

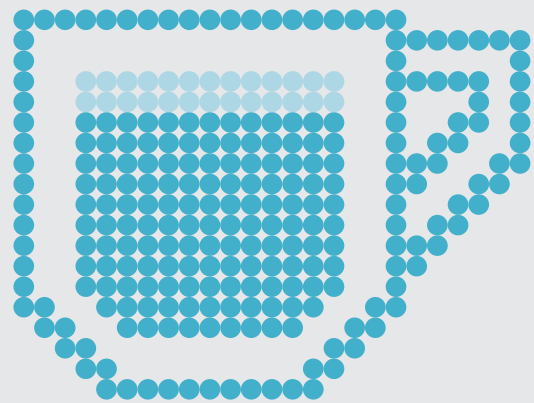
WARMING BRITAIN AFFORDABLY

HOW ENERGY EFFICIENCY CAN INSULATE PEOPLE FROM HIGHER BILLS, DELIVER ENERGY SOVEREIGNTY AND CREATE JOBS

The UK is currently facing a dual cost of living and energy crisis that has highlighted the urgent need for improved energy efficiency in homes. Energy efficiency retrofits have been identified as key tools to deliver several of the Government's strategic goals: bolstering UK energy security, lowering household energy bills, reducing the need for Government borrowing to pay for energy bill support schemes, and accelerating economic growth across the UK. Growing the energy efficiency market will also ensure the UK continues to lower its carbon emissions: energy use in homes accounts for 14% of total UK emissions.¹

However, the current energy efficiency market is nascent and not operating at the scale to address the UK's energy demand challenges or its net zero goals. Swift, strategic and stable intervention from Government in the form of a clear public policy framework that incorporates multiple mechanisms for driving change is urgently needed to accelerate the growth of the energy efficiency retrofit market. This policy briefing lays out such a framework.

This briefing is informed by lessons learned from unsuccessful energy efficiency schemes – including the Green Deal (2012–15) and the Green Homes Grant (2021–22). It sets out a three-pillar public policy framework for scaling energy efficiency in homes, using a range of mechanisms to create demand, guarantee delivery capability, and enable access to finance. A summary of the recommendations in this report can be found below:



¹ The Climate Change Committee (21 February 2019) "UK homes unfit for the challenges of climate change, CCC says"



OBJECTIVE	POLICY
Create demand	Government should legislate for all properties to be Minimum Energy Performance Certificate (EPC) EPC C by 2035. This should be introduced with sufficient lead times and with appropriate funding support for the most vulnerable households.
	HM Treasury should pair EPC regulation with targeted fiscal incentives, including VAT reductions on energy efficiency products, and reforming or offering rebates on Stamp Duty for properties of a better efficiency rating or incentives for households undergoing improvement. ²
Guarantee delivery capability and build trust	Government should establish an Energy Advice Service that provides information about bespoke energy efficiency measures for each property resident and owner, based on their unique circumstances. A consumer brand that covers all relevant efficiency schemes would allow for the targeting of awareness, measurement of public awareness and uptake, and oversee the identification of and outreach to vulnerable households.
	BEIS and DfE should utilise the recommendations of the Green Jobs Taskforce and the knowledge of the Green Jobs Delivery Group ³ to create and urgently publish an Energy Efficiency Installation Strategy, outlining a plan for upskilling the necessary tradespeople to install energy efficiency measures across the country.
	Government should introduce a new version of the Building Research Establishment's Home Quality Mark or the Each Home Counts Quality Mark, which applies to older homes rather than just new buildings.
Enable access to finance	For those unable to pay, Government should ensure that existing public funding schemes – such as the Public Sector Decarbonisation Scheme (2020), Boiler Upgrade Scheme (2022), and Energy Company Obligation (ECO) 4 (2022) – are expanded over time.
	The UK Infrastructure Bank (UKIB) should offer innovative products, such as 0% loans, to incentivise households to install energy efficiency measures.
	The Bank of England should offer a Green Term Funding Scheme.
	The Financial Conduct Authority and the Prudential Regulatory Authority should work with lenders to promote green mortgages for the purchase of higher EPC rating homes and reduce interest rates for homeowners that install energy efficiency measures. Creating the enabling conditions for private finance to innovate and scale new solutions for able-to-pay households, such as green mortgages, will be vital in ensuring the creation of a viable energy efficiency market.

