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Case Study - Insulating 'hard-to-treat' lofts

According to Government figures, only 40% of UK lofts are properly insulated. Often, residents refuse loft insulation, as they value storage space more highly, even if the work is fully funded and at no cost to themselves.

So, how to treat these lofts? One idea was to offer loft clearance services, but these have had a very low take-up. Most people don't want their loft cleared:

- they want to keep their possessions (especially older people, for whom these represent their lifetime's memories)
- they are living in cramped accommodation without much other storage space
- they don't trust someone else to help clear them
- they agree to have their loft cleared but then they rapidly fill it up again with more possessions.

Another alternative is to offer storage space *and* insulation at the same time. This was trialled by YES Project and Insulate Hampshire in spring 2013, when they offered LoftZone StoreFloor to Special Priority Group households that had previously refused fully-funded loft insulation. The uptake was tremendous; in fact, there were hundreds of requests from this previously hard-to-treat group, with demand exceeding capacity. For the first time, this proved an effective way to treat many of the millions of under-insulated lofts – by providing insulation in a way that people actually want.

Information on this successful trial can be found here:

http://www.yesprojects.co.uk/32,news,yes_projects_insulate_hampshire_and_loftzone_working_together_to_insulate_hard_to_treat_lofts..html

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