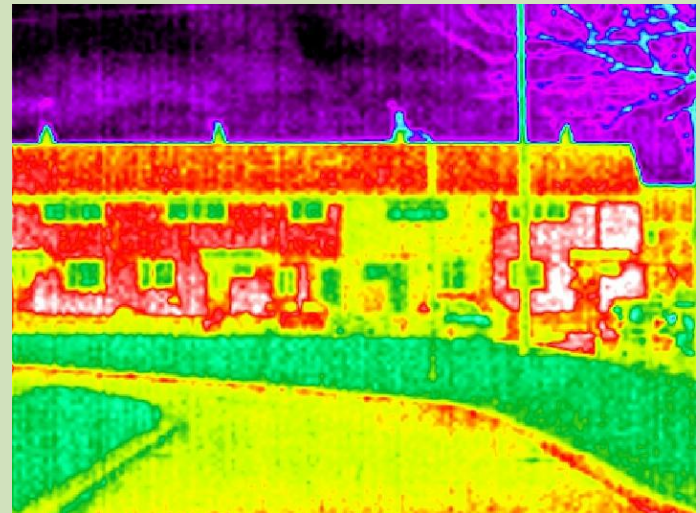


# GM Housing Retrofit Strategy and Fit with Renewable Technologies

24<sup>th</sup> November 2011

Anne Parkes,  
GM Green Deal Project Manager



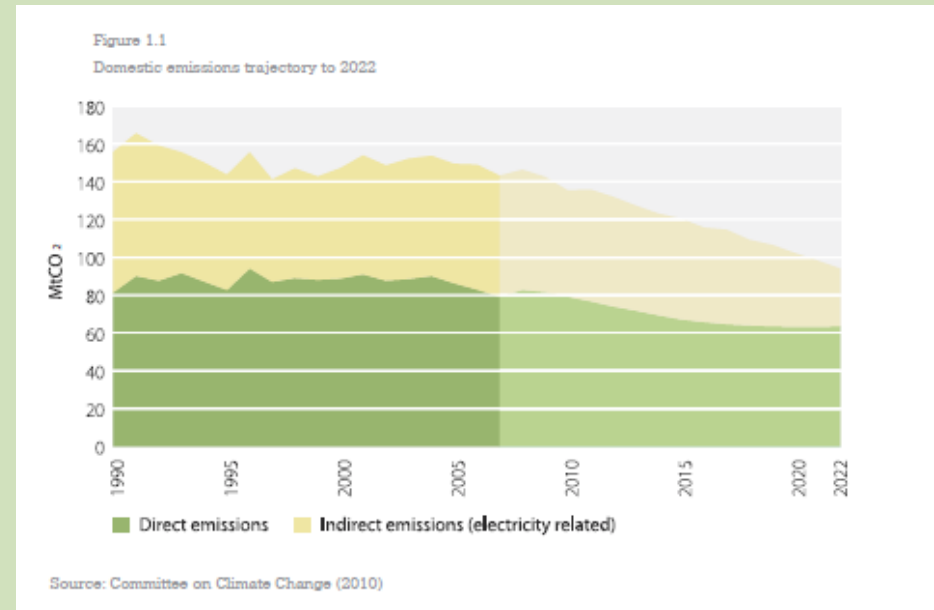
# Today

- **GM's Low Carbon Housing Retrofit Strategy**
- **Approach to date**
- **Role of the Green Deal**
- **Supply Chain Opportunities**

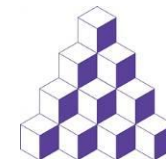


# Some Headlines

- **48% emissions reduction target by 2020**
- **GM is a Low Carbon Economic area with a focus on the built environment**
  - £650m GVA
  - 34, 800 jobs
  - Growth in Low Carbon
- **Household emissions account for 36% of GM's emissions**
- **1.2 million houses in Greater Manchester with significant fuel poverty**

