



FIGHTING THE COST OF LIVING CRISIS

Dudley Metropolitan Borough Council Combat Fuel Poverty and Improve Energy Efficiency for their Residents

THE CLIENT

Dudley Metropolitan Borough Council is a local authority housing provider based in the West Midlands. Their housing stock of 22,000 properties has an average age of over 70 years, with the majority being terrace and semi-detached urban houses or bungalows and some tower blocks.

22,000

Total housing stock

THE CHALLENGE

Dudley Metropolitan Borough Council needed large scale, OJEU compliant rollout of technology that could provide data driven decision making whilst minimising per property investment.

For their residents, Dudley Metropolitan Borough Council's goal was to reduce fuel poverty and increase energy efficiency; helping residents homes to be safer, warmer and improving their standard of living, whilst not adding any additional burdens.

Their priority was to focus their efforts on the worst EPC rated homes of E, F and G.



THE SOLUTION

A project of 5,000 Switchee's are to be installed over a 5- year period.

To offset the cost of installation, it was decided that Switchee devices would be installed alongside the boiler replacement scheme. Key objectives for Dudley Metropolitan Borough Council were as follows:

- Gather data to monitor property performance
- Analyse the impact of retrofit measures
- Understand when properties are being over and under heated
- Identify residents at high risk of fuel poverty and condensation, damp and mould
- Communicate digitally with residents

An extension to the Dudley Metropolitan Borough Council team, Switchee's dedicated Customer Success Team provide additional value to the project by:

- Messaging energy saving tips and advice to residents in partnership with home energy installations in their homes
- Receiving live alerts for 'time to heat' and 'overheating' for when heating duration was too low and temperatures too high in residents homes
- Running a series of flexible, resident focused messaging campaigns, to multiple target groups
- Proactively identifying and communicating with their highest risk of fuel poverty and condensation, damp and mould residents
- Enabling strategic, data-lead resource allocation to residents in most need and their homes

Switchee's Customer Success and Dudley Metropolitan Borough Council teams worked together and decided to run a series of resident communication campaigns in the following areas:

- Energy advice
- Warm home discount
- Condensation, damp and mould triaging
- Winter boiler testing



THE RESULTS

Actionable Data

The Switchchee dashboard has provided the Dudley Metropolitan Borough Council teams with clear, easy to understand actionable data, to more effectively target their resources and communications at those residents and homes where it is most needed, saving them and their residents money.

Cost Efficient Installation

By offsetting the cost of Switchchee installations with boiler replacements, this not only reduces budget requirements but also improves the efficiency of the project as both installations can be completed in tandem.

Net Zero

Dudley Metropolitan Borough Council has been able to pursue their carbon reduction targets, reducing carbon use by 939 tonnes per year.

Targeted Resident Communications

Switchchee messaging campaigns have enabled Dudley Metropolitan Borough Council to more effectively communicate with their residents, targeting them appropriately, giving them responses and result, fast. The result not only improved communication between the residents and their landlords, but also saved both parties money.



Resident Focused Communications Campaigns

Energy Advice

- **93%** survey response rate
- **97%** response within 24 hours
- **107** requests for advice (or 1 in 4)
- **£10K** in resident savings

Warm Home Discount

- **82%** message response rate
- **17** requests for advice
- **£2,100** funding accessed for residents

Condensation, Damp and Mould Triaging

- **91%** response rate
- **69** requests for advice
- **51** homes resulted in a reduced risk of condensation, damp and mould through intervention and advice
- **61%** reduction in mould in one home alone

Winter Boiler Testing

- Proactively ensured residents tested their boiler
- Step-by-step boiler testing process
- Reduced boiler call outs

939

tonnes of CO₂ saved
per year

£12k

in resident
savings

121k

in predicted future savings
for 5,000 devices

88%

average response
rate



Dudley Metropolitan Borough Council.

Engaging with our tenants is very important to us and the Switchee messaging service gives us a new, exciting way of offering information and support to help residents to afford to heat their homes.

Helen Langley, Senior Support Officer



"It's very easy to use".

Hear what the Dudley residents have to say

Dudley residents give their first-hand experience about using their Switchee device and how it has empowered them to take control of their energy usage.

[Watch our resident video now](#)

SWITCHEE FOR YOU

Discover how Switchee can support your business needs.

Contact sales@switchee.co to get in touch with our team of experts.

[switchee.com](https://www.switchee.com)

