



Press information – for immediate release – 16th July 2013

## NIA and EST advise householders to insulate ready for Winter



The National Insulation Association (NIA) and Energy Saving Trust (EST) are urging older people and those in fuel poverty to act now and insulate their properties.

The NIA and EST advise that keeping a home warm is vital to certain groups in society especially the old. Research by Age UK states that this winter as many as 25,000 older people in the UK could die needlessly because of the cold. That's around 200 preventable deaths a day\*. Home Insulation is an essential measure in creating a warm and more comfortable home in the winter.

Neil Marshall, Chief Executive of the NIA commented: "The BBC recently reported that some homes having energy saving measures carried out under the Green Deal could be at risk of overheating.

The NIA is concerned that this could result in those people that need insulation the most not going ahead with it for fear of overheating.



In fact, insulation can help balance the temperature in a house by keeping the heat out during the summer and keeping it in during our ever increasing harsh winters.

Marshall Added: "An astounding 59% of heat can be lost through uninsulated walls and roofs; but with the right measures put in place, householders could be making huge savings on their fuel bills.

The Energy Saving Trust reports that by simply installing Cavity Wall Insulation savings of up to £140\*\* per year can be made and £180\*\* per year from Loft Insulation. Draught-proofing windows and doors can save £30\*\* per year and when installed with other measures will greatly increase the comfort in a home. The savings are even greater for insulating solid walls up to £490\*\* per year!"

David Weatherall, Housing Strategy Manager at the Energy Saving Trust, says, "While there is a need in certain new build homes to consider ventilation and shading alongside insulation to avoid overheating, we must not lose sight of the fact that the UK has one of the leakiest housing stocks in Europe. The most pressing concern at the moment is ensuring that leaky homes are treated with the appropriate energy efficiency measures so homeowners remain warm and comfortable in the winter.



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There are millions of homes in the UK that could benefit from these measures, so there are still plenty of opportunities for the insulation industry to make a positive impact.”

**The NIA advises householders to contact an NIA member who can advise them on the most appropriate and efficient method possible of insulating their home. To find a local NIA member, householders and landlords should visit the NIA website [www.nia-uk.org](http://www.nia-uk.org) or call 08451 636363.**

\* Estimates based on five and ten-year averages of excess winter mortality for people aged 65 or over, ONS Excess Winter Mortality statistics 2001-1. Research by Age UK, estimates that there are on average 25,000 cold related deaths in the UK every year.

\*\* Based on a typical three-bedroom semi-detached gas heated house, with an 80% efficient gas boiler and average gas tariff of 4.64p/kWh and electricity tariff of 15.32p/kWh; correct as of December 2012 and valid for 2013

Ends

\*Based on adding cavity wall insulation (CWI) (saving around £140 per year) and loft insulation (LI) of 270mm (saving around £180 per year). Savings based on an uninsulated three bed semi-detached gas heated house. Figures from the Energy Saving Trust.

\*\* Estimated savings if an uninsulated home installed Solid Wall Insulation (SWI) (saving of around £475) and Loft Insulation (LI) (saving around £180) to the recommended depth of 270mm - based on a three bed gas heated semi-detached house. Figures from the Energy Saving Trust.

Notes to editors:



The NIA is here to help you with expert opinions and comments on any matter that concerns the insulation of homes and businesses. For further information and images call Duncan or Michele at the NIA press office on 01327 701 702 or email [Duncan@evolution-pr.co.uk](mailto:Duncan@evolution-pr.co.uk)

The NIA represents the manufacturers, system designers and installers of cavity wall, external wall and internal wall insulation, loft insulation and draught proofing. The NIA and its members are committed to providing a high quality, value for money service to householders, housing managers, developers and businesses.

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](http://www.ciga.co.uk)

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

To find a local NIA approved installer in your area, access information on the benefits of insulation or find details of grants available please visit our website :- [www.nia-uk.org](http://www.nia-uk.org)



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