

SCROLL



GLOCERS Project

Green Home Finance Accelerator

End of Pilot Report

June 2025

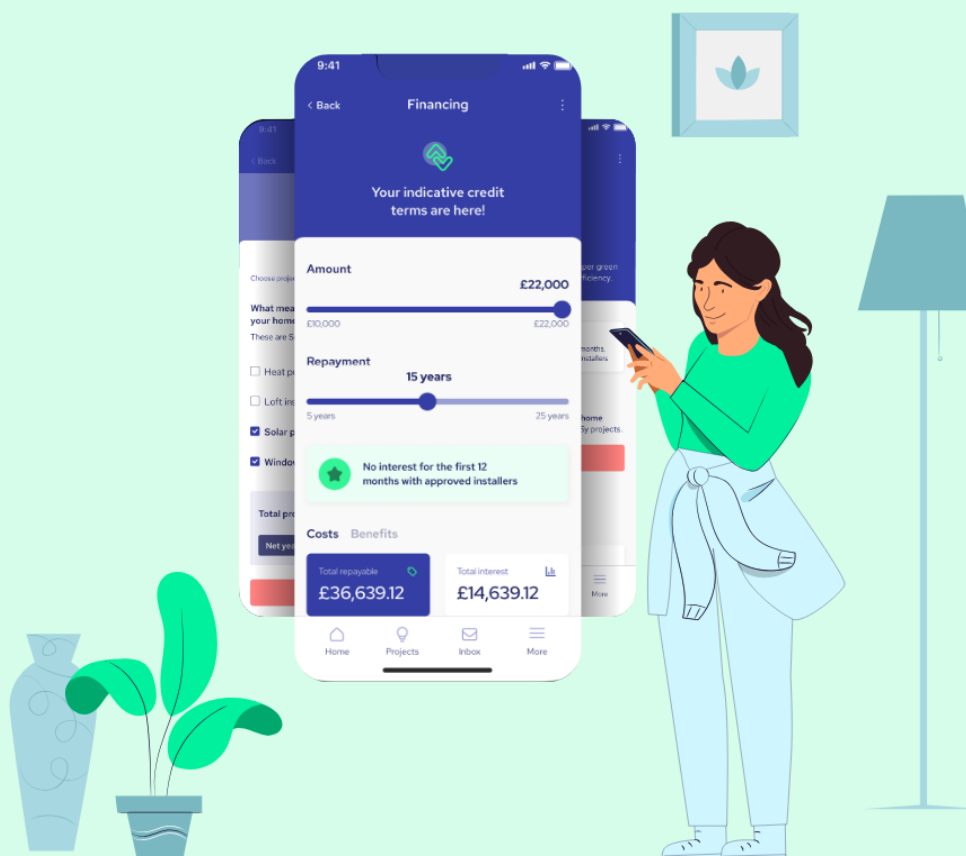


Table of contents

1.	Executive summary	3
2.	Pilot project summary	9
3.	Pilot timelines	13
4.	Technology innovation and integration	16
5.	Design and process innovations	20
6.	Partnership learnings.....	23
7.	Pilot product components – Advice, finance, installation, and verification	27
8.	Marketing strategy and campaigns	33
9.	Customer journey and experience	42
10.	Final reflections	46

1. Executive summary

1.1 Introduction

The Green Home Finance Accelerator (GHFA), part of the UK Government's Net Zero Innovation Portfolio (NZIP), provided up to £20 million grant funding to support the design, development, and piloting of a range of green finance propositions. The programme aim was to support the development of green finance products that can enable domestic energy efficiency, low carbon heating, and micro-generation retrofit in the owner-occupied and private rented sectors.

The GLOCERS Project designed, developed, and piloted an innovative and pioneering embedded finance solution – the Green Home Equity Line of Credit (Green HELOC) – to help homeowners fund upfront cost of retrofits in a flexible and affordable way. The Green HELOC is: (i) flexible as it comprises of a loan with an initial revolving facility wherein borrowers only pay interest on the drawn funds, and (ii) affordable as it is secured through second mortgage on the property and has mortgage-like terms i.e. long tenures (up to 25 years) with lower monthly payments.

The Green HELOC was contextually integrated into advice-led, region-specific retrofit journeys of Scroll's partners with the goal of making an attractive finance solution available to homeowners at the point at which they decide on the retrofit works. The pilot ran across four distinct partner models and regions:

- SuSy House in Bristol, where finance was integrated into SuSy's digital advice platform
- Furbnow in the West Midlands, which offers an end-to-end home energy service and vetted installer network
- Cosy Homes Oxfordshire, an established one-stop shop focused on offering whole-house retrofit to the able-to-pay market in Oxfordshire
- Premium solar PV and battery storage installers in Cambridge and the South alongside a Scroll-led finance first strategy

These diverse models allowed the project to evaluate effectiveness across varying customer journeys, retrofit propositions, and geographic contexts.

1.2 Key dates and financials

The GLOCERS pilot commenced in January 2024, with the initial months focused on project management setup, partner mobilisation, go-to-market planning, and initial tech development. The pilot formally launched in mid-2024 and was subsequently extended to June 2025 following a formal change request approved by the Department for Energy Security and Net Zero (DESNZ). The project was awarded a total grant of £1,067,505 under the pilot phase of the GHFA programme.

1.3 Target geographic scope

Pilots were conducted in:

- Bristol and surrounding areas (SuSy)
- West Midlands (Furbnow)
- Oxfordshire (Cosy Homes)
- Greater Cambridge and Southern England (Solar focused pilots)

Regions were chosen based on partner presence, suitability of housing stock, and consumer demographics.

1.4 Pilot objectives

The following objectives were established to guide delivery and evaluate the effectiveness of the pilot across its varied delivery models:

- Embed Scroll's secured finance product into customer journeys of pilot partners at relevant decision points (initial engagement, quote, sale, etc.) and develop a robust and regulatory compliant customer journey combining retrofit and finance propositions.
- Test whether the presence of attractive financing solutions (such as the Green HELOC) lead to an uplift in conversions (across the funnel) and basket size for Scroll's pilot partners.
- Assess and validate the Green HELOC's appeal as a green finance product to help unlock home retrofit (especially for multi-measure / higher value projects >£15,000).
- Test a range of different routes to market, including direct-to-consumer, B2B2C, and installer-led models.
- Understand how marketing, advice, trust, and timing influence consumer decisions in retrofit journeys and which customer segments engage with retrofit finance, and under what conditions. Test a variety of marketing channels, themes, and messaging and determine which are more effective.
- Build a playbook to demonstrate the potential of collaborative partnerships and how other providers can leverage similar partnerships to develop and deploy green finance propositions in the UK market.

1.5 Barriers identified / addressed

During the initial Discovery Phase project, research with over 4,000 UK homeowners and landlords found that 61% of consumers indicated high upfront costs to be the main barrier to retrofit uptake. Other key barriers include low confidence in achieving promised results (52%) and concerns about hassle and disruption (38%).

GLOCERS main aim was to help address these key barriers alongside several other systemic issues identified:

- **Fragmented customer journey:** Finance, advice, quotes, installation, and monitoring delivered separately, causing disjointed journeys and drop-offs.
- **Low digital and financial penetration:** Particularly in relation to home energy efficiency and finance. Many households struggled to understand retrofit measures, their benefits, or the types of finance options and how they can be accessed.
- **Trust deficit:** Unfamiliar or newer brands with complex offers were less trusted, with a preference for large brands such as utilities and banks.
- **Regulatory constraints:** Most installers and retrofit providers are not regulated by the Financial Conduct Authority (FCA), which limits their ability to promote or recommend finance — creating a structural barrier to offering embedded finance at scale through these delivery channels.
- **Psychological friction and decision inertia:** Many homeowners felt overwhelmed by the complexity and risks of retrofit. The combination of technical detail, financial commitment, and information overload created inertia rather than action.

1.6 Consumer impact

Across the pilots, Scroll's finance solution helped introduce a new funding option for customers otherwise unable or unwilling to fund retrofits. Though loan application volumes were limited, consumer engagement and funnel data showed that finance improved affordability perception, especially when offered post-quote or post-decision rather than as a lead proposition.

Finance was consistently more impactful when offered in context, rather than as a standalone "loan." For instance, 53% of Furbnow's campaign visitors clicked through to finance information pages, though only 7.5% entered the quote funnel. In Scroll's direct finance-first campaigns for solar, significant traffic was seen on the landing pages. However, lower conversions suggested that while the presence of finance attracted interest, other barriers remained in converting that interest into qualified demand.

Across the pilots, consumer feedback and funnel data showed that:

- **There is latent interest in retrofit and finance:** This is evidenced by strong top-of-funnel engagement. Furbnow's campaigns generated 2,088 leads, and SuSy partnership with Retrofit West resulted in 176 new accounts on the newly launched platform
- **Converting interest into action proved difficult:** Across campaigns, low mid-funnel engagement and limited completions indicated that upfront interest

did not translate into finance uptake without greater trust, readiness, or support

- **Households required time, reassurance, and trusted information to progress:** As with other high-value purchases, retrofit decisions were not made instantly — education, nurturing, and personalised advice carried weight
- **Finance improved perception of affordability:** The ability to pay over a period of time, rather than having to rely on savings to pay up front appears more affordable to many particularly when offered after quotes
- **Trusted, local brands increased consumer confidence:** Trust builds engagement and can help turn interest into action. SuSy's white-labelled platform for Retrofit West performed better than SuSy's own app-driven journey. Furbnow saw higher traction in its own separate project with a local council. Cosy Homes derives a sizeable portion of its leads from local advocates, community groups and referrals
- **Customers preferred web portals over mobile apps:** They engaged more with web portals and were reluctant to download an app early in their relationship with a brand
- **Older homeowners were more responsive:** Meta's algorithm favoured the 65+ demographic as they were more likely to engage with ads. This had to be manually corrected to diversify the targeting mix
- **Emotional and benefit-led messaging resonated strongly:** Technical or financial language led to lower response in comparison to benefit messaging focused on comfort, warmth, or fairness
- **Finance was not a primary motivator:** Finance played more of a supporting role when interest was already established — especially in solar, where existing customers were more receptive than new prospects as they wish to upgrade their panels and/or add battery storage

1.7 Outcomes and learnings

The GLOCERS pilot generated a number of valuable outcomes and market insights.

Notable outcomes of the project included the following:

- Developed and deployed a compliant retrofit finance journey, including a digital Minimum Viable Product (MVP) for Scroll's regulated secured loan product (loan processing, underwriting, and third-party integrations), partner referral process, landing pages, finance calculators, and interactive lead capture / eligibility forms.

