

HACT

RETROFIT CREDITS

Buyer case study

# Donald Insall Associates

## Chartered Architects and Historic Building Consultants

DIA is a leading architecture and heritage practice specialising in conservation architecture and heritage consultancy to new design in sensitive contexts and townscape advice.

They bring a holistic approach to continuous change in the heritage environment, grounded in best practice for traditional fabric—building physics, moisture management, and long-term stewardship—so places can thrive environmentally, socially, and culturally.

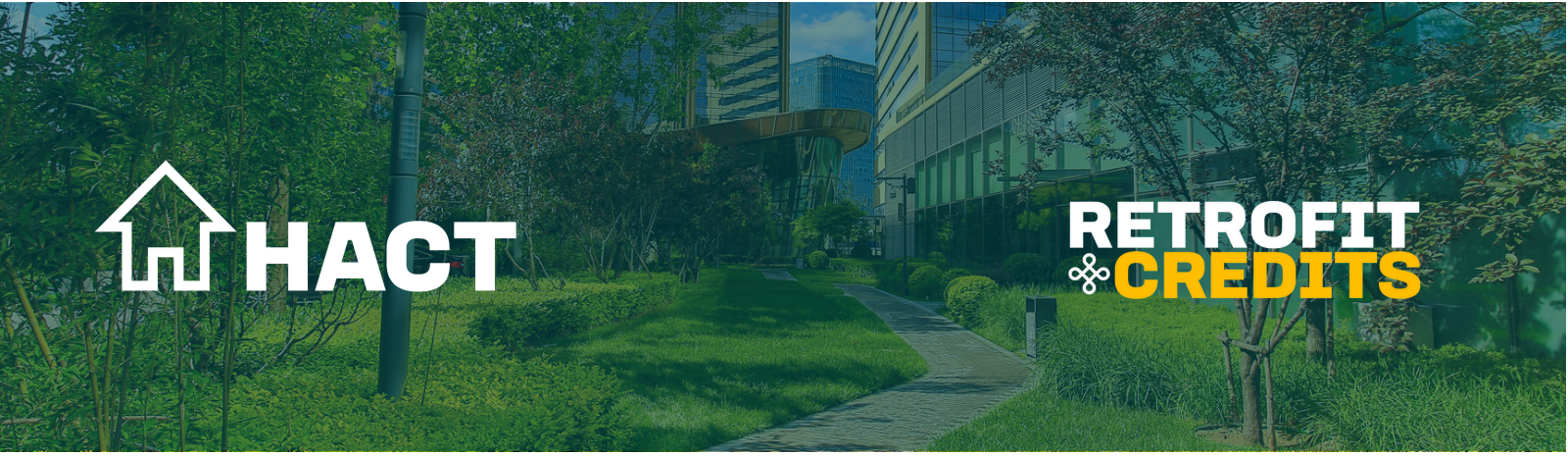
As custodians of the historic environment and a responsible business, Donald Insall Associates were looking for a credible, transparent way to accelerate decarbonisation beyond their own walls while also evidencing social value.

We spoke to their Practice Director of Sustainability, Nicholas Hunter.

*There are very few ways to contribute meaningfully to large scale decarbonisation of existing buildings with this level of rigour, transparency and community benefit.*

*Retrofit Credits is the most effective, outcomes-focused route we've found, complimenting any existing business approaches, but most importantly, it improves wellbeing and people's lives.*

Nicholas Hunter
Practice Director, Sustainability




## Tell us about your Journey with Retrofit Credits. What was the initial challenge?

We have been a certified carbon neutral business since October 2022 but offsetting can be a difficult mechanism for positive change. Two gaps stood out:

*1. We would only invest in carbon offsets that offered the highest integrity and the means to quantify the social value of our contributions.*

*2. A route to tangible emissions impact that aligns with our firm's purpose, improving existing buildings and supporting communities.*

