

# SUMMARY REPORT 2025



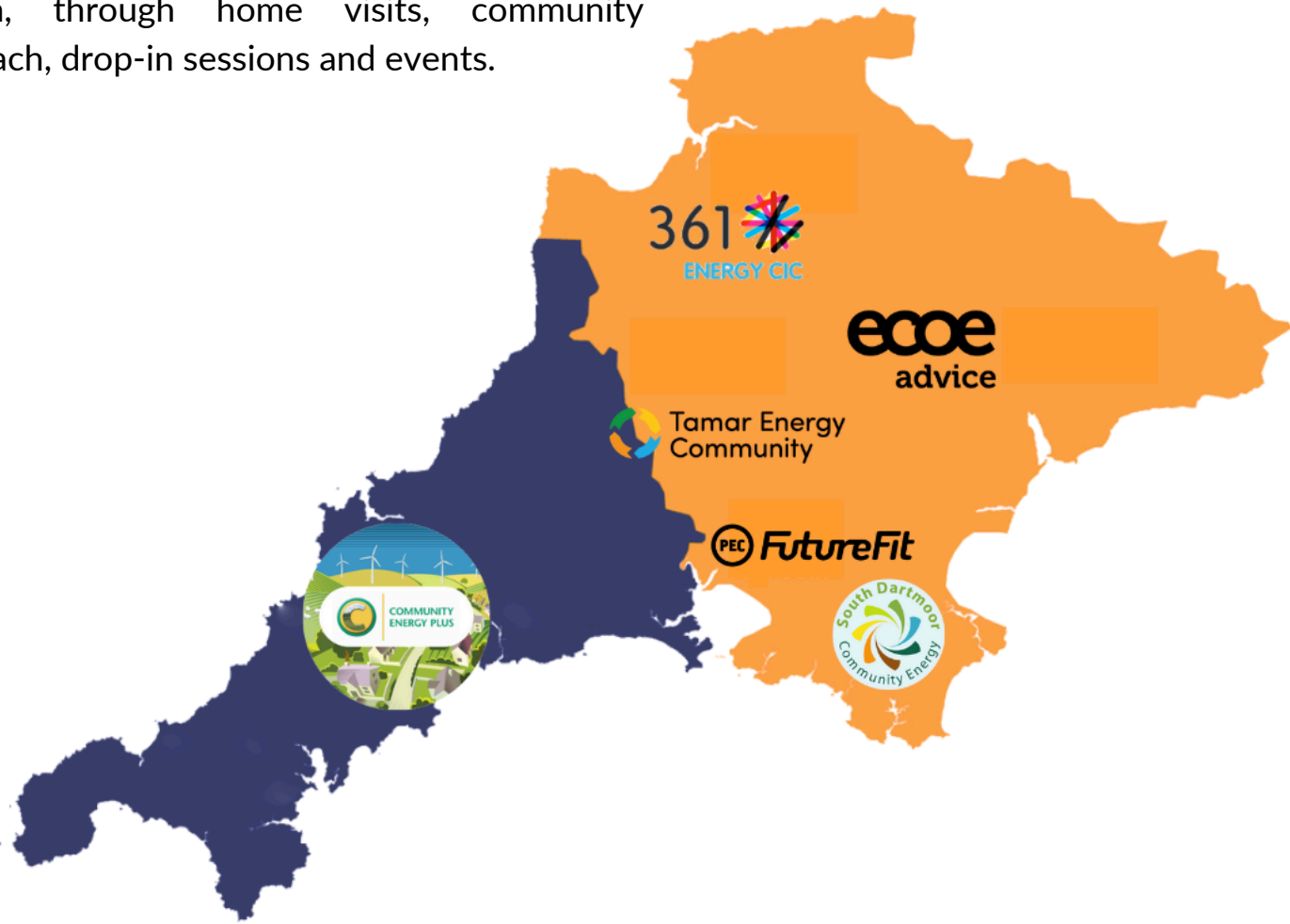
# FAR SOUTH WEST RETROFIT CONSORTIUM LEAD PROJECT



# OVERVIEW

The Far South West Retrofit Consortium delivered in-person, locally tailored energy advice across Devon and Cornwall as part of the Local Energy Advice Demonstrator (LEAD) project, which was funded by the Department for Energy Security and Net Zero and managed by the South West Net Zero Hub.

The six community energy partners provided bespoke advice to **2,880** residents across the region, through home visits, community outreach, drop-in sessions and events.



**1,200**

**ADVICE VISITS**

**2,880**

**PEOPLE ADVISED**

**13,000**

**TOTAL REACH**

# THE NEED FOR THIS PROJECT

## Why retrofit advice matters

- High energy homes cost us – financially and environmentally.
- Interest in retrofit is growing, but low trust is blocking this converting to demand.
- Tailored, actionable advice from trusted messengers is essential.