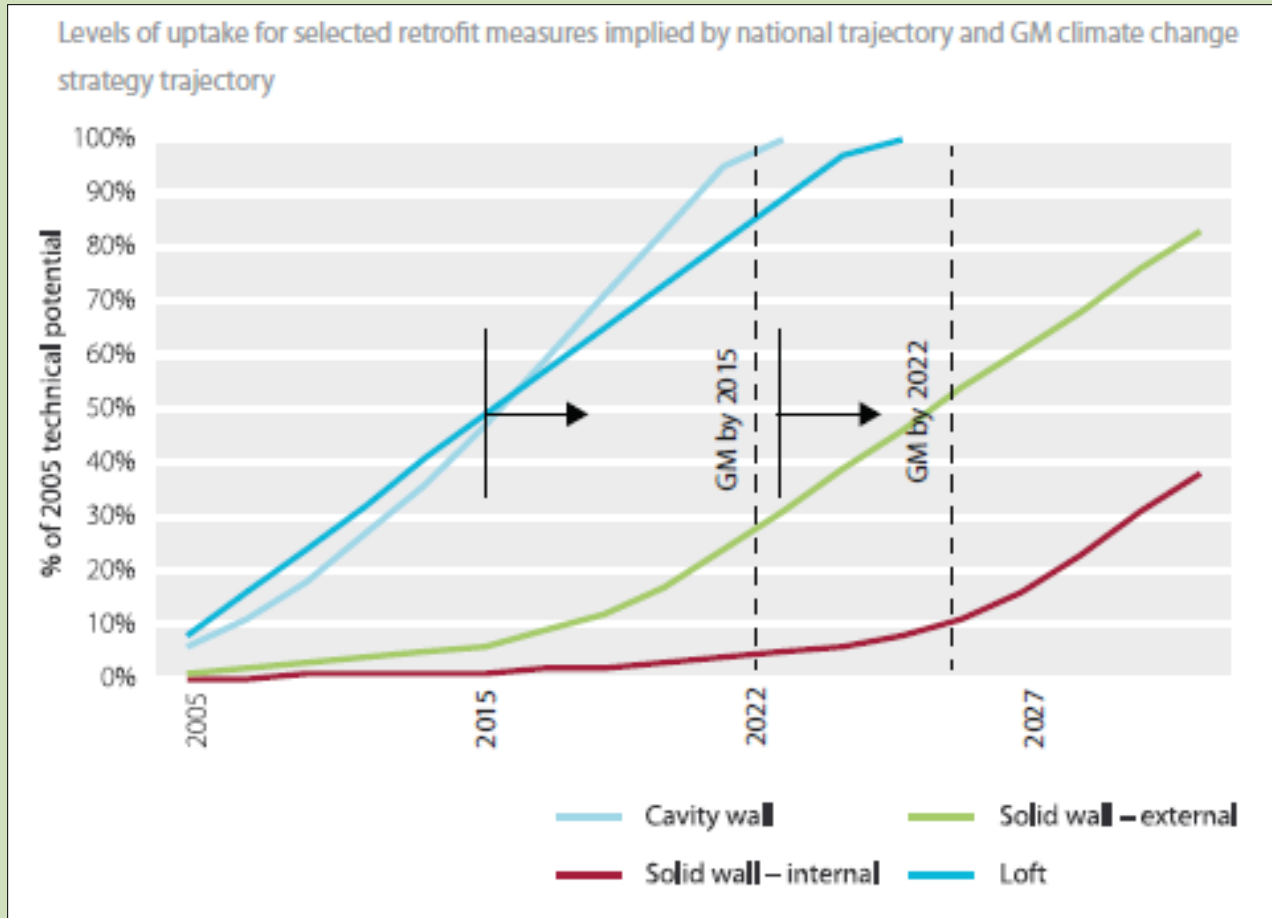


**Low Carbon Housing Retrofit**  
Greater Manchester

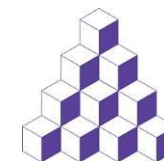


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# 7 years ahead of the UK.....



