

Energy Efficiency Commitment Annual Review

An Insulation Installer's Perspective

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Priorities for energy suppliers

- Deliver the maximum energy savings at minimum cost
- Protect or enhance their brand

Implications for insulation installers

- *Maximum energy savings at minimum cost*
 - Restricts investment
 - Building capacity
 - Training
 - Quality
 - Seasonality
 - Marketing focussed on winter months
 - Lost opportunities
 - 100mm loft top ups with CWI

Implications for insulation installers

- *Protect or enhance the brand*
 - Investment needed to support suppliers positioning and provide end to end brand experience
 - Improvements in quality
 - Training e.g. customer service, paperwork
 - Systems development
 - Multiple identities to support individual suppliers brands

Implications for insulation installers

- *Other*
 - Customer confusion
 - Loft top up prices v virgin lofts
 - Multiple offers
 - Lack of investment in building consumer demand for insulation
 - ‘Dispelling the myths of CWI’ – *Meeting with energy suppliers 23/6*
 - Marketing focussed on CPA
 - Risk of price undermining the quality of the products

Implications for insulation installers

- *EEC2*
 - Workload
 - EEC1 carry over
 - Industry told to gear up for 1.7m CWI's
 - Investments in additional capacity/training
 - 500k less CWI's?
 - Urgent agreement to EEC2a - EEC2b transitional rules
 - WF2/EEC2 Interaction
 - CWI/virgin lofts interacted
 - Reduction in overall workload - EEC2 priority group v WF2 + EEC2
 - Cost
 - Driven down further as 'low hanging fruit' has been picked

Benefits of EEC for insulation installers

- Increased awareness and credibility for insulation products amongst the general public
- Increased volume opportunities for approved installers
- Blue Chip credit
- Opportunities for long term partnerships and planning