- Embedded Green HELOC into multiple delivery models and routes to market, including digital retrofit platforms (SuSy), one-stop shops (Retrofit West, Cosy Homes, Furbnow), and solar installers.
- Developed and delivered multiple retrofit/finance messaging strategies across channels - Meta and Google campaigns, lettering/leaflets, referrals, e-mail marketing, etc.
- Generated over 2,000 finance-related leads and platform sign-ups with healthy conversions to quote / assessment / energy plans. However, no loan completions were completed during the pilot, highlighting the persistence of downstream barriers and decision inertia.
- Validated interest from several premium solar installers in offering finance to enable upsized systems (e.g. larger PV arrays, battery storage) to their existing customer base.
- Built internal capacity for Scroll to scale green-secured lending, with core infrastructure in place for future partner onboarding, underwriting, broker/advice integration, and regulatory compliance.
- Gained a deeper understanding of consumer behaviour, including key barriers such as affordability, digital literacy, trust, lead nurturing, and importance of ongoing advice/engagement.
- Scroll agreed terms for a funding agreement with an institutional investor towards originating green loans as part of a wider pool of secured loans (second mortgages).

The following market insights were identified during the project:

- The pilot demonstrated limited market readiness for retrofit-secured finance at scale. Given the scale and breadth of the GLOCERS pilot, homeowners remained hesitant to take on energy improvements, reflecting a broader lack of consumer appetite, low awareness of retrofit benefits, and mixed messaging from media and policy signals. To address this, stable, long-term Government policy including consistent messaging, potential grants, interest rate subsidies, or an endorsed national platform could help normalise retrofit and retrofit finance, build trust, and stimulate demand. Clearer alignment between advice, funding schemes, accreditations, supply chain, and finance would also reduce confusion and support wider adoption.
- Finance timing and context are critical. Offering finance post-quote or post-assessment was more effective than presenting it as a lead message.
- Friction and drop-off seen in multi-platform journeys. Requirements to switch between tools or download apps led to early exit. Conversion rates improved when customers remained on a single platform with clearer signposting (e.g. SuSy's web portal).

- FCA regulations constrained promotion of finance and smooth referrals. Despite designing a compliant journey for secured lending, finance played only a partial role in conversions at the top and middle stages of the funnel. Regulatory constraints hindered the sales process limiting smooth referrals and hand-offs with consumers seeming reluctant to explore financing independently (likely due to lack of advice, decision inertia, and unresolved doubts about the benefits of the retrofit project itself). A finance-first approach may be more suitable for use-cases such as solar as evidenced by the pilot.

1.8 Commercial potential

The GLOCERS pilot demonstrated that embedded finance could play an important enabling role in supporting retrofit uptake, particularly for homeowners who are willing but financially constrained. Scroll's secured finance product, tech stack, and partnership model were validated across multiple delivery settings — including local authority-led journeys, digital retrofit tools, and installer-led propositions — and are ready for scaled deployment.

However, the pilot also highlighted several challenges that must be addressed for commercial viability. These include the need for trusted third-party delivery partners, simple and compliant messaging, easy-to-understand finance products, and simplified customer journeys that reduce friction. Critically, the pilot reinforced that finance alone is not a trigger for retrofit demand; it must be embedded into advice-led journeys with strong brand trust, customer support, and well-timed engagement.

GLOCERS showed commercial potential for Scroll's embedded finance model when delivered through known and trusted brands, and where the offer was introduced at the right moment in the customer journey — typically after project scoping or initial quote. Installer interest in offering finance was strong and showed potential.

As the retrofit market matures and Government support increases including through upcoming programmes like the Warm Homes Plan — embedded finance models like GLOCERS have the potential to scale nationally. With the right environment and a few tweaks, Scroll's finance solution offered through the right partners could form a key part of the ecosystem required to deliver affordable, high-quality retrofit at volume, unlocking both private capital and greater homeowner participation.

2. Pilot project summary

2.1 Overview

The project set out to develop and pilot a new model of embedded green finance by integrating Scroll's Green Home Equity Line of Credit (Green HELOC) — a flexible, secured loan product designed specifically for retrofit — into the customer journeys of retrofit partners. The Green HELOC combines an initial revolving credit facility, where borrowers only pay interest on funds as they are drawn, with the ability to convert into a long-term secured term loan of up to 25 years. This structure allows homeowners to spread the cost of retrofit works over time, supporting staged or multi-measure installations without incurring high monthly repayments upfront.

Unlike traditional standalone finance products, the Green HELOC was designed to be contextually embedded within retrofit decision-making points. Embedding the finance product within the same customer environment as purchasing the retrofit works themselves, the solution would enable homeowners to access a secured, affordable line of credit as part of their installation journey.

To test the attractiveness and usefulness of the Green HELOC as an embedded solution, the project aimed to pilot the product across a variety of:

- Partners and partner business models (digital advice tools / retrofit advisors / one-stop shops / single intervention installers / local authorities)
- Regions (Bristol / Oxfordshire / West Midlands / Cambridge / Southern England)
- Marketing channels (B2B partnerships / B2C digital marketing / traditional marketing)
- Use-cases (whole house retrofit / single or multi-intervention measures / solar PV and battery storage)
- Project costs from (£5,000-£15,000 and >£15,000)
- Customer profiles (owner occupiers, landlords)

To support the pilots, Scroll partnered with a range of organisations operating across different regions and customer models. This included consortium member SuSy, a digital energy advice platform; Furbnow, a full-service managed home retrofit service; Cosy Homes Oxfordshire, a long-established one-stop shop for whole-house retrofit; and a group of MCS-certified solar and battery installers. These partners enabled testing of Scroll's embedded finance solution across both advice-led and installer-led journeys. The project also engaged wider collaborators such as Retrofit West, financial brokers, legal advisors, and local authorities. Scroll led the project, while each delivery partner was responsible for customer engagement, advice, or lead conversion within their respective regions.

Since the end of the initial Discovery Phase project, significant changes and developments were made to the GLOCERS proposition:

- **Financial product design of the Green HELOC product:** Scroll adapted its standard HELOC product, an initial revolving facility bolted on top of a secured loan, with features to fit the retrofit use-case – ringfencing use to energy efficiency improvements, setting pricing at a discount to Scroll’s standard secured loan products, and direct disbursements to installers/suppliers. Legal advice was sought on the product design and embedded nature of the customer journey. This advice played a critical role in shaping the design of the end-to-end customer journey. In particular, it confirmed that finance could not be actively “sold” by unregulated partners, requiring Scroll to develop compliant tools that partners could signpost without breaching Financial Promotions rules. It also informed the approach to ringfencing funds for retrofit use and ensuring that all marketing communications and handoffs met FCA requirements.
- **Building infrastructure to support green lending:** Enhancement of Scroll’s broker and underwriter facing mortgage platform for regulated loans which included a dynamic application form, pricing engine, underwriting validations, and third-party integrations. Scroll also developed a range of standalone components to enable pilot roll-out such as customer-facing landing pages for each partner, finance calculators, and interactive forms for lead capture, eligibility and quoting.
- **Evolution of SuSy’s strategy:** SuSy evolved from a standalone business-to-consumer (B2C) mobile app to a web-based business-to-business (B2B) Software as a Service (SaaS) platform with a suite of features that could be white-labelled for organisations involved in retrofit delivery such as local authorities, housing associations, and installers. SuSy successfully deployed the Retrofit West-branded version of its one-stop shop platform, with several other platforms in the pipeline. This pivot enabled SuSy to significantly improve engagement and demonstrated the viability of a B2B2C model for retrofit advice and embedded finance. SuSy also developed a green value uplift calculator (a calculator showing the impact of improving a property’s energy performance certificate rating on its value) with a local estate agent in Bristol which was deployed on the agent’s website to drive warm leads. The green value uplift is the increased value of a property installed with green or energy efficient upgrades.
- **A comprehensive digital marketing and lead nurturing campaign with Furbnow:** Creation of new finance landing pages, Meta and Google ad campaigns, collaterals, engaging creatives, and a triage model for qualifying leads. Various messaging themes and creative variants were tested across themes such as comfort, fairness, control, and energy independence.
- **Creation of standardised partner onboarding materials:** including boilerplate agreements, and compliance-approved collateral for partners, such as information packs, referral scripts, and training materials to support compliant finance handovers.

2.2 Pilot locations and partners

Each pilot was delivered through a distinct model across four regions in England.

SuSy – Bristol and South West

SuSy delivered a digital energy advice platform targeting able-to-pay homeowners. The Green HELOC was embedded into the platform, initially via a finance page and referral link. A second phase saw the tool white-labelled under the Retrofit West brand (a local authority-backed initiative), which significantly improved user engagement.

Retrofit West offers a ‘one-stop-shop’ service for homeowners wishing to retrofit. They have white-labelled SuSy’s digital tools as their online interface. Retrofit West provided telephone and website-based advice, discounted surveys and signposting prior to the inclusion of the SuSy platform. The platform was embedded into their website to create more traction with users and provide them with digital bespoke advice and maintain a link with them, pre- and post- any human interaction.

Furnbow – West Midlands

Furnbow provides a comprehensive retrofit service, including a full energy assessment of the property, a detailed home energy plan, project management, quotes from vetted contractors, and customer handholding throughout the project - including aftercare and monitoring.

Scroll’s Green HELOC was integrated into the Furnbow journey. A mix of paid digital campaigns and organic engagement channels were used to attract and qualify interest. Furnbow tested Scroll’s offer post-survey to assess the impact of finance later in the customer decision cycle.

Cosy Homes Oxfordshire - Oxfordshire

Cosy Homes is a long-established one-stop shop focused on the able-to-pay market in Oxfordshire. The pilot tested a light-touch integration of finance into their existing retrofit journey — including referral copy, light-touch promotion, and partner signposting rather than deeper integration.

Solar Pilots – Greater Cambridge and Southern England

During the course of the project, Scroll received widespread inbound interest from premium MCS-certified solar and battery installers to offer financing to their customers and expanded the pilot to include this use-case. Two delivery models were devised and tested: (i) a Scroll-led direct-to-consumer campaigns driving traffic

to a finance-first landing page, and (ii) installer-led referrals for existing customers upgrading to more advanced solar and battery systems.

Installer partners expressed strong interest in offering finance to support larger, more advanced systems (e.g. battery add-ons, G99-compliant¹ PV). However, due to Financial Conduct Authority (FCA) compliance restrictions around financial promotions, most were unable to present or promote finance directly as part of their sales process. This limitation has hindered conversion rates, despite customer demand. Looking ahead, certain installers have expressed a preference to become FCA-regulated, enabling them to discuss financing directly with customers as part of their regular sales approach.

