



HOUSING
BRIGHTON

A welcome from Kinovo



Lee Venables
Chief operating officer, Kinovo

The big green gap: upskilling the sector



Rebecca Heald
Sustainability
consultant and EDI
specialist



James Fellowes
Founder,
Bridge of Hope Careers



**Chance Bleu-
Montgomery**
Bridge of Hope Careers



Matt Baird
Director, Baird and Co
Recruitment with SpireHouse,
founder, The Social Housing
Roundtable, chair of the board,
St Anne's Hostel

Upskilling for Impact: What the Sector Needs Now



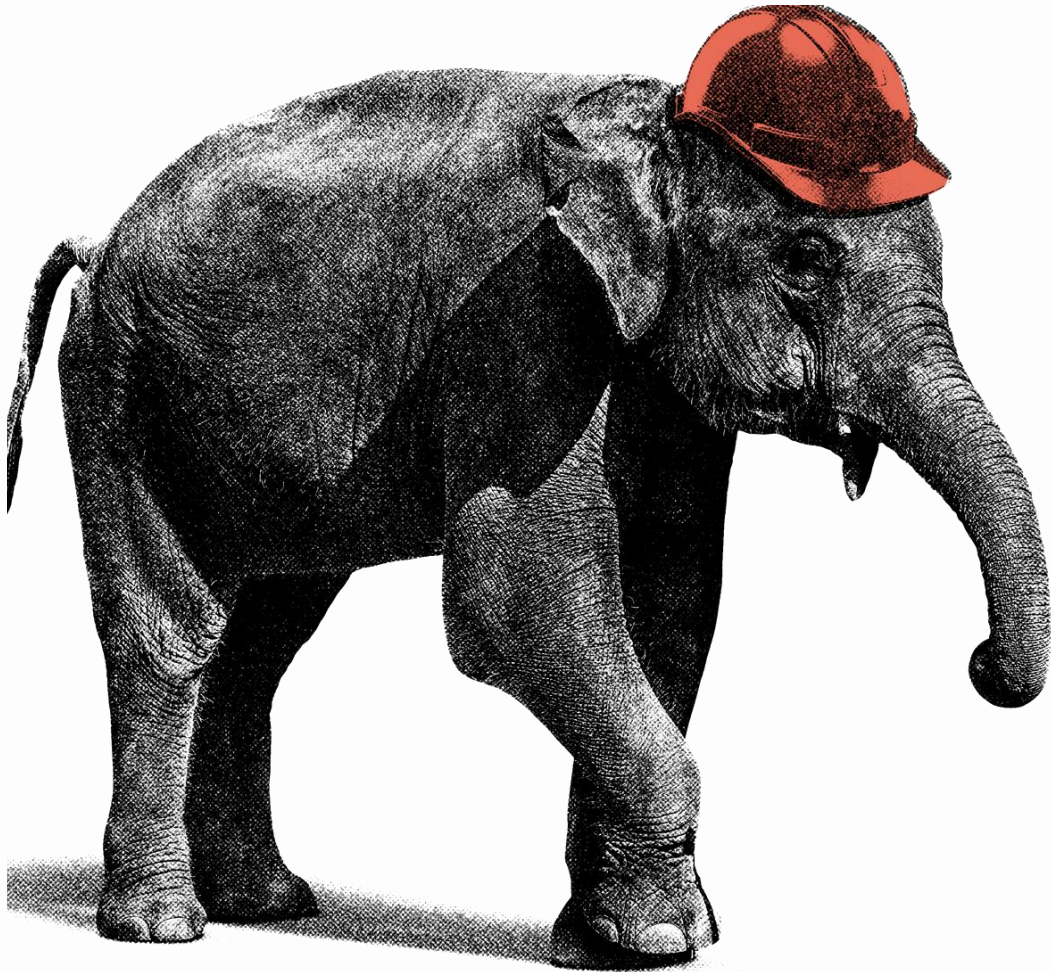
Presented by: Rebecca Heald, Founder of The Heald Method
Host of The Heald Approach Podcast



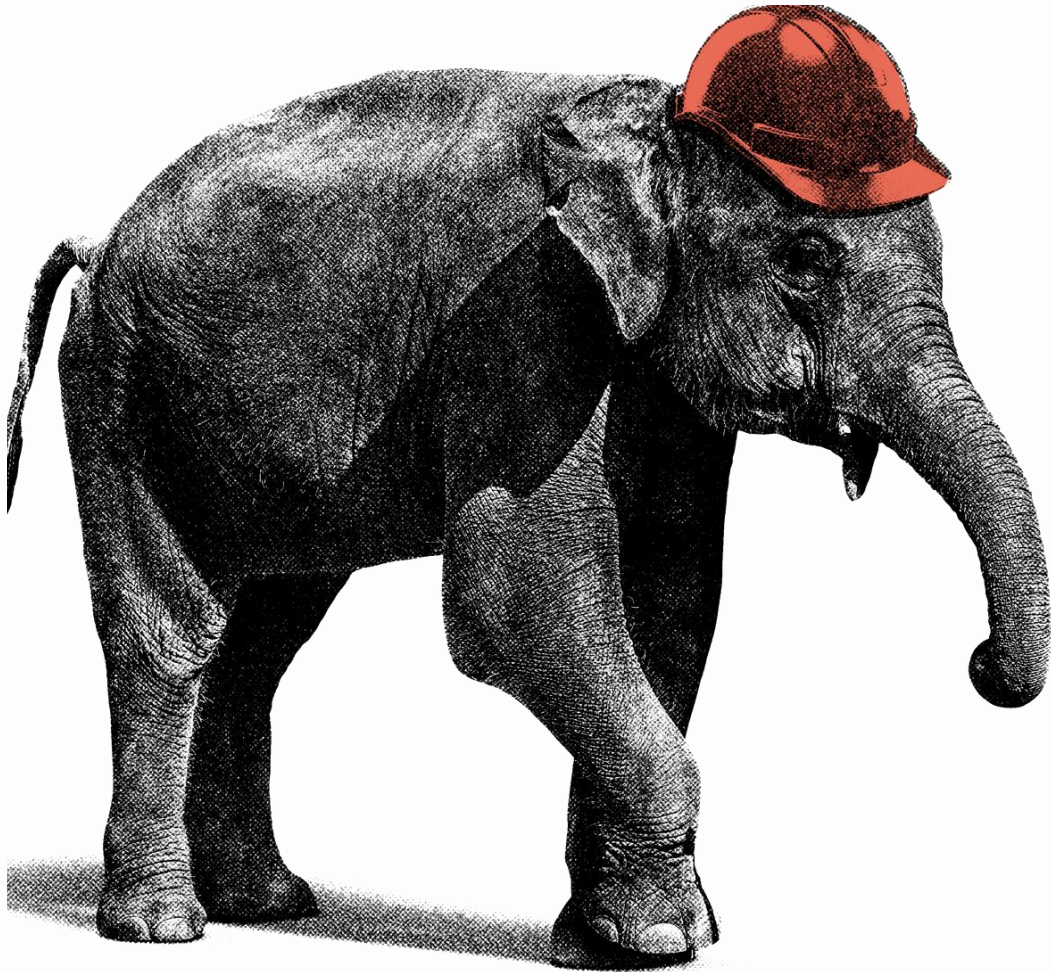
Let's Get Real

- We're facing a sustainability confidence crisis
- It's not the people. It's the system.
- Professionals want to lead change but the tools, training, and leadership support aren't there