² UK GBC (April 2021) *A housing market catalyst to drive carbon emission reductions Low energy adjustment to Stamp Duty Land Tax*

³ The *Green Jobs Delivery Group*, of which the Aldersgate Group is a member, was established in May 2022 and features representatives from the buildings and construction sector.




INTRODUCTION

The UK is currently facing a cost-of-living crisis which has highlighted the need for improved energy efficiency in homes. Reduced access to imported fuels following the Russian invasion of Ukraine, combined with global price spikes in oil and gas, has highlighted the need for the UK to reduce its dependency on fossil fuels and increase its energy independence. Households are enduring significantly higher energy bills than in previous years, and those in homes with a lower Energy Performance Certificate (EPC) rating are expected to pay £448 more per year than the average household,⁴ and as much as £1704 more than those in EPC C homes annually.⁵ This comes at a time when interest rates are rising, threatening the ability of many across the UK to meet their mortgage repayments.⁶ This is leading to a reduction in the number of people who would previously have been described as “able-to-pay” for energy efficiency measures.

Improving the energy efficiency⁷ of homes in the UK has been identified by numerous businesses, scientists and civil society organisations as the single greatest opportunity to tackle these crises simultaneously, by:

 **Improving the UK’s energy security.** Research has found that improving the UK’s housing energy efficiency would allow the UK to offset its gas imports more than twice over.⁸

 **Lowering household energy bills.** Kingfisher has estimated that increasing energy efficiency can generate an average annual saving of £448.⁹ This will free household finances up to cover increased mortgage payments, which will in turn help to prevent mortgage defaults from occurring.¹⁰

 **Accelerating job creation across the UK.** Improving the energy efficiency of every UK building in need of retrofit will require 350,000 new full-time workers within the construction industry to be trained by 2028, boosting local economies and HM Treasury tax returns.¹¹

In addition to these benefits, driving energy efficiency in homes is a cost-effective way of ensuring the UK delivers its 6th Carbon Budget and Nationally Determined Contribution (NDC) to emissions reductions: energy use in homes accounts for 14% of total UK emissions.¹² Similarly, houses with higher EPC ratings are valued as much as 14% more than their lower equivalents: homeowners with a more energy efficient house looking to sell are less likely to see a reduction in their property’s value.¹³

However, the UK does not have a strong public policy framework for decarbonising buildings, seeing significant stagnation in the retrofit market to date. According to the Climate Change Committee, the number of energy efficiency measures¹⁴ needs to increase from around 100,000 measures in 2021 to 2.4 million measures per year by 2028.¹⁵

⁴ Kingfisher (September 2022) *Tackling the UK’s energy efficiency gap*

⁵ Bankers for Net Zero, WPI Economics and South Pole (October 2022) *Mind the delivery gap: Achieving net zero through finance and policy*

⁶ Guardian (11 October 2022) “Rise in UK borrowers falling behind on mortgage payments, says Santander”

⁷ In this report we take “energy efficiency retrofits” to mean measures like wall, floor and loft insulation, and double glazing on windows and doors. We do not include heat pumps as a measure in this report, simply because increased energy efficiency is a prerequisite to the installation of a heat pump, and increasing energy efficiency is more urgent in the current economic and geopolitical context. We have also not investigated corporate buildings, as the policy framework to decarbonise these will be different and there is greater urgency to tackle energy efficiency in homes. The Aldersgate Group will consider exploring further opportunities to grow the heat pump market and improve corporate energy efficiency in 2023.