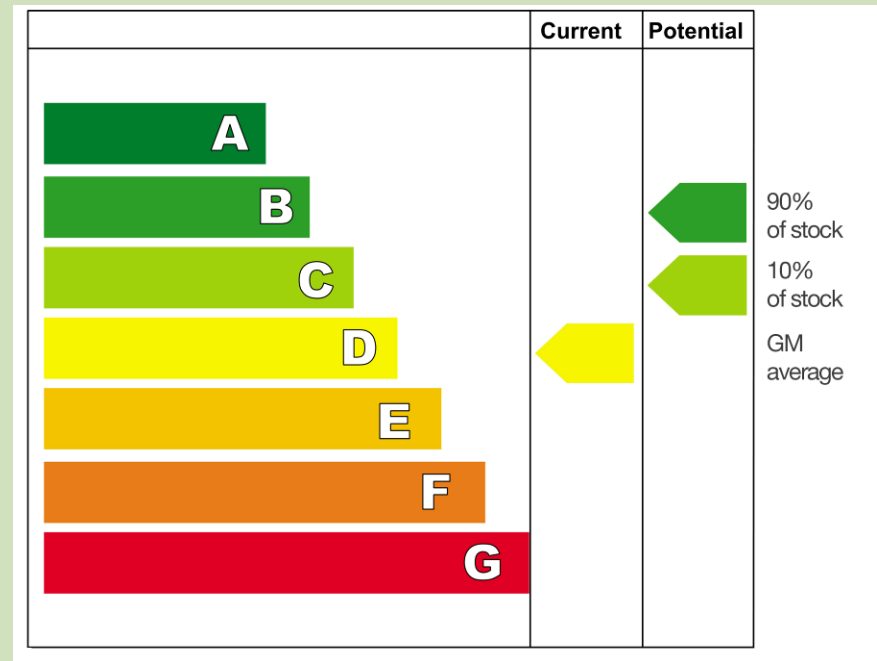
**Low Carbon Housing Retrofit**  
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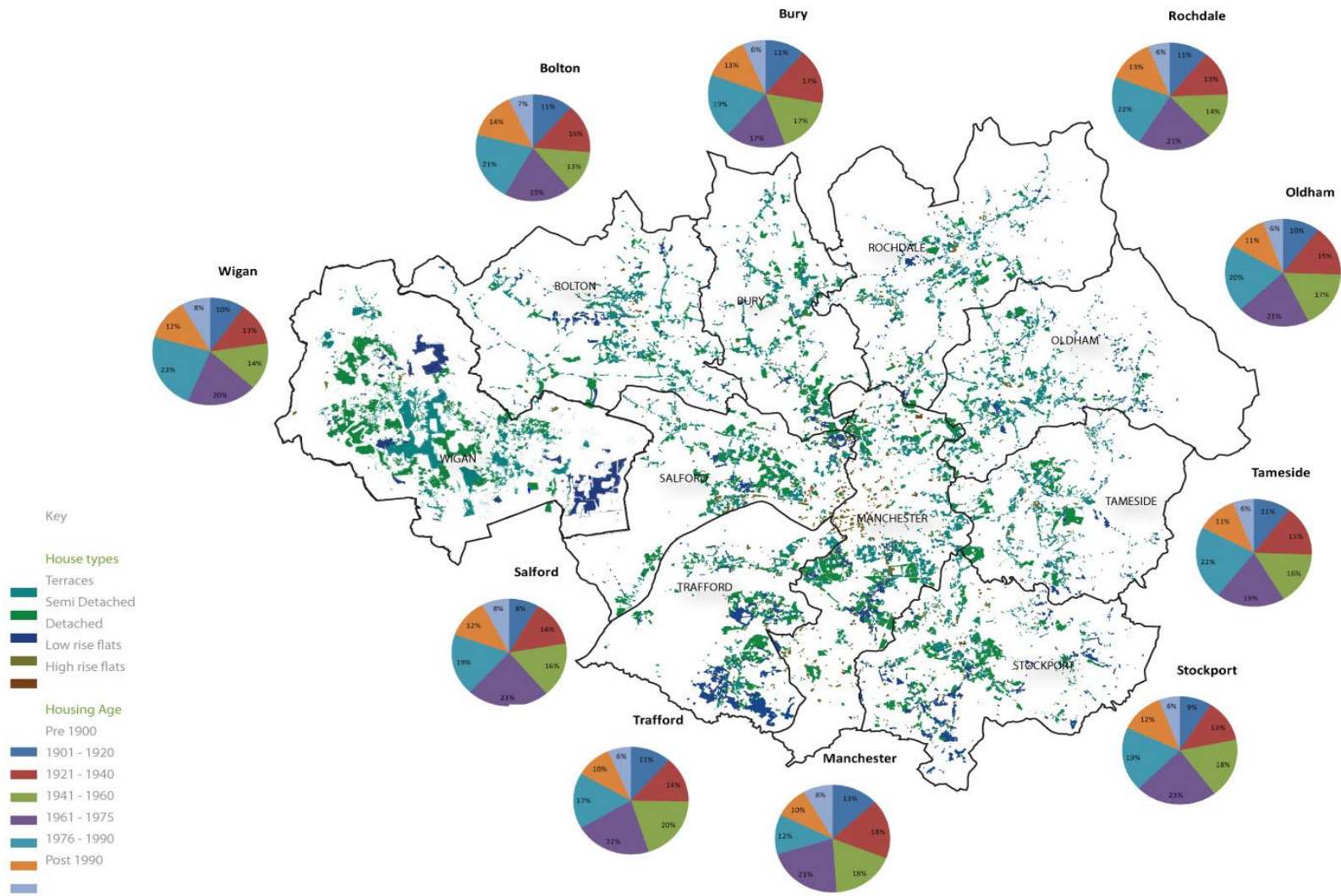