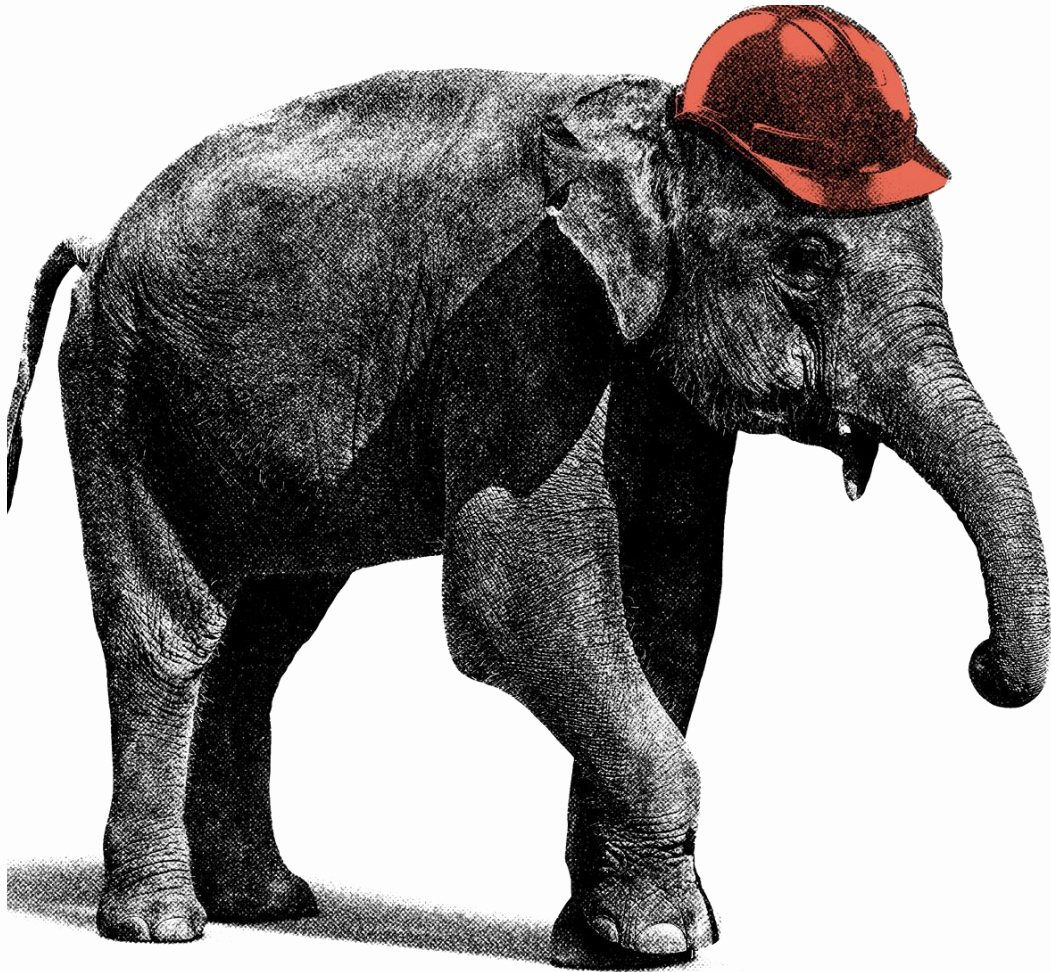
What Professionals Are Telling Me



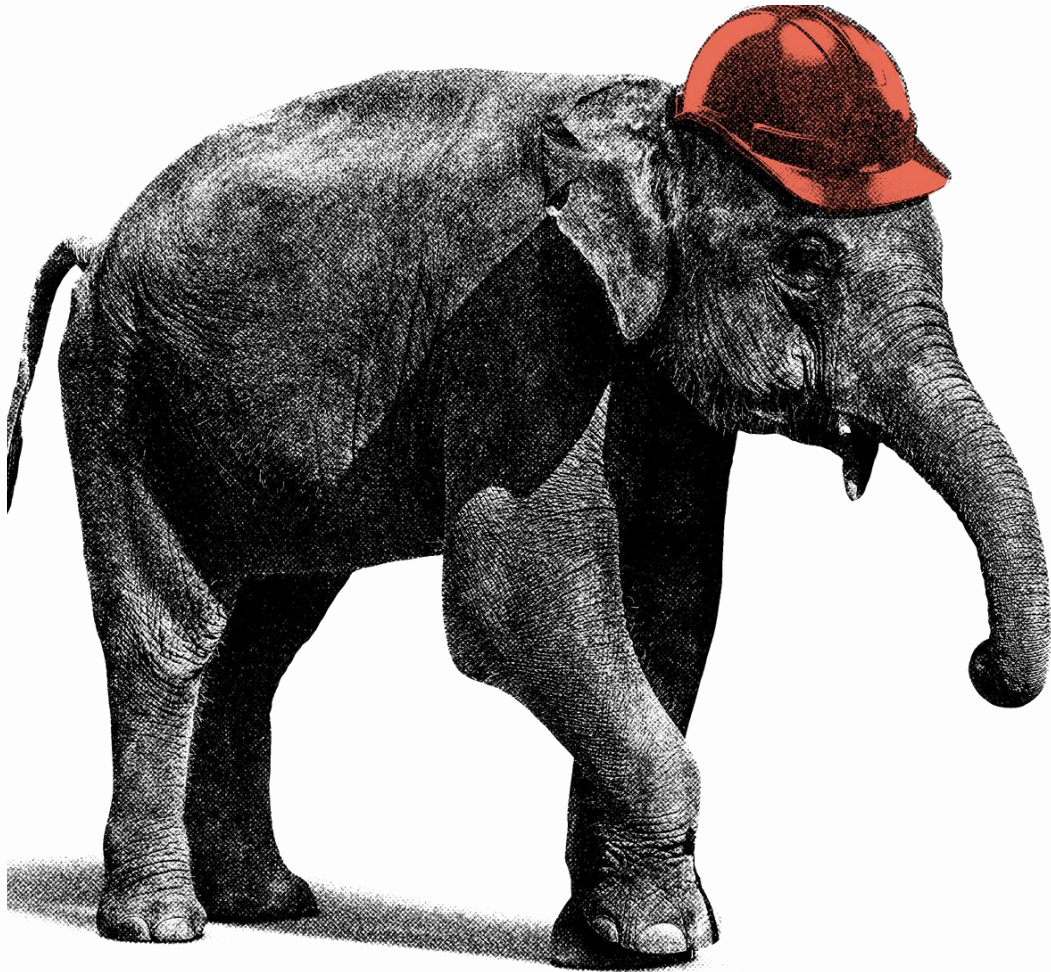
"I'm passionate, but I'm stuck
in an outdated CPD
framework."



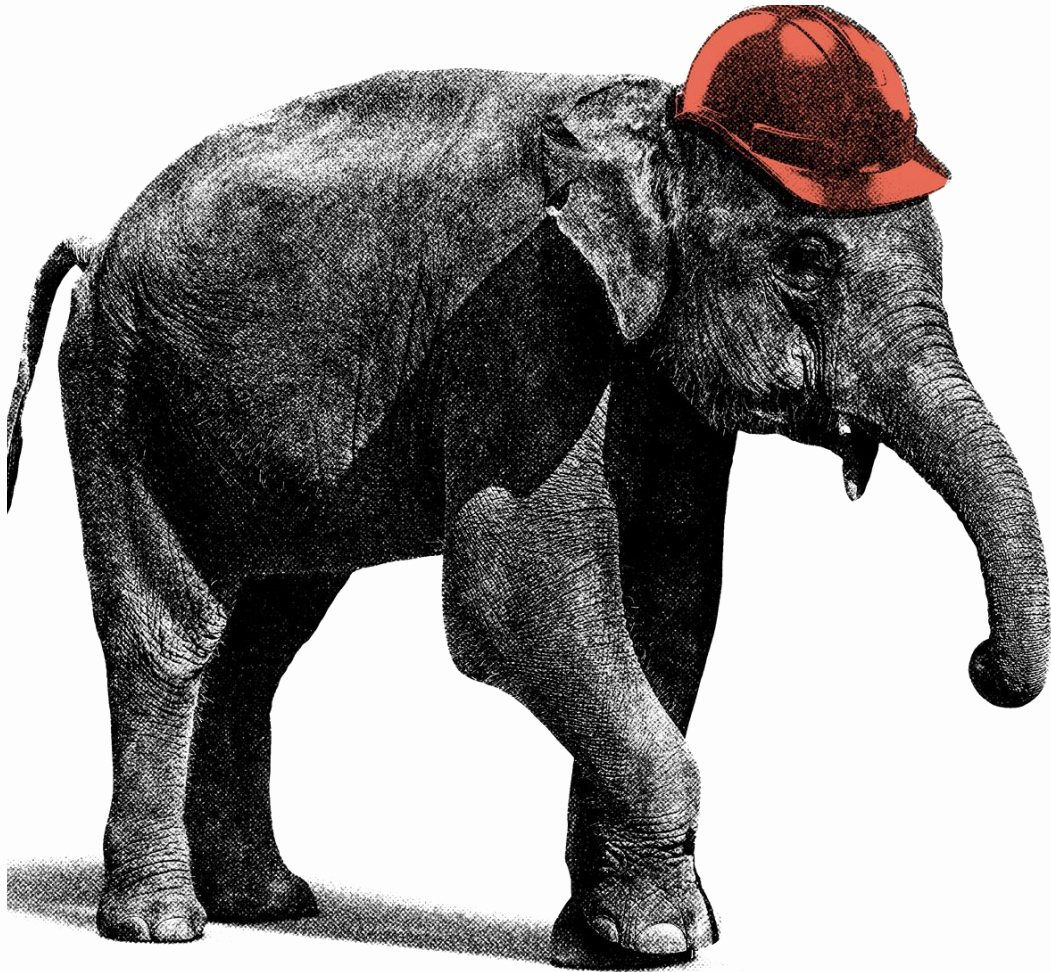
"I want to challenge the norm, but I don't have the language or backing."



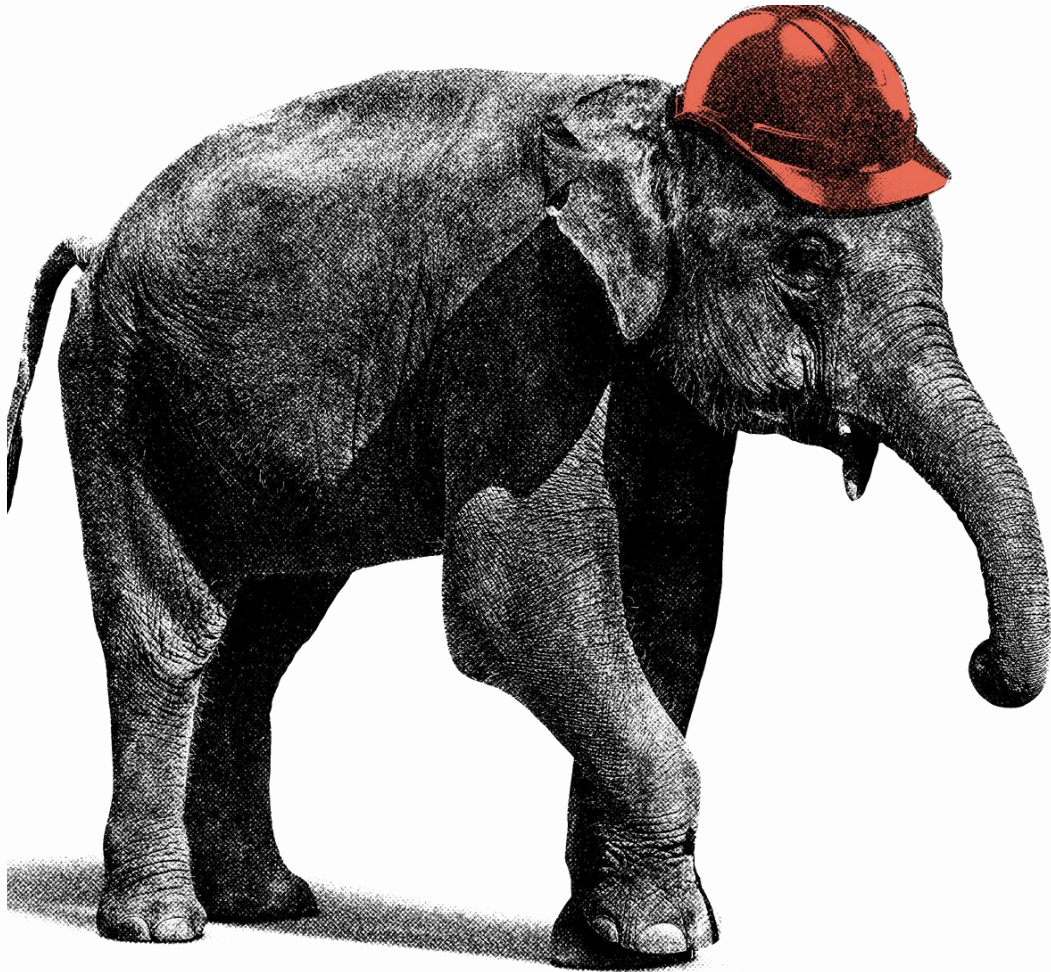
"I'm expected to lead
sustainability, but I wasn't
trained for this."



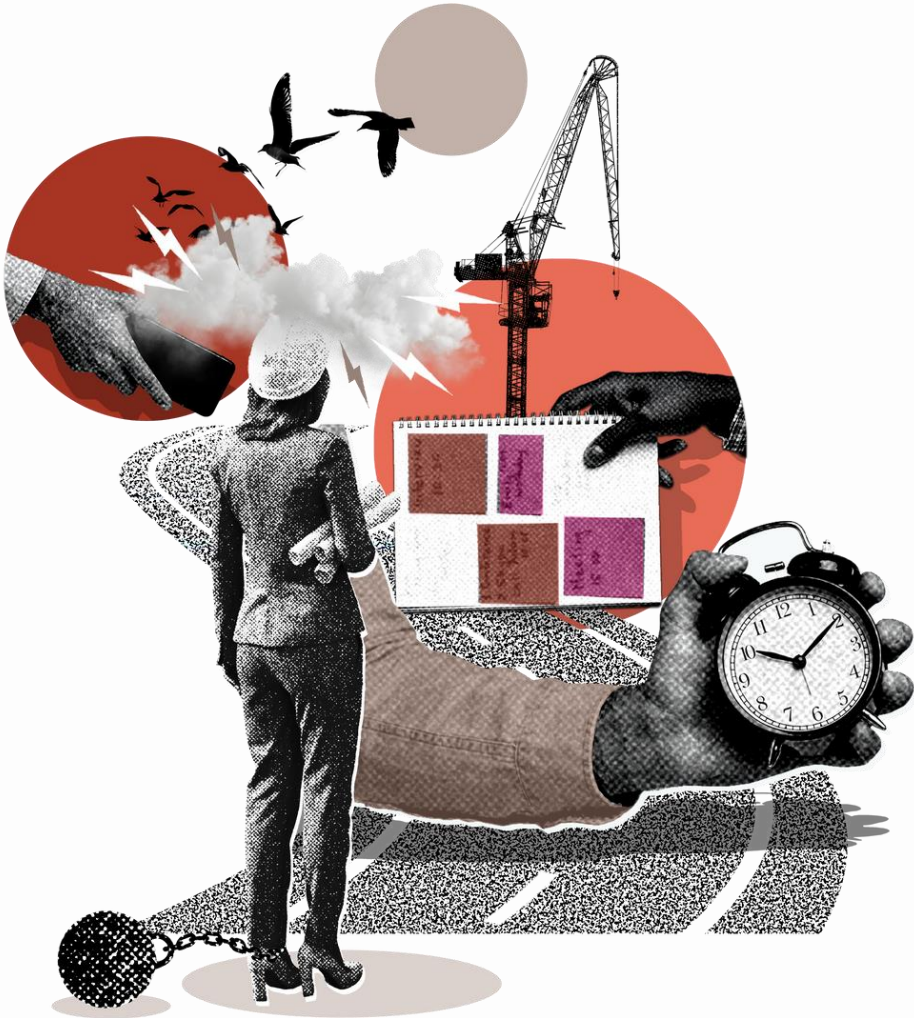
"I'm frustrated because
others around me aren't on
board with sustainability."



"People are scared of change
and it's holding us back."



