

Accelerate LEAD

Delivering a Home Energy Survey service in Gloucestershire and South Gloucestershire, with particular focus on landlords and driven by an effective marketing campaign

Activities

This project targeted advice to **private landlords**, who are required to comply with the [minimum energy efficiency standard \(MEES\)](#) [for rental properties](#). Plans to raise MEES from EPC Rating E to C by 2028 were scrapped in 2023, just before the project started. (These plans were revived in 2025, for delivery by 2030). This impacted demand, so a wider audience of **owner-occupiers** was also engaged. Severn Wye retained an emphasis on landlords, representing around 17% of final participants. Despite these challenging starting conditions, Accelerate was one of the most successful LEAD projects in engaging this audience nationally.

Landlords are a diverse audience, from the 'accidental' to the professional. Rental homes are equally diverse, from Houses in Multiple Occupation (HMOs) to annexes to the landlord's own home. This project found the local market dominated by landlords with 1-2 properties, who may not see themselves as landlords.

Key to this project's success was its extensive **marketing campaign**. It proved difficult to identify landlords, and so a wide net was cast to see what worked. The project used Google Ads Performance Max and monitored advert click-throughs to refine targeting, resulting in a steady influx of applications. Editorials in local magazines were very successful. The project team also used direct mail, ran online tutorials and attended landlord events. Landlord-targeted marketing also attracted many other enquiries.

Once signed up, landlords and homeowners were offered a **home visit and energy survey** by an accredited Energy Assessor, resulting in either a MEES Report or a Bespoke Energy Efficiency Report (BEER), giving advice to support retrofit installation through private investment. Tenants, where interested, were given behaviour change advice. Severn Wye then offered landlords and homeowners follow-up support to help them with installation, including help finding installers and understanding quotes.



Key project information

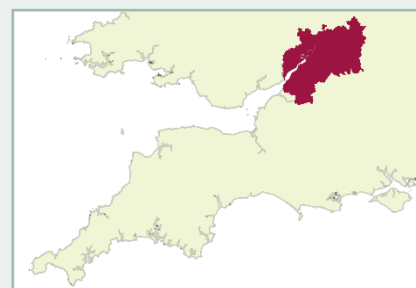
Awarded: £405,051

Duration: Oct 2023 to Mar 2025

Reach: Bespoke advice to 230 people, 670 people engaged overall

Lead partner: Severn Wye

Supporting partners: N/A



Replication

- Landlords are interested in retrofit advice, but not currently motivated to act; many are waiting to see what level of EPC will be required by when before proceeding with works, while others are unaware of current MEES standards.
- Landlord engagement projects have struggled to result in installations without stronger legislation, but adoption in 2025 of a new EPC target is expected to start driving rental property upgrades.
- Estate agent engagement was entirely ineffective and not recommended.
- Google Ads Performance Max and editorials in local magazines proved especially effective at reaching landlords.
- Landlords need a different retrofit report to homeowners as their priorities will likely be different, e.g. increasing property value by raising the EPC Rating, or attracting happier, continuous tenants; 'investment' and 'futureproofing' language suits this audience.
- Landlords are typically an older, wealthier demographic, which helps guide marketing.
- Reports should also be tailored for individual landlord's circumstances and properties, as these vary widely in nature.
- If tenants are eligible for grants, this can enable action without legislative pressure (though this project focused on self-funded audiences).
- Some landlords wait for breaks in tenancy to undertake works, which sometimes means a very uncertain timeframe for installation.



Resources

- [Project news](#) on Severn Wye's website
- [Case study](#) on South West Net Zero Hub website
- [Google Ads Performance Max](#) supported digital marketing
- Other relevant LEAD Toolkit contents (see [South West Net Zero Hub website](#)): **Home visits** (method)
- Severn Wye contributed to the SWNZH LEAD Webinar Series: [Innovations in domestic retrofit advice - Retrofit, Engagement and Communication](#) 11 Dec 2024 (26:35 to 40:36) (see also [full slides](#)).

Contact this project

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About LEAD

LEAD is managed by South West Net Zero Hub and funded by the Department for Energy Security and Net Zero. The programme is trialling innovative approaches to retrofit advice for hard-to-reach groups and hard-to-treat homes. Find out more [here](#).

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