¹ G99 refers to the UK engineering standard for connecting large-scale electricity generation systems (typically above 3.68kW for single-phase supply) — such as solar PV and battery storage — to the national electricity grid. It ensures safety, stability, and compliance with grid connection regulations set by the Energy Networks Association (ENA).

3. Pilot timelines

3.1 Timeline overview

The project commenced in January 2024, with the initial months focused on project setup, onboarding of partners, product and platform design, and compliance planning (see Table 1). Pilot activities formally launched across delivery partners during Q3 2024, with continued rollout and campaign iterations extending through Q1 and Q2 of 2025. A formal change request was approved in February 2025, extending the pilot until 30 June 2025.

Table 1: Pilot Delivery Milestones – Planned vs Actual Timelines

Milestone	Original timelines	Actual timelines
Project commencement	January 2024	January 2024
Partner onboarding, product design, compliance planning, and tech development	Jan–Apr 2024	January – June 2024
Pilots go-live across partners (SuSy, Furbnow, Cosy Homes)	May 2024	Q3 2024
Retrofit West (SuSy white label) platform launched	-	January 2025
Solar pilots (installer-led and Scroll-led) expanded	November–December 2025	February – March 2025
Pilot closure	March 2025	June 2025

3.2 Project setup and launch

Extensive project foundational work was undertaken during the first half of 2024. Scroll designed the Green HELOC product and developed its mortgage lending systems, while also seeking legal advice to ensure regulatory compliance for secured green lending. The lending platform was adapted to support retrofit-specific journeys through development of front-end modular tools – including landing pages, finance calculators, and interactive enquiry forms. Additionally, Scroll adapted its origination and underwriting platform to process green finance cases. These enhancements involved introducing additional data fields, adjusting the pricing engine, and adapting underwriting checks to reflect the characteristics of retrofit projects.

Partner-specific landing pages, calculators, and eligibility forms were developed thereafter. SuSy redeveloped its platform from a B2C app into a web platform and began deployment with B2B partners such as Retrofit West in Q1 2025.

Campaign and platform launch took longer than anticipated due to multiple rounds of compliance review and the need to ensure alignment between financial promotions regulations and partner marketing approaches.

SuSy's strategic pivot from its mobile app to web platform meant the planned pilot with Furbnow was brought forward to maintain project momentum. The Scroll and Furbnow teams held several workshops to define the customer journey, agree messaging strategy, and setup the marketing campaigns.

3.3 Marketing roll-out and partner delays

The project faced additional challenges in launching paid marketing activity due to the need to create new advertiser accounts with Meta and Google. Both platforms have imposed restrictions on new finance advertisers, including extended review cycles, limits on campaign types, and stricter scrutiny of financial promotions. This contributed to a staggered rollout of marketing campaigns. Ongoing regulatory compliance checks also led to multiple rounds of creative refinement before campaigns could launch.

The Solar pilot activity launched during Q1 2025, driven by strong inbound interest from premium MCS-certified installers.

3.4 Conversion insights and key lessons learned

Across the pilots, progressing customers through the funnel proved more time-intensive than anticipated. Many required multiple touchpoints to understand retrofit options and the role of finance, highlighting the need for reassurance, education, and trust-building due to unfamiliarity with both retrofit products and green finance. Scroll and partners refined messaging and built educational touchpoints over time to improve conversion. In the case of Furbnow, the team spent considerable time in refining targeting and segmentation of audiences to ensure an iterative “test and learn” approach.

Some key lessons included:

- the importance of allowing sufficient time for legal, compliance, and marketing alignment across regulated and unregulated partners.
- the need for simple, trust-building language and pathways for finance; and
- the value of flexible, standalone tooling that can support varying partner journeys without requiring deep technical integration.

Another valuable key learning from this process was the need to build in significantly more time for regulatory engagement and compliance review — both internally and with delivery partners. Scroll had to undertake multiple rounds of legal sign-off and

creative iteration before financial promotions could be deployed, which pushed back campaign timelines.

Translating regulatory requirements into practical guidance for non-technical teams, particularly marketing and partner organisations, proved challenging. Several concepts — such as the difference between financial signposting and promotion — required cross-functional workshops and rewrites. In future, earlier alignment between legal, marketing, and partner teams will be critical to avoid delays.

4. Technology innovation and integration

As a general approach, it was decided from the outset that the project team would adopt an agile and “test and learn” approach to technology development on the back of real user insight and needs at both Scroll and SuSy.

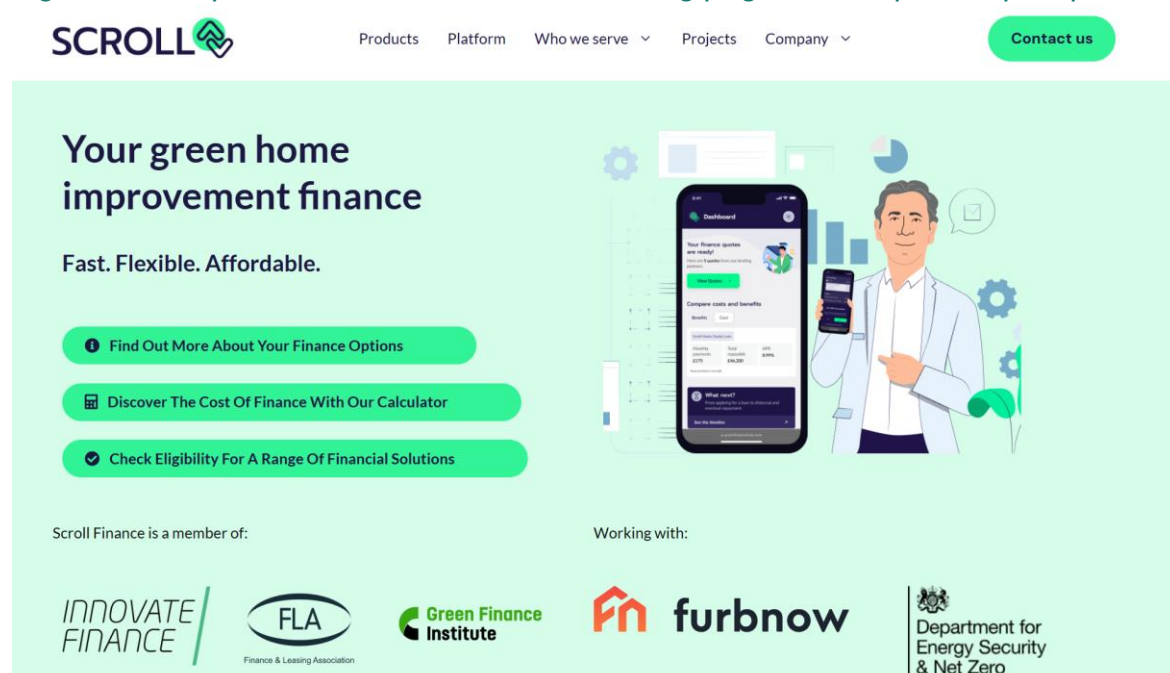
4.1 Scroll – Green lending infrastructure

Given the complexity of the project and its many moving parts, Scroll adopted a dual-pronged approach to building its core lending infrastructure. This balanced system development alongside the need to build and deploy components and tools at a pace for partners to support their pilots as and when they were rolled out.

Scroll’s mortgage origination platform underwent enhancements to support origination and underwriting of regulated green secured loans and HELOC’s. Key upgrades included an affordability assessment module, open banking integration, Experian credit bureau integrations, Rightmove for property valuations, and an underwriter facing portal for validating and approving loans.

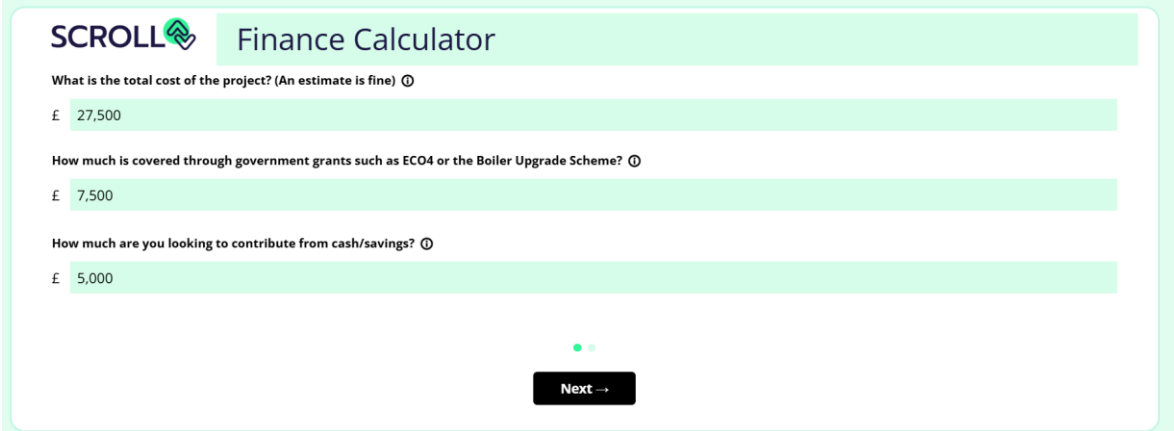
While the goal was to achieve deep integration with partners to offer a truly embedded solution, it was recognised that, given the market’s limited readiness and insufficient data for testing, committing significant resources to building these integrations would not be practical. Instead, the project team focused its efforts in developing user-friendly, configurable tools - such as landing pages, finance calculators, and interactive eligibility / data capture forms (see Figure 1). These tools enabled finance referrals from its pilot partners that could allow for testing the user journey and iterate quickly.

Figure 1: Sample screenshots of finance landing pages developed for pilot partners



Green home finance calculator

Use our calculator to discover interest rates and examples of monthly payments.



SCROLL Finance Calculator

What is the total cost of the project? (An estimate is fine) ⓘ

£ 27,500

How much is covered through government grants such as ECO4 or the Boiler Upgrade Scheme? ⓘ

£ 7,500

How much are you looking to contribute from cash/savings? ⓘ

£ 5,000

Next ->

These tools underwent rigorous legal and compliance review to ensure they were compliant with data protection and FCA guidelines, including those related to financial promotions. Additionally, Scroll assembled a partner onboarding module including standard legal packs, partner scripts, FAQs, email handoff templates, and campaign-level tracking tools. These were deployed across pilots to ensure consistent and compliant pilot delivery.

4.2 SuSy – Platform development

SuSy's initial focus was testing appetite for its mobile app and improving the user experience (see Figure 2). However, after significant user testing and feedback, it decided to pivot to a web version of its app due to the friction involved in downloading a mobile app and getting users to sign up. This version supported property onboarding, retrofit advice, and customer referrals (see Figure 3).