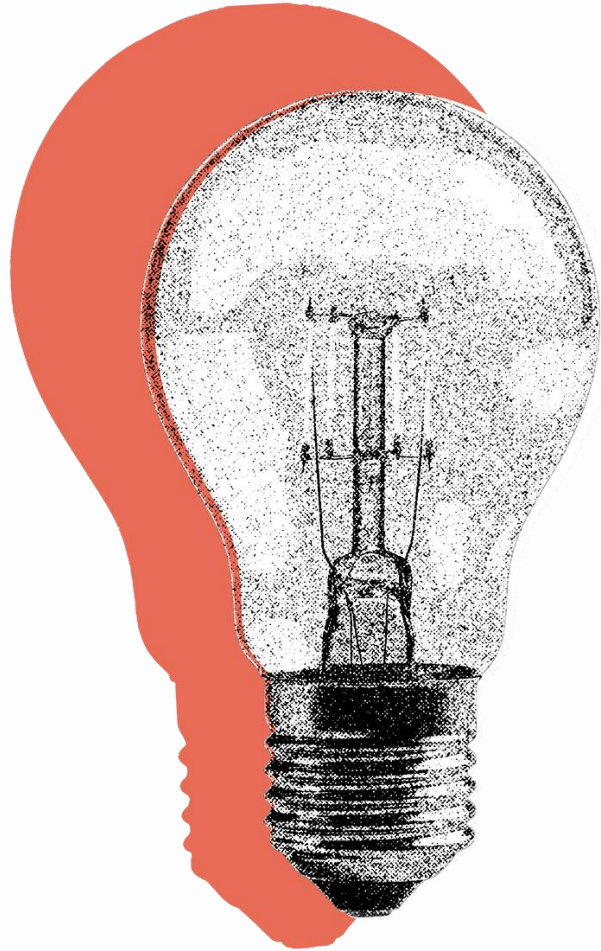
"There's a massive lack of awareness around new materials and approaches to meet Net Zero targets."



The Gap

What most sustainability professionals get:

- Technical box-ticking
- Passive learning
- Outdated frameworks (including certification schemes like BREEAM)



What sustainability professionals actually need:

- Cross-sector case studies
- Exposure to innovation and progressive practices
- Leadership development: influence, systems-thinking, emotional intelligence
- Cultural change support: breaking resistance and fear of change
- Awareness of new materials
- Reverse mentoring



Why I Started The Heald Approach Podcast

- To highlight the **real** stories of people driving change
- To cover what CPDs aren't
- To bridge the gap between strategy and site
- To share new innovation, ideas and passion





We Need to

Fund CPD that reflects the future

Build leadership capabilities alongside technical knowledge

Tackle mindset & cultural resistance

Prioritise visibility of new materials, methods, and bold innovations

Recognise upskilling as a core business strategy, not a side activity

Evolve beyond outdated certification schemes

Introducing the Sustainable Construction Circle: A new approach to professional growth

- Innovation Labs
- Leadership and Influence Masterclasses
- Early supply chain engagement
- Cultural transformation workshops
- Real-world storytelling through podcasts and live reporting





This Isn't a Cost. It's a Survival Strategy.

- The world is changing faster than our industry
- Upskilling must evolve to match
- We need courageous leadership to bridge the gap between vision and execution
- Let's stop playing small with our people development



If we want sustainability to be the norm, not the niche, then:

- Get loud about what's possible
- Fund the right conversations
- Build leaders, not just technicians
- Back the professionals doing it differently
- Improve the face of the industry

The future isn't waiting – and neither should we.



Sustainability is not just
a technical problem. It's
a leadership crisis.

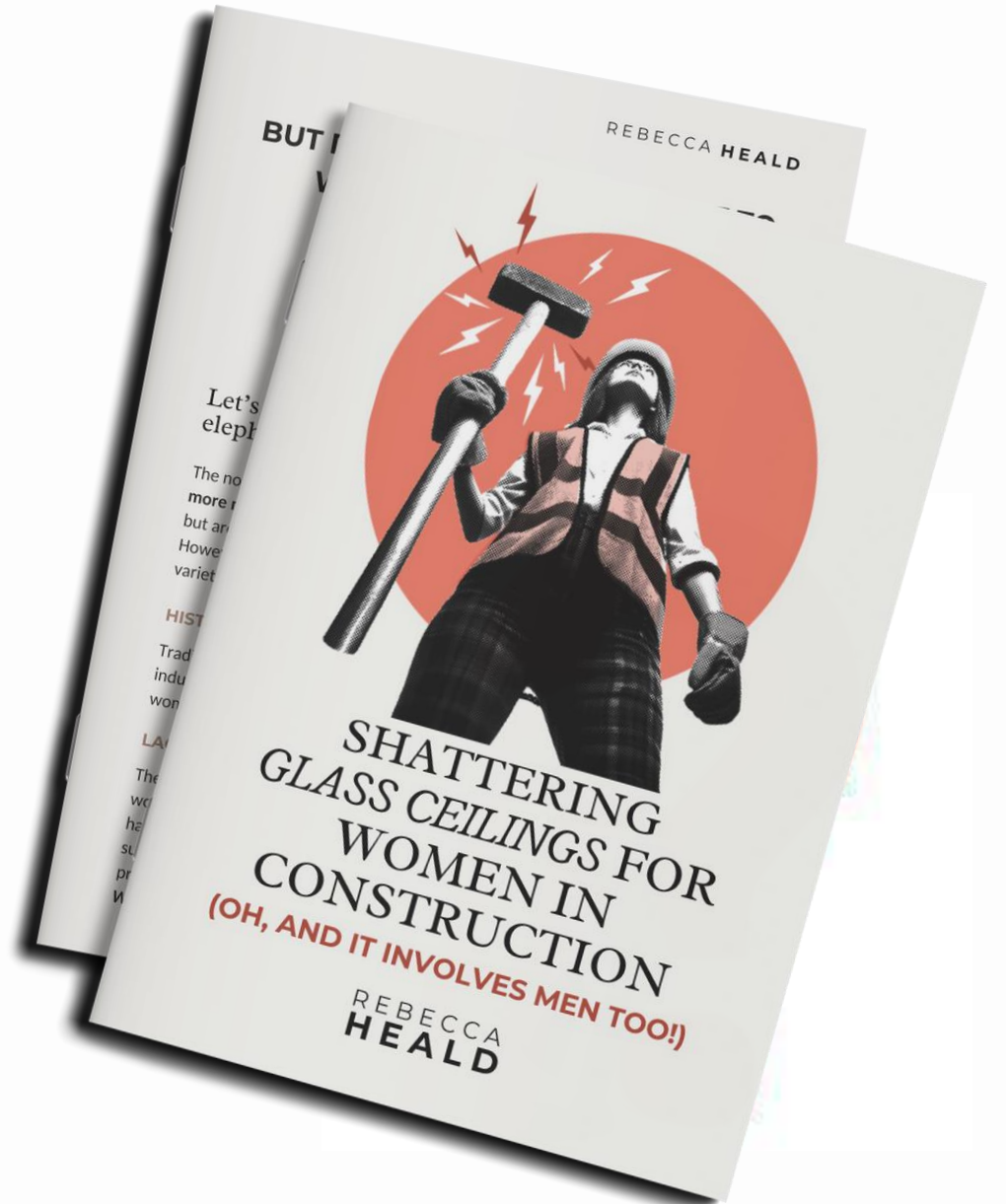
Until we fix that, we're
going to keep building
broken systems.

REBECCA
HEALD

JUST YOUR RUN-OF-THE-
MILL TRAILBLAZER,
VISIONARY SPEAKER &
CATALYST FOR *CHANGE...*



www.rebecca-heald.co.uk





EXPAND THE TALENT POOL.

***Turbo Charge Your
Social Value.***



A TALE OF TWO PEOPLE



STOP HIRING FOR *FIT*. HIRE FOR GRIT!

~ GRIT is the #1 predictor of career success*.

~ More than IQ, EQ, qualifications, or background.

~ When you '*Recruit for Resilience*', you **recruit for retention**.

~ Candidates from under-represented groups have GRIT in spades

~ Hiring for GRIT is the ultimate **merit-based inclusion**



GUTS ~ Refugees have overcome exceptionally challenging circumstances



RESILIENCE ~ Returning Citizens demonstrate extraordinary perseverance



INITIATIVE ~ Candidates from the forces make great team players



TENACITY ~ Candidates with disabilities have exceptional determination.

GRIT ~ The Ted Talk. Angela Duckworth's 15-year research*

ATTRACTION

76% of candidates attracted to diverse orgs (Glassdoor)



ENGAGEMENT

83% increase in employee engagement. (Deloitte)



MOTIVATION

Inclusive Culture = 81% Happier staff (CEO N AM)



RETENTION

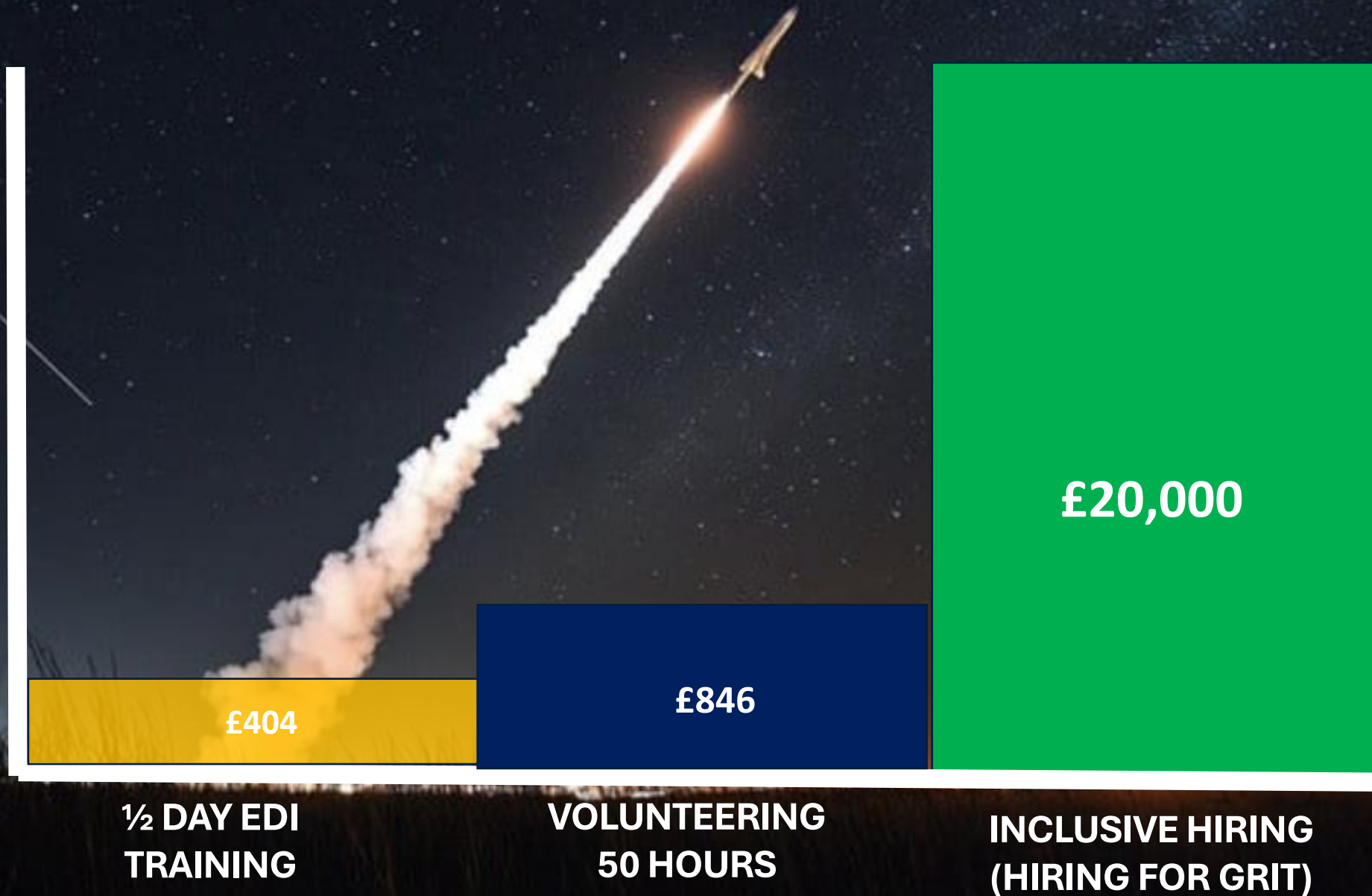
Staff Retention +50% (Harvard Biz Review)

SO WHAT?

