

REVIEW

Regional Retrofit Conferences

June 2020 – May 2021

Birmingham | Derbyshire | Glasgow | Liverpool | Kent |
Manchester | Oxfordshire | Solent



**Demonstrate
leadership and vision**



**Galvanise local
stakeholders**



**Enable retrofit best-
practice at-scale**

Host Partners:



National Partner:



Low Carbon Homes...

...brings professionals together to solve one of the UK's greatest carbon reduction challenges: how to scale up domestic property retrofit, locally.



“Just a quick note to say thank you for your producing an excellent conference. I thought the presentations and discussions were very good and a rich source of ideas and contacts. The action needs to start now and in earnest, but some good foundations set.”

Kevin Lowry, Director of Housing and Residential Growth, Manchester City Council

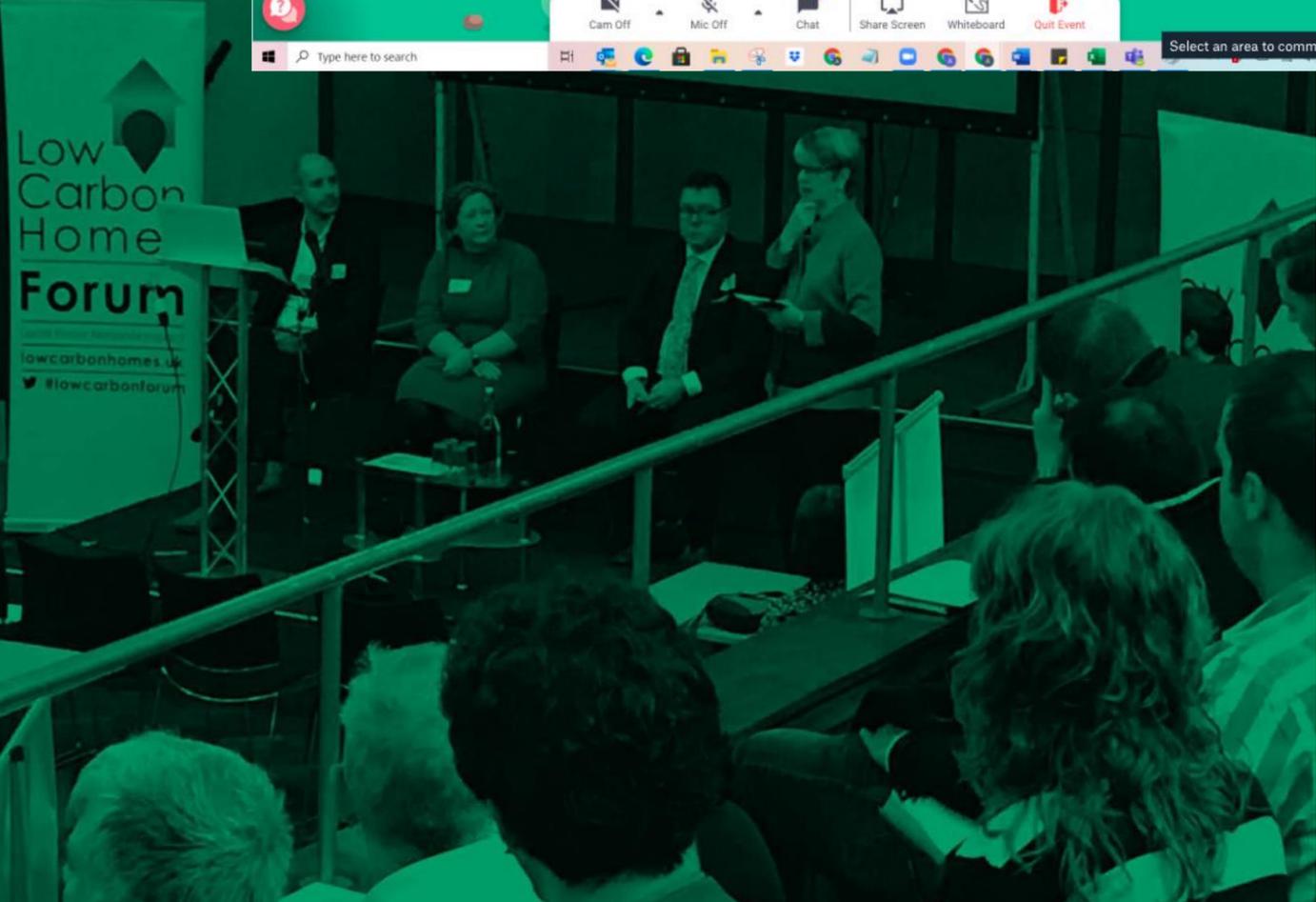
Unique online experience

Low Carbon Homes has created a unique online experience using the sophisticated Remo platform. Delegates, speakers and sponsors really enjoy the more intimate sociable atmosphere, featuring small 'table' groups, informal networking and the ability to move from table to table throughout the event.

We achieve 100% advocacy ratings from delegates for most of our events



[PLAY VIDEO](#)