The switch saw measured improvement in download levels with 67 new accounts created on the SuSy web-based platform between the 10th of March and 28th of May 2025. In contrast, only 36 accounts created on the mobile app in the previous 80 days. The SuSy web app also served to support the new B2B2C route to market as it is simpler to replicate for white label versions, reducing costs for client organisations and therefore increasing the chance of uptake.

SuSy's technology uses a combination of public and proprietary datasets, including smart meter readings where available, to create a virtual digital data model of the user's home that replicates and records key aspects of the user's property based on publicly available data and machine learned projections – a “digital twin”. The platform then applied virtual retrofits to simulate upgrades — such as insulation, solar, glazing, or heat pumps — and provided indicative cost estimates and impact assessments. A property onboarding and advice flow was developed, capturing key

data such as home type, energy efficiency motivation (e.g. comfort, environmental impact), and retrofit priorities.

In parallel, SuSy developed bespoke algorithms powered by a backend dataset of regional home archetypes and physical characteristics in the Bristol area. These algorithms supported virtual retrofit simulations, estimating the impact of different improvements on energy performance and carbon emissions.

The platform allowed certified installers to register and showcase their services through dedicated onboarding tools. SuSy found that while advanced backend analytics were critical for accurate and tailored advice, frontend technologies had to remain simple, accessible, and familiar to users. This reinforced the importance of balancing innovation with usability — prioritising intuitive web-based interfaces and continuous user experience (UX) testing over custom app-based solutions. Looking ahead, SuSy also identified potential to leverage home-level analytical data to support finance eligibility assessments and improve matching between retrofit plans and funding criteria.

SuSy also signposted Scroll's finance product as a next step once users had explored potential retrofit pathways. Additionally, a green value uplift calculator, built in collaboration with a Bristol-based estate agent, helped users estimate the potential increase in their home's market value based on projected energy performance certificate (EPC) improvements. The tool was hosted on the agent's website and promoted through their marketing channels, providing tailored reports to prospective homeowners as a way to drive engagement and generate retrofit leads.

Figure 2: Screenshots of the initially developed SuSy House mobile application

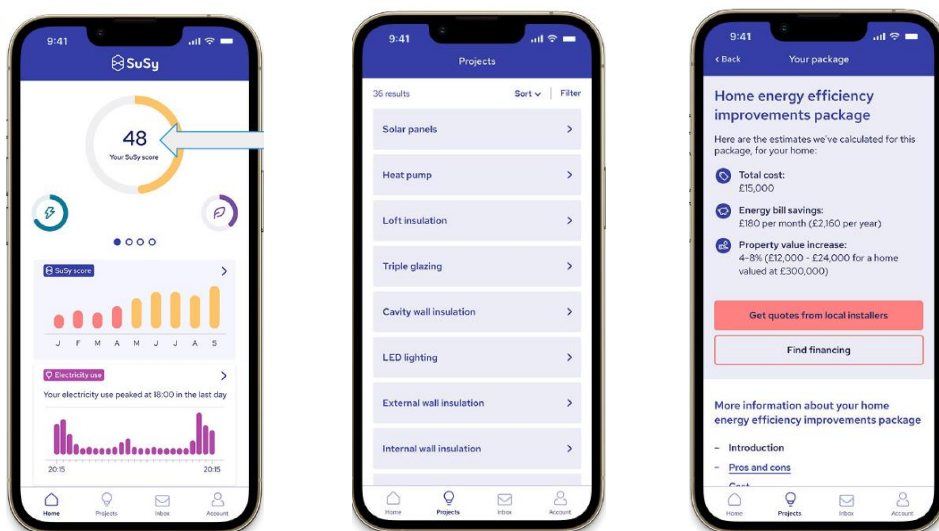
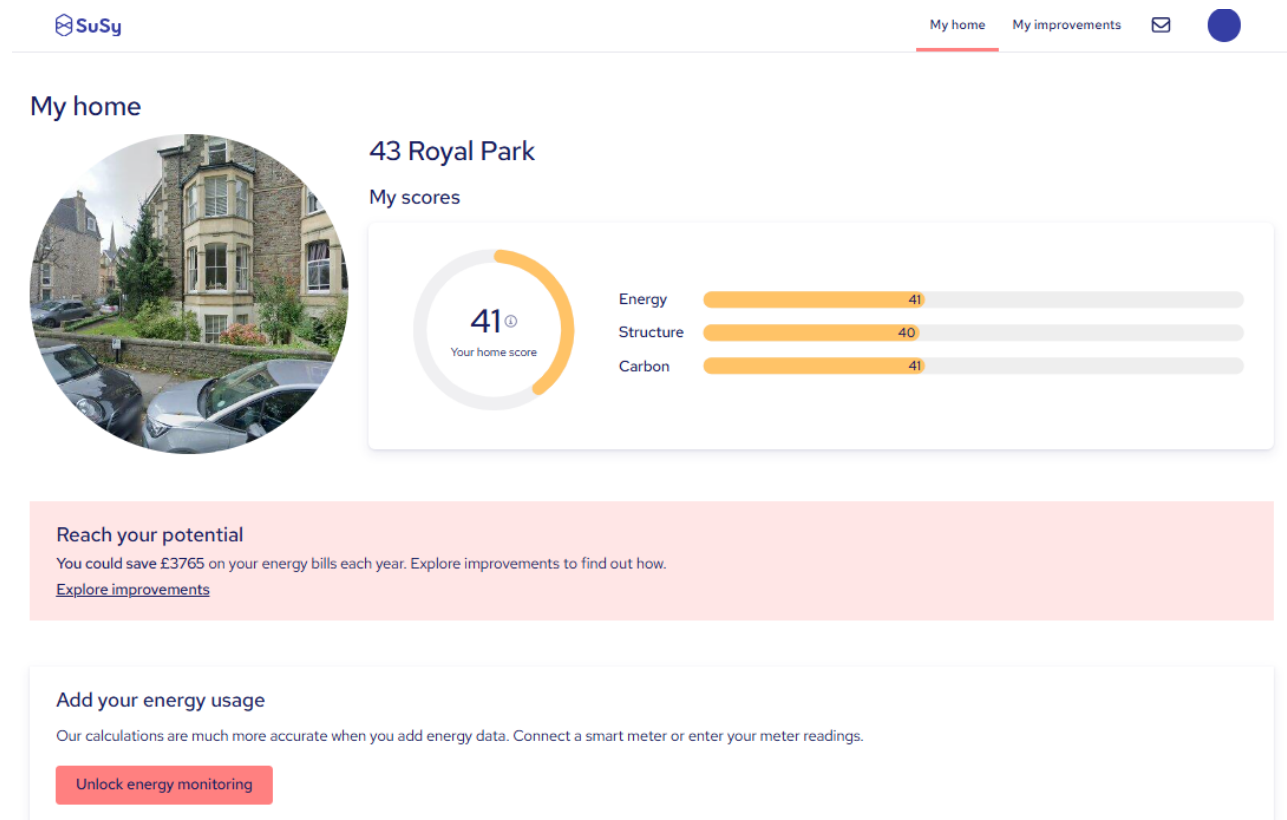


Figure 3: Dashboard of SuSy's web-based platform



5. Design and process innovations

5.1 Partner integration and organisational design adaptations

A key strategy during the pilot phase was to deliver the digital engagement tool via a trusted local brand - Retrofit West. This partner was well-suited for the role due to its established homeowner support and advisory systems, and its extensive installer network. Retrofit West had already built a trusted and qualified local network of over 40 installers and digital survey providers. In contrast, Susy was in initial stages of development, with a limited network in place.

Introducing SuSy's software to a third-party organisation was a new challenge and required extensive research and engagement with Retrofit West to ensure the system would support, not hinder, their existing business processes. The SuSy team conducted interviews with Retrofit West staff and an in-depth on-site visit to see their current processes and systems in action. From this SuSy were able to create a list of technical and design requirements.

5.2 SuSy design enhancements based on research findings

SuSy design enhancements included:

- Data export to allow data to be added to external customer relationship management (CRM) systems
- Ability for organisations such as Retrofit West to edit platform content
- In-platform reporting to track consumer engagement
- Ability for retrofit professionals to override digital engine recommendations
- Highlighting of promotions such as Retrofit West's voucher scheme - funded by the West of England Combined Authority – which aimed to stimulate householder action by providing vouchers for 70% of the cost of home energy and retrofit surveys by approved suppliers
- “Automatic estimates” for providers with set pricing to reduce overheads

Since launch, SuSy has maintained ongoing engagement with Retrofit West through regular and ad-hoc meetings to gather feedback, monitor bugs, and iterate on product experience.

5.3 End-consumer enhancements and feedback loops

The other core user type of the SuSy platform are the end-consumers – specifically, householders. During the pilot, research has been largely quantitative, measuring engagement with the platform via number of accounts, number of visits, pages viewed, and actions taken. SuSy also tracked the marketing funnel driving users to

the platform. Support enquiries were reviewed as a source of user feedback. Retrofit West recently conducted a survey of householders on the platform to gather qualitative insights; results are pending due to low participation.

5.4 Enhancements based on end-user insights

The following enhancements were made based on end-user insights:

- Streamlined sign-up
- Redesigned user dashboard with property visuals
- Ability to edit solar panel details post-sign-up
- Redirecting users to the web app instead of the mobile app
- Decommissioning of the original SuSy mobile app due to support issues

5.5 Customisation and smart meter integration

To drive ongoing engagement, users can connect their smart meters to the SuSy platform. Pre-pilot, this required an in-home display and a third-party (n3rgy) platform which posed usability challenges. During the pilot, SuSy implemented the *trusted consent mechanism* compliant with the Smart Energy Code, which allowed broader smart meter access, avoided reliance on third-party tools, and delivered a more consistent user experience.

Smart meter data has allowed SuSy to improve modelling accuracy and deliver more personalised estimates for energy savings and CO₂ impact.

5.6 Advanced modelling and personalisation

Substantial backend work was undertaken to improve the accuracy and scope of advice:

- Added new datasets (Ordnance Survey, Land Registry, Microsoft mapping)
- Applied machine learning to predict missing home data points
- Developed new algorithms accounting for regional temperature and seasonal solar variance

These developments supported more accurate cost/savings estimates tailored to each home.

5.7 Impact of operational design changes

“White labelling” for Retrofit West increased SuSy’s reach by 150%. From its public launch in Jan 2025, the Retrofit West version generated 173 new accounts vs. 115

for SuSy's own version. Engagement was also stronger: 18 quote requests via Retrofit West vs. 9 via SuSy, though some SuSy users (23) attempted quotes in unsupported areas and were redirected to Trustmark – highlighting the importance of installer coverage.

