



The Social Housing Decarbonisation Fund (SHDF) Evaluation

This research study captures the views and experiences of tenants, residents and installers involved in the Social Housing Decarbonisation Fund.

The Government's Social Housing Decarbonisation Fund is aimed at improving the comfort and wellbeing of social housing tenants and residents in England by improving the energy performance of their homes. The Social Housing Decarbonisation Fund provides support to landlords to install energy saving measures such as insulation and other measures that can make homes more energy efficient.

If you are a **tenant or resident** or have **general questions** about the research, this website has further information: <https://www.iffresearch.com/research/shdf-evaluation/>

FAQs have also been provided below.

Information for tenants / residents taking part in the research

Your landlord is interested in making sure your home is warm and affordable to heat. They have therefore been working with the Government to ensure they can access resources and support to make improvements to your home. The Government's Social Housing Decarbonisation Fund provides support to social housing landlords to install energy saving measures such as insulation and other measures that can make your home more energy efficient.

IFF Research are carrying out research to understand the views and experiences of social housing tenants and residents.

The Social Housing Decarbonisation Fund and this research are being funded by the Department for Energy Security and Net Zero. If your household has been selected to take part, you will initially receive an invitation letter in the post or via email inviting you to complete a survey. These communications will be sent by the survey administrator, IFF Research.

Why haven't I received a survey invitation and how do I get one?



The survey is being sent to a random selection of those who have received or will receive energy saving measures through the Social Housing Decarbonisation Fund. To ensure the survey is valid, IFF Research cannot send the survey to people who have not already been selected to take part.

Why is this research taking place?

This research has been designed to gather information from tenants and residents whose homes have received or will receive energy saving measures funded by the Social Housing Decarbonisation Fund. The aim is to help the Government understand the views and experiences of social housing tenants and residents.

This research involves surveys and interviews which will include questions about a range of issues, such as questions about your living situation, your experience of having insulation or other energy saving measures installed in your home, and the impact of these works.

Why have I been invited to take part?

You will have been invited because your home has been (or will be) selected by your landlord to receive energy saving measures funded by the Social Housing Decarbonisation Fund.

Why should I take part in the study?

The more voices we hear, the better this research study will be. We know that each tenant's or resident's experience of the Social Housing Decarbonisation Fund is unique, and your views are therefore very important to us. What we find out is used to inform policy and make a difference to the lives of tenants and residents in England.

As a thank you, we will send a £10 shopping voucher to each household that takes part in the survey. The voucher will be sent via email, which will include instructions for how to claim it.

You may also be invited to take part in a follow-up one-to-one interview. Those who take part in a follow-up interview will receive an additional £40 shopping voucher.

Do I have to take part in the study?

Taking part is voluntary and you do not have to answer any questions you don't want to. It's up to you to take part in this research study, but we hope you will as your views will help to make this study even better. See "Why should I take part in the study"?



I have received an invitation letter asking me to complete a survey. What should I do?

Please either scan the QR code in your invitation letter or go to our website at www.iffresearch.com/shdf to take part in the survey. To begin the survey, you will be asked to enter your unique reference number which is shown in the top right of your letter.

Can I take part if I can't complete the survey online?

Yes. IFF Research will give you a call to see if you would like to complete the survey over the telephone. There is nothing you need to do if you would like to complete the survey over the phone. If you would prefer **not** to receive a phone call, please contact us at SHDF@iffresearch.com or via telephone at 0808 169 9381.

What should I do if I haven't received my shopping voucher?

Please contact us at SHDF@iffresearch.com or via telephone at 0808 169 9381 if you have not received your shopping voucher but were expecting one. If you have it available, please provide your unique reference number shown in the top right of your invitation letter when contacting us. If not, please provide your full name and email address.

How do I redeem my shopping voucher?

To redeem your shopping voucher, please follow the steps below:

1. You will receive a text/email (or both) to say that you have been issued a voucher. Please select 'Click to redeem voucher'.
2. When you click on the link, you will be taken to a page where you will need to enter either your email address or phone number and then press 'continue'.
3. You will then be taken to a page where you can create your account. Please enter your details, then tick the terms and conditions and privacy policy box before pressing 'save and continue'.
4. You will then be asked to check your inbox to confirm your email address.
5. Once you have received the email, please press 'click here to login'.
6. You can now select the retailer you wish to receive a voucher for.
7. Once selected, scroll down and tick the box to confirm your choice, then press 'confirm'.
8. Click 'View voucher'. You can now access your voucher and can spend it.

You can ask a relative, friend, or a carer to help if you are having trouble claiming your voucher. If you are still having trouble, please contact us at SHDF@iffresearch.com or via telephone at 0808 169 9381.



How have IFF Research got my contact details?

Your details were sent to us by your landlord or Housing Association if you consented to participate in this research study. We store your details securely and no one else can access them.

What will you ask me about?

Selected tenants and residents will be asked to complete a survey and some tenants and residents will also be invited to take part in a follow-up one-to-one interview.

