

# Hidden value guide

Unlock the value in your home

Find out how  
saving energy  
will add value to  
your home



energy saving trust®

# Introduction

There was once a time when saving energy was way down a homeowner's priority list. Recent research shows that things are different today.

People are prepared to pay more for an energy efficient home – some have even said up to £15,000 more – and seven out of ten don't want a property which is highly energy inefficient. Now that your home's energy performance is shown to buyers by its 'Energy Performance Certificate' (see page 6), your house has a chance to shine when it comes to sale time.

With domestic fuel costs on a sharp upward curve, energy efficiency is becoming more valuable every day. This guide shows you how to start benefiting from energy savings and to find the hidden value in your home.

With domestic fuels on a sharp upward curve, energy efficiency is becoming more valuable every day.



**Kevin McCloud, Grand Designs**

Photo by Glen Dearing from Kevin McCloud's Big Town Plan. Courtesy of Channel 4 Television.

“

I'm building 180 super energy-efficient homes over the next few years, but what about Britain's existing housing stock? Well, we can all box-clever and be efficient in how we generate heat, keep it in the building and consume power, and add value to our homes in the process. When it comes to what makes a house sell, energy efficiency is becoming as desirable as period features and a nice view.

”

# Your house could be worth more than you think

Today, saving energy doesn't just save you money – it adds value to your house too.

Nearly 90 per cent of us believe that feeling cosy and warm is a key part of having a nice home. And in the past, when fuel was cheap and we were less aware of environmental problems, having the heating running constantly was the simplest answer.

Nowadays, with rising fuel prices, this is increasingly becoming an expensive option. So, how can we keep our homes warm, without spending a fortune on heating? The simple fact of the matter is that by insulating your home, you keep the heat you generated inside your home for longer, meaning the heating system can keep you cosy and warm without having to work so hard – saving you money on fuel bills and reducing carbon dioxide emissions. Just insulating your unfilled cavity walls could save you around £120 a year. By insulating the home and adopting simple energy saving behaviours, the average household can save a whopping £2,300 over ten years. That's money worth having – whatever your circumstances.

And that's just at current energy prices. With over 80 per cent of us saying that the running costs of our home are becoming increasingly important, it is clear that with gas and electricity prices set to rise further, saving energy is one way of combating this additional financial burden.

But energy efficiency means much more than just big savings. It can put money in your pocket too, because home buyers are getting

wise to the value of an energy efficient house. A survey recently conducted by the Energy Saving Trust shows that people will pay an average of around £3,350 more for a home that has a good energy efficiency rating, compared to one that is not environmentally friendly. Today, the Energy Performance Certificates (EPCs, see page 6 for more) in each seller's Home Information Pack advertise how well your house performs, so you can easily show buyers the value of your energy saving measures – and make a better sale.

So how can you start adding value to your house?

## Install energy saving measures

You have to spend to do this, but the savings start straight away – and the boost to your home's energy rating could make for an easier and more lucrative sale.

There's not much point putting in an energy efficient boiler if all the heat goes straight out of your house again. Insulation is the essential first step. About 25 per cent of heat in an uninsulated house escapes through the roof, so insulating your loft is an easy 'quick win' worth around £155 a year in fuel savings. Loft insulation is cheap to buy and easy to install – and well worth considering, especially when you could get payback in as little as two years.

**Over 80 per cent of people say the running costs of the home are becoming increasingly important.**

**89 per cent** of people agree feeling cosy and warm is part of a nice home.

**68 per cent** of people don't want a highly energy inefficient F or G-rated home.

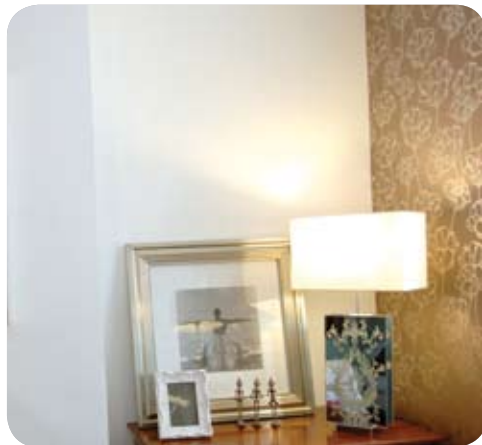
Draught proofing is a bit more fiddly but still cheap. It won't bring big savings (around £25 a year) but it will boost the 'comfort factor' of your house by cutting out all those annoying draughts – and this matters to future buyers as well as your family!