⁸ Business Green (15 August 2022) “Research: Insulating UK homes could offset Russian gas use twice over while saving billpayers £2,600”

⁹ Kingfisher (September 2022) *Tackling the UK’s energy efficiency gap*

¹⁰ Guardian (11 October 2022) “Rise in UK borrowers falling behind on mortgage payments, says Santander”

¹¹ CITB (March 2021) *Building skills for net zero*

¹² The Climate Change Committee (21 February 2019) “UK homes unfit for the challenges of climate change, CCC says”

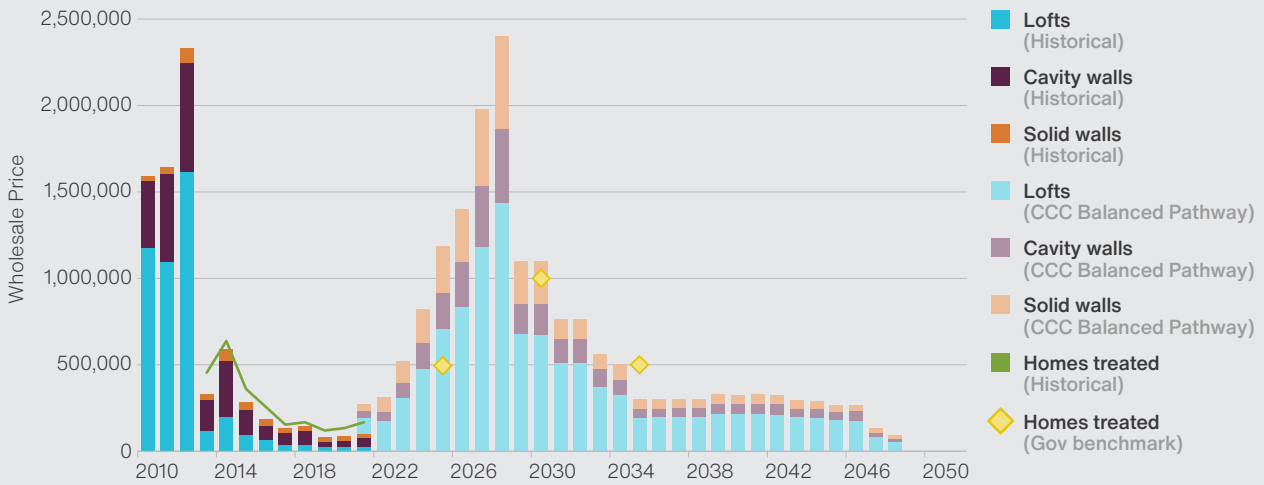
¹³ Money Supermarket (12 September 2022) “How Energy Efficiency Impacts Property Value”

¹⁴ This figure refers only to insulation (walls, lofts, floors), not heat pump or double glazing installation.

¹⁵ The Climate Change Committee (June 2022) *2022 Progress Report to Parliament*

Indicators of progress ¹⁶

Home energy efficiency installations are far behind



With **60% of people more interested in energy efficiency** than previously due to rising bills and a reduced timeframe to pay-back the installation of measures,¹⁷ **now is the time to tackle this market failure.**¹⁸ It is critical that Government learns the lessons from failed attempts to incentivise nationwide retrofitting, most notably the Green Deal (2012–15) and the Green Homes Grant (2021–22).

The government should now design a holistic policy framework which creates a long-term market for energy efficiency investments in homes and supports all the key elements required for such a market, including regulatory clarity on future energy efficiency standards, fiscal incentives, skills investment, access to affordable finance, access to reliable information, and improved consumer trust. This framework should be coordinated by the Department for Business, Energy and Industrial Strategy (BEIS), with support from the Department for Education (DfE), the Department for Levelling Up, Housing and Communities (DLUHC) and HM Treasury, and should make use of a range of levers to:

- 1 Create demand and awareness through regulation and fiscal incentives
- 2 Guarantee delivery through targeted training and the rollout of certification for energy efficiency measures in existing buildings, complemented by an Energy Advice Service
- 3 Enable access to finance through targeted public investment and carefully regulated financial instruments

¹⁶ The Climate Change Committee (June 2022) *2022 Progress Report to Parliament* [Graph]

¹⁷ Kingfisher (September 2022) *Tackling the UK's energy efficiency gap*

¹⁸ This includes accelerated deployment of heat pumps to support the installation of at least 600,000 heat pumps per year to 2028 in line with the ambitions of the Net Zero Strategy and the Climate Change Committee's recommendations. Currently, annual installation rates are at 55,000, as outlined by the CCC in their July 2022 report *Progress in reducing emissions: 2022 Progress Report to Parliament*.



