

Insulation Chief welcomes Government's Greener Homes Strategy

Neil Marshall, the Chief Executive of the National Insulation Association (NIA), has welcomed today's announcement of a new Household Energy Management Strategy – Warm Homes, Greener Homes and the specific focus on a Pay as You Save scheme for hard to treat homes and a whole house approach to more energy efficient houses.

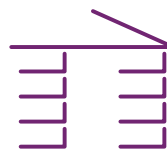
Details of the new Pay as You Save financing scheme were announced setting out how householders will be able to spread the cost of energy efficiency measures over a long period of time. The move will require a change in law that will attach the loan to the house and not to the householder but will be repaid from the reduction in energy bills that will naturally occur on completion of the work.

Although still in the planning stage, this innovative new financing mechanism is welcomed by the NIA as it will support the installation of more costly measures such as Solid Wall Insulation which can save households around £400 per year on their energy bills.

Commenting on the scheme, Marshall said: "There are around 7 million homes in the UK that need Solid Wall Insulation and this plan sets out a roadmap for insulating these and the millions of other houses that require Cavity Wall and Loft insulation in the short term. The fact that there will also be special provisions to provide for council and housing association homes is also very promising

"With this in mind, the NIA looks forward to continuing to work with Government, both centrally and on a local level, in the development of a detailed delivery plan to ensure the scheme's success. This will need to include investment and support for skills and training to build the capacity needed for solid wall insulation and a major Government backed consumer awareness programme on the benefits of insulation."

Marshall continued: "It is important that the public realises the very real savings that can be made by fitting adequate insulation measures and that this scheme is there to help them pay for these measures through their energy savings and not up front."



“The savings that can be made in both carbon and monetary terms (up to £400 per year from Solid Wall Insulation and up to £265 from Loft and Cavity Wall Insulation) are vast, but the message is not getting through to the majority of householders.”

The NIA recently conducted an opinion poll* to test the public’s awareness of the effectiveness and necessity of insulation. The results identified a real lack of knowledge on the subject:

2 out of 3 adults in the UK were unaware that around half a house’s heat can be lost through the walls and roof of an uninsulated home **

Only 1 in 5 adults in the UK knew that they could save over £250 per year on their energy bills by adequately insulating their homes***

Although this new pay as you save scheme will take time to develop, the public should be aware that they can enjoy the benefits of insulation now. There are currently a range of grants and subsidies available for cavity wall and loft insulation which mean that both measures can often pay for themselves in around 2 years.

Marshall went onto to say: “It is vitally important that Government works with energy suppliers and the insulation industry to increase public awareness and the uptake of these measures in order to achieve its aim of insulating all cavity s and lofts by 2015.”

NOTES TO EDITORS

For further information or official comment or to arrange an interview please contact Michele Bates or Duncan Murray at the NIA press office on 01327 701 702 or email Duncan@evolution-pr.co.uk

* Source GfK NOP survey, 28 June 2009

** When asked “How much heat is lost through the walls and loft space of an uninsulated home?” only 33% of 1000 people questioned correctly answered “over 40%”.

*** When asked “How much money could be saved on energy bills each year if the loft and walls of an average home were adequately insulated?” only 21% of 1000 people questioned correctly answered “over £250”.

Insulations Facts and Figures

The National Insulation Association represents over 90% of the UK’s home insulation industry, including installers and manufacturers. The NIA and its members are committed to providing a high quality, value for money service to householders, housing managers and developers.

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NATIONAL INSULATION
ASSOCIATION

2 Vimy Court • Vimy Road • Leighton Buzzard • Beds • LU7 1FG
Telephone: 01525 383313 • Fax: 01525 854918

Email: info@nationalinsulationassociation.org.uk • Website: www.nationalinsulationassociation.org.uk



NIA installers carry out work that complies with national standards and technical approvals such as the British Board of Agrément, and in the case of Cavity Wall Insulation according to the Cavity Insulation Guarantee Agency technical guidance covering assessment and installation.



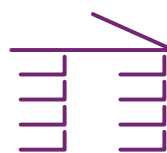
Cavity Wall Insulation work is covered by the Cavity Insulation Guarantee Agency's (CIGA) independent 25-year guarantee. www.ciga.co.uk

All of our members abide by the NIA Code of Professional Practice.

- The UK's housing stock is estimated at approximately 24.5 million dwellings and of that, approximately 36% are non-cavity wall construction – solid brick, solid stone, pre-1944 timber frame and non-traditional (i.e. concrete construction). It is estimated that there are around 7m properties that have solid walls that need insulating.
- Cavity Wall Insulation is the most cost-effective way of improving comfort levels and reducing energy use in the home. Average savings of around 15%, equating to £115 per year can be made on a typical home's energy bills. The installation is clean, safe and only takes a couple of hours.
- It's estimated that around 9 million UK homes have cavity walls which have not been insulated. Collectively, they are wasting around £950 million every year through the energy being lost through their walls. This still leaves roughly one in three British households which could have their comfort levels increased and their fuel bills reduced.
- Increasing the thickness of existing loft insulation in the 13 million homes with 100mm or less of loft insulation to thicknesses required for modern new dwellings (270mm) would reduce each of their individual energy costs by around 25%. By fitting loft insulation, householders can reduce heating costs by around 15%.
- In 2003, space heating accounted for around 53% of carbon dioxide emissions in the UK. Over 40% of the Government's projected carbon savings for the household sector are expected to come from insulation.
- This corresponds to around 200MtC over the lifetime of the measures, nearly 15% of the annual household emissions.

The biggest carbon challenge in the UK is to significantly tackle the real “energy wasters”, the existing housing stock.

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