THE COST OF A BAD HIRE IS 300% OF SALARY.

HIRING FOR GRIT: TURBO CHARGES SOCIAL VALUE (ESG)

£ SOCIAL
VALUE
GENERATED



Source:
Social Value
Portal

THE GRIT NETWORK

85k gritty candidates seeking great careers



SOCIAL BOOST

Finding passive hidden candidates with grit.



LEARNING WITH EMPATHY

Interactive learning to transform hearts and minds.

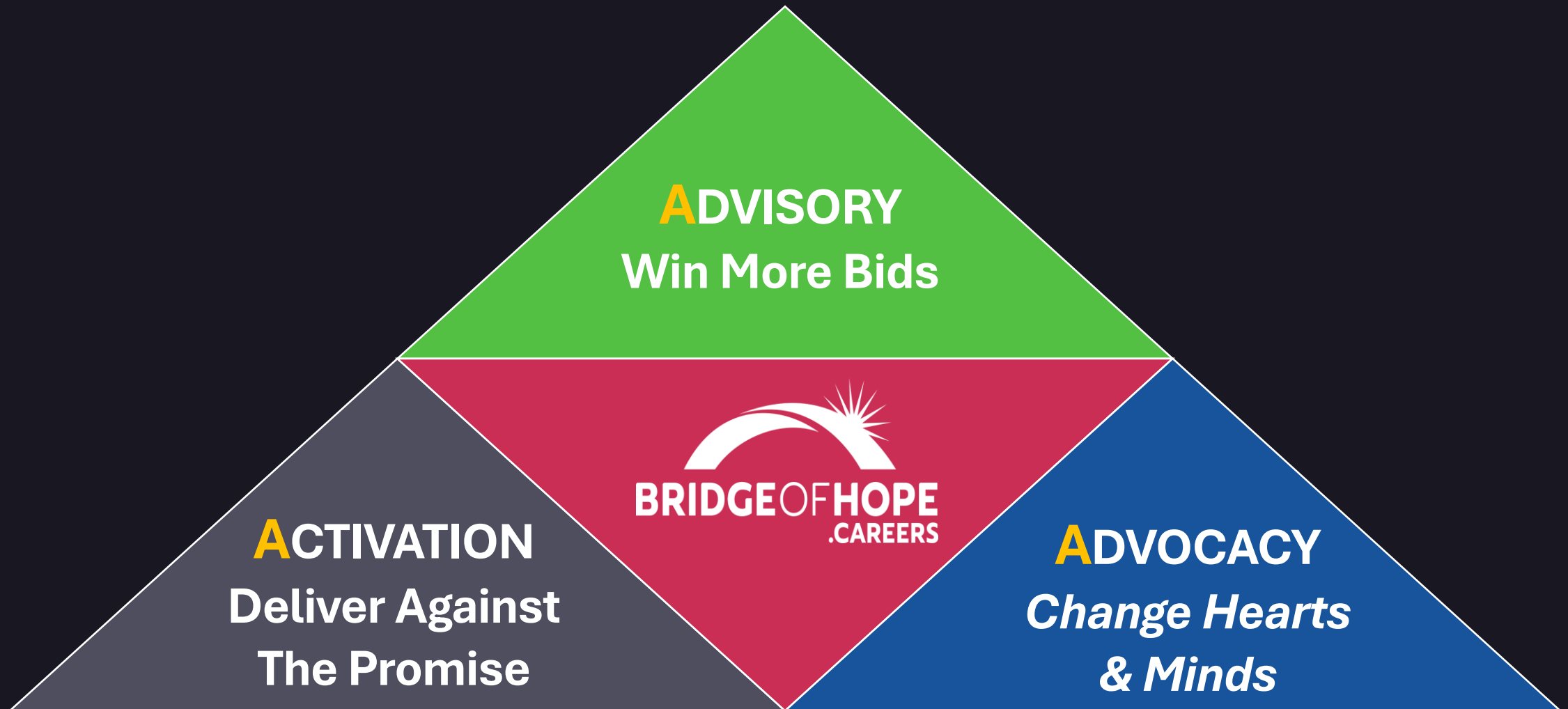


HIRING FOR GRIT ROADMAP

Advisory to ensure a truly inclusive candidate pathway

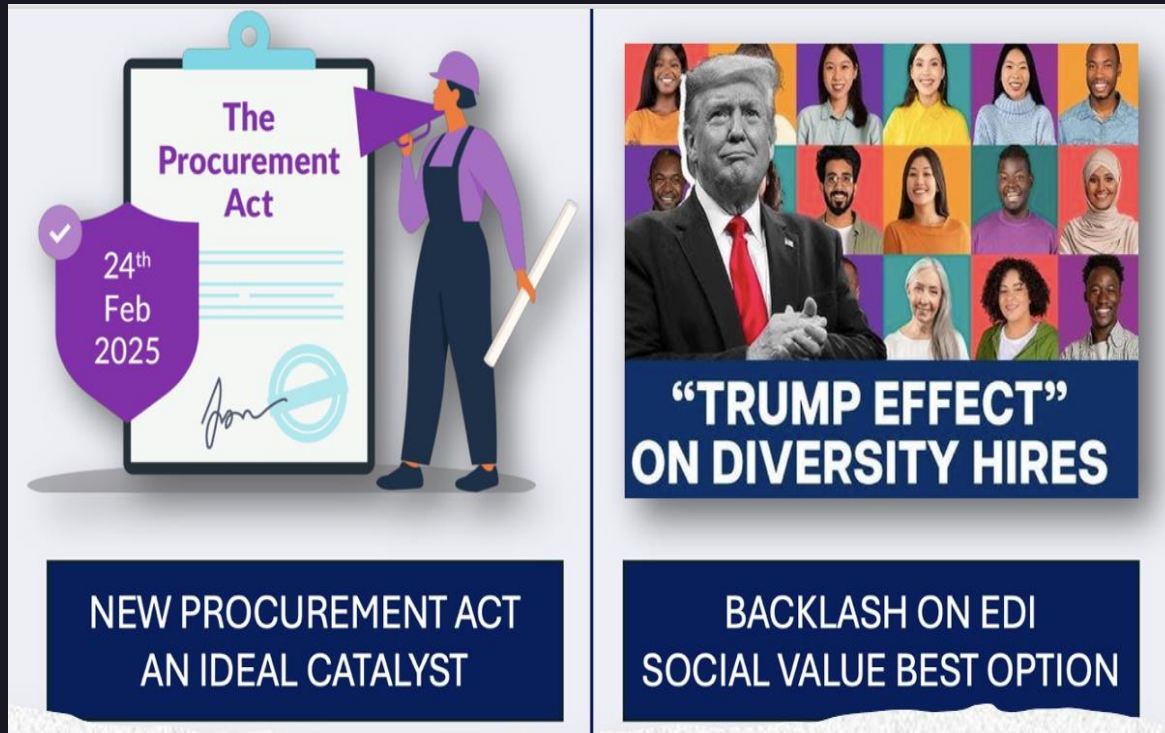
THE SOCIAL VALUE ACCELERATOR

THE 3 A'S FRAMEWORK



ADVISORY

WIN MORE BIDS.



ADVOCACY

CHANGING HEARTS & MINDS. AT EVERY LEVEL

IMMERSIVE MASTERCLASS SERIES

High impact, in-person immersive learning events. These highly interactive sessions are ideal for winning hearts and minds of key stakeholders. Bottom line, to drive an organisational mindset shift.



INCLUSIVE HIRING MASTERCLASS



SOCIAL MOBILITY MASTERCLASS



NEURODIVERSE HIRING MASTERCLASS



HIRING FROM THE CRIMINAL JUSTICE SYSTEM MASTERCLASS

THE MINDSET MAKEOVER

The Mindset Makeover is a hard hitting 90-minute online session that transforms the hearts & minds of hiring managers and recruiters. These powerful talks generate a radical mindset shift around Inclusive Hiring.



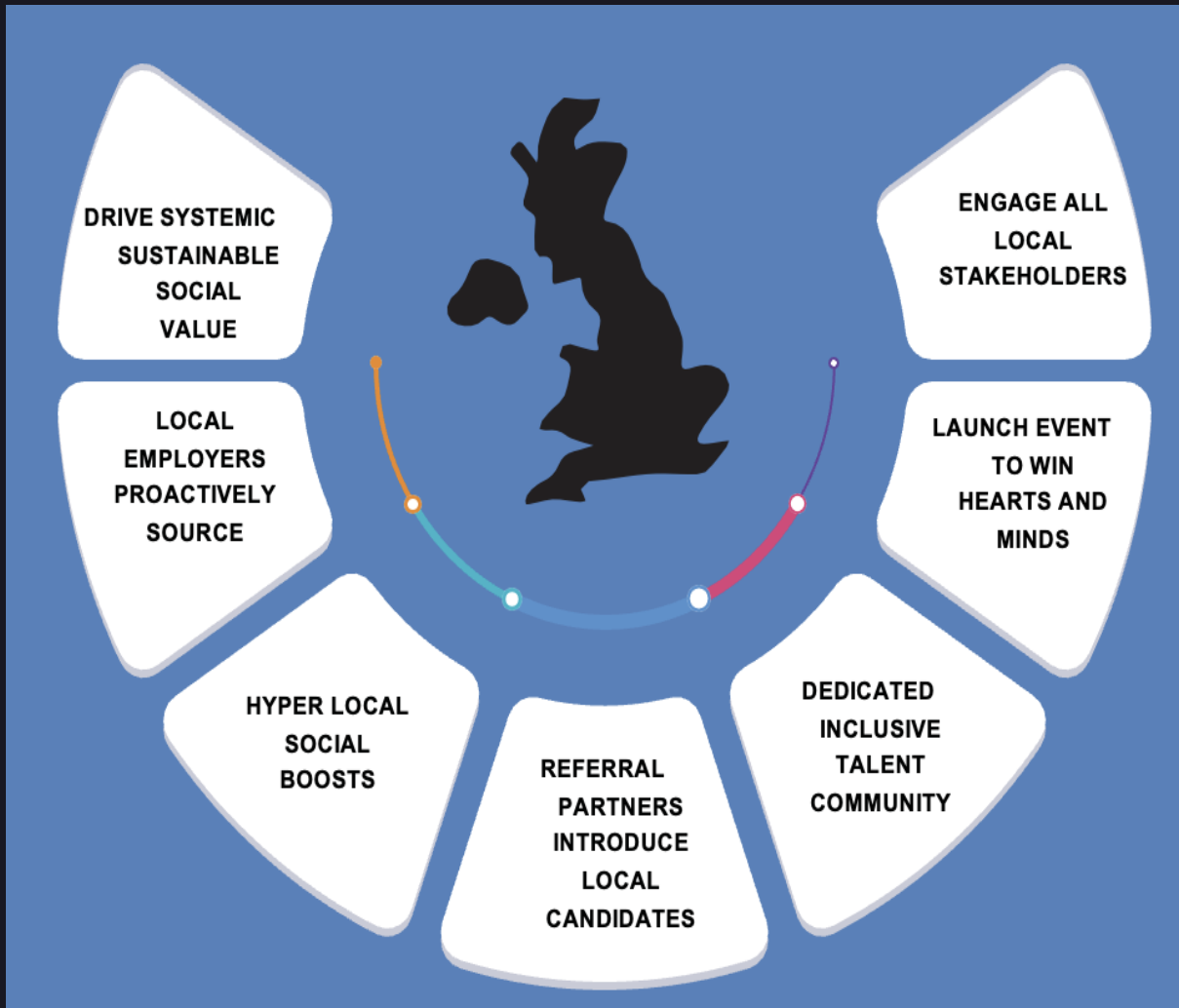
DINE WITH CONVICTION

Executive dinners with a (BIG) difference. Hosted in The Clink, a Michelin starred restaurant in HMP Brixton. Designed for C-Suite, and Talent Leaders, to step into the shoes of people in the Criminal Justice System.



