

Private Sector Government Funded Heating Scheme

Client: **Broadland District Council & South Norfolk Council**

Measures: **Electric Storage Heaters, Gas Boilers,
Oil Boilers**

Location: **Norfolk**

Date: **December 2015 - May 2016**

Value: **£52,300**

CORNERSTONE



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The Challenge

Broadland District Council and South Norfolk Council received a share of Green Deal Communities funding throughout a successful application made to the Department of Energy and Climate Change (DECC) in late 2014. A proportion of this funding was allocated to the installation of heating measures in private properties across the two local authority areas – a £500 grant was available to subsidise the installation of new heating systems, under the Warm Up Broadland and South Norfolk branding.

Effective lead generation became the councils' main priority, as the funding had to be spent by September 2016.

Our Solution

Cornerstone was one of a number of contractors approved by the councils to generate leads and support customers through the process of applying for the £500 grant between December 2015 and May 2016. We generated a significant number of leads and installed a range of heating measures for owner occupiers and private landlords.

We also received a number of referrals directly from the councils, who had marketed the offer through leaflets and their website. These referrals were largely for electric storage heater replacement, as Cornerstone was one of very few accredited installers of this measure in the region.

“Cornerstone installed a new gas boiler in my home and helped me secure a discount through the council scheme. The whole process was made very easy, and everyone I spoke to was helpful and professional. The new boiler has made such a difference to my heating bills already – I am so pleased and grateful to Cornerstone.”

– Mrs E, Home Owner

Facts & Figures Cornerstone was the scheme's highest performing contractor

The Result

Cornerstone was the highest performing contractor on this scheme, using more than half of the available funding. We installed electric storage heaters in 11 properties, gas boilers in 9 properties and one oil boiler in an off-gas property, with the total works costing £52,300. As such, the councils successfully spent the funding four months in advance of the deadline.

In addition, Cornerstone secured £8,700 of HHCR0 funding to complement the Green Deal Communities grants, maximising the number of measures that were completed under the scheme.