1. CREATE DEMAND

The first step towards scaling up energy efficiency in the UK is to increase demand. Smart, long-term and properly enforced regulation is essential to kickstart both public and private investment in retrofitting. This must be backed up by clear fiscal incentives that make installation of energy efficiency measures more attractive to homeowners and landlords. **To achieve this the government should:**

Transform and broaden existing government proposals for a Minimum Energy Performance Certificate (EPC) in different types of property,¹⁹ and require all homes to be EPC C by 2035.²⁰ Recent government minimum EPC proposals, which have included regulatory requirements and targets for different property types, have been insufficient to increase uptake, resulting in stagnation in the market. Regulation that applies to all housing types is now required. A comparable level of demand creation has been seen in the automotive sector, where the phaseout of petrol and diesel cars has led to innovation and investment in EVs across all major European manufacturers.²¹ To ensure the delivery of this regulation, specific and transparent annual targets should be introduced, with progress against the target publicly disclosed.²²

Delivering this regulation will require Government to lead on retrofitting social housing, whilst able-to-pay landlords and homeowners can take charge of retrofitting private homes with sufficient innovation in financial products which incentivise efficiency measures. Taking this public-private approach to scaling up energy efficiency retrofits could spark significant demand for measures across the UK and incentivise businesses to invest in the materials, resources and skills needed to build up low-carbon supply chains (outlined further in part 2). This regulation will need to be underpinned by clear

19 The Government has made a number of commitments in recent years on minimum EPC C targets and requirements. The current Private Members' Bill [Minimum Energy Performance of Buildings \(No. 2\) Bill](#) proposes all privately rented homes to be EPC C by 2028. The Clean Growth Strategy (2017) committed to all fuel poor households to be EPC C by 2030, and as many houses as possible by 2035, "where practical, cost-effective and affordable".

20 The requirement for EPC C by 2035 must apply to all housing types (able-to-pay homes owned by their occupants, rented properties, social housing and particularly fuel-poor households).

21 Europe is set to be the world's fastest-growing EV market this decade, with production growing from 20.5% of global EV output in 2021 to 31% in 2030 and significant investments from all major OEMs: Volkswagen is investing \$100bn in electric cars and trucks, Daimler has committed to growing production from 113,000 electric cars in 2021 to 2.1 million in 2030, and Toyota has committed \$35bn investment to electric mobility through 2026. See IHS Markit (26 January 2022) "Europe's EV supply chain revs up" for more information.

22 Kingfisher (September 2022) *Tackling the UK's energy efficiency gap*

fiscal incentives (see the next recommendation) and enable access to other types of financial mechanisms (see part 3). Furthermore, in the context of an economy in recession, it needs to be designed with sufficient lead times, a public awareness campaign and funding to support the most vulnerable just as the cost of living increases.

The government should pair regulation with targeted fiscal measures and financial instruments, to both carefully manage supply chain and delivery costs for retrofitting, and ensure regulatory requirements are accompanied by clear incentives to make complying with regulation easier.

The Government should extend zero VAT on energy efficiency products to all products, not just those installed by tradespeople. Building materials have seen a 23% price increase,²³ which is affecting the price of energy efficiency measures. This inflation, when combined with inflation across the consumer price index (CPI), is inhibiting spending power. The number of skilled tradespeople available to make installations is also too low. Reforming the policy will allow individuals to purchase and install materials themselves where appropriate without specialist training, ensuring energy efficiency upgrades continue when the skilled installers required to meet demand are being trained up (outlined further in section 2).

The Government should also use Stamp Duty (whether through reforms or rebates) to incentivise households to install energy efficiency measures. Onward UK has recommended providing rebates to the value of 50%, with the work to take place in the first 24 months of moving in.²⁴ UK Green Building Council has outlined alternative options, such as an energy-adjusted Stamp Duty Land Tax which happens at the point of sale.²⁵ The number of UK residential transactions in September 2022 were 112,370 (0.45% of total residential housing in the UK) with total sales in the 2022-23 financial year only marginally down against the previous reporting period.²⁶ This demonstrates that there remains a significant number of people buying new houses, presenting a major opportunity to incentivise the uptake of energy efficiency measures.

