

# ALL WRAPPED UP!

Using External Wall Insulation to Meet Your Targets &  
Government Regulations

**INTRODUCTORY TALK: Insulation: The Journey**

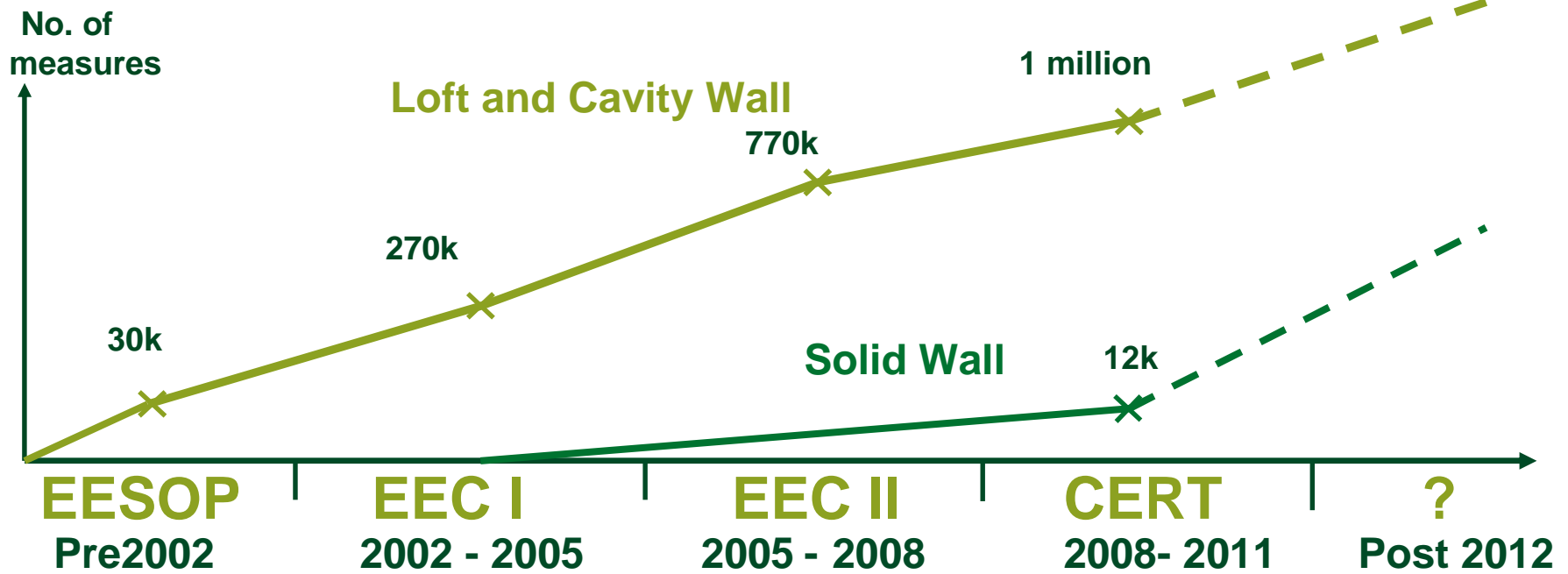


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**INSULATED RENDER ASSOCIATION**

21<sup>st</sup> October  
2009

# Insulation: The Journey





# Insulation: The Journey

What's next? .....

..... Solid Wall Insulation



## Current activity in the Solid Wall Market

- There are an estimated 26m homes in the UK, a figure that is forecast to rise to 34m by 2050.
- Around 25% of the UK housing stock is solid wall. This equates to around 6.6m homes.
- BRE estimate that solid wall insulation measures account for a potential **17%** of all the possible savings in household emissions.



## Current activity in the Solid Wall Market

- Retrofit installation of solid wall insulation is currently in the range of 15-20k measures per year.

Retrofit installation

- New build → 30%
- Retro → 69%
- Retro non social housing → 1%

- To tackle the majority of solid walls by 2050 will require an average of approx. 200k installations per year i.e. **1000% scale-up.**