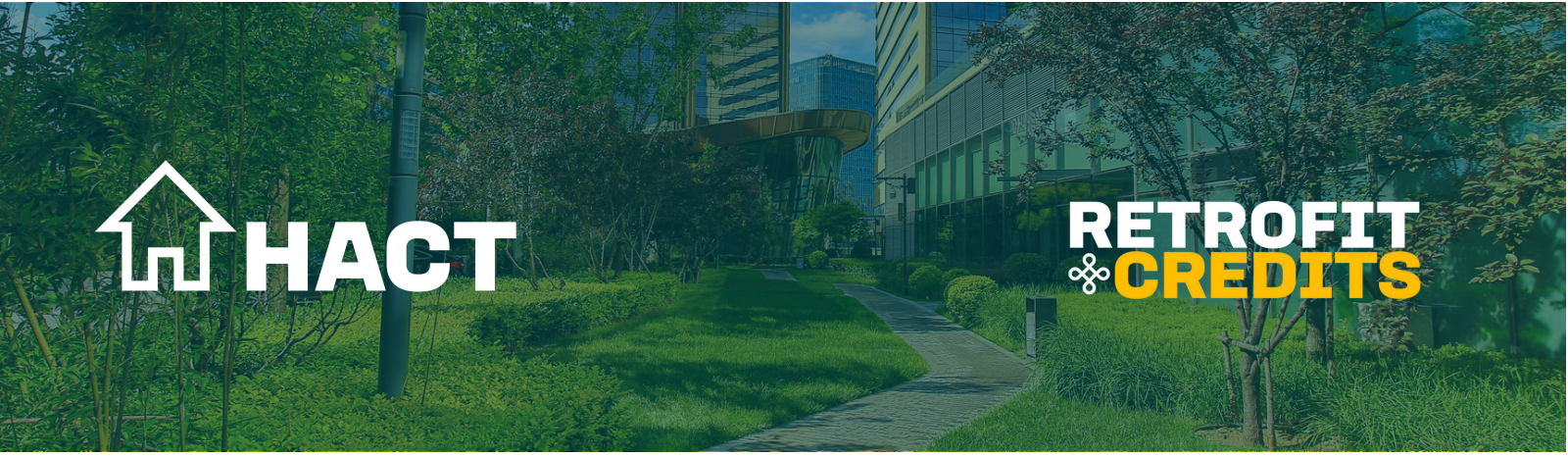
Retrofit Credits offered both: a robust, outcomes-driven mechanism that channels investment into real retrofit activity, in places and homes that benefit most, with clear, auditable impact. We transform lives and futures through the buildings we are entrusted to design, and we wanted to help even more.

## How helpful has Retrofit Credits been in your social value and decarbonisation work?

Retrofit Credits has become a practical bridge between our sustainability strategy and measurable real-world outcomes. In the last year we:

- Completed our first annual Impact Report for B Corp, strengthening transparency around what we measure and improve.
- Worked with HACT to produce our first independently verified social impact report (nearly £200,000 of social value for our FY2024) giving our clients and stakeholders confidence in the quality and integrity of our impact data.
- Complemented our own carbon-reduction programme with an offset route to fund real retrofit that cuts energy demand, supports households, and reduces emissions where it matters.

Together, these steps help us build trust through clear reporting, align our investments with our heritage-led retrofit expertise, and demonstrate that decarbonisation and social value can—and should—reinforce each other.




## Tell us about your Journey with Retrofit Credits. What was the initial challenge?

Absolutely. There are very few ways to contribute meaningfully to large scale decarbonisation of existing buildings with this level of rigour, transparency and community benefit.

Retrofit Credits is the most effective, outcomes-focused route we've found to invest in real-world impact, one that complements any existing responsible business approaches but most importantly, it improves wellbeing and people's lives.

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## Get involved today.

Retrofit Credits is a nationally recognised programme, having previously won the Ashden Award for Energy Innovation. If you want to find out more or register your interest, email us at:

retrofitcredits@hact.org.uk

or, you can chat to our Head of Retrofit Credits, Antoine Pellet, at:

antoine.pellet@hact.org.uk







