



Support for Park Homes

'Energy saving solutions for the most vulnerable'

Why Help Park Homes?

Park Homes are some of the least energy efficient housing stock in the UK.



Thin Walls

Off Gas

Expensive Heating Systems

Poor SAP & EPC Ratings

Elderly Low Income Householders

A hotspot for fuel poverty

The last survey showed that there are around 160,000 people living in 84,000 Park Homes in England.



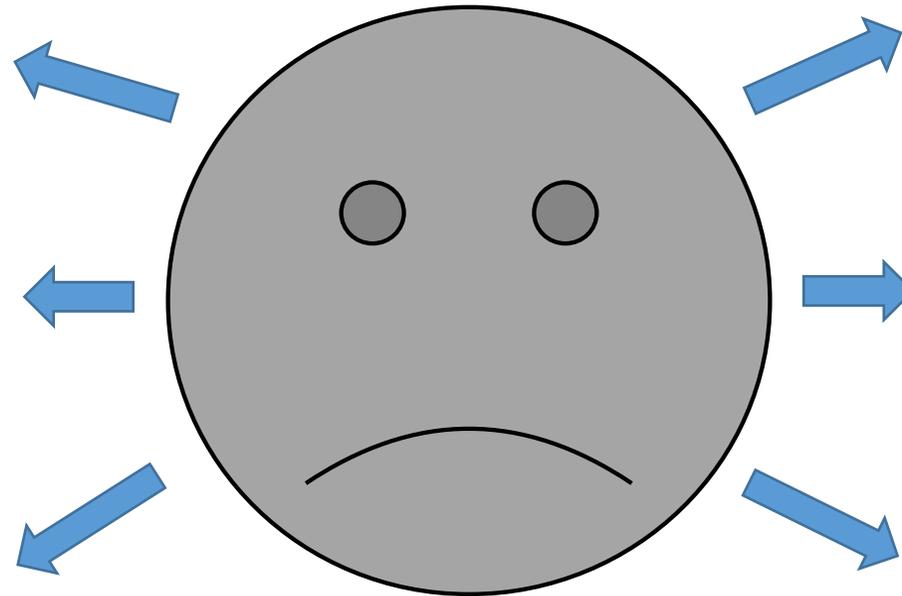
In 2015 YES Energy Solutions assessed 32 Park Homes and found that 78% were defined as living in fuel poverty based on the Fuel Poverty Network Extension Scheme (FPNES) criteria.

The forgotten residents

Historically grant aid support for Park Homes has been few and far between.

Installers avoid Park Homes due to unfavourable funding rates.

Residents are typically on lower incomes and fall out of 'able to pay' schemes.



Planning permission can sometimes be a barrier for home improvements.

Site owners can prevent access to sites.

Low profit margins to be made on Park Home projects due to the size of the properties.

Opportunities for intervention



The Technical Innovation Fund (TIF)

In 2015 YES Energy Solutions secured funding through the TIF – a new scheme managed by NEA.

The TIF focusses on original approaches to reducing fuel poverty using measures that are not widely supported in standard retrofit funding schemes.

£26.2 million has been invested in projects to bring affordable warmth to over 6000 fuel poor and vulnerable households in England, Scotland and Wales.



Campaigning for Warm Homes

A way forward for Park Homes!



The TIF has enabled us to launch two influential schemes to support Park Homes in partnership with proactive Local Authorities:

Insulation in the North

Working with North Lincolnshire Council

Heat Pumps in the South

*Working with Basingstoke and
Deane Borough Council*

Insulation in the North

YES Energy Solutions partnered with North Lincolnshire Council to offer full insulation upgrades to 35 Park Homes situated in some of the UK's 25% most deprived Lower Super Output Areas.

Park Homes in Scunthorpe

We worked with the Council to identify two Park Home sites where residents were spending disproportionate amounts of their income on fuel.

- Vulnerable residents identified and older, inefficient Park Homes were prioritised
- Two different EWI systems are being trailed to test thermal performance
- Underfloor insulation has also been installed where appropriate



- What our video -

*See the installation process in action
and here from Park Home residents*

Customer Benefits



The insulation measures have not only improved the energy efficiency of the properties but helped local residents take pride in their homes and local community.