ACTIVATION:

PLACE BASED SOCIAL VALUE



SPECIALIST ACTIVATION PARTNERS

edenbrown
built environment

setsquare



THE UK'S LEADING BUILT ENVIRONMENT RECRUITMENT GROUP

EXPAND YOUR TALENT POOL ~

TURBO CHARGE YOUR SOCIAL VALUE



James Fellowes



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**James
Fellowes**



**Chance
Bleu-Montgomery**



**SCAN TO CONNECT
ON LINKEDIN!**

The big green gap: upskilling the sector



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Director, Baird and Co
Recruitment with SpireHouse,
founder, The Social Housing
Roundtable, chair of the board,
St Anne's Hostel



Refreshment break

Time to network and speak to your
exhibitors





Have you booked your place?

8 – 9 September 2025
ACC Liverpool

Warm Homes Fund with the Department for Energy Security and Net Zero (DESNZ)



Tom Robinson

Executive director of assets
and sustainability, VIVID
Homes



Caroline Withey

Programme director for
the Warm Homes
Social Housing Fund,
DESNZ



Katie Reilly

Strategic asset
manager, Waverley
Borough Council



More homes, bright futures

Warm Homes Fund with DESNZ

CIH – Housing Brighton 2025

Our 2023-28 Corporate Plan

Ambitions

Our customers are our strongest advocates

People are proud to live in our homes and communities

Grow and influence to positively impact more lives

Objectives

Services that are easy to use and available digitally

Give customers a bigger voice to shape what we do

Support and empower customers to stay in their homes

Safe and well-maintained homes with repairs meeting customer expectations

Increasing numbers of sustainable homes

Strong partnerships and social impact to help our communities thrive

Increasing the supply of affordable homes through land-led development

What and where we build is led by customer need

A top 10 trusted and influential housing provider

Warm, healthy, affordable homes

- Our customers are at the centre of our strategy
- Embedding . . . throughout VIVID
- Maximising outcomes by working in partnership
- Key points
 - We're investing more than ever before
 - We have a long-term plan to deliver at scale
 - Grant funding (Wave 2 - SHDF, and Wave 3 - WH:SHF) 200 to 600 homes pa



Lunch break

Time to network and speak to your exhibitors



A stylized house outline logo. The roofline is a simple line with a red dot at the peak. The text 'THE HOUSING COMMUNITY SUMMIT' is written inside the house shape. 'THE' is in a smaller font, while 'HOUSING COMMUNITY SUMMIT' is in a larger, bold font.

THE HOUSING COMMUNITY SUMMIT



Chartered
Institute of
Housing

NATIONAL
HOUSING
FEDERATION

Have you booked your place?

8 – 9 September 2025
ACC Liverpool

Retrofit essentials show-and-tell



Jack Allen
Managing director,
Building Energy Experts



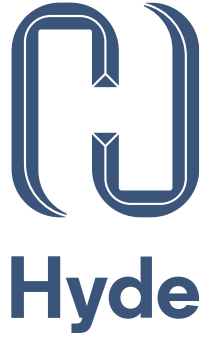
Lorraine Clayton
Retrofit lead
Purdy/Kinovo Group



Luke Driscoll
Director of asset
management and
sustainability,
The Hyde Group



Becky Ritchie
Head of sustainability,
Clarion



CIH Brighton 2025

Sustainability in housing: retrofit essentials



Social Housing Decarbonisation Fund (SHDF)

Energy efficient home improvements in Chichester

The Hyde Group

Luke Driscoll, Director of Asset Management and Sustainability

(Asset Management & Sustainability Team, Safer Homes Team, Fire Safety and Major Remediation Projects Teams)

Purdy – Principal Contractor

Lorraine Clayton, Retrofit Lead

Collaboration in action – Greener Futures Partnership (GFP)



- Core objective: create sustainable tenancies, homes and communities, while supporting others in the sector
- The partnership is now four years old
- Established governance and ownership with a shared commitment and budget
- Together we've co-funded research and data analysis
- Joint bid for SHDF Wave 2.1 circa 5000 homes £40m – sector changes fast
- Potential social value worth £32m
- The partnership continues to develop and benefit others in the sector

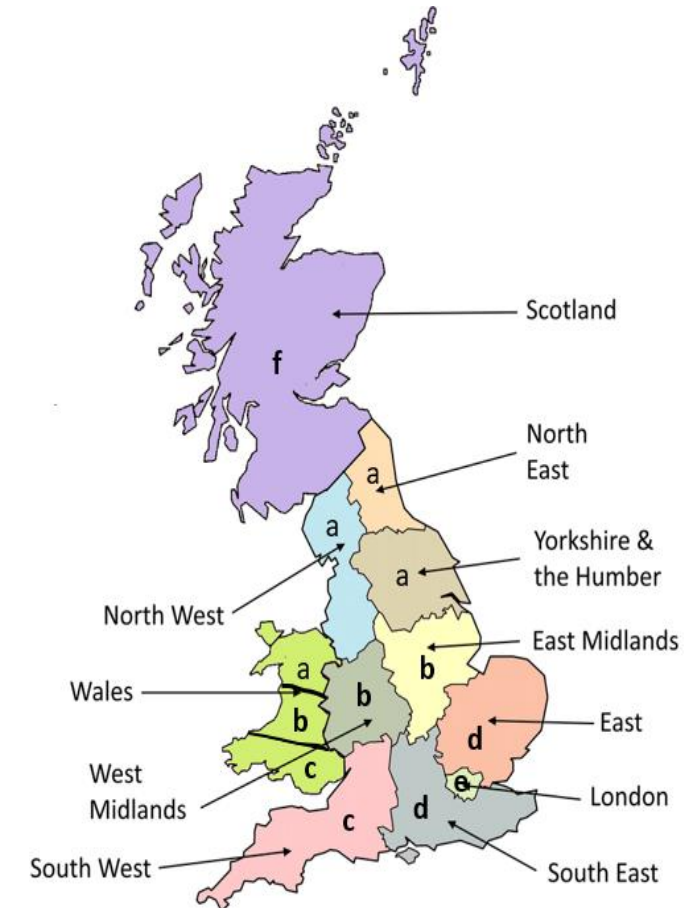
Procurement is an enabler

We needed...

- A solution to enable a joint bid for Wave 2 Funding initially but a longer term solution and delivered a Framework to run to 2030 in line with Government target
- Active engagement of colleagues and Residents from all 5 organisations

We delivered our bid commitment and it continues to grow:

- 16 Live projects through 5 GFP members circa £65m of work over the term of the funding
- 30 plus other organisations using the Framework to deliver these works circa £87m or work over the term of the funding
- 22 organisations looking to utilise framework
- Warm Homes Fund work will be let through this framework for GFP members



Project background

The Social Housing Decarbonisation Fund (SHDF) was awarded to Hyde, as part of a consortia bid with the Greener Future's Partnership.

We're retrofitting around 900 homes in and around Chichester, increasing their EPC band to at least C.

Homes are being retrofitted with energy saving measures, including cavity wall and loft insulation, heating upgrades such as air source heat pumps and high heat retention storage heaters and solar PV.





Partnership working – Purdy

- Of the 900 homes we're improving – Purdy is delivering work to 250 of them
- Demonstrated commitment to resident engagement by having a Resident Liaison Officer on site
- Regularly check in and engage with our customers
- Pick up on concerns outside project and relay this information back to us
- Successfully delivered contractual obligations

Challenges

Timeline delays and cost

Where homes are in conservation areas, we've had to complete bat surveys, causing delays additional costs.

Resources

Ongoing supply chain issues have made it challenging to source key materials.

Access

Access to homes has been a challenge, with scheduling difficulties and no-access visits causing further delays.

Scattered nature of properties

The homes are geographically dispersed across the city, adding logistical complexity – coordination efforts and limiting the efficiency of on-site teams compared to working on a single site.



Outcomes and achievements

- Total solar PV consumption across 78 homes at Hammer Hill is 9434 kilowatt hours since March 2024 installation – that's equivalent to £2547.18 of energy that customers no longer have to pay for.
- Homes' energy efficiency has improved
- Customers are using updated technologies
- Customers were warmer in their home over the last winter than ever before
- Improved relationship with customers where we've been able to gain access to their homes
- We're able to remotely monitor humidity in homes, ensuring stable temperature is maintained to reduce moisture and risk of mould

PURDY

Part of the **KINOVO**[®] Group

Hyde GFP case study

2 bed property



Measures Installed:

- 3.24kW Solar PV east/west aspects
- Loft Insulation
- Air Source Heat Pump
- Ventilation

Savings: PV Consumption 783kWh | £213.76

“Although the installation process was initially stressful, the tenant praised Purdy’s responsive and supportive team. The new system has delivered significant savings around £200 a month and improved comfort, with easy heating and hot water..”

- ✓ Lower bills
- ✓ Consistent hot water
- ✓ Enhanced comfort
- ✓ Improved water pressure



PURDY

Part of the KINOVO Group

Bungalow



Measures Installed:

- 3.24kW Solar PV
- Loft Insulation
- HHRSH
- Low Energy Lighting

Savings: PV Consumption 1.64MW | £492.00

"The tenant was impressed with Purdy's communication and support throughout the works. She's now more energy-aware, timing usage to benefit from solar, and praised the polite team and management's hands-on involvement."

- ✓ Lower bills
- ✓ Energy-conscious changes
- ✓ Improved comfort
- ✓ Smart meter integration

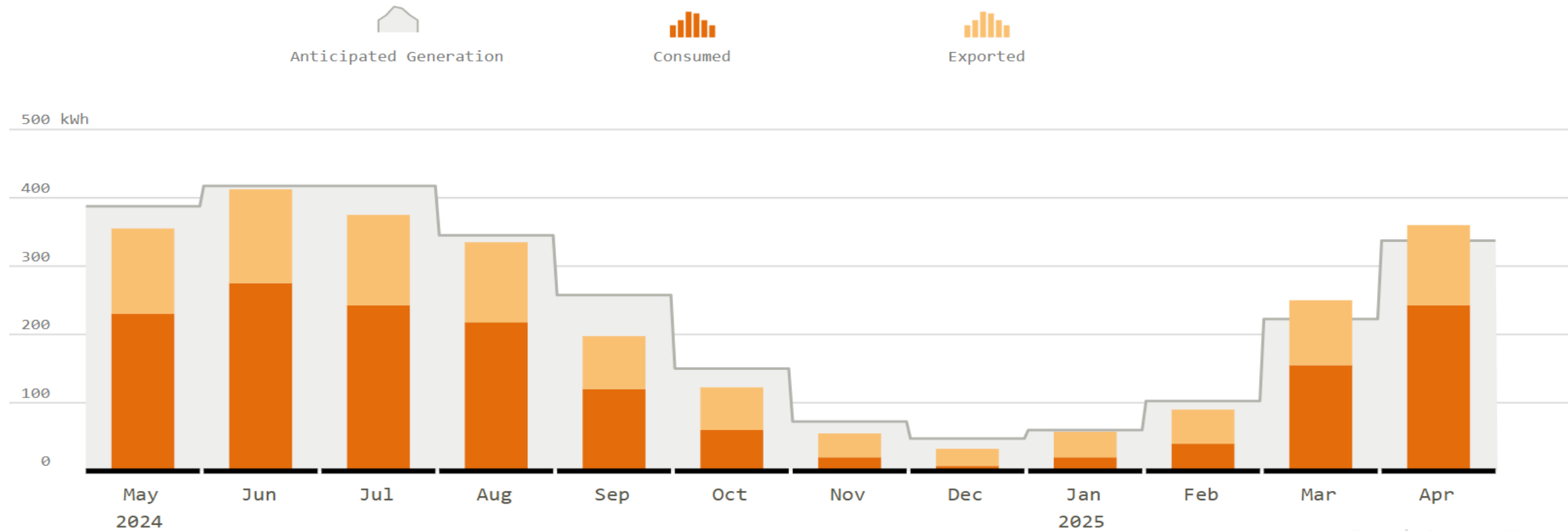


PURDY

Part of the KINOVO Group



Solar Output & Utilisation Graph



source: PassivSystems™

PURDY

Part of the KINOVO® Group

Regulate. Regenerate. Renew.