The survey and interviews will ask you a range of questions relating to your home and your experience of the Social Housing Decarbonisation Fund. For example:

- Understanding your living situation, for example: what type of flat or house do you live in?
- Understanding how you heat your home, for example: how easy or difficult you find keeping your home warm?
- Your experience of having insulation or other energy saving measures installed in your home, for example: how satisfied are you with the work that was carried out?
- How did your landlord keep you updated on the works?
- The impact of having energy saving measures carried out in your home / development, for example: how has the work impacted the way you heat your home? Has it made it cheaper to heat your home?

How long will the survey take to complete?

The survey should take between 15 and 20 minutes to complete.

I've lost my unique reference number needed to complete the survey online. Where can I find this?

You can contact us at SHDF@iffresearch.com or via telephone at 0808 169 9381 and we will try to help locate your reference number. Alternatively, if you do not complete the survey and do not contact us to opt out of the research, we will send you a reminder email with these details included. The unique reference number will be printed in the top right of the email.

Can I take a break part way through completing the survey online?

Yes, you can take a break anytime by clicking 'pause' in the survey. You will be able to re-enter the survey by following the instructions on your invitation letter (or see 'I have



received an invitation letter asking me to complete a survey. What should I do?'). This will take you back to where you left off.

Can I complete the survey in another language?

If you or someone else needs to complete the survey in another language, please contact us at SHDF@iffresearch.com or via telephone at 0808 169 9381, and we will do our best to arrange a telephone interview in the language that you require.

Who should complete the survey if there are two or more people aged 16 or over in my household?

The survey should be completed by the person(s) who received the invitation, or by another member of the household who is aged 16 or over and was living in the property when the works were carried out. Only one survey can be completed per household, and one shopping voucher will be available per household as a thank you for completing the survey.

Do I have to answer all the questions?

All the questions in the survey will require a response in order to allow you to continue – however, you can select 'prefer not to say' for any questions that you do not feel comfortable answering, or 'don't know' if you are unsure about the answer.

Who should I contact if I don't want to take part?

Please reach out to us at SHDF@iffresearch.com or via telephone at 0808 169 9381 if you would not like to take part in this research. We will remove your contact details and ensure that you are not contacted about this research again. If you have it available, please provide your unique reference number shown in the top right of your invitation letter when contacting us. If not, please provide your full name and email address.

How will my responses be stored?

All data will be held securely within IFF Research's secure drives and will be retained for 3 months after the end of the research study, i.e. until March 2026, and then securely destroyed.

More about our data protection can be found here: [Privacy policy | IFF Research](#)

Who will see my survey responses?



Only IFF Research will see your individual responses, and these will be used for research purposes only. No information that can be linked back to you as an individual will be shared with the Department for Energy Security and Net Zero, or any other organisation.

How will my responses be used?

IFF Research will use the responses for research purposes only. Responses from all individuals taking part in the study will be reported anonymously, meaning your responses to questions are presented in a way that they will not directly identify you.

You can also read our Privacy Policy here: [Privacy policy | IFF Research](#)

I want to know more about the fund or works happening in my area

Please contact your social housing landlord in the first instance to find out more about what is happening in your area. If you would like to learn more about the Social Housing Decarbonisation Fund more generally, please visit the Government website at: <https://www.gov.uk/government/publications/social-housing-decarbonisation-fund-wave-2>

General FAQs

Why is this research important?

This research is important as it will help ensure that Government funding to support social housing landlords improve the energy efficiency of social housing is efficient and cost-effective. In turn, this will help the Government and landlords to:

- Improve the comfort and wellbeing of those living in social housing
- Reduce energy bills for those living in social housing
- Reduce CO2 emissions
- Improve the energy efficiency of social homes
- Support the green economy and associated jobs

What is the Social Housing Decarbonisation Fund?

The Social Housing Decarbonisation Fund is funding that social housing providers (for example, Local Authorities and Housing Associations) in England can apply for. The money they receive is used to improve the energy performance of social homes in England – in



other words, to help social homes to use less energy, which results in benefits such as lower bills and less pollution.

Who is funding the Social Housing Decarbonisation Fund?

The Social Housing Decarbonisation Fund is being funded by the Department for Energy Security and Net Zero, which used to be known as the Department for Business, Energy and Industrial Strategy (BEIS).

What is the Social Housing Decarbonisation Fund research study?

The Department for Energy Security and Net Zero wants to understand whether the fund has worked well, particularly for social housing tenants and installers, and to know what could be improved. This is what the research allows us to do. To do the research, we speak to tenants and installers to hear their views on the Social Housing Decarbonisation Fund.

Who are IFF Research?

IFF Research is an independent market research agency based in the UK, that operates under the strict guidelines of the Market Research Society's Code of Conduct, the 2018 Data Protection Act and UK General Data Protection Regulation (UK GDPR). IFF Research is conducting surveys and interviews with tenants and installers involved in the Social Housing Decarbonisation Fund on behalf of the Department for Energy Security and Net Zero. For more information about IFF Research, please visit <https://www.iffresearch.com/>.

Who can I contact for help?

Please contact us at SHDF@iffresearch.com or via telephone at 0808 169 9381 if you need help. If you have it available, please provide your unique reference number shown in the top right of your invitation letter when contacting us. If not, please provide your full name and email address.