The addition of home energy assessments to the platform was a clear success. Of 27 total quote requests across platforms, 22 were for these assessments, supporting the Discovery Phase hypothesis that digital tools alone are insufficient and need to be backed by human advice.

5.8 Future plans and experimentation

As it is still early days since platform launch, traffic remains modest – reflecting the time required for marketing campaigns and engagement initiatives gain traction. This has limited the availability of deeper funnel insights at this early stage. Planned actions to address this include:

- Testing initiation of signup on the Retrofit West homepage
- Deeper tracking of drop-off points in signup flows
- Working with Retrofit West to profile user segments and gather direct feedback

An application programming interface (API) connection to the SuSy database has been developed to enable a “non-logged-in” journey – where personalised advice can be surfaced via address lookup before account creation. Early-stage testing will evaluate whether this helps drive more conversions.

Additionally, SuSy is exploring whether surfacing automatic estimates and provider information earlier improves engagement. Users may be more comfortable exploring indicative quotes without requesting formal estimates. Making provider profiles more visible earlier in the journey could also help build trust.

6. Partnership learnings

6.1 Overview

GLOCERS brought together a diverse group of delivery partners - from digital advice platforms and one-stop-shops to high-quality retrofit advisors and solar installers.

Scroll Finance was the project lead, coordinating overall delivery, project management, and reporting to DESNZ, in addition to developing the green finance proposition.

SuSy was a core consortium partner, leading development of the SuSy platform and co-leading on the designing the customer journey, while others (like Furbnow, Cosy Homes, and participating solar installers) primarily operated as delivery partners responsible for customer engagement, retrofit advice, or installation.

Partner diversity allowed the pilot to test Scroll's finance solution across a range of consumer journeys, regions, and capabilities. While this broadened the learning scope, it also introduced some operational complexity, regulatory constraints, and varying levels of user readiness and engagement.

Below is a summary of key learnings from the various partnerships developed and operationalised across the GLOCERS pilot over the 18-month period.

6.2 Operational complexity and partner alignment

Partner alignment and collaboration

The GLOCERS pilot involved close collaboration between delivery partners including technology startups, retrofit coordinators, and regulated finance providers, each operating under different constraints, capacities, and delivery models. Aligning these moving parts to deliver a unified customer journey posed operational challenges.

Scroll had to navigate differences in partner workflows, language, and user engagement models - from digital-first platforms like SuSy to high-touch service providers like Furbnow - to co-design finance referral journeys that were both practical and consistent. These models varied in how and when customers were engaged, the depth of advice provided, and the degree of control over the retrofit process. Scroll adapted by flexibly positioning finance within each journey depending on the context - for example, within post-survey customer comms in case of Cosy Homes.

As project lead, Scroll also found that managing multiple delivery partners with differing models, priorities, and timelines added complexity. For future initiatives of this nature, a more focused set of partners may support tighter coordination, reduce delivery risk, and increase the likelihood of achieving project objectives within constrained timelines.

Regulatory and other limitations

Since most delivery partners were not FCA-authorized and could not engage in financial promotions or provision of advice, Scroll developed modular, standalone assets (e.g. landing pages, calculators, referral scripts) that could be deployed with minimal lift, without compromising on legal or brand integrity.

Establishing common ground around data sharing, messaging responsibilities, and journey handoffs required multiple rounds of iteration and legal input. The need to align marketing materials and campaign timing often extended launch cycles and introduced friction into delivery. For example, marketing campaigns with Furbnow were delayed by 1-2 months during a compliance review on all the marketing assets. Following this, the project faced barriers with Facebook and Meta, where advertising restrictions on financial products made it difficult to gain approval for finance-led ads.

Despite these challenges, the project successfully delivered distinct but cohesive journeys across all partner types. The learnings have fed into a replicable playbook that can support future rollouts with similar ecosystem partnerships where digital advice, physical delivery, and embedded finance must come together in a coordinated fashion.

6.3 Lessons to support effective ecosystem collaboration

Based on the team's experience and numerous conversations with other stakeholders and market participants such as trade bodies and supply chain over the course of the pilot, it has become clear that cross-sector alignment is essential. On this pilot, partners came from retrofit, startup, local government, and finance sectors — each with different priorities, terminology, and operating assumptions. Progress often required multiple iterations to find common ground, particularly around customer journeys, data, marketing ownership, and timing of finance introduction. The core lesson learnt here is to ensure at the start of the project that all parties fully understand and agree the process and terminology.

Policy and market signals influence uptake

Conflicting messages from media, government, and industry players around grants, finance, and scheme availability created consumer confusion and weakened intent. Stable, long-term policy support including national awareness campaigns, subsidies, or endorsements would help normalise retrofit and retrofit finance and reduce market friction.

Cross-sector alignment

Clarity of roles is essential to allow multiple actors to work together. In this case most of the organisations were small or medium sized, however, additional complexity and inertia can arise if larger organisations such as banks and utilities are involved. To mitigate this, roles and responsibilities should be clearly defined and agreed upfront, supported by clearly documented workflows and a shared language on customer

ownership, risk management, and compliance boundaries. Most critically, commercial understanding and customer ownership should be formally agreed.

6.3 Governance frameworks and associated learnings

The consortium adopted a structured but agile governance framework to coordinate a multi-partner model delivering a novel proposition across different regions and delivery models. Given the cross-sector nature of the collaboration, strong programme management, legal alignment, and communication protocols were essential.

Project management and oversight

Scroll Finance, as the project lead, was responsible for overall programme delivery, compliance, and DESNZ reporting. A dedicated internal project manager coordinated timelines, tracked delivery milestones, and served as the focal point of contact for delivery partners. Project workstreams were divided across product development, marketing, pilot implementation, legal and regulatory, and finance. Scroll maintained a shared tracker/dashboard to monitor specific actions and deadlines.

Partnership agreements

Individual bilateral agreements were signed between Scroll and key delivery partners (SuSy, Furbnow). These covered roles and responsibilities, data sharing, brand use, and customer referral protocols. A partner onboarding pack was created with scripts, FAQs, legal disclaimers, data sharing agreements, and campaign assets. Scroll also worked with Osborne Clarke for advice on financial product design, regulatory perimeter, and customer journey advice. In parallel, it worked closely with Believe Finance, its principal, to ensure all FCA requirements were being met.

Meetings and collaboration cadence

Weekly or fortnightly check-ins were held between Scroll and each core delivery partner during their pilot setup and live phases. A central project-wide steering group comprising of Scroll and consortium partner SuSy monitored project progress and attended quarterly review meetings with DESNZ to present updates, share emerging insights, and flag delivery risks. Cross-functional meetings were also held between Scroll, tech teams, and sales/marketing contractors to coordinate campaigns and pilots.

Partner workshops

Several targeted workshops were conducted at various stages including customer journey mapping sessions, compliance reviews, site visits, and marketing ideation meetings. These workshops allowed Scroll and its partners to adopt a “test-and-learn” approach.

Project and DESNZ reporting

Formal quarterly reports were submitted to DESNZ using the standard templates, summarising progress, achievements, and key learnings. Internal trackers and campaign dashboards were maintained for live monitoring of digital engagement and lead funnels. Learning reports and were regularly captured and integrated into subsequent reporting cycles.

Engagement with DESNZ throughout the pilot was constructive and supportive, particularly through the quarterly reporting process and review meetings. This structure gave the project team clear goals and timelines to work towards every quarter, whilst receiving substantive feedback on the development work and pilot activities from the DESNZ and Carbon Trust teams. Pre-set questions helped the project team stay focused on the project objectives and outcomes.

In future, the team believes a closer feedback loop and closer engagement / information sharing with the other projects across the programme would help improve quality and foster greater industry-wide collaboration.

7. Pilot product components – Advice, finance, installation, and verification

The pilot tested a range of retrofit advice-led propositions, with each partner offering a distinct range of measures and delivery approaches.

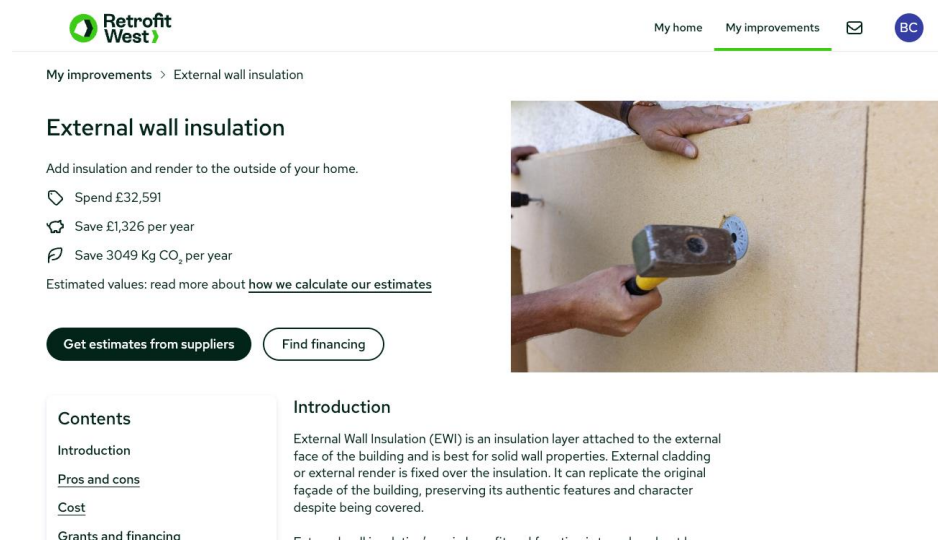
7.1 SuSy (Bristol and surrounding areas)

SuSy offered a free-to-use digital retrofit advice tool. It creates a “digital twin” of the property using public and proprietary data, including smart meter readings (where available). A “digital twin” is a virtual digital data model of the user’s home that replicates and records key aspects of the user’s property based on publicly available data and machine learned projections. The platform simulated virtual retrofits and generated indicative cost estimates. Through its partnership with Retrofit West, SuSy deployed a white-labelled version of the platform targeting residents in the South West, offering referrals to vetted installers in the Retrofit West network for a range of measures:

- Home energy assessments
- Solar PV and battery systems
- Heat pumps
- Multi-glazed windows and doors
- Loft and roof insulation
- LED lighting upgrades

SuSy’s advice engine delivered tailored guidance through a structured, step-by-step interface for each recommended improvement (see Figure 4), covering: introduction, pros and cons, costs, grants, and financing, and what to expect. This advice was generated using a digital twin of each property, built from a backend of public and proprietary data, and customised using algorithms that simulated measure-level impacts. To address customer concerns about savings credibility, SuSy provided contextual explanations, references for data sources, and pathways to connect with certified installers or request quotes - building trust and clarity into the user journey.