Overall Results

77% were
very
satisfied

1,666 unique
registrations

156 sessions

136 speakers



110 Mins Av. time at event



1,075 unique attendees

Top Reasons for Attending

#1

To hear about plans for retrofit-at-scale: 24%

#2

To learn more about the "whole house" approach to reducing energy demand: 19%

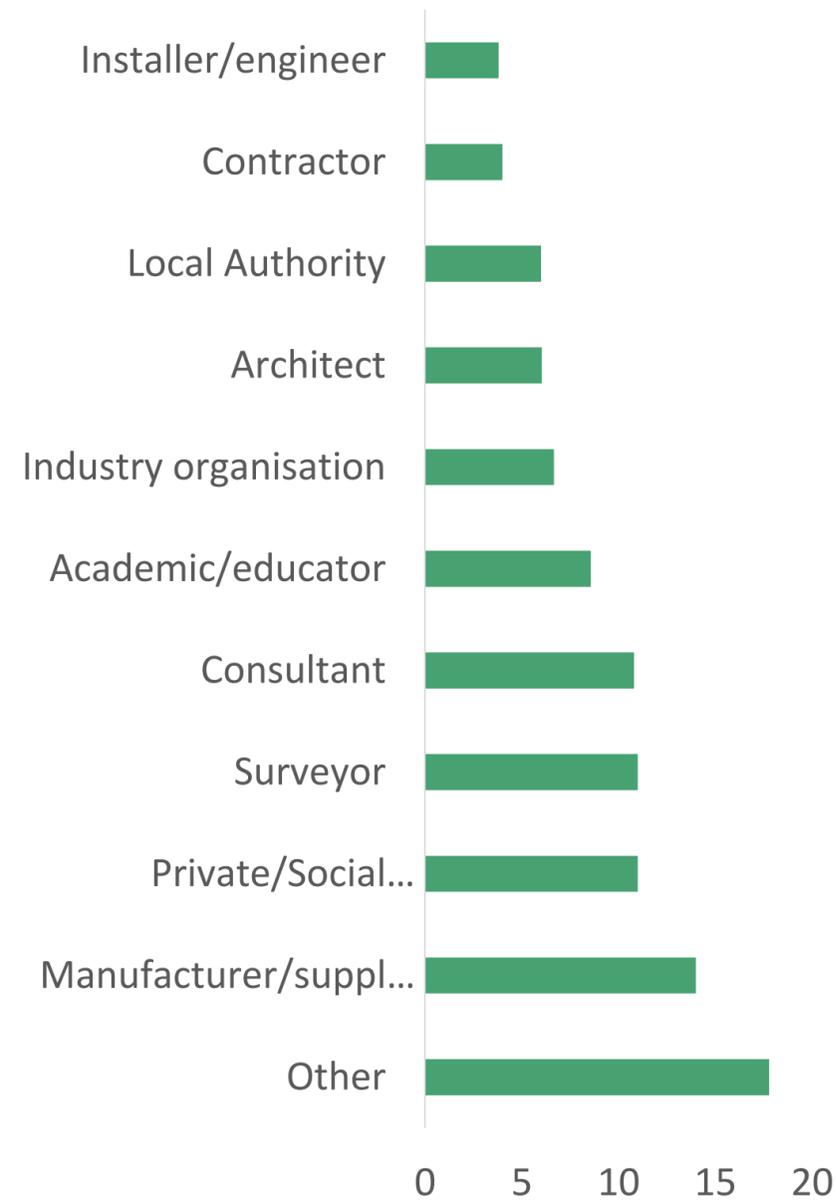
#3

To network and make new contacts: 17%

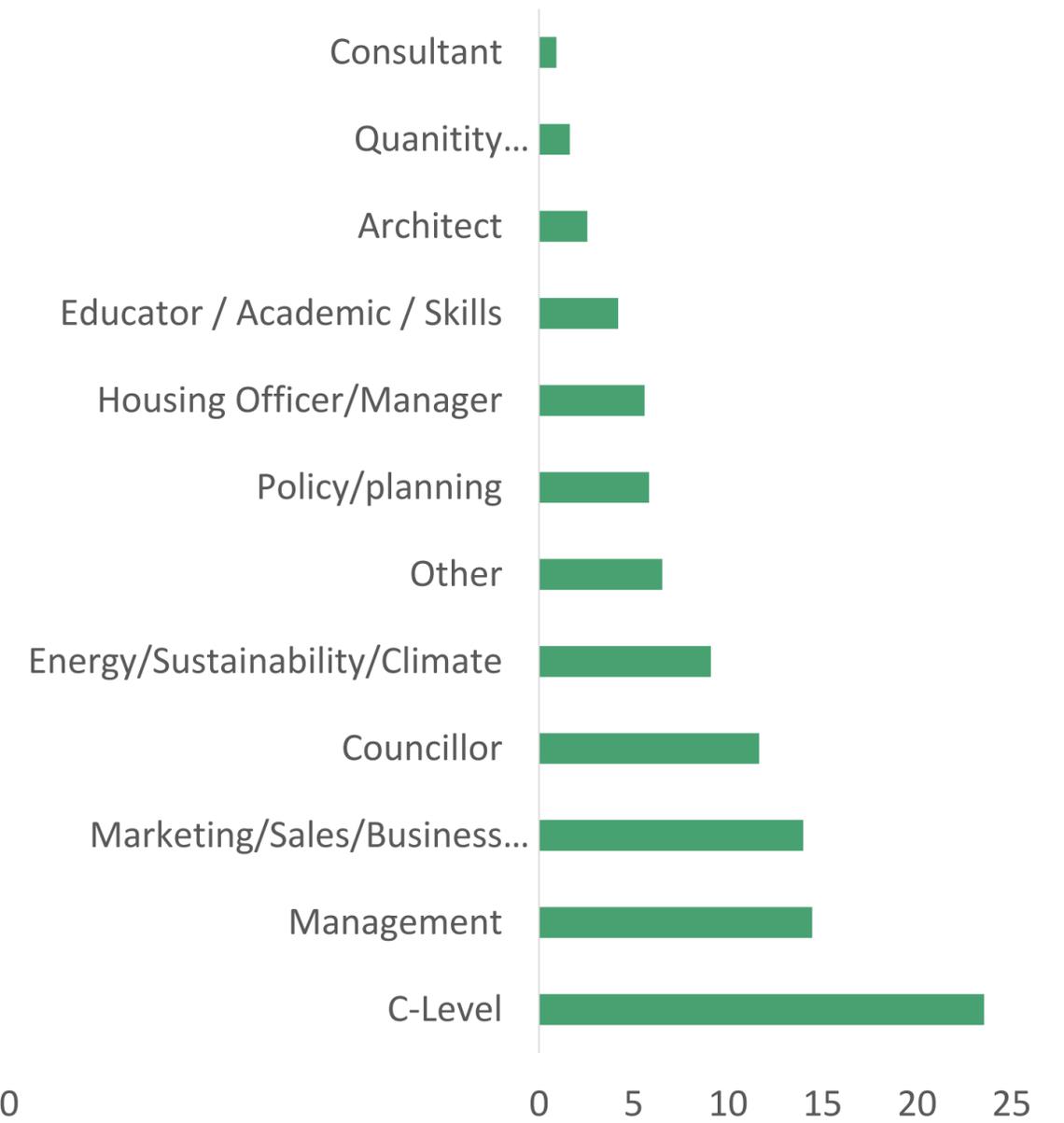
Geo spread



Organisation Type



Job title



Partner brand exposure - samples

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Low Carbon Homes Glasgow Advisory Group

Partners: citb, GLASGOW CHAMBER OF COMMERCE, energy technology partnership, ZERO WASTE SCOTLAND, INSTITUTE OF MASTER BUILDERS, Glasgow CITY COUNCIL, CONSTRUCTION SCOTLAND INNOVATION CENTRE, Glasgow and West of Scotland Forum of Housing Associations, University of Glasgow, sfha

JOIN US and support GLASGOW'S carbon neutral ambitions

20-22 Oct 2020
Free, drop-in, online AM sessions

With Glasgow CC, Green Finance Institute, Under One Roof, MCS, John Gilbert Architects, Changeworks, Carbon Coop, University of Glasgow, The Green Register...