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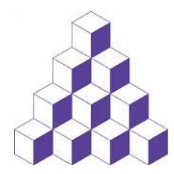
# The Challenge

- **By 2035:**
  - Move 90% of housing stock to EPC Rating B
  - 943,000 houses built pre-1975 – will need SWI



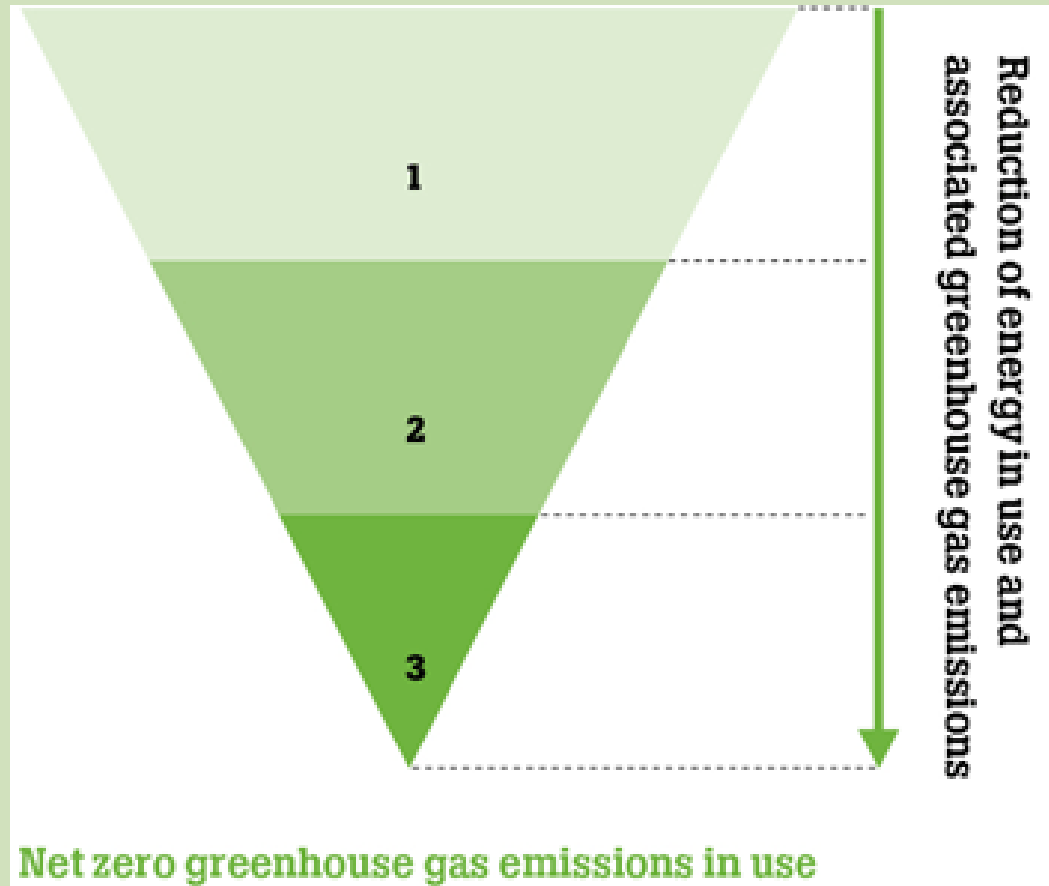


# Low Carbon Housing Retrofit Greater Manchester



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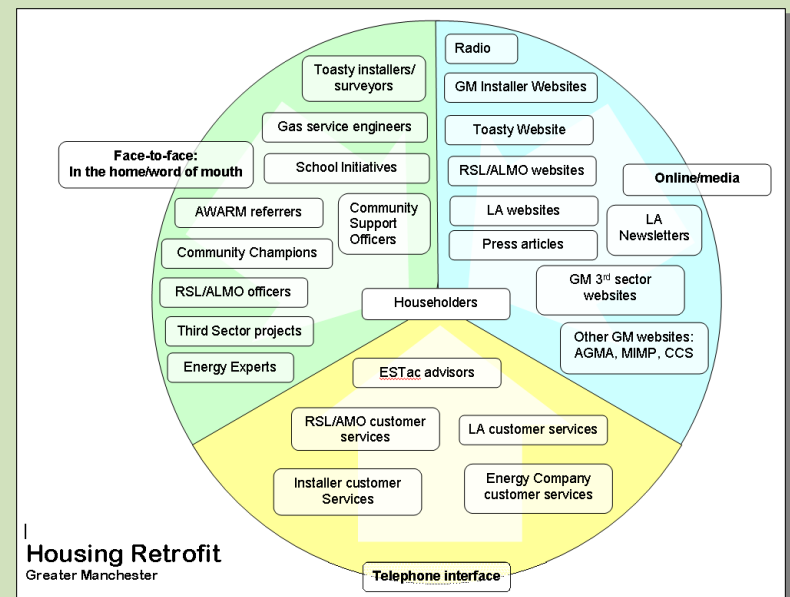
# Fabric First Approach



1. Reduce energy use – through building fabric improvements
2. Behaviour Change to reduce demand
3. Renewable energy technologies

# Behaviour Change – The Missing Quarter

- Influencing transactional behaviour and long-term habits around energy use:
  - Raising awareness
  - Behaviour change integrated into all GM activity