Figure 4: Sample retrofit advice page on the Retrofit West branded platform hosted by SuSy



7.2 Furbnow (West Midlands)

Furbnow provided a full-service managed retrofit journey that included in-person home energy assessments, a tailored Home Energy Plan, vetted contractor quotes, installation project management, and post-installation support. Their advice offering combined digital touchpoints with human-led engagement. Furbnow's offering includes:

- Stage 1– Home Energy Plan which includes an expert survey, a documented home energy plan, and an ongoing tailored retrofit advice typically costing between £600-£850 depending on the size of the property
- Stage 2 – Design and tender which includes installer selection and project technical specification typically costing £1,500-£2,500
- Stage 3 (optional) – Project management, installation and handover typically costing £2,000-£3,500

Retrofit measures included:

- Ventilation
- Insulation
 - Internal wall insulation
 - External wall insulation
 - Cavity wall insulation
 - Flat roof insulation

- Room in roof insulation
 - Floor insulation
- Double / triple glazing
- Solar PV / thermal panels
- Battery Storage
- Air source heat pumps
- Mechanical ventilation and heat recovery systems (MVHR)
- Draught proofing
- Heating controls
- Underfloor heating

7.3 Cosy Homes Oxfordshire

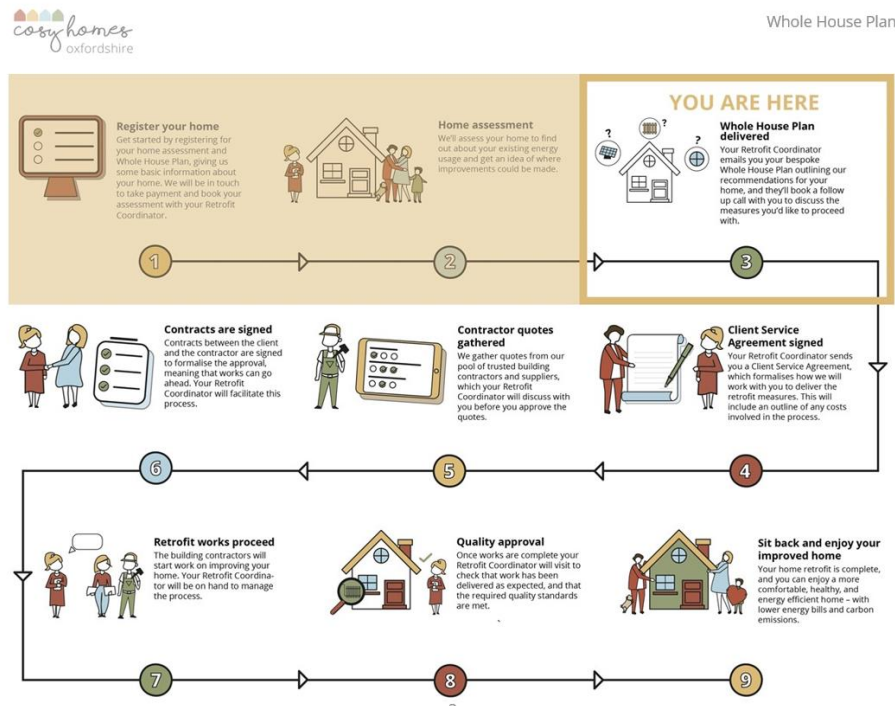
Cosy Homes offers an end-to-end domestic whole house retrofit service for the able-to-pay market in Oxfordshire. Cosy Homes' key offering includes a free-to-use advice tool, followed by personalised paid advice via their Whole House Plan (see Figure 5). The Whole House Plan costs £375 for 1-2-bedroom property and £600 for a 3–4-bedroom property. Larger properties receive bespoke quotes. In subsequent stages of the project, service offerings include a Client Service Agreement which includes Building Performance Requirement (BPR) or technical reports and final delivery of the works.

Cosy Homes strictly follows a whole-house approach and looks at how every part of the property works together – from insulation and windows to heating systems and renewable energy like solar panels delivered by local Trustmark accredited suppliers.

It offers a range of measures with a fabric first approach:

- External, internal, cavity, and loft insulation
- Glazing and door replacements
- Renewable heating systems (e.g. heat pumps)
- Solar PV and storage
- MVHR (Mechanical Ventilation with Heat Recovery systems) and ventilation solutions

Figure 5: Sample illustrations on customer from Cosy Homes paid whole-house plan (does not constitute advice)



7.4 Solar Pilots (Greater Cambridge and Southern England)

Partnering with premium MCS-certified installers Artisan Electric, HSEnergy, and Project Solar, the solar pilots tested Scroll's finance offer for customers seeking solar panel or battery upgrades. These journeys were installer-led, typically beginning with an existing installation inquiry and supported by Scroll's finance materials. Measures included G98/99 compliant solar PV and battery storage solutions. Some installers offered heat pumps and EV chargers as well.

7.5 Finance Product – Green HELOC

The key goal of GLOCERS was to design, develop, and pilot an innovative financial product (the Green HELOC) to help homeowners afford the upfront cost of energy efficiency measures. This financial product was embedded in the retrofit customer journey of our partners and tested with consumers across the identified pilot locations.

The Green HELOC is a loan with an initial revolving facility secured through a second mortgage on the residential or rental property. The flexible nature of the HELOC means borrowers only pay interest on the drawn funds thereby saving money and using the funds only when required unlike a traditional loan product.

The revolving facility allows for an extended period of work - i.e. it can be used and repaid over time as needed – making it particularly relevant for whole-house measures involving sequential or multiple interventions. The loan funds are ring-fenced to approved partners and installers (along with any downstream supply chain partners) to ensure the funds are being used for the purpose of retrofit.

After the initial flexible period, the Green HELOC converts into a long-term secured loan for a term of up to 25 years. Customers can flexibly pick a preferred term between 3-25 years – the system allows them to compare the monthly payments and total amount paid back over the varying terms.

Under its current set of FCA permissions, Scroll was not permitted to provide real-time financial advice to customers i.e. in person or over a telephonic conversation. However, at an appropriate stage in the journey, a regulated advisor from its principal was enlisted to provide financial advice, which is mandatory for all regulated loans.

Scroll recognised that not all customers would be eligible for the Green HELOC product, or that it may not be suitable in certain cases – such as when there is insufficient equity in the property or when the customer is seeking a smaller loan amount. To address this, Scroll partnered with a specialist home improvement and renewables lender to offer unsecured loan options. Scroll also partnered with one of the UK's leading broker firms to offer standardised loan products from a panel of 30+ secured and unsecured lenders – giving customers a broader range of financing solutions to choose from.

Further innovations the project attempted to validate through its partners included the possibility of subsidising pricing to as low as 0% APR for the initial availability period (6-12 months). This however is yet to be proven as the market and product needs to further develop and demonstrate scalability and volumes from a lending perspective.

7.6 Verification and disbursement

The project's approach to verification and quality assurance of retrofit was four-fold:

- Authenticating installer credentials
- Smart-meter verification
- Social proof
- Pre- and post-installation property valuation

The project carefully designed the below approach which is scalable and effective:

- **Authenticating installer credentials:** Checking insurance documents, accreditations, and soft credit checks. Trustmark / MCS installers will be actively targeted and accreditations (including others like HEIS, RECC, and EVPS) will be actively promoted. The incentive to get accredited is the ability to deliver green finance backed work leading to higher conversions and deal sizes.

- **Smart-meter verification:** Leveraging smart-meter technology, accurate real-time energy data will be collected. This data forms a baseline for post-installation assessment, enabling partner organisations to monitor energy savings and validate improvements. Homeowners can connect their smart-meters or manually enter readings via the app. Discrepancies outside typical ranges will be investigated and reported.
- **Social proof:** Investigation and physical inspections by qualified advisers for any complaints received. Research findings during the Discovery Phase showed 77% of people would choose installers based on accreditations, 62% based on social proof, and 60% based on insurance policies. This shows that consumers are wary of quality standards perhaps due to previous negative experiences with contractors and builders. As such, word-of-mouth marketing and referrals may be effective strategy may help promote the service more widely.
- **Funding-related verification:** Scroll designed a robust verification and fund disbursement protocol:
 - Loan proceeds disbursed directly to verified suppliers or installers, not to homeowners upon receipt of satisfaction notices, invoices, and other acceptable evidence
 - Confirmation of Trustmark or MCS lodgements
 - Scroll's underwriting and operations teams conduct compliance checks to ensure all documentation aligned with retrofit purpose

8. Marketing strategy and campaigns

The overall strategy was to test approaches to the market from each of the relevant brands (SuSy, Furbnow, Cosy Homes and Scroll Finance). The project team sought to understand whether the addition of finance into the messaging mix had a positive impact at all stages of the funnel. The team also sought to see whether a 'finance-first' approach from Scroll would gain traction.

The Furbnow route to market was through performance marketing (Google and Meta ads). SuSy's approach developed from an ad and organic traffic route to a B2B2C model. Cosy Homes integrated Scroll's offering into their day-to-day activity but did not run additional campaigns.

The target market for each of the partners is broadly similar - having focused on the able-to-pay sector. Part of the test was to see if this could be extended to an able-to-borrow segment and/or to increase the number of measures undertaken by the able-to-pay market.

Furbnow and Cosy Homes rely on website conversion, while until recently, SuSy relied on app download and conversion.

Central to the strategy was an expectation that consumers would be driven to act by the cost-of-living crisis and the spiking cost of energy. The consumer would search for solutions online or the issue would be top of mind, making it possible to capture their attention through social media channels.

8.1 SuSy campaigns

With limited budget, SuSy found that app download volumes were slower than anticipated. Only 171 new accounts were created between 1 July and 31 December 2025. This generated 11 estimate requests and just 2 quotes. Finance offers from Scroll were specifically promoted to users on the SuSy database via email marketing. However, volume was not high enough to generate finance requests.

SuSy surmised that two issues were affecting the campaign:

- their brand was unknown and so struggled to gain trust from the market,
- the necessity to download an app before a lead was generated was problematic.

SuSy's mitigation for both of these issues was to pivot to a B2B2C strategy while developing a web-based portal.

The B2B2C channel took two forms:

1. Green value uplift calculator

In consultation with a local estate agent, a green value uplift calculator was created. The agent believed that there was a high level of interest from their target audience (professionals purchasing properties of £500k-£2m value) seeking to future proof their homes and make them more energy efficient. The agent also believed there would be a particular interest in the homes' value uplift as a result of the works.