23 *Building* (29 June 2022) "Inflation over 20% for construction products and materials, says CLC"

24 Onward UK (August 2022) *Going Green: New technologies and behaviour change for net zero*

25 UK GBC (April 2021) *A housing market catalyst to drive carbon emission reductions Low energy adjustment to Stamp Duty Land Tax*

26 HM Revenue & Customs (21 October 2022) "National statistics: UK monthly property transactions commentary"




2. GUARANTEE DELIVERY CAPABILITY AND BUILD TRUST

Introducing policies that increase demand for retrofitting must be complemented by a framework to ensure demand is met by a supply of trained installers and appropriate materials, along with measures to build trust in the sourcing and installation of energy efficiency measures. Providing long-term certainty to the manufacturing sector will allow it to increase capacity and build a supply chain of skills and materials. The failure of the Green Deal (2012–15) was largely caused by shallow supply chains and a lack of skilled installers to administer the work,²⁷ while the Green Homes Grant (2021–22) was cancelled after just six months, with 86% of people reporting a poor experience with the scheme following similar challenges.²⁸ The failure of these Government-backed schemes has led to a long-term perception that energy efficiency supply chains are not robust and that installers are not trustworthy.²⁹ This creates hesitancy, reinforcing the uptake of traditional solutions like gas heating.

The UK needs 350,000 full time skilled workers for energy efficiency measures to meet the CCC's 2028 targets, representing a major job creation opportunity.³⁰ Building trust and reducing hesitancy are therefore critical to increasing the uptake of energy efficiency measures in homes. This requires a coordinated approach to ensure supply chains and skilled installers are available to meet demand, backed by sound advice and clear guidance on issues such as planning permission, identifying the most suitable measures for each building, and sourcing suppliers and materials.

The government should:

 **Establish an Energy Advice Service.** In a survey run by Kingfisher, 33% of respondents said they did not know what the options for retrofitting their homes were, with 31% also saying they were unsure if the investment was worth it.³¹ Navigating planning permission, finding reliable suppliers and installers, and understanding which measures are suitable for properties of different ages and EPC ratings, are all technical and lengthy tasks which act as barriers to action. Similarly, ensuring energy efficiency measures both heat homes in winter and keep them cool in summer, is something homeowners may not initially consider when they begin to make plans for insulation measures. There is therefore an urgent need for a trusted body to act as an information destination, to raise awareness of the benefits and types of energy efficiency retrofits, and streamline the process of installation.

The Energy Advice Service must be a sufficiently-funded institution which provides information about bespoke energy efficiency measures for each property resident and owner, based on their unique circumstances.³² The Energy Advice Service must also be resourced to act as a facilitator of targeted financing (the MaPrimeRenov scheme in France could serve as a useful model for this) and must be backed by a public awareness campaign. It would fill the function that the Gas Council played during the last home heating transition (from coal to gas central heating).³³ Such a service could be run by the Energy Saving Trust, which is an existing trusted advice body, supported by local authorities who are already involved in administering the Energy Company Obligation (ECO) 4 scheme.

²⁷ Energy Post EU (18 April 2016) “Why the UK Green Deal failed and why it needs a replacement”

²⁸ The ECO Experts (30 September 2022) “The Green Homes Grant Voucher Explained”

²⁹ Home Building (2 December 2021) “Green Homes Grant Was a ‘Slam Dunk Fail’, Report Says”

³⁰ BHESCo (9 June 2022) “Why the UK has an energy efficiency challenge, and how community energy groups can help”

³¹ Kingfisher (September 2022) *Tackling the UK’s energy efficiency gap*

³² This could take the form of a Building Renovation Passport; see part two for further details.

³³ More information about the transition to gas central heating can be found in the Aldersgate Group and Vivid Economics report *Accelerating innovation towards net zero emissions* (April 2019).



BEIS and DfE must utilise the recommendations of the Green Jobs Taskforce and the knowledge of the Green Jobs Delivery Group³⁴ to create and urgently publish an Energy Efficiency Installation Strategy, outlining a plan for upskilling the necessary tradespeople to install energy efficiency measures across the country. The Strategy must include a range of policy measures to embed energy efficiency into the education system for future tradespeople, and incentivise employers to hire and train additional installers on energy efficiency measures within the next 12 months.