# What do we need to do?

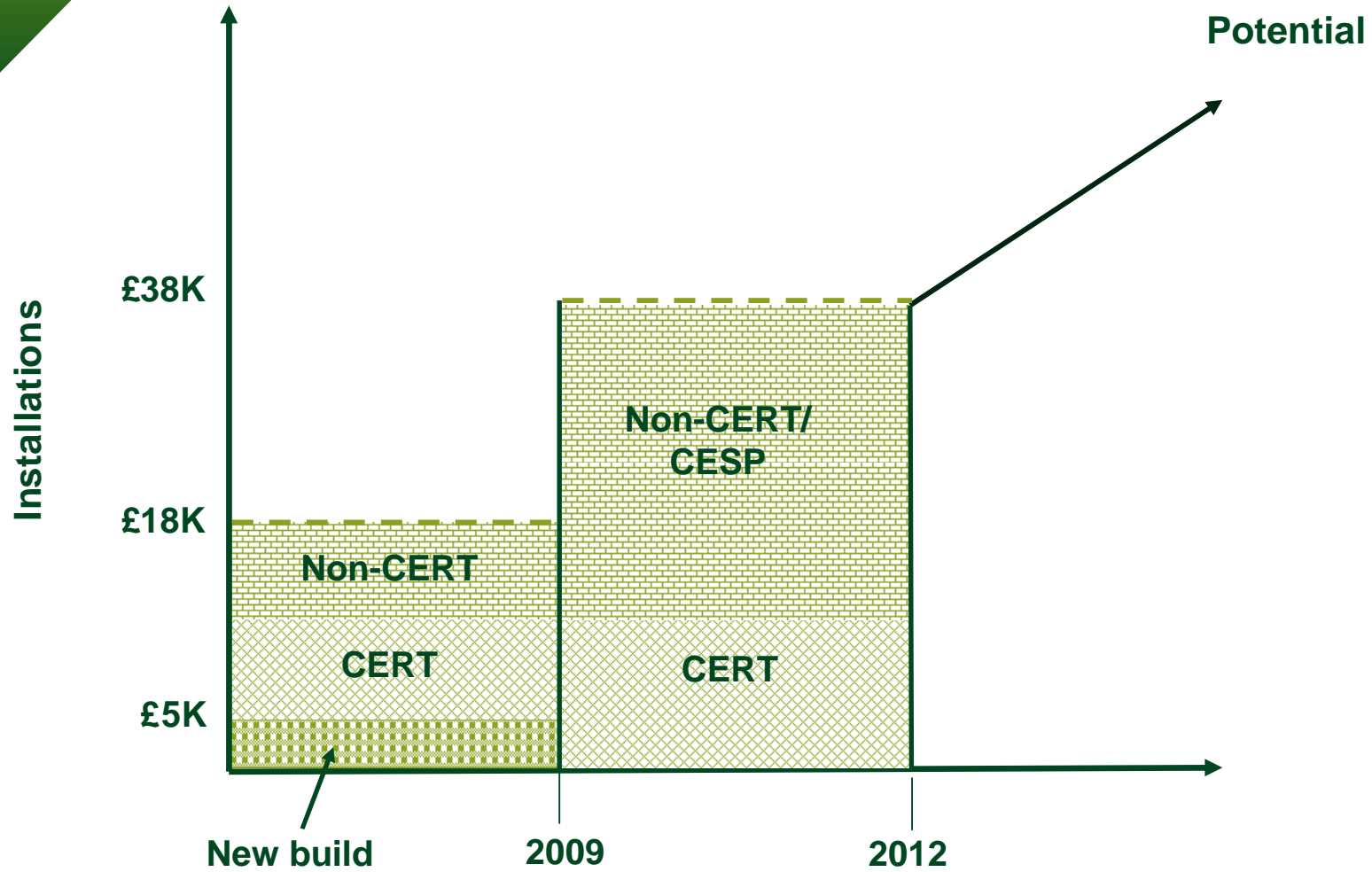
Now: 15-20k installs per year



By 2050: 200k installs per year

**How?.....**

# The Opportunity



# Opportunity: CERT External Wall

## The Green

Dane Housing Group used EcoRock to improve the energy efficiency and reduce the fuel costs of its 15 bungalows in Middlewich.

### KEY FACTS

Before EcoRock	After EcoRock
Metal clad housing with metal and wood frames underneath.	Metal cladding was removed and recycled.
50mm insulation slab insulated 17 years ago from the inside.	10mm cement particle board was fixed over the frame.
Estimated u-value of 0.66W/m <sup>2</sup> K, as a result of thermal cold bridges of the metal cladding.	60mm EcoRock was installed, eliminating the thermal cold bridging and reducing the estimated u-value to 0.28W/m <sup>2</sup> K.



# Opportunity: CERT Internal Wall

## Recreation Row

The A Proctor Group and British Gas conducted a pilot project in Leeds to demonstrate the benefits of Spacetherm.



### KEY FACTS

Installed 54m<sup>2</sup> of Spacetherm®F20 high-performance dry lining laminate onto the existing 1900s, 9in solid brick walls.

Improved the u-value from around 2.1W/m<sup>2</sup>K to approximately 0.5W/m<sup>2</sup>K.

Increased the overall wall thickness by only 30mm, allowing the property to achieve a far-improved energy performance rating without a dramatic loss of internal space.

Made significant contribution to the Decent Homes Standard and Government CERT commitment.

# The Opportunity: CESP

- CESP is a new government obligation on energy suppliers and generators to reduce carbon emissions.
- Up to £350m of energy efficiency measures will be installed, benefiting up to 90k households.
- Targeted at homes in the low income decile of IMD.
- British Gas has just announced it's 10 flagship areas, which are based all around the UK.
- **CESP will potentially create up to 60k solid wall installations.**



## CESP: Our Flagship Areas

- London: Southwark and Haringey
- Midlands: Birmingham and Walsall
- North West: Preston, Knowsley and Blacon
- Scotland: Glasgow and Dundee
- Wales: Swansea

# The Opportunity: Private Householders

Why do people do what they do?



# The Opportunity

- **We need to make solid wall:**
  - Accessible
  - Sexy
  - Provide choice to customers
  - Finance options
  - Demonstration projects
  - Variety of solutions for building types





**So how are we going to make this happen?**

**That's up to all of us.**