Feels warmer

Improves sound proofing

Enhances visual appearance

Reduces energy bills

Improves health & wellbeing

Heat Pumps in the South

Since 2015 YES Energy Solutions has been working with Basingstoke and Deane Borough Council to help a group of Park Home owners save energy and money.

Attwood Close Park

- Uneconomical gas connection project
- Home insulation grants withdrawn under GDHIF scheme
- Householders left frustrated by policy changes and lack of income to invest in home improvements

The TIF enabled us to launch an exciting renewable energy scheme designed to revamp home heating facilities.



Basingstoke
and Deane



Renewable Heating



Air to air heat pumps

An innovative unit that works like a refrigerator in reverse. It transforms air from outside the property into heat.

- Ideal for properties off the mains gas network
- Perfect for Park Homes as heats areas up to 100m²
- Economic to run – up to 5 times more heat produced for every unit of electricity it uses



Customer Benefits



The heat pumps have enabled residents to take back control of their energy bills.

**Lower
Energy
Bills**

**Embracing
Renewable
Energy**

**Affordable
Heating**

**In-built Air
Conditioning**

**Lower
Carbon
Footprint**

Say 'YES' to lower energy bills



YES Energy Solutions is responsible for the whole customer journey.

We secured the funding, coordinated the marketing activities and are now managing industry approved contractors to carry out the installations.

We're working with NEA and the Councils to gather feedback from residents, install monitoring equipment and source new customers for future schemes.



The Engagement Process



For both schemes we implemented interactive communication campaigns to showcase the benefits of the measures being offered.

- Dual branded marketing literature with the Councils logos for added validity
- Community events to meet residents and discuss the schemes in detail
- Energy saving advice from NEA
- Bespoke home visits from NEA



Monitoring Success



As part of the funding criteria, a sample of Park Homes will be monitored for the next 12 months.

NEA has installed remote data loggers to monitor energy usage and average temperatures. Fuel bills will also be compared throughout the year to show the savings that are being achieved.

We hope that the projects will be used as blue prints to influence future policy and establish other Park Home schemes that promote energy efficiency and low carbon technology.



Match Funding

To extend the scope of the projects, YES Energy Solutions worked closely with partners to secure match funding:

- Both Councils covered the EPC survey costs.
- Basingstoke and Deane Borough Council paid for all associated planning applications that were required for the Heat Pumps.
- YES Energy Solutions sacrificed profit margins so that more measures could be installed.
- Our insulation contractor carried out additional enabling work at cost, to ensure properties were structurally suitable for the upgrade.



Award Winners



Our work with Park Homes has been applauded by the wider industry:



**Worcester E2020 Awards -
*Collaboration of the Year***



**National Energy Efficiency &
Retrofit Awards - *Fuel Poverty
Campaigner of the Year***



**NEA Heat Hero Awards -
*Commitment to reducing fuel
poverty in the community***

What have we learnt?

- Residents in Park Home are open to energy saving interventions.
- Social benefits (such as making people feel supported) are of more value to residents than the energy savings generated.
- Working with Local Authorities extends the amount of support available for residents.
- Constant communication is required to build a relationship with vulnerable people based on trust .
- Beware of the power of 'word of mouth' – offers need to be consistent for all customers as not to upset and divide residents.
- Planning restrictions are costly and inappropriate – more needs to be done to get Local Authority planning officers onside.



New opportunities



The success of the TIF Park Homes schemes have lead to more opportunities:

North Lincolnshire – EWI Extension

A further 22 Park Homes will be insulated in North Lincolnshire and another site has already been identified.

Lincolnshire - Hybrid Heat Pumps

We're working with Lincs Rural Housing Association to install an innovative heat pump system in bungalows that works alongside existing oil boilers.

Basingstoke – Support for other residents

Having built up a positive working relationship with Basingstoke and Deane Borough Council, we are now receiving customer referrals covering many energy saving measures.



Thank You

Any questions?

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