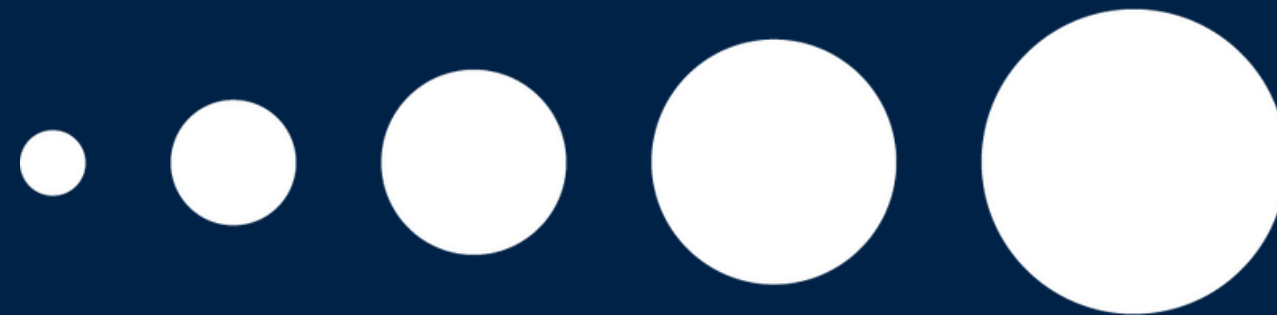




Retrofit
for Lets

Jake Percival – Stakeholder Engagement Officer



PURE LEAPFROG

Innovation led Carbon and Sustainability Charity

Developing new services, business models and solutions that cut across built environment, energy and carbon to accelerate our progress to a more sustainable future.

Exploring the Future of Rented Homes with Landlords and Tenants

On mission to overcome barriers to providing clean powered and cosy homes that tenants love.

Government funded innovation project



north west
net zero hub



Department for
Energy Security
& Net Zero

Local Energy Advice Demonstrator pilot project

Project lead & services



PURE LEAPFROG

Retrofit advice and assessments

Supported by



WARRINGTON
Borough Council

Stimulating green finance
product development



Finance panel of banks &
green finance innovators

Researching the business
case for landlords



The Association for
Decentralised Energy

Local Energy Advice Demonstrator project description



Specifically targeting private rented sector landlords and tenants using a unique approach to overcome the split incentive and encourage retrofit uptake in the private rental sector by conveying the benefits of retrofit to the landlord. This will be delivered through in-depth discussions with landlords, showing them data and analysis, followed by in-person retrofit assessments.

CORE OUTPUTS	
Workstream 1	Research, message development and landlord recruitment activities
Workstream 2	Retrofit advice service development and piloting
Workstream 3	Green financial product development
Workstream 4	Project management, measurement and documentation

What were we looking to achieve with the RfL advice service?

At the beginning of the project, desired outcomes included:

Messaging and engagement



- Persuade PRS landlords that retrofit is simple, compelling, and actionable.
- Demonstrate the benefits of retrofitting by describing them in the positive terms that are warranted, and by seeking to quantify them in persuasive metrics.
- Target multiple geographic areas with high density of PRS housing across Warrington, Cheshire and other authorities in the NW and South Yorkshire.

Develop high quality services that provide retrofit advice, assessment, and plans of work.

- Create a framework for such a service by complimenting the ‘Landlord Retrofit Journey’
- Service design to cover front and back of stage interactions; allowing engaged landlords to progress through the project. Identifying suitable works, making informed recommendations, discussing which measures they may take forward and outlining who they might go to next.

Test and Learn what works best for landlords

- Determine which engagement and messaging techniques are effective to replicate in different areas. Which stakeholders provide us with best access to landlords?

What were we looking to achieve with the RfL advice service?

At the beginning of the project, desired outcomes included:

Exploration of new green financial products

- Bring together a “finance round table” of individuals from the financial services sector to inform the development of green financial products.
- Build an understanding of how the differing landlord archetypes can influence finance products.
- This includes products to fund retrofit advice, assessment, and plans of work through asset-backed products.

Evidence case and business case

- ACE Research will outline the essential business case for landlords, quantifying benefits such as higher quality tenants, reduced turnover, enhanced revenue security, and increased asset value – factors that can lead to lower borrowing rates.
- ACE Research will also create a methodology to attempt to quantify the value of these incentives for landlords

What has the final version of the advice service turned out like?

What did we discover works?

Initial Engagement

- Energy Efficiency Advice drop-in sessions at local cafe's within target areas, advertised through local authority social media and landlord mailing lists
- Engagement for these sessions would also be driven by attending local PRS forums and interacting with similar projects

Messaging

- Initial engagement was low, until Milliband flagged EPC C by 2030 for the PRS. It is clear landlords react to policy change, with other levers being weaker. We developed our main messaging around this: **Staying ahead of legislation.**
- Evolved other messaging over time to match what we found to be the other main factors driving landlords to engage with the project ie. tenant comfort, attracting higher quality tenants, lowering energy bills.
- We actively disregarded the use of any jargon around the subject, both while providing in-person advice sessions and within project material.