Backed by a 2024 Rightmove report into the impact of EPC bandings on property values, SuSy produced a green value uplift calculator. This enables users to produce a report about their property which provides initial descriptions of measures, with further information promised if they were to download the SuSy app.

The agent pushed these out via their marketing channels and featured the calculator on their website. Of the 700 visitors to the calculator webpage, 14% used the calculator to see value uplifts for their home, with 39% of those users then progressing to the next stage of the form, then 50% of those users requesting a report – ultimately resulting in 19 reports being downloaded.

The main limiting factors appeared to be traffic into the page, and visitors actually interacting with the calculator.

2. B2B2C channel through development white-label SaaS platform

SuSy also discovered that a similar project had been funded by the West of England Combined Authority and was being run by community interest company Retrofit West. A more established local brand, Retrofit West were also seeking a digital platform to join together all of their interventions, so SuSy formed another B2B2C channel partnership.

The SuSy system was white-labelled and used as a SaaS solution, allowing Retrofit West to continue using its established brand. The hub was promoted to their user base via digital marketing, print marketing, mailing lists and events. They saw 176 new accounts created between mid-January 2025 and mid-May 2025, with 19 requests for estimates and 14 quote requests.

The introduction of the web-based platform (and the extension of the project timelines) allowed SuSy to run more test campaigns on Meta to better understand what messaging performed well (see Table 2).

Table 2: Summary performance of SuSy's digital marketing campaigns

Campaign	Reach	Clicks	Sign-ups	Conversion	Cost Per Lead
March - April Summary: Saving Money Message: Your home could be costing you more than it should. Get a free energy check & start saving today!	10,307	188	24	12.8%	£20.69
Summary: Stay cosy Message: A cosy home should not come with a hefty energy bill. Find out how to keep the warmth in & the costs down with a free home efficiency check.	10,853	174	29	16.7%	£17.10
May - June Summary: Improve sustainability Message: Lowering your carbon footprint starts at home. Get a free home energy check & see how simple tweaks can make your home more sustainable.	4143	82	10	12.2%	£21.79
Summary: Free energy tips Message: Stop wasting energy (& money). Get free expert-backed tips to make your home more efficient. Quick fixes for lower energy bills - without the guesswork.	3409	55	4	7.3%	£55.22

Key learnings:

- The Meta algorithm favoured the >65 market who are typically most likely to respond - the May-June campaigns were altered to offer a more balanced demographic. Note that this audience responded better on Facebook than on Instagram.
- The winning messages are those which most directly appeal to a specific need of the potential customer - Stay Cosy or Save Money.
- The least effective campaign - energy-saving tips - is one which is often used by the sector and has perhaps been over used.
- The relative success of these campaigns, compared with previous efforts, can be attributed in part to the ease and audience acceptance of website-based sign-ups, as opposed to requiring users to download an app.

8.2 Furbnow campaigns

The Furbnow marketing strategy was built around performance marketing - running ads on Google and Meta sites.

Google Ads

Multiple Google ad experiments were undertaken to test generic retrofit terms against more specific terms including finance. The campaigns saw good top of funnel engagement with Cost Per Click (CPC) broadly in line with expectations. The inclusion of finance-related keywords increases CPC (by more than 100% in some cases) but also increases Click-Through Rate (CTR) by a similar magnitude. Finance keywords are often more expensive to bid on and the more specific the targeted keyword, the higher the cost (but the better the click-through).

In the first round of campaigns, average CPC for non-financial ads was £0.54 with 6.8% CTR, financial ads saw 15.7% CTR at average £1.29 CPC (see Figure 6).

The focus of the Google campaign was on selling a Furbnow home energy survey (approx. £400-600) rather than on lead generation.

General engagement with the process was higher than Furbnow's non-Scroll campaign traffic (64% vs 53%), with a relatively high interest in visiting the finance information (53% of campaign visitors).

However, mid-funnel engagement (entering the quote funnel) was weaker than anticipated and led to a poor Return on Advertising Spend (ROAS). Overall, only 7.5% of visitors entered the quote funnel.

Meta campaigns

Furbnow's Meta (Facebook and Instagram) ad campaign focused on generating leads rather than sales (see Figure 7). Meta allows multiple lead generation options but the main approach here was 'on platform' leads - those collected via a form without the user leaving the Meta platform. This generates an 'unqualified' lead, with just name and email address.

Furbnow then created an email nurture journey to further qualify leads and to lead to sales. This produced a high volume of leads at a very low cost - £2.71 per lead.

The email nurture sequence (primarily an education focused campaign) delivered relatively healthy open and click through rates (26% open rate and click through rates of 12% through to 2% as leads went through the five email sequence).

Furbnow created a lead-scoring formula based on engagement metrics (open, click, further action) and applied that over a number of demographic profiles. Note that this is not available when advertising financial services products as demographic targeting is prohibited by Meta for this category.

Interestingly, the 'base audience' of generic adult targeting produced the best balance of CPC and engagement. Overall, converting the Meta leads to qualified leads proved difficult. From 2,088 leads produced through the Meta campaign, only 8 submitted quote forms, 2 scheduled calls and 1 paid for a home energy survey.

Figure 6: Segment-wise performance of Furbnow's Meta digital marketing campaigns

Segment	CPL	Mean Lead Score	Tradeoff	Takeaway
High-Performing Segments				
Base Audience (Generic Adult Targeting)	£2.75	4.67	Best overall balance of cost and quality	Demonstrated value of broad but well-structured targeting
Affluent Audience	£2.98	4.57	Strong engagement despite higher acquisition cost	Validated the potential of affluent homeowner targeting
Moderate-Performing Segment				
Parents	£2.00	3.27	Reasonable balance of cost and quality	Suggested potential for family-focused messaging
Underperforming Segments				

Form Completion Lookalikes	£4.67	2.89	Highest cost for moderate quality	Opportunity to explore this further when once other optimisations are found and embedded
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Figure 7: Sample Meta ad creative used by Furbnow to target homeowners with emotionally resonant messaging around warmth and energy waste



The most successful creative in the Furbnow campaign generated 946 leads at £2.42, converting at 0.25% (from impression to lead).

This seasonal ad (running in December 2024) clearly appeals to the emotional triggers of living in cold rooms and wasting energy, using phrases such as “tired of cold rooms...” and “risk expensive mistakes...”

It is worth noting that the ad was running during the height of the public debate about the removal of the Winter Fuel Payment, which made the ad more topical.

Figure 8: Meta ad creative from Scroll Finance highlighting affordability barriers in solar adoption and appealing to fairness and inclusivity



The most successful creative from the Scroll 'finance first' campaign appealed to the emotional trigger of unfairness.

Many households are frustrated that they could make substantial savings from solar PV, but they cannot afford the up-front payment.

This ad appeals to that sense of unfairness and achieved a click-through rate of 0.84%, compared with a campaign average of 0.51%.

Relatability is also important - the visual image on this ad contrasts a large expensive house with a more standard family home. Similarly, when Furbnow ads featured houses, the better performing creatives showed more modest homes.

8.3 Scroll finance-first campaigns

More limited in size and time, Scroll experimented with 'finance first' campaigns on both Google and Meta (see Figure 8).

The approach was to offer finance for residential solar installations.

Google proved an expensive channel as the highly specific search terms such as "finance for solar installation" resulted in bidding against solar installation and generic retrofit finance providers (despite experimenting with multiple match and bid types). This meant the CPC was higher than the Furbnow campaigns and CTR lower (see Table 3).

Despite the high CPC, engagement was poor and only one visitor made a full enquiry for finance (0.7% at a cost of £575). Scroll's Meta campaigns focused on driving traffic to landing pages and generating leads through an eligibility form.

Although CPC was low, onsite engagement was, once again, poor.

Table 3: Summary performance of paid search campaigns with Furbnow

Search term group	Ave CPC	Ave CTR
Generic Furbnow retrofit	£0.54	6.8%
Furbnow retrofit + finance	£1.29	15.7%
(Solar) Scroll finance only	£4.16	5%

8.4 General lessons

To summarise, below are some key lessons and insights drawn from the various marketing engagement campaigns over the course of the pilot:

- Building long-term engagement is challenging:** Click-through rates for both Google and Meta ads show that there is general interest in the subjects, but converting interest to customers takes time and effort.
 As with any significant purchase or investment, households need time and information to help them make a decision. More time would be required for future campaigns to measure end-to-end success.
- Brand and trust are especially important:** SuSy found that working with established (local) brand Retrofit West gained traction. Subsequently (not part of this campaign), Furbnow have achieved a higher degree of engagement and traction by going to market through a local council with a similar – but discounted proposition.
- Messaging - appealing to emotions works:** Meta ads that appealed to emotions gained better traction than others such as green benefits or messages or straight-forward practical language.
- Reducing friction is important:** Given more time and resource, the project could have tested more integrated services (e.g. bringing finance into the same environment as the retrofit assessment). Every click away from one site into another introduces friction and an opportunity for the customer to leave.
 SuSy found their white label service through Retrofit West significantly improved take-up rate - integrating finance may have improved traction for Scroll too.
- Finance comes later in the journey:** More recently, Scroll has been working with a number of solar installation businesses, both for their new customers but



also for existing customers looking to upgrade their installation. These customers are already more committed to their project (whereas Furbnow or SuSy customers are more in the research phase of their work). Scroll have seen much better engagement with the finance offering from these customers.