There are a number of financial and training tools the Government should incorporate into the Strategy.

To increase uptake of education and training, apprenticeship T-Levels must be well-promoted in secondary schools as an alternative career path to university, and the Government should offer funded training for individuals looking to become a tradesperson to install energy efficiency measures, which could be offered as a grant through the UK Infrastructure Bank.³⁵ Measures to incentivise employers to hire additional apprentices should also be introduced. These can include increasing the incentive for employers to take on apprentices to £3000p/a (this higher rate was introduced during the pandemic, but has since been reduced to £1000), and offering relief on Employer National Insurance to companies which take on multiple apprentices for delivering retrofitting measures. Finally, the Home Decarbonisation Skills Training Competition should be repeated and expanded to meet demand.³⁶

The Government should introduce a new version of the Building Research Establishment's Home Quality Mark or the Each Home Counts Quality Mark, which should apply to older homes rather than just new buildings. A certification scheme is required to provide quality assurance which guarantees appropriate energy efficiency measures for each property type, and to help build trust following the failures of the Green Deal. **This could be introduced as Building Renovation Passports (BRP).**³⁷ A BRP generates a digital logbook and renovation roadmap based on the requirements of each property, to ensure high-quality retrofits for current and future residents. The Government should mandate the use of BRPs, in a similar way to the legal requirement for an MOT and create a digital database to monitor the progress of upgrades.

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³⁴ The [Green Jobs Delivery Group](#), of which the Aldersgate Group is a member, was established in May 2022 and features representatives from the buildings and construction sector.

³⁵ Kingfisher (September 2022) *Tackling the UK's energy efficiency gap*

³⁶ BEIS (September 2022) *Home Decarbonisation Skills Training Competition Guidance*

³⁷ For further details see the Green Finance Institute report *Building Renovation Passports: Creating the pathway to zero carbon homes* (March 2021)




3. ENABLE ACCESS TO FINANCE


In order to secure a successful increase in energy efficiency demand and delivery, finance is vital. One explanation for the failure of the Green Deal was a lack of access to affordable financial support; the 7–10% APR interest rate on the government-backed loan was simply too high for most householders.³⁸ Although the Green Homes Grant offered interest-free loans to households, the failure of administering the grants left homeowners unable to pay tradespeople for work carried out.³⁹


Research conducted in 2022 found the number one reason people said they wouldn't pursue energy efficiency measures in their homes was that they couldn't afford the upfront costs, with 34% citing this as a barrier.⁴⁰ Therefore, once the regulatory regime creates demand, and delivery has been guaranteed through the right skills and supplies, enabling finance will be the underpinning requisite to unlocking energy efficiency in homes.

The Government and financial regulators can play a key role in creating and backing innovative finance mechanisms which both utilise public finance to crowd in private investment into energy efficiency, and increase the number of financial products available through lenders. These include:

 **For those unable to pay, the government should ensure that existing public funding schemes – such as the Public Sector Decarbonisation Scheme (2020), Boiler Upgrade Scheme (2022) and Energy Company Obligation (ECO) 4 (2022) – are not only protected from cuts but gradually expanded over time.** The benefits of government grants take time to materialise. Undoing the boom-and-bust cycles seen with public grant schemes such as the Green Homes Grant – which cost £314m of taxpayers' money but benefited just 47,500 homes and supported only 5,600 jobs due to its short-term design⁴¹ – is vital. Setting longer-term funding stability will generate greater returns for HM Treasury through increased employment tax and reduced borrowing for energy support schemes beyond winter 202–23.

Cutbacks to ECO4 should also be reversed, and further funding must be allocated, to help insulate as many homes inhabited by the most vulnerable – both financially and physically – to protect them from the highest bill increases.⁴²

 **The UK Infrastructure Bank (UKIB) should offer innovative financial products to individuals looking to install energy efficiency measures.** It was welcome to see the strategic steer provided by Prime Minister Rishi Sunak during his time as Chancellor of the Exchequer in March 2022, for the UKIB to focus on energy efficiency as a key priority. The UKIB should look to offer 0% loans⁴³ – which HM Treasury will see returns on through tax revenues arising from increased employment in the construction industry – and loan guarantee mechanisms for installing energy efficiency measures. If the UKIB is unable to lend directly to customers, a state-backed guarantee scheme to allow retail banks to fill this role would achieve a similar outcome.