High quality service delivery

- Following the initial 30 minute retrofit advice consultation, the landlord is clearly advised on the next steps.
- Landlords are heavily supported throughout the service to limit the number of 'drop-offs' to maximise the conversion of assessments.
- The level of engagement within each geographic area seems to be linked to how active a local authorities interaction with the PRS is.

Landlord advice at the energy efficiency café

Come along for a 20-minute advice session with a complimentary drink!

Friday 13 December
Drop in 1-4pm

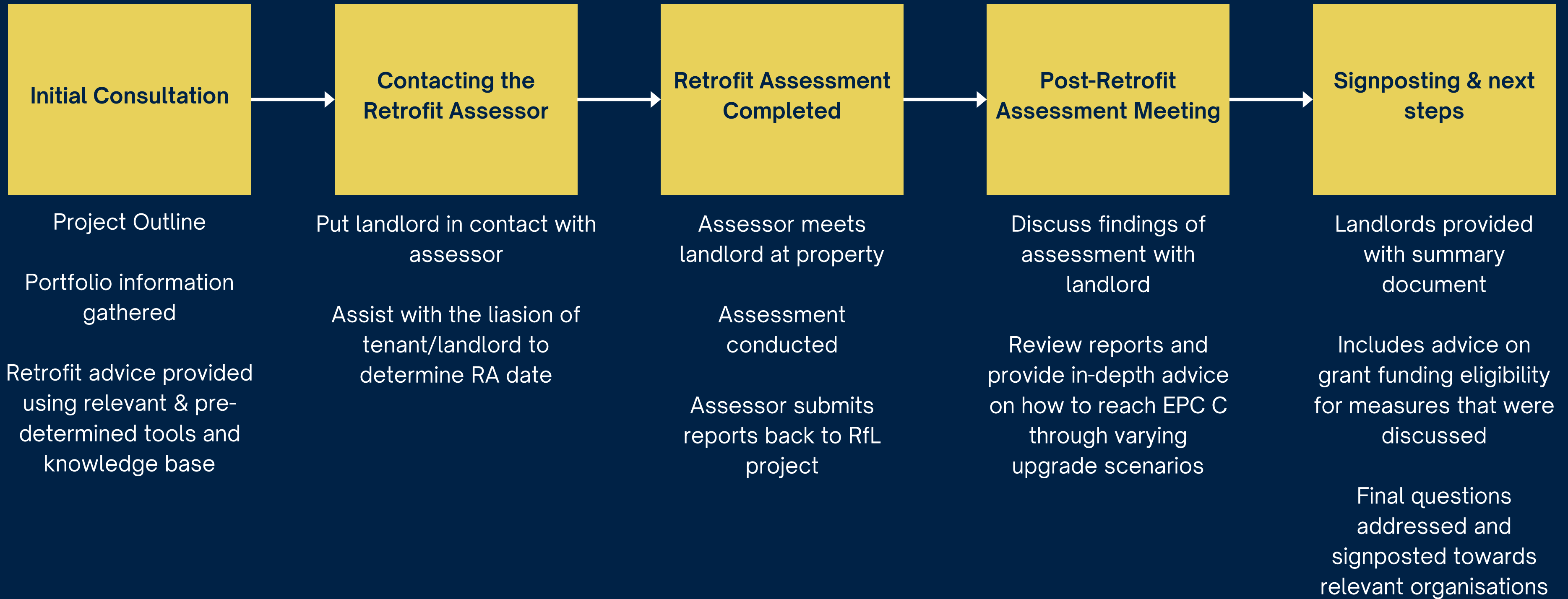
Sankey Street, WA1 1NN



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Landlord Journey



Engagement Figures

The service went live in early 2024, however take up was initially slow. We adapted our engagement approaches and by August, our engagement numbers began to increase.

Since then we have engaged with **171 Landlords**. A breakdown of these interactions can be found below:

Landlord Engagement figures: Up to March 2025

120 Landlords engaged with across the North West

51 Landlord engaged with across South Yorkshire

95 in-depth Retrofit Advice Consultations

47 Retrofit Assessments completed within the project scope

10 further Retrofit Assessments commissioned by a Local Authority who were impressed with the service

29 Energy Efficiency Advice Cafe sessions hosted in local communities



LetZero



Customer facing online platform



Optioneering and visualisation tools



Retrofit delivery system



Replicable and scalable business model

FUNDED BY



OUR PARTNERS



How we help

We understand the challenges faced by both homeowners and residents when it comes to upgrading properties. Let Zero acts as a trusted, one-stop service, providing:



Guidance for Warmer, Healthier Homes

Clear, expert advice on making homes more comfortable and energy-efficient.



In-Person Retrofit Assessments

Professional evaluations to determine the best energy-saving improvements.



Tailored Whole House Plans

Custom retrofit roadmaps designed to meet the unique needs of each property.



Retrofit Project Strategy

Collaborating with homeowners to develop a strategic plan for the next phase of the retrofit installation.



Support in Finding Skilled Tradespeople

Assistance in sourcing trusted professionals for retrofit projects.



Funding & Finance

Guiding homeowners in asking the right questions and finding key information on grants and financing options.



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Thank you for listening!

Jake Percival
Stakeholder Engagement Officer

Pure Leapfrog | *energising communities*

e | jake.percival@pureleapfrog.org

