

**South
Derbyshire
District Council**

11th January 2011

REFERENCE in respect of Rockwarm Insulation & Solar Ltd

Referee:

Denise Blyde
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Civic Offices
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Background

South Derbyshire District Council works in partnership with a range of utility companies and other providers to promote home insulation to private sector households throughout the district. Our aim is to promote and endorse providers who can offer excellent service and value for money to local households, whilst demonstrating adequate capacity to undertake mail outs, respond efficiently to demand and provide comprehensive reportage to the Council.

Provider evaluation

Four providers were evaluated to undertake a targeted home insulation scheme in the private housing sector.

Rockwarm were selected based on the following key points:

Previous experience/performance: previously completed a successful contract with the Council to provide insulation in their housing stock.

Value for money: competitive discounts offered

Capacity: funding of large scale mail outs, adequate surveyor cover

Reporting: Regular performance/progress reporting available

Added Value: Rockwarm were able to offer a comprehensive range of services to the householder in addition to the required home insulation, notably including solar, which the Council was keen to promote.

Briefing and scheme delivery

Set up meetings held in July/August 2010 to agree the terms and delivery of a district wide scheme to promote home insulation, boiler servicing/ upgrades, solar HW and PV. A mail out letter was agreed and approved for the scheme and delivered in two tranches across the district during September – October 2010. The cost of the mail out was borne by Rockwarm.

Reporting:

Excellent feedback on scheme progress was given including ad hoc email updates, an interim meeting to review mail out and monthly spreadsheet recording leads, installs, costs and CO2 savings accrued through activity.

Complaint Handling:

Complaints were minor, minimal and dealt with promptly by the company. For example a local plumber objecting to a mail out promoting low cost boiler upgrades, which he could not match.

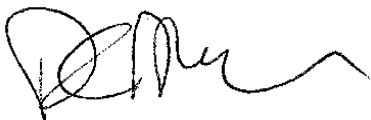
Results:

Mail out to approximately 18,000 target households
Resulting in 352 leads to date including 64 for renewable technology
199 measures installed to date including 7 renewable technology.
Lifetime CO2 savings achieved to date amounts to 4651 tonnes of CO2.

Overall Impression:

Rockwarm have been a very easy and pleasant company to work with and are clearly experienced and effective in the design/delivery of promotional schemes. They have helped to deliver a successful scheme in South Derbyshire, with minimal intervention and guidance required from the Council. We have run numerous schemes over the last 10 years with various providers and this has certainly been one of the least problematic. The inclusion of solar thermal and solar PV systems has been a worthwhile bonus and the installation of five systems and possibly yet more across the district will serve to generate further interest in this important technology.

I hope that this information is of assistance. Please do not hesitate to contact me (01283 595942 or denise.blyde@south-derbys.gov.uk) if you require further details.



Denise Blyde
Private Sector Housing Manager