 **The Bank of England should offer a Green Term Funding Scheme,** based on the Bank's existing Term Funding Scheme, to provide cheaper credit to banks to lend to homeowners looking to install energy efficiency measures.⁴⁴ Similar schemes have already been offered successfully in Japan and China.⁴⁵

³⁸ Energy Post UK (18 April 2018) "Why the UK Green Deal failed and why it needs a replacement"

³⁹ The Guardian (6 February 2021) "Less than 5% of green homes grant budget paid out, Labour reveals"

⁴⁰ Kingfisher (September 2022) *Tackling the UK's energy efficiency gap*

⁴¹ Sky News (8 September 2021) "Troubled green homes grant created less than 6,000 jobs and cost taxpayers £1,000 in admin fees per property"


⁴² Bloomberg (29 July 2022) "UK Scales Back £1 Billion Funding to Help Homes Cut Energy Use"

⁴³ The success of the German development bank KfW building renovations scheme – which on average found that for every €1 invested by the government, homeowners were motivated to borrow and spend a further €6 – is well-known. Adapting the scheme for the current UK context would be welcome. E3G wrote about the KfW scheme in March 2022, titled "Achieving energy security at home through the UK Infrastructure Bank".

⁴⁴ New Economics Foundation (September 2022) *Green Credit Guidance: A Green Term Funding Scheme For A Cooler Future*

⁴⁵ *Ibid.*



 **The Financial Conduct Authority and the Prudential Regulatory Authority should work with lenders to innovate green mortgages available both for the purchase of higher EPC rating homes and to offer incentives to existing homeowners who install energy efficiency measures.** Though the housing market is currently a challenging landscape, a reduction in interest rates or alternative incentives such as cashback – both for new buyers and those who are renegotiating their interest rates in the coming months – could create more certainty for lenders through a pay-as-you-save scheme. Increased energy efficiency creates a long-term reduction in energy bills, which will free up income and help to reduce the risk of mortgage defaults. Similarly, houses with higher EPC ratings are valued as much as 14% more than their lower-rated equivalents, ensuring homeowners with more efficient houses looking to sell are less likely to see a reduction in their property’s value.⁴⁶ One opportunity to innovate green mortgages could be achieved by encouraging lenders to offer further advances with existing lenders, thereby reducing fees to borrowers associated with re-mortgaging which occur when switching lenders.

4. NEXT STEPS

The Aldersgate Group recognises that installing energy efficiency retrofits in homes is just one part of the story of decarbonising the UK’s built environment, and while we have focused on energy efficiency in this briefing due to the current cost of living and energy crisis context, there are other areas where public policy frameworks need to be strengthened to further decarbonise buildings across the UK.

Installing heat pumps will be vital to reduce energy demand over time. Delivering a policy framework to decarbonise corporate buildings, which will need to reflect the mix of landlords to tenants compared to the residential market, is also highly necessary. Finally, we recognise that the design and rollout of the Future Homes Standard is essential to ensuring all new buildings meet the highest energy efficiency standards; in Q1 of 2022, nearly half a million new EPC certificates were lodged, of which 82% had an energy efficiency rating of A or B.⁴⁷ The Aldersgate Group will therefore consider producing additional “espresso” policy briefings on one or more of these topics in the future.



Research conducted in 2022 found the **primary reason**

people said they wouldn’t pursue energy efficiency measures in their homes was that they couldn’t afford the upfront costs, with 34% citing this as a barrier.⁴⁰



⁴⁶ Money Supermarket (12 September 2022) “How Energy Efficiency Impacts Property Value”

⁴⁷ Money Saving Expert (26 October 2022) “Green mortgages”



The Aldersgate Group is an alliance of major businesses, academic institutions, professional institutes, and civil society organisations driving action for a sustainable and competitive economy. Our corporate members, who have a collective turnover in excess of £550bn, believe that ambitious and stable low carbon and environmental policies make clear economic sense for the UK.