



Media information

16 July 2010

Prices Slashed for Home Insulation

The Isle of Wight Council is helping to reduce the cost of home insulation for residents aged 60 to 69, meaning they can look forward to warmer homes this winter from just £99*.

The investment is part of the Council's Island Insulation Scheme, run in partnership with energy-saving installer Mark Group, E.ON one of the UK's leading energy companies and thermal imaging specialist, HeatSeekers. The £99 offer is a reduction from the standard starting price of £150 for cavity wall or £185 for loft insulation**, for residents in the 60 to 69 age bracket.



Cllr Edward Giles, Isle of Wight Council Cabinet Member for Environment and Transport, said: "We all have a role to play in reducing carbon emissions and by making energy-saving measures more affordable for our residents, we hope that everyone on the Island in the 60 to 69 age bracket will consider the £99 insulation offer for their home."

According to the Energy Savings Trust, around one third of a home's heat is lost through its walls and a further quarter through its roof, meaning that properties which have little or no insulation are costing homeowners hundreds of extra pounds every year on their fuel bills. Earlier this year, HeatSeeker thermal imaging vehicles surveyed over 26,000 properties on the Island and estimate that around 14,000 homes could benefit from improved insulation measures, potentially saving them a staggering annual £340 (Source: E.ON) on their heating costs.

Mark Group Commercial Director, Bill Rumble, added: "HeatSeekers have already highlighted that there are literally thousands of properties on the Island which could benefit from home insulation. So, to help residents take advantage of the £99 insulation offer, Technical Sales Advisors from Mark Group and HeatSeekers are starting to talk to residents about insulation options, using the thermal images taken last year."

Jim MacDonald, Commercial Director of E.ON Retail, said: "At E.ON, we're committed to making energy saving measures available to everyone, including hard to reach and hard to treat homes, so are extremely proud to be involved with this project."

Cllr Giles concluded: "We are delighted to invest in this scheme which falls within one of our strategic priorities – housing. Not only will it help to save residents money, it also contributes to the Eco Island vision."

The Island Insulation Scheme has been set up to help Isle of Wight residents reduce their energy bills, reduce carbon emissions and help make their homes more comfortable.

To find out more call 0800 015 2475. Residents aged over 70 or on qualifying benefits, automatically qualify for free insulation.

*Whilst funds last **Prices of £185 for loft insulation applies to lofts with an existing insulation depth of below 60mm.

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For further information please contact Catherine Ashworth at Mark Group on 07595 964 694 or email catherine.ashworth@markgroup.co.uk

Photo caption: Laying the correct thickness of loft insulation can save homeowners up to £150* a year on their heating bills.

Notes to editors

The Island Insulation Scheme has been set up by the Isle of Wight Council and is being run in partnership with national energy-saving installer Mark Group, E.ON one of the UK's leading energy companies and thermal imaging specialist, HeatSeekers.

The aim of the Scheme is to help Isle of Wight residents reduce their energy bills, reduce their carbon emissions and help make their homes more comfortable to live in.