## The problem

- Past advice has been too technical, generic, or out of touch.
- Uptake has been poor – relevance and trust are lacking.

## Our approach

- Trusted local delivery – community organisations with recognition and reach.
- Tiered support – from chats to technical surveys, building confidence to act.



# KEY SUCCESSES



## Trusted local advice at scale

- Delivered face-to-face, tailored advice to **2,880** people in 18 months via trusted community organisations.
- Boosted confidence: **84%** of those previously unsure felt confident to take retrofit action after advice.
- Sparked real action: Over **650 homes** installed measures, unlocking nearly **£3.7m** in energy-saving investment.



## Rebuilding consumer confidence

- Tackled mistrust caused by poor-quality work and mis-selling.
- Gave householders the tools to spot misinformation and make safe choices.
- Delivered a person-centered service that provided peace of mind.

# KEY SUCCESSES

## A stronger retrofit network

- Built a local advice front door in each area — recognisable and rooted in community.
- Created a replicable model for regionally coordinated, locally delivered services.
- Identified key market gaps: follow-up support, facilitation, and installer access.

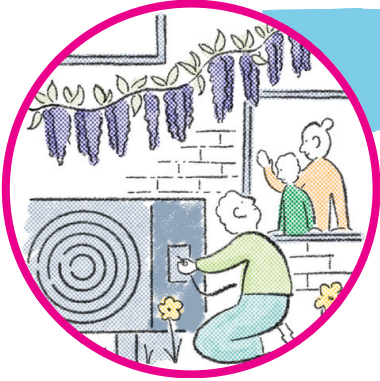


## Rapid capacity building

- Helped local partners scale up fast through shared tools, peer support, market analysis and training.
- Developed organisational confidence and collaboration across the region.
- Created lasting infrastructure for future retrofit advice services.

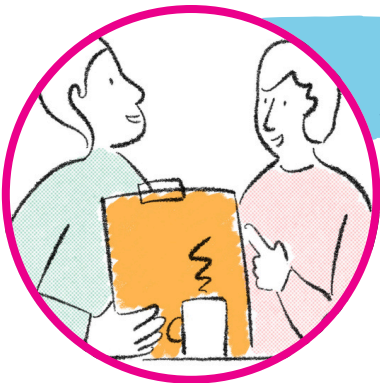


# KEY LEARNINGS



## From interest to action

- **High impact, low cost:** Every £1 spent on advice unlocked **£6.81** in household retrofit investment.
- **Confidence drives action:** Households who gained confidence were **far more likely to install measures.**



## Advice isn't enough

- **Barriers remain:** Many households still struggled to find installers or finance.
- **Facilitation multiplies impact:** Our evaluation data tells us pairing advice with trusted installers and wraparound support could boost returns to **£11+ per £1 invested.**



## A replicable model

- **Advisors matter:** Skilled, people-focused advisors drove results – but other organisations growing new teams are poorly served by current Retrofit Advisor training. A better skills framework is vital to help new teams grow.
- **Marketing needs thought:** we tested many approaches, but we don't yet know the most efficient way to drive demand at scale. A coordinated regional marketing strategy should be developed from the data we've established and piloted to show a replicable model.

# KEY TAKEAWAYS

The LEAD project highlighted an urgent need for a new model to boost uptake of retrofit through increased consumer confidence and trust, along with scalable local delivery.

## The problem

Interest in retrofit is generally high, but action is low.

## The solution

Trust and relevance is integral to encouraging people to take action. This LEAD project demonstrated that trusted, tailored and local advice can trigger intent to retrofit.

## Why is this important?

This tried and tested model is scalable and replicable, and can utilise existing community infrastructures and capability

## Next steps

Facilitation multiplies impact and converts intent into action. Evaluation data from this project shows that pairing tailored advice with signposting to trusted installers and wraparound support could boost returns to £11+ per £1 invested.

The Far South West Retrofit Consortium comprised six community energy organisations in partnership with Plymouth City Council and Devon County Council.



[361 Energy CIC](#) - North Devon and Torridge

[Community Energy Plus](#) - Cornwall and Isles of Scilly

[ECOE Advice](#) - Exeter, Torbay mid and east Devon

[Plymouth Energy Community](#) - Plymouth

[South Dartmoor Community Energy](#) - South Hams

[Tamar Energy Community](#) - Tavistock and West Devon

The Local Energy Advice Demonstrator (LEAD) project was funded by the [Department for Energy Security and Net Zero](#) and managed by the [South West Net Zero Hub](#).