National Partners

Manchester Partner
MANCHESTER CLIMATE CHANGE AGENCY

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Manchester's Host Partner
MANCHESTER CITY COUNCIL

Supporting MANCHESTER'S retrofit ambitions

• Live & pre-recorded talks.
• Q&A chats.
• Hosted tables.
• Facilitated workshops.
• 1-2-1 & 1-2-many networking.

23-25 Feb 2021 - Free, drop-in online AM sessions

National Partners MCS Thought Leaders AceOn Sponsors Thermocill green building store ADEY gapotape

Lawrie Wilson has entered the Lobby

Participants: Sophie Lock, Ed Siebert

Tables: Table 1-11, LIMU Table, Green Building Store Table, MCS, Thermocill Table, Gapotape Table, ADEY Table

Messages:

- General Chat: If you are having cam & mic issues, ple...
- Table Chat: The Green Room (Speaker Spa...
- PRIVATE CHAT:
 - Richard Hall: Thanks Sophie, Good luck
 - Ed Siebert: works for me
 - Michael Shuffebotham: Mike Chayley has just joined the event
 - Alexandra Hughes
 - Yvonne Follard
 - Tom Conlon

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Join Solent's retrofit speakers and stakeholders...

REGISTER FREE TODAY FREE online drop-in sessions, 16-18 March

Solent Host Partners GREENTECH SOUTH UNIVERSITY OF PORTSMOUTH

National Partner MCS

Thought Leaders AceOn

Sponsors Thermocill gapotape ADEY green building store



Campaign Results

Low Carbon Homes regional conference marketing campaign was a multi-channel, brand-lead operation, involving high-impact activity across email, social and website. Our Brand Partners featured heavily in our communications, with logo on emails and banners, featured across our website and mentioned in multiple social posts. This drives engagement and interactions from large audiences and increases visibility out to the wider retrofit community.

Emails: Sent: 145 | 273K Audience | 19% Open Rate | 3.8% CTR

Twitter: 1,054 Tweets | 632.3K Impressions | 11,220 Profile Visits | 613 New Followers | 1048 Mentions

LinkedIn: 11,499 Impressions | 548 Reactions | 168 Shares | 6.7% Engagement

Website: 2,714 Users | 4,254 Sessions – 4254 | 11,604 Page Views | 7,323 Unique Page Views

Feedback & Actions

Low Carbon Homes' conference programme development methodology is focused on sharing experience and best practice to stimulate action at a local level through collaboration.

We ask all delegates what they intend to do as a result of attending the conference. Here's a snapshot of some of those planned actions...

"Looking out for future LCH events to learn about the local challenges and solutions in other parts of the UK"

Director of Operations, Pure Leapfrog

"To increase my knowledge from talks in retrofit to improve my learning experience and provide my customers with the most up to date advice"

Energy Assessor, Froxfield

"Actively pursuing further training/networking"

Director, 64 Degrees Heating Ltd

"Internal strategy at Cobalt aligning taking into account knowledge gained through the KTP"

Head of Development and Regeneration, Cobalt Housing Limited

"Work on a similar concept in Cambridgeshire"

Retrofit Project Manager, RetrofitWorks

Future plans

Our regional retrofit conferences commence again from September 2021. Dates, regional hosts and partnership opportunities to be announced soon.

Get in touch if you'd like to be involved:

graham@lowcarbonhomes.uk

www.lowcarbonhomes.uk

About Low Carbon Homes

Low Carbon Homes helps to galvanize communities around the topic of retrofit, bringing together local practitioners, suppliers and policy makers. Our methodology encourages stakeholders to work collaboratively to tackle the challenge of retrofit scale-up. We provide an independent platform which supports and enables the sharing of best-practice, while building a powerful new free-to-access network.