Thank you



Luke Driscoll
The Hyde Group
Luke.Driscoll@hyde-housing.co.uk



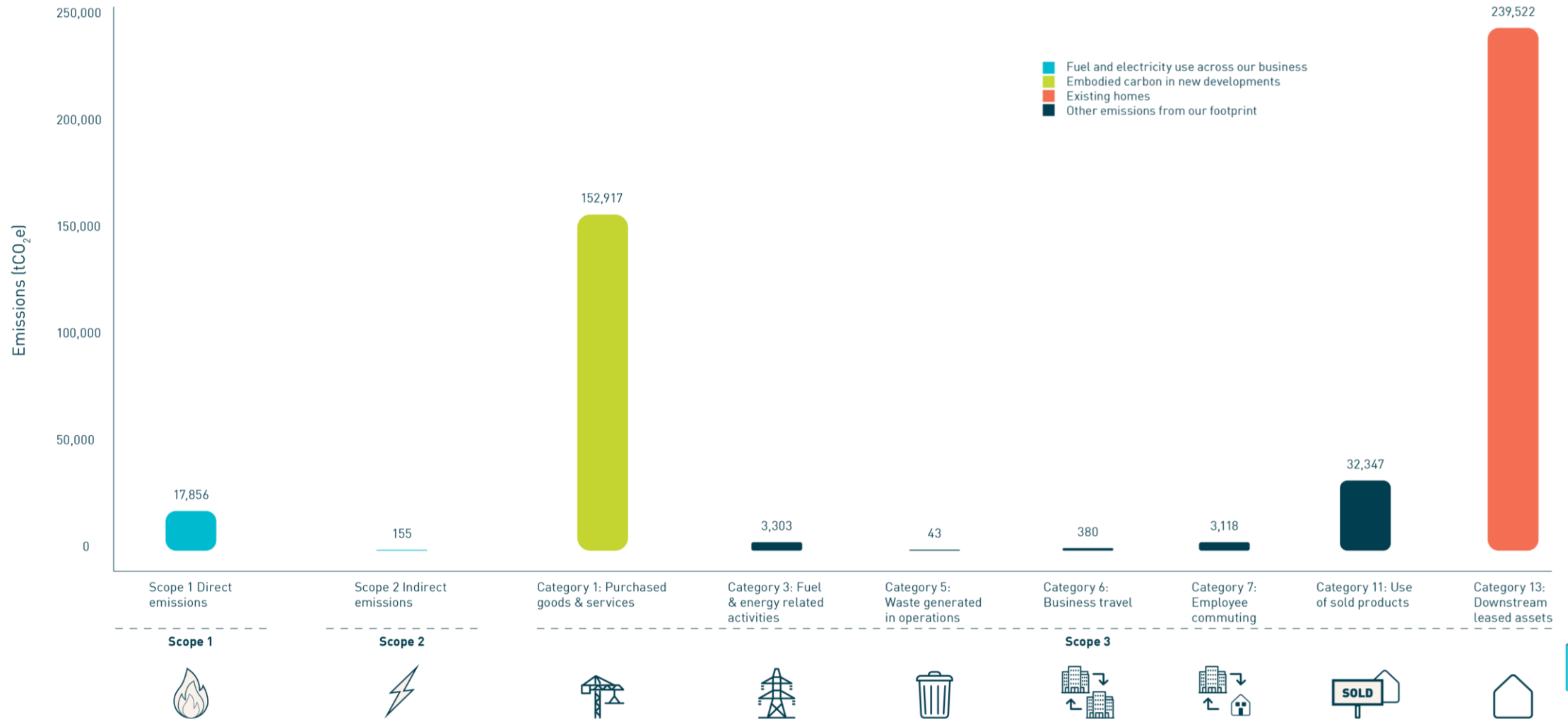
Lorraine Clayton
Purdy – part of the Kinovo Group
Lorraine.Clayton@purdycontracts.co.uk

