



TENANT PULSE ON ENERGY EFFICIENCY AND AFFORDABLE WARMTH

EXECUTIVE SUMMARY

MAY 2024
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OVERVIEW

Wales aims to achieve Net Zero by 2050, a journey that places affordable and sustainable housing at its core. The drive towards this goal is not just about innovation and technology—it's fundamentally about people.

Understanding tenant engagement is key to the success of Low Carbon Housing Development. This report gathers insights from tenants across Wales, exploring their real experiences with housing, energy efficiency and their thoughts on net zero solutions and communications

The survey was conducted in March 2024

To drive innovation and broaden our survey's influence, we implemented a dynamic approach. This involved using the power of diverse social media platforms, including Meta, X, TikTok and LinkedIn, complemented by personalized outreach to landlords.

DEMOGRAPHIC OVERVIEW



The survey saw participation from over 750 tenants across all twenty-two counties in Wales. Key demographics included:

Age Distribution: Strong responses from social housing, with a noteworthy engagement from younger tenants in private rental sector

Ethnic Diversity: Strong response rate from several under represented groups

Housing Tenure: A significant representation from housing associations, local authorities, supported housing and private rental sector.



<http://www.tpas.cymru/pulse>

KEY FINDINGS

High Costs, High Concerns: 72% of tenants report that heating costs are unaffordable, signalling an urgent need for action.

Communication Gap from Landlords: 88% of tenants said that they have not received information from landlords on energy efficiency improvements.

Learning Preference Divide: Varying preferences for learning about energy systems, with younger tenants favouring digital resources and older tenants preferring traditional methods.

Economic Concerns Linked to Energy Investments: There is noticeable scepticism about the economic benefits of energy investments (e.g. whether energy savings to the tenant will outweigh the costs of energy-efficient upgrades or increased rents)

Water Conservation Efforts and Space Constraints: 72% of responders supported installing water butts for water conservation. Yet, concerns like shared living challenges, maintenance, health risks, and physical limitations highlight the need for tailored solutions to meet diverse tenant needs.

Low Awareness and Knowledge of EPC Ratings: While a vast majority (92%) have seen an Energy Performance Chart (EPC) before, only 29% know their home's energy efficiency rating, suggesting that awareness does not necessarily equate to understanding.

Smart Meter Adoption Concerns: The survey found that 61% of respondents have a smart meter installed. However, 19% are resistant to using this technology. An additional 20% are open to the idea but seek more information to overcome their hesitations. Common obstacles include technical issues, space constraints, and a lack of clarity on the benefits and functionality of smart meters.

RECOMMENDATIONS

Collaborative Roadmap: Collaboration between landlords and tenants to develop a clear communication plan for WHQS, NetZero, and affordable warmth initiatives, drawing on best practices.

Tenant-Centric Resources: Engage tenants in creating user-friendly materials to guide them in maintaining energy upgrades post-installation, ensuring long-term energy efficiency benefits.

Partnerships for Support: Partnerships with responsible organisations to provide tenants with comprehensive technical support and guidance on smart meters and other energy-efficient technologies

Overcoming Challenges: Address practical obstacles, such as installing water butts in shared living spaces, by exploring adaptable solutions tailored to tenants' needs.

Communicating Benefits: Highlight the economic advantages of affordable warmth programs to tenants and the local economy, using real examples and case studies to explain potential savings.

Listening and Engagement:
Landlords need to listen to tenants as they know their homes,

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"The heating is not the problem here for reducing energy. It's the windows that is the issue. The windows are very old metal frames with very thin double glazing, so not efficient."

TPAS CYMRU SUPPORT:

TPAS Cymru is committed to supporting you in implementing these recommendations, ensuring sustainable and inclusive housing solutions in Wales.

WE ARE HERE TO SUPPORT YOU!



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