  - Consistent messages
  - Trusted brands and people
  - Focus on influencing at key decision points
  - Rewards and Incentives
  - Community champions / show homes & streets



# GM Retrofit Packages

## Basic Measures

- Loft and Cavity Wall
- Doors and Windows
- Air Tightness

## Intermediate:

- Kitchen energy aware
- Solid Wall Insulation
- Communal Heating

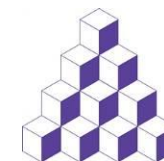
## Major Package

- Whole House 2050
- New Home Int upgrade
- Heritage upgrade

**Plus Microgen / Renewables, Heat Networks**



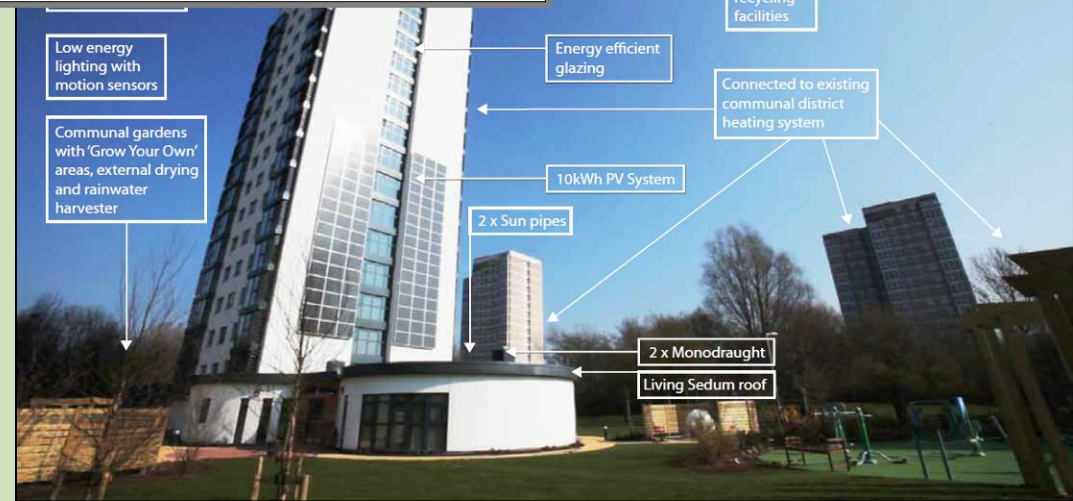
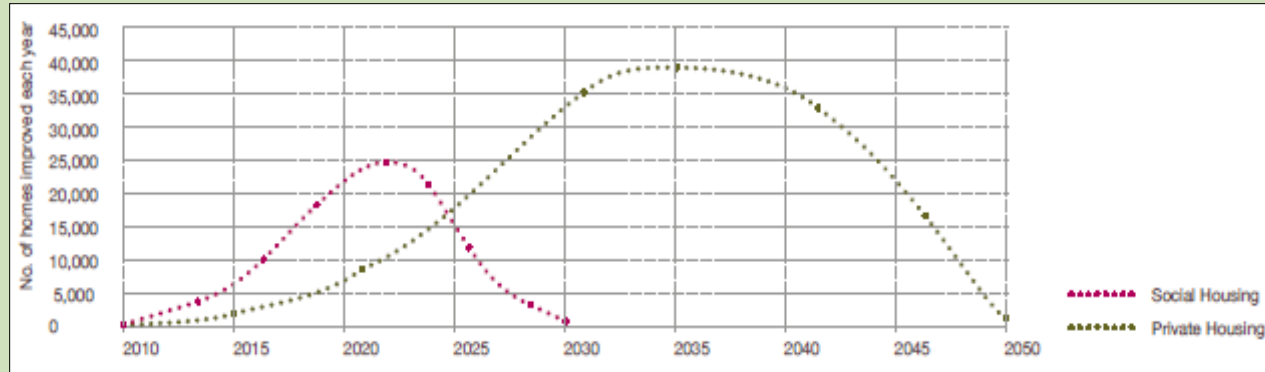
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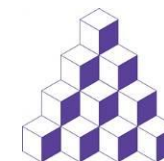
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# Making it happen

