



**‘Residents, energy and domestic improvement – what really drives take-up? Learning from delivery, not just design.’**

Jon Davis – Partnerships Manager



# About YES

A Community Interest Company  
on a mission to:



**Alleviate fuel poverty**

**Drive energy efficiency**  
*(via installations  
and advice)*

**Reduce CO<sub>2</sub> emissions**

Last year (2025-26):

- **Supported 26,995 households**
- **£11.6M annual bill savings**
- **Installed 12,861 energy efficiency measures**

# Experienced professionals

- Established in 2000
- Public sector roots (originally an ancillary of Kirklees Council)
- Multi award winners
- A growing workforce – now 100+ employees
- Delivery of 17 local authority schemes in 2025
- PAS2035 compliance, ensuring all schemes meet industry standards
- 10 wrap around advice contracts with electricity and gas network providers
- Mobile advice centre currently servicing the North West

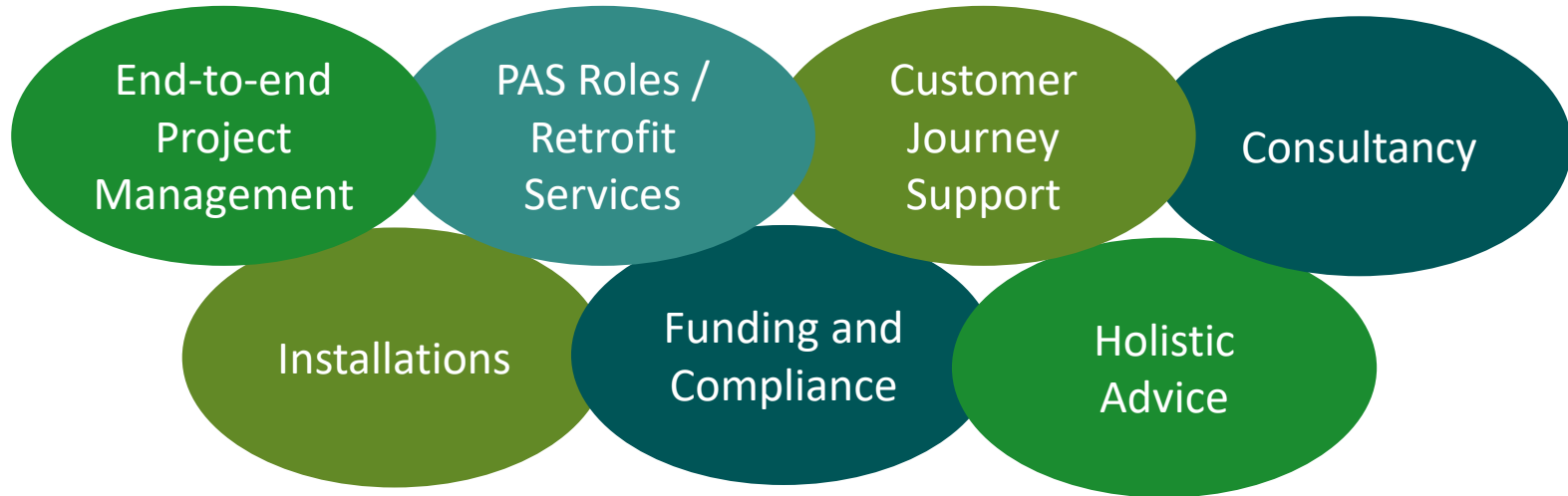


# A safe pair of hands



# A versatile partner

YES has the infrastructure and capabilities to meet your fuel poverty alleviation requirements, whether that's as a turnkey provider or as a support function:



# The core issue....

# .....engagement



# Current position...

- Significant funding and delivery programmes now in place
- Proven technologies available at scale
- Strong policy direction across the sector
- YET - Take-up still below what programmes are designed to achieve
- AND - Engagement remains a limiting factor

**"We've heard all that before... so we were sceptical."**

**Peter & Lynn, HUG2 scheme**

# Why take up falls short...

- Over reliance on self-referral
- Assuming that demand follows supply
- Lack of awareness of how people behave
- Lack of trust and clarity





# The wrong assumption....

- Delivery models often assume demand will follow a good offer
- This works for informed and confident households
- Less effective for vulnerable or disengaged groups
- Over-reliance on self-referral and inbound demand
- Creates a consistent engagement gap

**“It sounded too good to be true... after all my investigating I knew it was real.”**  
**— Diane & Tony, Northallerton, HUG2**

A photograph of a vast cornfield under a dramatic sky at sunset. The sun is low on the horizon, casting a warm glow over the green crops. The sky is a mix of deep blue and orange, with wispy clouds. The text 'If you build it, they will come' is overlaid in the center in a white serif font.