Retrofit at Clarion Housing Group

Becky Ritchie – Head of Sustainability
Clarion Housing Group



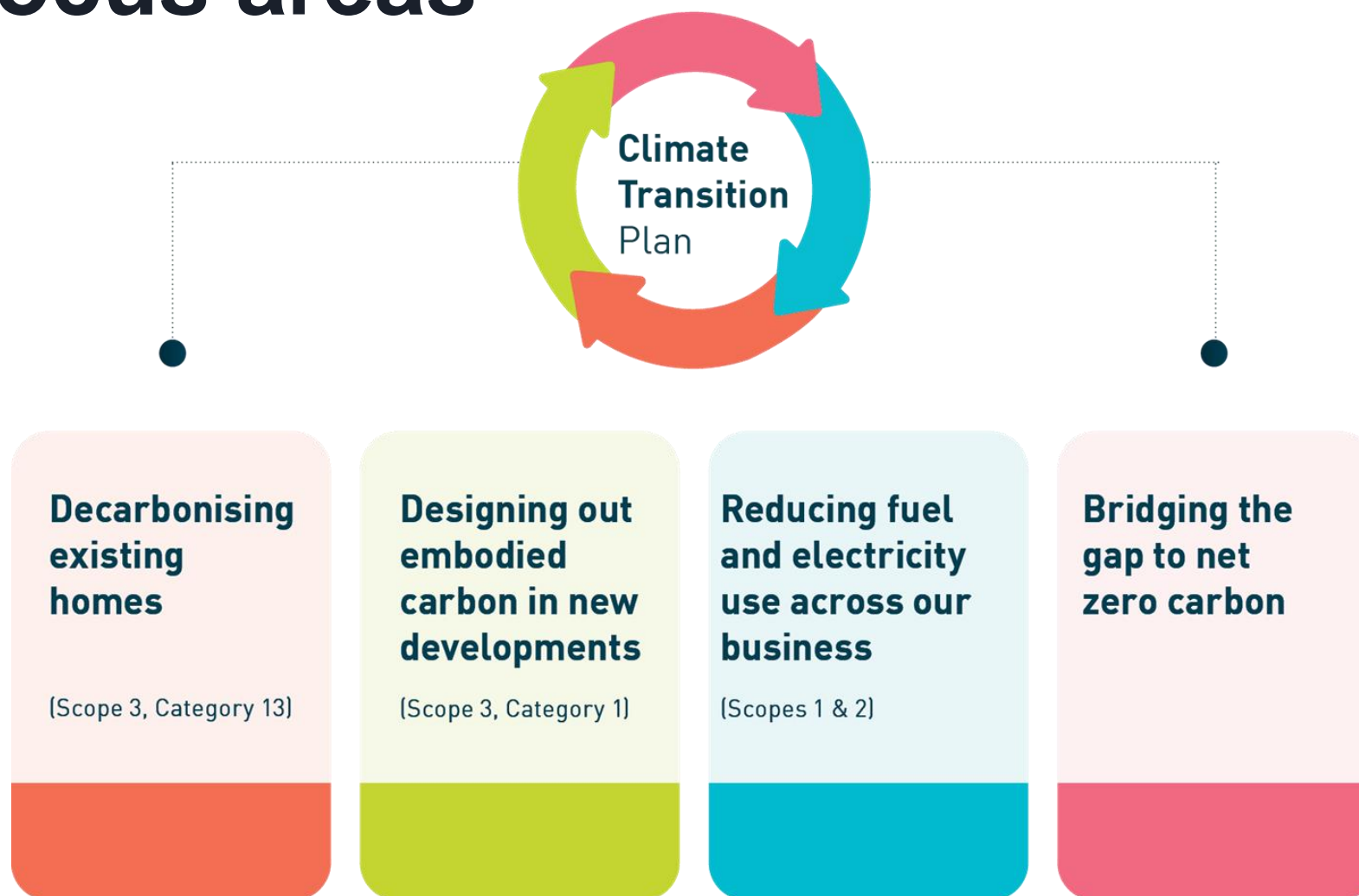
2022 Baseline





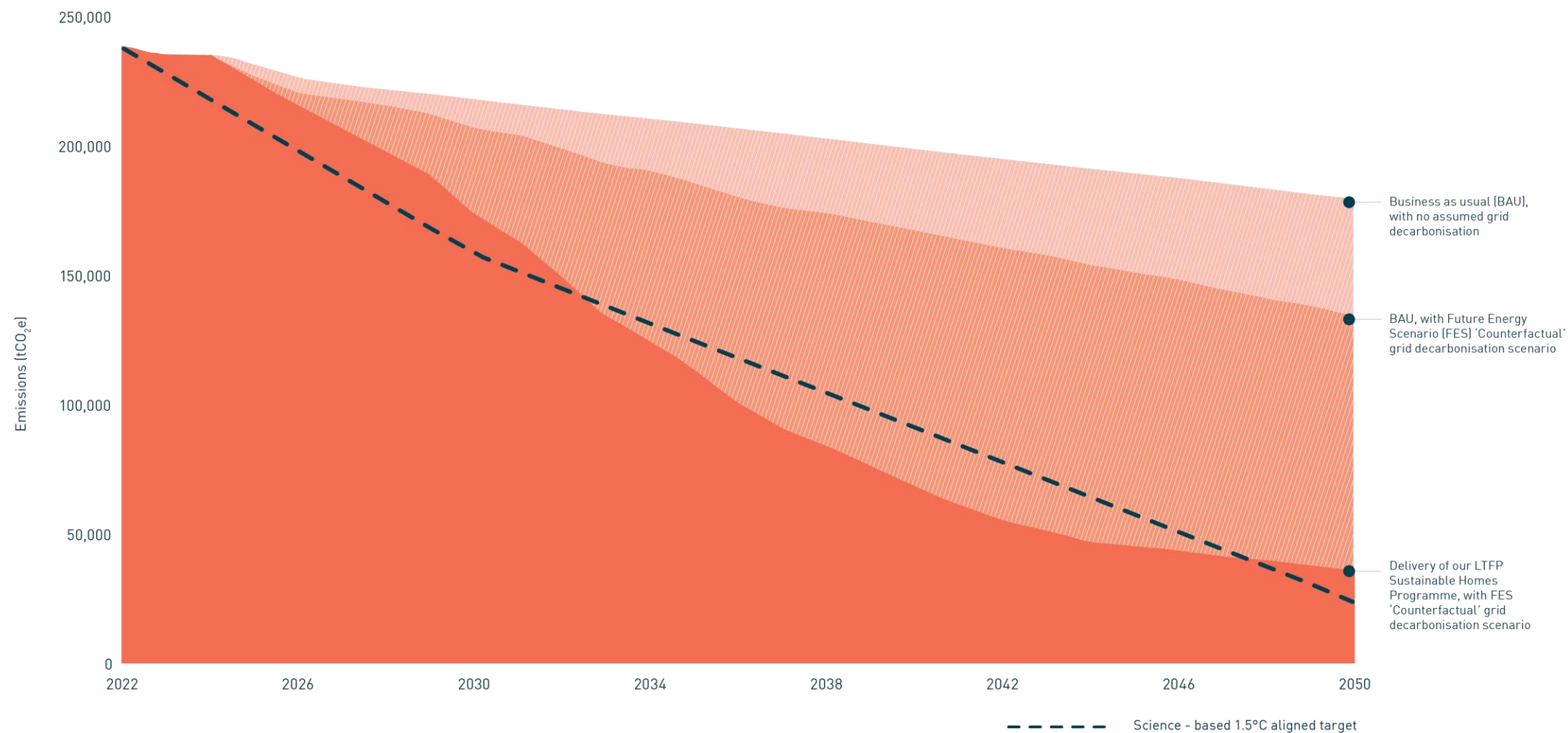
Decarbonising existing homes

CTP focus areas





Decarbonising existing homes reduction pathway to 2050





42,000
Fabric improvements



70,000
Gas boiler replacements



80,000
Solar installations



Retrofit Programmes

Demonstrator and Wave 1

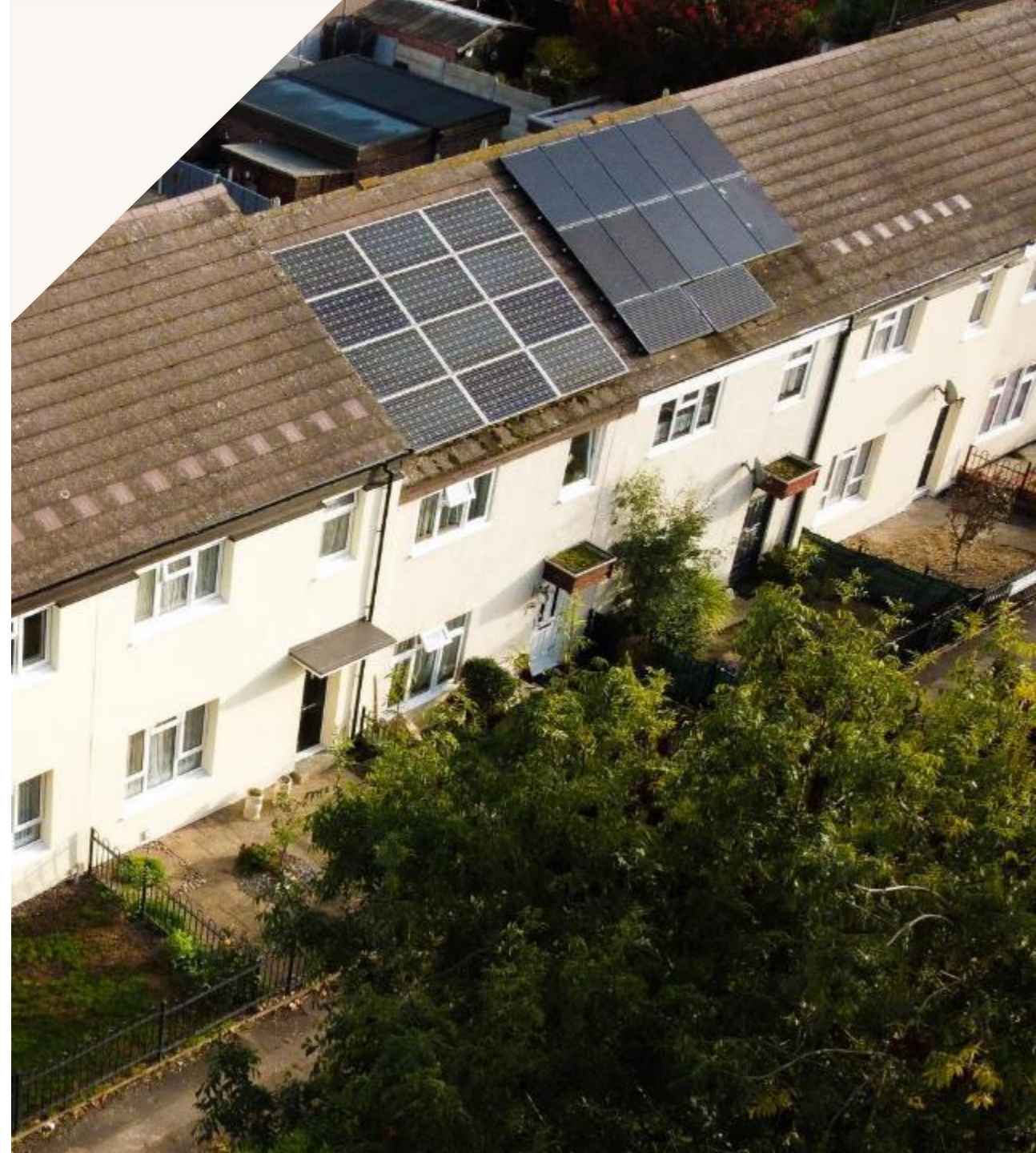
Completed 388 homes with ~ £5m funding from DESNZ

Wave 2.1

Scaling up our programme to deliver significantly more homes c.1,500

Placeshaping & Wave 3

Scaling up to deliver place-based retrofit in collaboration with residents and stakeholders, developing a participative approach

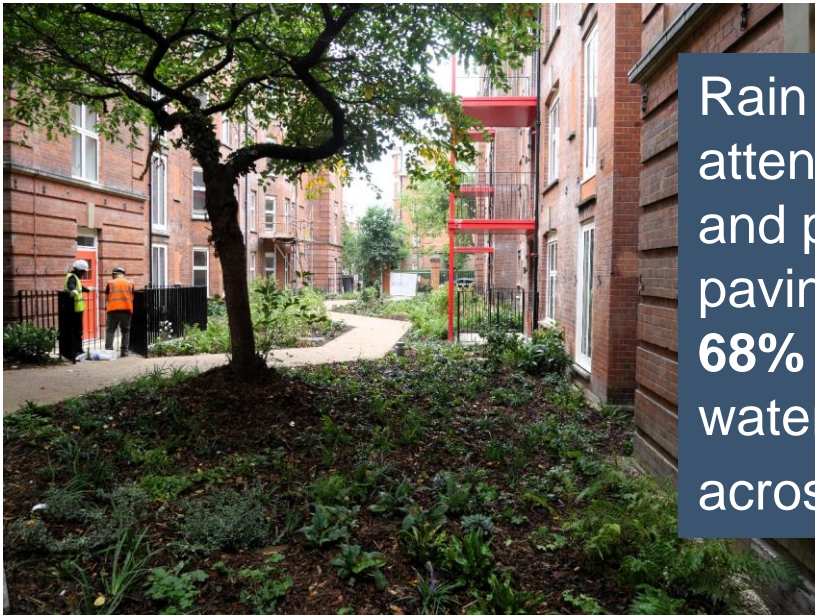




Sutton Estate, Chelsea

- The estate was built by the Sutton Trust between 1912-1914
- 15 blocks comprise of 331 flats and it one of the earliest examples of social housing in Britain
- 4 blocks have been transformed into 81 refurbished homes as part of the regeneration project





Rain gardens, attenuation tanks and permeable paving result in **68%** betterment of water retention across site

Fabric improvements to **81** properties resulted in at least **38%** carbon reduction and **46%** energy saving



Higher quality public realm and greenspaces: **Building with Nature** accreditation



Ground Source Heat Pump required **34 200m** deep bore holes and contributes to overall SAP 10 carbon reduction of **7**



Lessons learnt

- Careful coordination required due to site space constraints
- Resident engagement throughout the process was key
- End user training for residents is important – it took a lot of time to educate residents individually
- Intense input at the point of handover, especially important when installing with new technology





CLARION
HOUSING GROUP

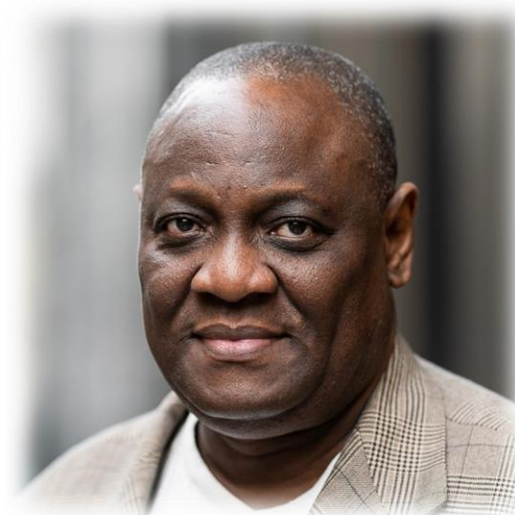
There's no net zero without tenant engagement



Russell Smith
Managing director,
Parity Projects



Neb Augustinov
Retrofit lead,
Ridge



James Olanipekun
Tenant advisory panel
member,
National Housing
Federation,



Mike Turner
Director,
Cardo Group



RIDGE

BUILT
ENVIRONMENT
CONSULTANCY

There's no Net Zero without tenant engagement

May 2025 – CIH Brighton

Retrofit Lead – Neb Augustinov

CONTENT

- Importance of tenant engagement
- Barriers to tenant engagement
- Project example (1)
- Project example (2)
- WH: SHF Wave 3



We aim higher
to take our
clients further

IMPORTANCE OF TENANT ENGAGEMENT

They occupy the property

Before we consider anything else, we must remember that this is not just a property that has fell on our list, this is someone's home.

Word spreads

Tenants are members of the community. Engaging them throughout the process will spread throughout the community.



It's a long process

Retrofit isn't quick or easy. It can be a long process, with many stakeholders. We don't just need to engage tenants at the onset, we need to keep them engaged.

They have final say so

Tenants can ultimately refuse works or make retrofit difficult to navigate. If they are not properly engaged throughout the process, can we blame them?

BARRIERS TO TENANT ENGAGEMENT

- **Net Zero negativity in mainstream media**

Retrofit is linked to 'Net Zero'. How much news do tenants receive which speaks negatively of the idea of net zero?

- **Outdated communication methods**

Do letters/calling cards work? How much can we move online? AI?

- **Bespoke approach not established**

Do we engage elderly tenants differently? Language barriers?

- **Too many points of contact**

Social housing provider, retrofit assessor, consultancy, contractor, RLO...

- **Not enough resident involvement**

Are we leveraging resident feedback? They know their home better than anybody else.

Britain's Net Zero drive 'has made families poorer': Experts say decarbonisation bid is to blame for UK's productivity crisis - despite business chiefs' claim of £83bn boost to economy last year



PROJECT EXAMPLE 1



Ridge were appointed for retrofit consultancy services on a project in Colchester.

Some examples of tenant engagement efforts:

- Several IOE/MTP options for individual properties, presented to residents.
- Dedicated Retrofit Advisor appointed by client solely for resident liaison.
- Regular progress meetings discussing individual properties, incorporating specific communication methods to residents on a case-by-case basis.

PROJECT EXAMPLE 2

Ridge were appointed for retrofit and built environment consultancy services on a large scale retrofit project in London & Hertfordshire.

Some examples of tenant engagement efforts:

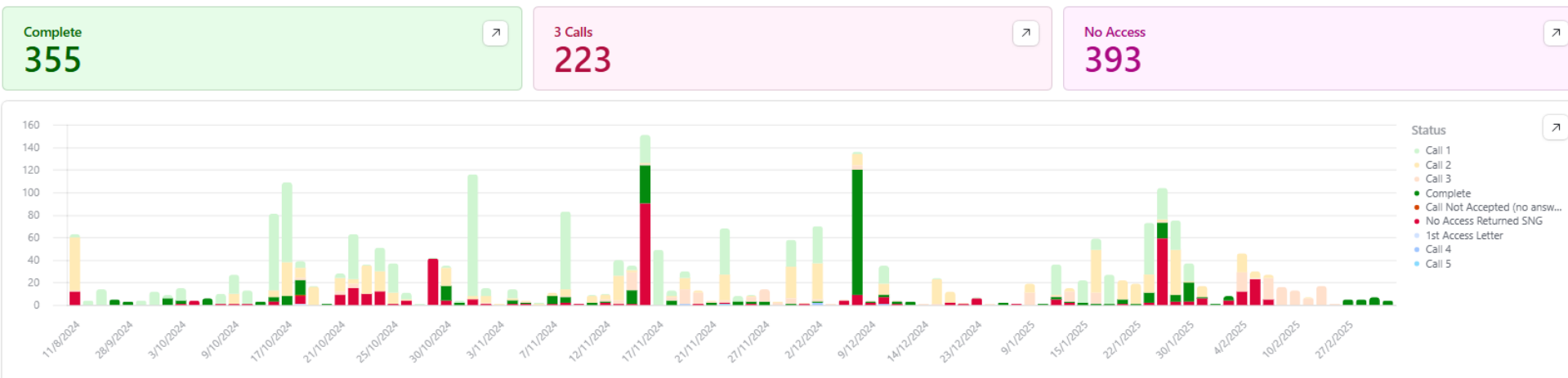
- Automated text messages which tenants could respond to and request bookings.
- Engagement days in the community with contractor and consultancy attending together.
- Attempting to tag on to existing visits (gas safety checks etc.).
- Utilising a bespoke platform to track all engagement efforts in real time.



WH: SHF WAVE 3

How can we engage residents in Wave 3...

