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RETROFIT CREDITS PROVIDER CASE STUDY
The Guinness Partnership
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The Guinness Partnership was founded in 1890 to improve people's lives and create possibilities for them. This social purpose hasn't changed and Guinness fulfils this by providing homes and services to 160,000 residents. It is also a provider of Retrofit Credits.

We spoke to Lucja Paulinska, Head of Environmental Sustainability, who shared Guinness's experience with Retrofit Credits and how it supports the journey towards net zero.

TELL US ABOUT THE GUINNESS PARTNERSHIP.

We're one of the leading housing associations in England. We work across the entire country, from the northeast to the southwest, providing quality, affordable housing to a diverse range of communities.

We are now moving into the next phase of our long-term strategy, Guinness 2030, and have recently launched our next set of priorities as part of this.

Sustainability remains a key focus, and while there are no drastic changes in direction, our commitment to net zero and environmental responsibility will continue to shape our approach.

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ABOUT GUINNESS CONT.

At Guinness, our vision is built around five core themes: great homes, great service, great neighbourhoods, a great place to work, and a great business.

Ensuring that our homes are safe, comfortable and energy efficient is a fundamental part of this vision, aligning with both our responsibility to residents and government targets.

Sustainability plays a critical role in our work, and we are always looking for opportunities to enhance our environmental impact while continuing to provide high-quality homes for our communities.

Retrofit Credits give us great confidence as an organisation, both in terms of financial returns and social impact. The benefits are significant, not just in generating funding for further retrofit work, but also in delivering real social value for our residents and communities.

Lucja Paulinska
Head of Environmental Sustainability
The Guinness Partnership

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TELL US ABOUT YOUR JOURNEY WITH RETROFIT CREDITS.

We first came across Retrofit Credits at a sector conference a few years ago. At the time, the concept was new, and we wanted to fully understand its credibility and potential benefits.

Over the past few years, we've had multiple discussions with HACT to assess the programme, its risks, and its alignment with our goals.

Initially, we took a step back to see how the market responded, but we've now reached a point where we feel confident in the model and have signed up this year.

WHY SHOULD OTHER HOUSING PROVIDERS CONSIDER RETROFIT CREDITS?

The process was very straightforward. The team at HACT were always available to answer our questions, and they provided extensive support throughout. The platform is user-friendly, and HACT provided in-house training to ensure we fully understood the process. We were never rushed into making a decision, which gave us confidence in the programme.

Retrofit Credits offer real financial benefits and will allow us to reinvest into more retrofit work or social value initiatives. That flexibility is key, whether it's upgrading more homes, delivering community projects or funding future sustainability efforts. This opportunity to maximise social impact, benefit residents and fulfil our purpose is what makes this initiative so valuable.

We would absolutely recommend Retrofit Credits to other housing providers.

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KEY OUTCOMES:

- Our partnership has focused on delivering tangible benefits to local communities, ensuring that projects address specific needs and priorities.
- The initiatives support community resilience, fostering improved living conditions and wellbeing for residents across the regions served.
- By providing Retrofit Credits, The Guinness Partnership can reinvest savings into further energy efficiency initiatives, promoting long-term sustainability.
- Working together, we have demonstrated the power of collaboration in maximising resources and expertise to drive impactful change within communities.

The social value and community development aspects are highly attractive to us, alongside the funding for future retrofit works. Given that these projects will benefit us for the next 30 years or more, there is a tremendous opportunity to use these resources wisely and reinvest in the communities we serve across England.

Lucja Paulinska, Head of Environmental Sustainability, The Guinness Partnership

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GET IN TOUCH.

Ready to take the next step?

Get in touch with our team to learn more about how we can support your journey to net zero.

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