

Client information pack notes (measure mix and FAQs)

Clearly and concisely outline the measure mix. List the home energy improvements to be received – each to be accompanied with a relevant image and, if applicable, before and after images too – this is particularly effective in the installation of EWI. Include a short description as to what each energy improvement is, what it does and most importantly, how it will benefit tenants i.e., the potential financial savings that can be achieved, carbon savings, plus any notable wellbeing benefits.

Highlight why the home is suitable for these measures to broaden resident understanding i.e., if their home has solid brick walls the most effective way is to insulate them with solid wall insulation – they are not suitable for cavity wall insulation as there are not two layers of brick so insulation can simply not be blown into the gap.

Provide a comprehensive list of FAQs, looking to dispel any myths and inform clients about items, such as where the grant funding originated from, information about the warranty, level of disruption, whether any maintenance is required once the install is complete etc.

FAQs tend to be quite fluid; can be added to as the project progresses. This may result in issuing a revised version of the FAQs halfway through the customer journey if the same question is asked multiple times.