## 1. Focus on Social Housing



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# Making it happen

## 2. Maximising current incentives

New and improved  
for Autumn 2011

# GET ME TOASTY



Get Me Toasty has improved its offer for Autumn / Winter 2011, and is now offering loft and cavity wall insulation completely **FREE** to more residents than ever before. Loft and cavity wall insulation is just like wrapping up your home in a big woolly blanket. And because of the extra warmth you're keeping in the house, you can turn your heating down and save money on your bills. If you own or privately rent your home, you are entitled to this offer. Click the area where you live below and find out everything you need to know. \*Terms and conditions apply. Subject to survey and funding availability. Offer based on an averaged sized three bedroom semi-detached house with less than 60mm of existing loft insulation in place.

**SAVE**  
ON INSULATION  
& ENERGY BILLS



Bolton  
Bury  
Manchester  
Oldham  
Rochdale

Salford  
Stockport  
Tameside  
Trafford  
Wigan

twitter Join the conversation

Making homes lovely and warm in Manchester 0800 512 012

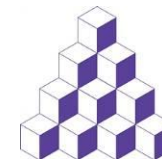
In partnership with



energy saving trust® MANCHESTER CITY COUNCIL

Mr Toast character copyright of Dan Goodsell

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# .... Increasing take-up ....

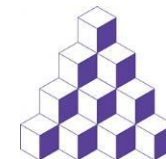
Through our 'Green Deal', we will encourage home energy efficiency improvements paid for by savings from energy bills. We will also take measures to improve energy efficiency in businesses and public sector buildings.

The Coalition: our programme for government (May 2010)



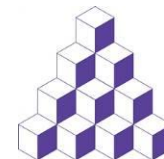
# ..... GM Green Deal.....

- AGMA / Public Sector role in a GM Green Deal offer:
  - Leave it to the market
  - Support the market
  - Create the market
- Public – Private Sector partnership:
  - Trusted brand
  - Low cost finance
  - Consistent standards for residents
  - Low supply chain and skills focus
- Business Case development by end February 2012



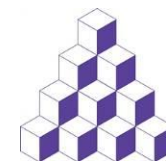
# A Local £27bn opportunity

- Commitment from AGMA and its partners to local benefits
  - Linked into supply chain networks
- Not just about installation:
  - Diverse supply chain needed from assessment to manufacturing
  - Whole House approach
- Safeguard and enhance existing jobs with correct training capacity
  - Links to local training providers with growing capacity
- Business creation
  - Social enterprise
  - Product gaps or local production