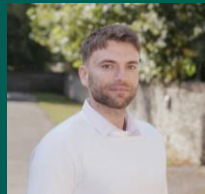
- More resident engagement days/events in the community.
- Utilise online portals & platforms (allow residents to message in questions, see information on EEMs, request appointment times and more).
- Reference successful projects done under previous funding waves.
- Maintain communication, patience and understanding. Wave 3 will see more homes than ever retrofitted, it's important we don't let engagement slip.



RIDGE

BUILT
ENVIRONMENT
CONSULTANCY

THANK YOU FOR YOUR TIME
RIDGE.CO.UK



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Email: nebaugustinov@ridge.co.uk
Mobile: 07471 967305

Engaging tenants with the Net Zero journey

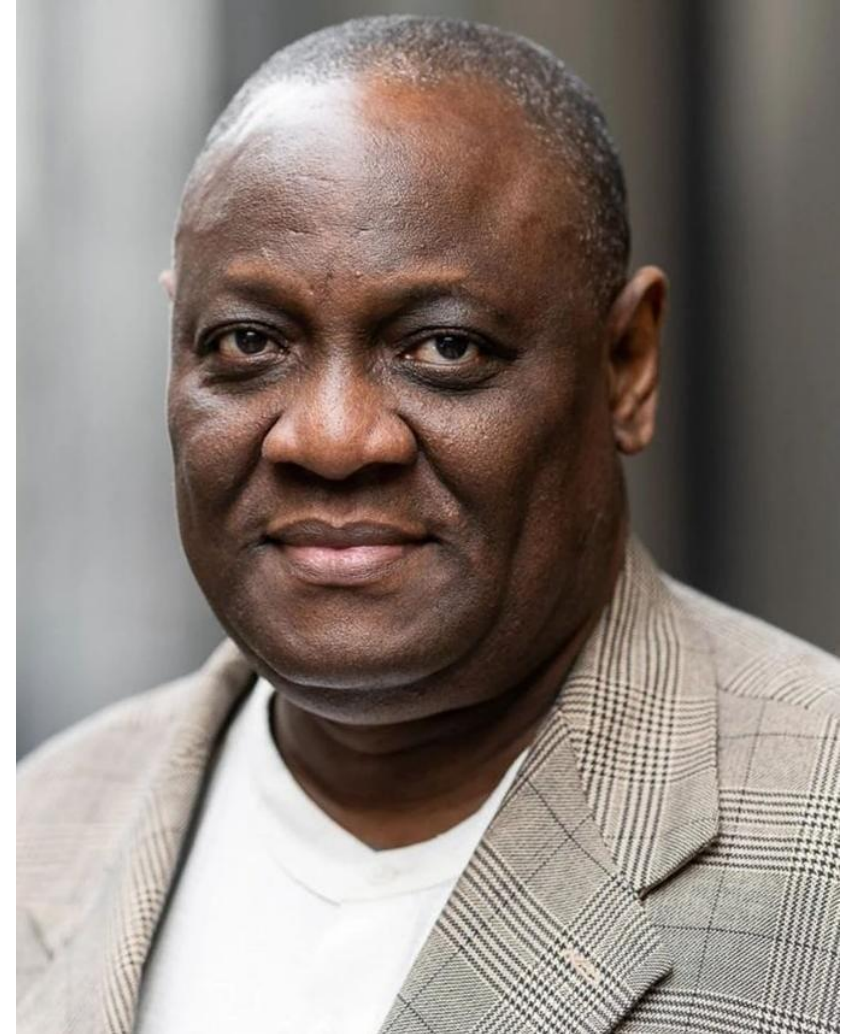
Rev James Olanipekun CIHM

Ambassador, Poplar HARCA

Tenant Advisory Panel, National Housing Federation

About me

- From Poplar, east London
- Tenant and an Ambassador for Poplar HARCA
- CIH accredited
- Member of National Housing Federation's Tenant Advisory Panel
- Sharing my own and my community's **lived experiences** with Poplar HARCA's engagement on Net Zero
- My views on how landlords can best engage with residents to achieve Net Zero



About Poplar HARCA - community-based, community-led

We own and
manage over
10,000
HOMES

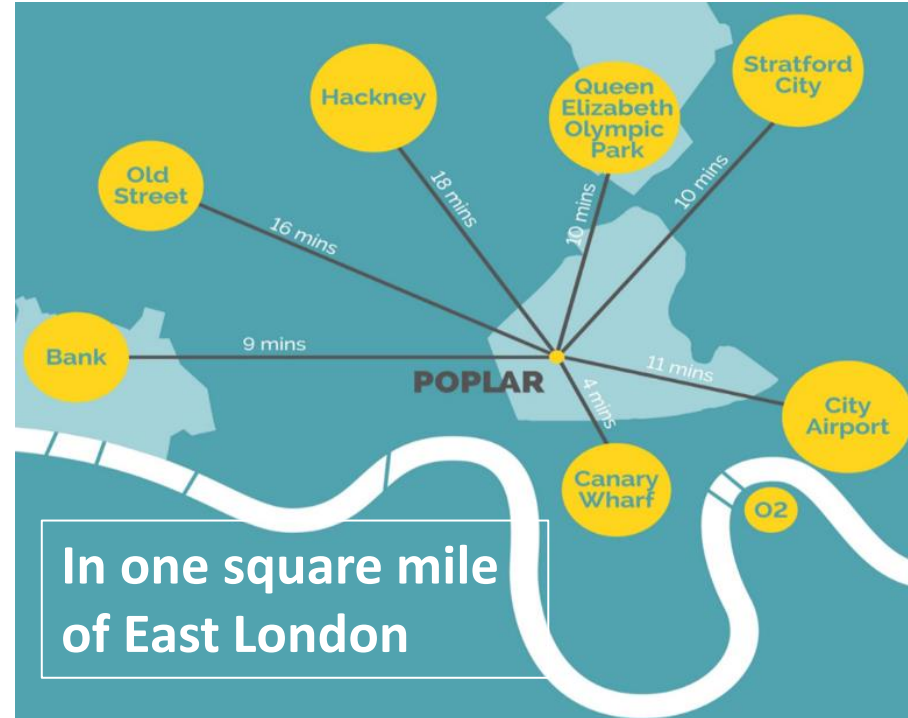
83%



**OVERALL
RESIDENT
SATISFACTION**

We invest around
£4m
each year
in community regeneration

OVER 1/3 of staff
live
locally



Leading a
£2.5bn
place-shaping
programme



Est. 1998
by residents vote

Net zero case study: Homes

Smart homes devices

- Technology helps tenants live in more energy efficient homes
- Sensors alert when homes are too cold or hot - allowing tenants to cut back and save or better manage energy
- Cold home risks - an indicator of potential fuel poverty - are directed to Safeguarding team who investigate and offer support

79% of HARCA tenants now have devices

Engagement tactics

- Devices were fit alongside domestic electrical testing programme – to minimise disruption to tenants
- Hosted estate roadshows and interactive activities at community events
- Hosted training courses for digitally excluded residents
- 1-2-1 and paper copy guidance for **every tenant**



Net zero case study: Estates

Great Green Estates

- Community-led project transforming underused, shared outdoor spaces into greener, healthier, more climate resilient places
- Driven by resident steering group (open to all local people) who share ideas, knowledge and experiences and shape the project
- Engagement included open days, workshops, bulb planting and field trips
- Everyone feedbacks what they want for their green spaces, co-designs and gets involved with appointing landscape architect



Net Zero case studies: Community

Carbon Champs programme

- Engages residents and local community on causes, effects and impacts of climate change in fun & practical ways
- Series of community get togethers and workshops on food waste, air quality, energy efficiency and the 3 Rs: Reduce, Reuse, Recycle
- Accredited carbon literacy training for participants

Chrisp Street Community Cycles

- Community cycle hub – aim to inspire local people to learn to ride and/or borrow a bike to travel - instigate behaviour change
- Aim - to reduce local air pollution, boost biodiversity and improve community health and wellbeing
- Big success engaging the wider community through learn-to-ride sessions, social rides and bike borrowing scheme



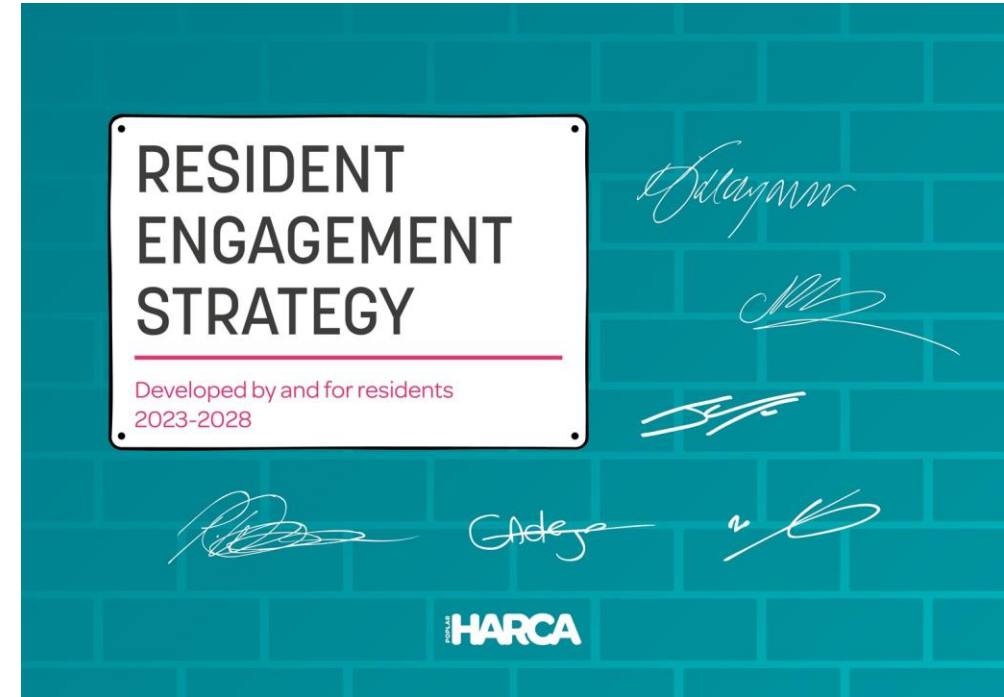
My view: effective tenant engagement

- Ensure **resident voice is always at the heart** of engagement
- Ensure **accessible communication** and engagement – a wide range of means, methods, and support
- Put time in at **inception** stage to understand resident **needs, barriers and preferences**
- Recognise the **essential role** of **your** (the landlord's) **team**
- Demonstrate your organisations' **genuine commitment** to Net Zero using **real examples** and **lived resident experience**
- **Collaborate** with tenants, community, staff and partners throughout
- Offer **co-design** as default



Engagement standards: By and for residents

- Find out more about HARCA's resident engagement standards
- Developed by a Community Panel of six HARCA residents
- www.poplarharca.co.uk/get-involved/opportunities/



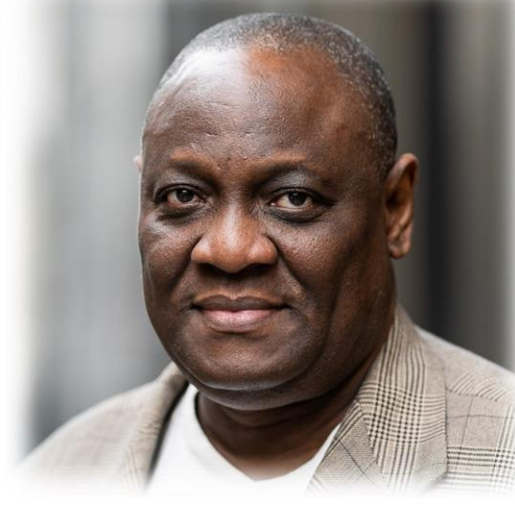
There's no net zero without tenant engagement



Russell Smith
Managing director,
Parity Projects



Neb Augustinov
Retrofit lead,
Ridge



James Olanipekun
Tenant advisory panel
member,
National Housing
Federation, Ambassador,
Poplar HARCA



Mike Turner
Director,
Cardo Group



NETWORK BRIGHTON

It's time to join fellow housing professionals for
complementary refreshments and networking!

15:30 – 17:30