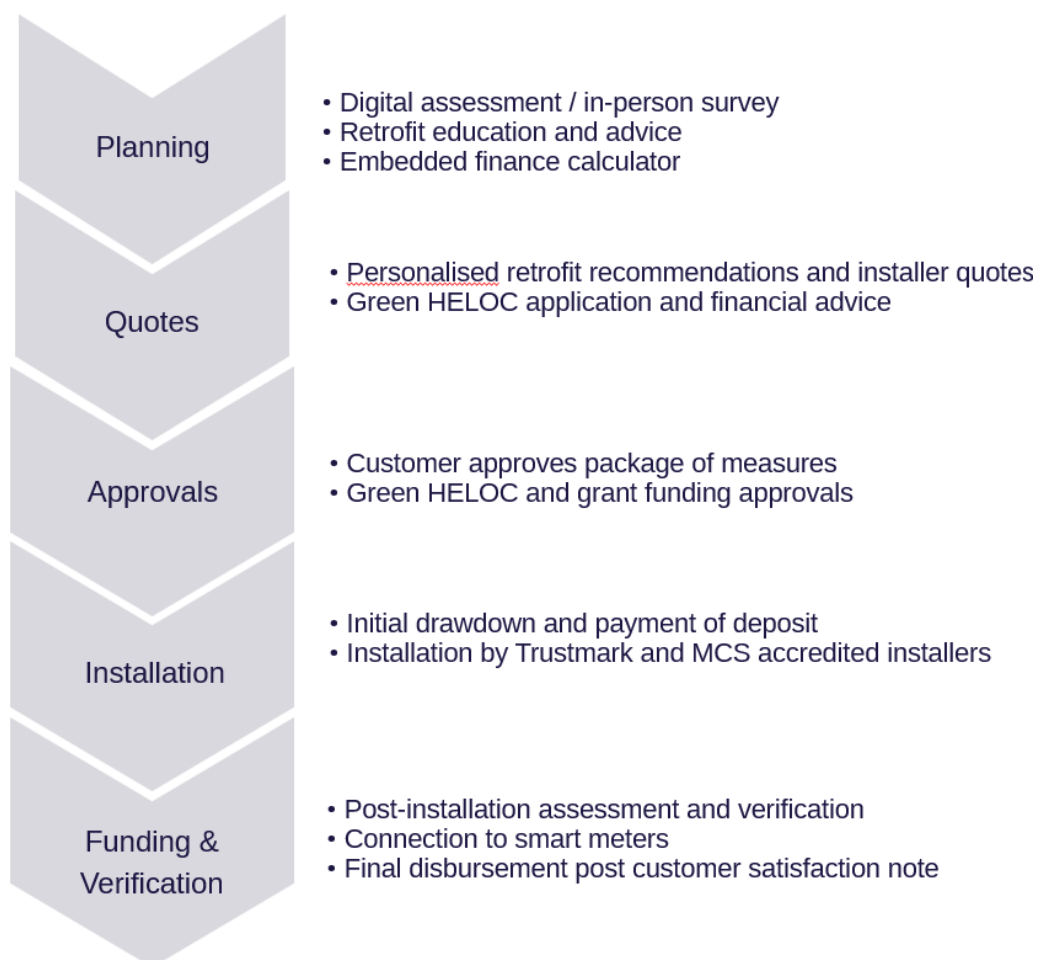
9. Customer journey and experience

9.1 Customer journey development

Over the course of the pilot phase, considerable time and effort was put in to integrate financing into the customer journey of project partners (see Figure 9). Each of the partners operated differently, with varying journeys and delivery models. Multiple workshops were held individually to deliberate the most effective ways in which finance can be embedded.

From a finance perspective, it was decided to adopt a lean approach using “test and learn” strategies. Scroll focused on building its back-end core lending capabilities, while on the front end, dedicated microsites for each partner’s customers were developed. These served as platforms to learn more about the finance offering, check eligibility and enquire with Scroll.

Figure 9: Illustration of high-level finance journey



Recent enhancements include a finance calculator and an interactive eligibility form, enabling customers to input key personal and financial information. This allows Scroll to run the necessary checks and produce quotes.

9.2 Customer journey learnings

The pilots confirmed that retrofit journeys are highly context dependent. Broadly, three models were tested:

- Digital advice led (SuSy)
- Full-service managed retrofit (Furnow, Cosy Homes)
- Installer-led proposition (solar pilots)

Each had distinct strengths and limitations:

- Digital advice tools (e.g. SuSy) work well in surfacing early interest and educating users - particularly when white-labelled by trusted local actors (e.g. Retrofit West). However, digital journeys alone were insufficient to convert interest into action. Many users require personalised reassurance, validation of retrofit plans, and confidence that the proposed measures were appropriate and worth the investment – personal needs that digital tools struggle to meet without human support. This was particularly evident in both SuSy and Furnow's journeys, where strong digital engagement did not translate into downstream conversion unless accompanied by in-person assessments or advisor-led support.
- Full-service models like Furnow's offered stronger handholding and a more standardised journey. However an upfront fee of approximately £600-£850 (depending on the size of the property) for an assessment and Home Energy Plan potentially creates friction early in the funnel - deterring some users from continuing. The pilot reinforced that users are willing to self-serve during the exploration phase but often expect free or subsidised expert advice before committing.
- Installer-led journeys had the most immediate intent (e.g. customers upgrading solar arrays and batteries or are actively looking to get panels). This however is a fragmented model which can present administrative burden and regulatory oversight challenges. Scroll's light touch referral model is compliant and helped navigate this, but broader adoption would require standardised, compliant pathways to achieve scale.

From Scroll's perspective, the most effective journeys combine digital advice for early triage and user engagement with in-person energy assessments and support once users were ready to advance.

9.3 Embedding finance: Context and trust matter

The pilot validated that finance plays a supporting role rather than being a trigger point. Key learnings included:

- Finance-first messaging underperformed mainly due to presence of competing and often misleading or “too good to be true” offers in the market such as 0% finance. In reality, such offers often lack transparency on product pricing or come with hidden conditions. By contrast, finance offered post-quote or post-survey led to better qualified interest.
- Where Scroll’s offer was introduced via trusted local partners, customers were more likely to explore finance options. This highlighted the importance of brand trust and warm referrals.
- Signposting-based finance journeys rather than “selling” seem to be more acceptable. Consumers do not want to be hard sold as they often suspect there is a commercial linkage between the finance provider and supplier.

9.4 Steps taken to increase engagement

As part of the Furbnow campaigns, finance messaging was also embedded across Meta nurture sequence and Google search campaigns, with Scroll’s landing page linked as a next step. These digital touchpoints generated strong initial engagement (e.g. 53% of visitors clicked to finance info), though mid-funnel conversion remained low due to readiness and cost concerns.

The pilots showed that switching between platforms reduced conversion, especially when journeys were fragmented. Conversion improved when users remained on a single platform, and finance was offered post-quote, reinforcing the importance of timing, simplicity, and trust signals.

SuSy engaged over 30 supply chain partners and installers through interviews and discussions to assess perceptions of the GLOCERS model. Installer partners expressed strong enthusiasm for the proposition, citing its potential to improve conversion rates, increase affordability for consumers, and unlock larger retrofit projects.

Key barriers highlighted from these discussions included the affordability gap, time required to educate homeowners, and challenges in securing qualified labour. Installers also noted that uncertainty of outcome and lack of homeowner awareness continued to dampen uptake — areas where embedded finance and structured advice could help improve engagement.

Off the back of these barriers there are a few potential steps that the project team believes could really help address and overcome the barriers:

- A public information campaign about retrofit and its benefits. This would drive more interest in the top of the funnel. Therefore, even while the market remains in the early adopter phase, the GLOCERS solution would see more

conversions and more action as a proportion. This in turn would give more certainty to contractors of demand.

- A second public information campaign about working in the industry could help to inspire both qualified tradespeople and young people looking for careers to consider moving into the sector.

Reducing the levies on electricity would improve the return on investment of installing electrified heat, making it a more attractive prospect. Making the improvements pay in terms of energy bills combined with financing solutions like Scroll's would really serve to stimulate the market.

9.5 Marketing learnings and digital engagement learnings

Emotional, benefit-led messaging (e.g. "tired of cold rooms") significantly outperformed technical or energy cost-saving language.

- Scroll and Furbnow's campaigns saw higher engagement where messaging was adapted to local contexts and focused on emotional levers including comfort, control (of home energy supply/usage), and fairness.
- Leaflets and trusted referral channels (e.g. council comms, community groups) drove more conversions than broad digital targeting alone — especially among older homeowners.
- Establishing trust was a major barrier especially for newer brands like SuSy. Government or official endorsements make it easier.
- Postcode targeting was insufficient on its own - campaigns needed to reflect likely pathways, property characteristics, and customer motivations.
- Investing in user experience (UX) research and iterative testing was critical to improving engagement, particularly among less digitally confident users.
- SuSy noted that while many users owned smartphones or used digital tools, they often lacked confidence navigating technical retrofit concepts or multi-step platforms. This reinforced the need to simplify both interfaces and explanations.
- Additionally, SuSy continued to refine its backend energy modelling and data layers to improve the reliability and clarity of results presented to users. As a result, accuracy, and presentation quality improved, user trust and platform retention also increased - helping to strengthen longer-term relationships with customers.

10. Final reflections

The GLOCERS pilot demonstrated that embedded finance could play a vital role in enabling retrofit – provided it is delivered in the right context by trusted and well entrenched providers. Scroll's Green HELOC product, lending infrastructure, and configurable front-end tools were successfully deployed across multiple delivery models.

Each pilot yielded valuable insights into customer behaviour, partner integration, and the conditions required for finance to be effective. The regional diversity of the GLOCERS pilot revealed how local context shapes both retrofit readiness and take up of finance.

For example, in Bristol, engagement improved markedly when the SuSy platform was launched under the Retrofit West brand, highlighting the importance of trusted local players.

In the West Midlands, Furbnow's campaigns demonstrated that emotional, place-sensitive messaging could drive strong top-of-funnel interest - though willingness to pay for energy assessments and engage with finance was low.

There was strong early evidence from Greater Cambridge and the South suggesting demand for installing solar PV and battery storage using a finance product – perhaps reflecting the affluent nature of households and higher propensity to spend / borrow in these areas. These place-based differences reinforced that embedded finance must flex to local delivery models, partner trust, and consumer preferences.

That said, the pilot also highlighted persistent structural barriers: limited consumer awareness and engagement, a fragmented supply chain, and a retrofit market still in initial stages of readiness. Uptake was constrained by the need for substantial handholding, decision inertia, high upfront costs, and complexity/hassle involved.

The project also surfaced meaningful lessons around partnership working. Aligning the goals, regulatory constraints, and delivery styles of vastly different organisations required time, flexibility, and shared problem-solving. Greater alignment on messaging, risk management, and technical integration will be critical in future programmes.

Of these, regulatory barriers emerged as a critical focus, yielding key insights throughout this report. These were particularly evident where finance needed to be embedded within journeys led by advice providers, installers, or local authorities — many of whom are unregulated by the FCA.

Future progress could be supported by more flexible regulatory pathways, such as sandbox environments or a form of exemption framework for trusted delivery partners offering accredited retrofit services. As the Government explores how the FCA can support economic growth, there may be a timely opportunity to create a clearer, proportionate framework that enables trusted and qualified organisations in the energy sector to engage consumers with finance — while maintaining appropriate safeguards.

With GLOCERS now technically ready for scale, the next phase of commercialisation will depend on three factors:

- more visible Government backing in form of subsidies, grants, and public awareness.
- improved customer targeting and segmentation; and
- closer collaboration between finance providers, retrofit actors, and local delivery organisations.

With the right support, GLOCERS can provide a scalable template for delivering embedded finance as part of a trusted, advice-led retrofit ecosystem.