

CASE STUDY

Developing Local Authority Strategy, Fuel Poverty Support Packs & Event Delivery



BACKGROUND

Healthy Homes Solutions (HHS) needed a clear, unified approach for communicating their national work on supporting vulnerable, fuel-poor and low-income households. Their programmes provide triage, DWP benefits support, fuel poverty reduction, early-help referral pathways and sector-leading Social Return on Investment (SROI) of 1:30, independently validated by HACT.

To support wider expansion and Local Authority/Housing Association engagement, HHS required a professionally built communications suite and branded event presence.

OUR APPROACH

CharityCom partnered closely with HHS to build a complete set of strategy-driven communications:

STRATEGIC COMMUNICATIONS & MESSAGING



Built a clear narrative that explained HHS's work across fuel poverty reduction, DWP benefits support, PSR-by-proxy registration, debt prevention and targeted home improvement eligibility checks.



Ensured messaging aligned with LA/HA priorities: arrears reduction, tenant stability, health & wellbeing, damp & mould, fuel poverty and cost-of-living support.



Highlighted HHS's independently verified 1:30 SROI, demonstrating measurable financial and well-being improvements.

CHALLENGE

HHS needed a communications partner who could take their wide-ranging ecosystem - profiling, benefit maximisation, early-help triage, fuel poverty support, partner-led interventions, and the identification and engagement of home-improvement grant-eligible households—and translate it into clear, accessible and compelling content for Local Authorities, Housing Associations, utilities and community partners.

They also needed materials that clearly highlighted their SROI, outcome delivery and impact on vulnerable and fuel-poor households to help raise over £4m in social funding support.

UTILITY, LOCAL AUTHORITY & HOUSING ASSOCIATION PACKS

- Designed structured packs explaining how HHS improves resident outcomes through early triage, DWP benefit checks, fuel poverty assistance and coordinated referral pathways.
- Created LA/HA-facing proposal templates, insight summaries and service outlines.
- Created insights papers and promoted through PR plan and outreach.
- Developed content that demonstrated cost savings, operational efficiencies, and increased resident engagement.



EVENT & DESIGN DELIVERY

- Designed branded exhibition stands, pull-ups and event collateral.
- Supported conference presentations with clear key messages and visuals reflecting HHS's impact.
- Built materials for high-level stakeholder sessions and policy discussions.

OUTCOME

CharityCom's work enabled HHS to clearly communicate the scale, value and measurable social impact of their services.

The new strategy packs and refined messaging:



Helped develop the relevant information and packs for over £4m social impact funding



strengthened engagement with Local Authorities and Housing Associations



improved understanding of HHS's fuel poverty and DWP support services



and contributed to increased partner collaboration and programme uptake

HHS now has a fully aligned communications suite demonstrating its HACT-verified SROI of 1:30 and the real-world value delivered to vulnerable and fuel-poor households.



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