If you build it,  
*they will come*



# Who gets missed...

- Private rented sector tenants with limited control
- Low-income households assuming it will cost or doubt their eligibility
- Residents in poor-quality housing not actively seeking help or too proud to ask
- Digitally excluded or less visible groups
- Households not reached through traditional channels

**"I live on my own... it was a really cold winter. I didn't know this sort of thing was available to me  
— Tenant, Halifax HUG2**



# Where engagement breaks down...

- At initial awareness (relevance unclear)
- After 1<sup>st</sup> contact (trust not established)
- At the decision point (risk perception)
- During the process (complexity increases)





# What residents care about...

- Concern about potential or hidden costs
- Worry about disruption within the home
- Fear of poor-quality work or things going wrong
- Impact on tenancy or landlord relationships
- Uncertainty about what the process involves
- Doing it when you say you'll do it
- The 'hassle factor'



**"All I worried about was how much it was going to cost me."  
— Peter & Lynn, Nottingham, HUG2**



# Trust...

- Lack of clarity about who is contacting them
- Scepticism around “free” offers
- Limited understanding of next steps
- Trust often determines whether engagement continues
- Difficult to rebuild once lost
- Trust relies on consistent, predictable experiences

“I know of YES through the relationship I’d read about with the council”  
— **Aaron, Nottingham, HUG2**



Matthew Lill, Energy Efficiency Project Officer- West Lindsey  
District Council





# West Lindsey District Council

- Lead authority of the Central and South Lincolnshire Consortium
- 213 Homes with 494 measures and £4.6 Million spent under HUG2 with YES Energy
- 304 homes target to deliver under Warm Homes: Local Grant with a £4.6m allocation
- 1186 automatically eligible postcodes across the 4 local authorities under WH:LG IMD Income Decile 1-2
- 296 on the waitlist 109 currently in delivery



# The local authorities' job

- A direct line to the residents
- Trust with us is already built
- Ability to help target specific areas that are more in need
- In person availability
- Single point of contact





# How we do it

- Regular in-person sessions at coffee mornings and group events
- Online webinars open for all residents to attend
- In person Energy Advice sessions at our offices
- Free, impartial advice provided by phone or e-mail
- Engagement sessions in schools and colleges





# The result

- 400+ resident wait list before Warm Homes: Local Grant went live
- Continuous flow of new referrals of residents
- More engaged residents calling for further advice on what they can do next
- Trust built not only in the Local Authority but also in our contractor YES Energy
- 800+ residents provided with bespoke advice over the space of 18 months



Where has my audience gone?





# Role of advice...

- Provides early, impartial clarity on what is being offered
- Helps residents understand relevance to their situation
- Addresses concerns before decisions are required
- Builds confidence and trust in the process
- Gives examples and properties that are benefitting
- Supports informed and voluntary engagement

**“They explained absolutely everything”  
— Happy Days Tenant, Halifax, HUG2**



# Engagement is not one interaction...

- Different households respond in different ways
- Single-contact approaches exclude harder-to-reach groups
- Multiple touchpoints increase likelihood of engagement
- Trusted routes (partners, landlords, community) are key
- Engagement often requires timing and repetition and alignment

**“Our neighbours had it done, then we also got a letter”  
— Kate and Luke, Nottingham HUG2**





# What works...

- Higher levels of sustained engagement
- Reduces drop-out across the process
- Increases confidence in proceeding with works
- Improves delivery efficiency of contractor
- Better overall outcomes for both residents and programmes
- Consistent, standards-led delivery improves engagement

**“Everything ran so smoothly because you kept us informed through the whole process.”**  
**— Andrew, North Yorkshire HUG2 scheme**



# What this means for programme design...

- Engagement must be designed, with early advice building trust and clarity
- Multiple, well-timed touchpoints are needed to sustain engagement
- Take up is shaped by behaviour as much as availability
- Understanding residents improves delivery success

**“If it makes sense to people, it works. If it doesn’t, it doesn’t.”**

**— Jon Davis, YES Energy Solutions**



# Thank you

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