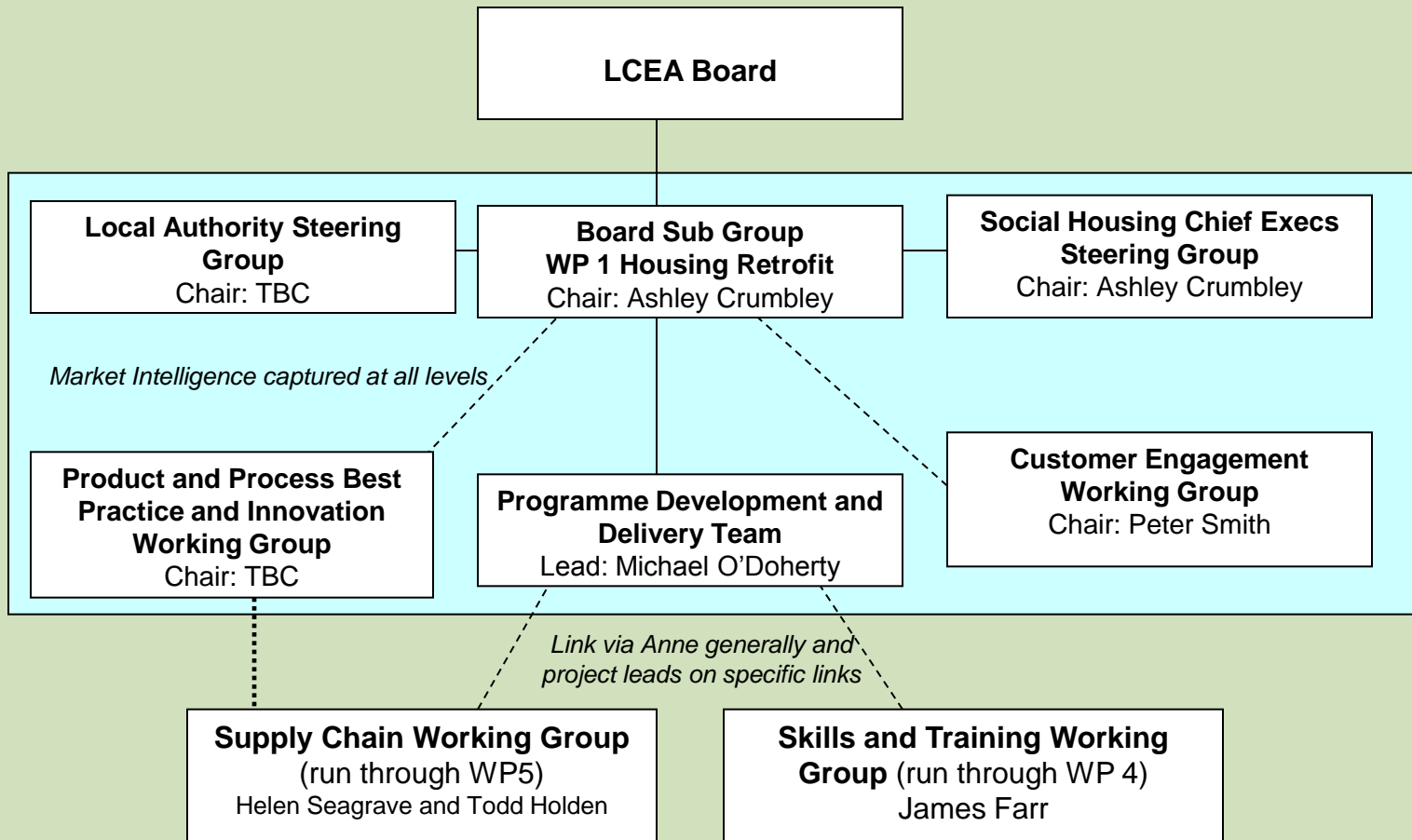


# Maximising local benefit

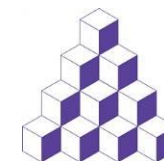
- Providing enough certainty to support investment
- Retrofit Pattern Book
  - Clear standards for each archetype
  - Tested and Approved products
- Quantified market gaps:
  - Link to academia and product testing at the Energy House
- Use GM Green Deal partnership to link manufacturers and installers
- Local Frameworks e.g. GM Chamber



# Supply Chain Implications



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# Further Information:

Go to the following web pages for associated strategies:

<http://manchesterismyplanet.com/shaping-a-low-carbon-economy>

- GM Climate Change Strategy
- Discussion Draft of GM Housing Retrofit Strategy

<http://manchesterismyplanet.com/behavioural-change>

- The Missing Quarter – Behaviour Change report

## Further Contact:

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0161 600 7975