If your house was built after the 1920s, chances are it has cavity walls. If these aren't insulated, having them sorted is relatively cheap and can be worth £120 a year in savings. Older houses with solid walls are more expensive to treat, but with potential savings of around £380 a year, solid wall insulation is worth a look if you're in a house for the long term. If your external walls need work anyway, that could be an ideal time to have external wall insulation added. Much of the labour and scaffolding costs are being paid anyway and you will only need to pay the extra cost for the insulation material and some extra hours of work.

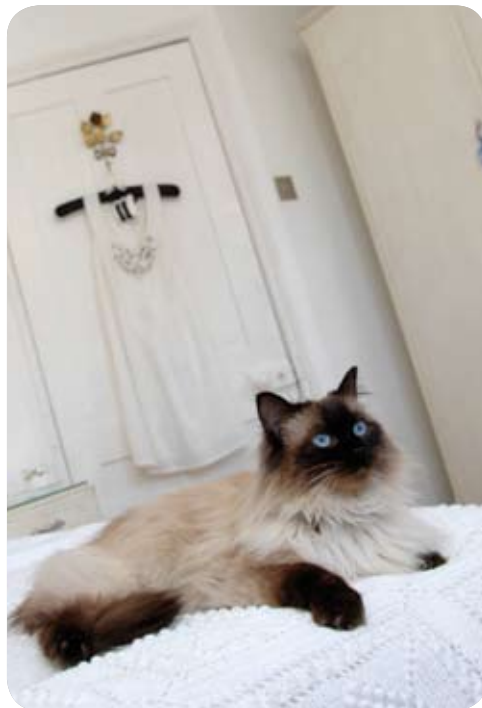
Double glazing is an investment too. It'll reduce noise, increase the comfort of your house and save up to £110 per year. Even old-fashioned sash windows can be double glazed.

#### **Invest in clever technology**

If your boiler is more than 15 years old, it's probably not as efficient as it could be. A high efficiency condensing boiler with a full set of modern heating controls could cut your heating bills by up to a third.



Modern heating controls are a particularly clever way to save energy, because they simply make your existing central heating more effective. Timer controls coupled with room and radiator thermostats mean you can 'tune' your heating so you only heat the house when and where you need to.



And at the top end of 'clever technology' expenditure is 'microgeneration' technology that can bring down your bills. Solar hot water panels can save around a third of your water-heating bill and can be an attractive feature for future buyers. Or alternatively, you could install a ground source heat pump. This uses a loop buried in the ground to transfer heat to warm your home. If you currently have electric heating, installing a ground source heat pump could save you as much as £880 a year, although the saving will vary depending on what your current heating fuel is.

#### **Buy 'Energy Saving Recommended' appliances**

If you are moving home and want to replace or upgrade your old appliances and electronic products, make sure that you look out for the Energy Saving Recommended logo. Whether it's a new boiler or a TV, this is your guarantee that you've chosen a highly efficient model.

This logo is only awarded to products that meet strict criteria on energy efficiency which are set by an independent panel. We now endorse over 3,000 different products – such as washing machines, dishwashers, lighting, televisions and DAB (digital) radios – we even endorse some kinds of double glazing.



Certification mark

For more information on which energy saving measures are suitable for your home, call your local advice centre on **0800 512 012** or visit **[energysavingtrust.org.uk](http://energysavingtrust.org.uk)**

# Energy Performance Certificate

The badge that says “buy me, I’ll save you money”

Energy Performance Certificates (EPCs) might seem like just more unnecessary hassle in the house-buying process. But with fuel costs rising and the spotlight on all things ‘eco’, they could in fact make your home more valuable. Indeed, 78 per cent of people agree that a ‘poor’ energy rating for their home could lead to buyers haggling down the price of the property.



## What are EPCs?

EPCs are part of the Home Information Pack that the vast majority of house-sellers must now provide by law. Using an ‘A–G’ rating, where A is the best and G is the worst, it tells your buyer about the energy performance of your house and includes suggestions on how to improve it. EPCs also rate your home’s impact on the environment through its carbon dioxide (CO<sub>2</sub>) emissions.

## Attitudes to energy are changing

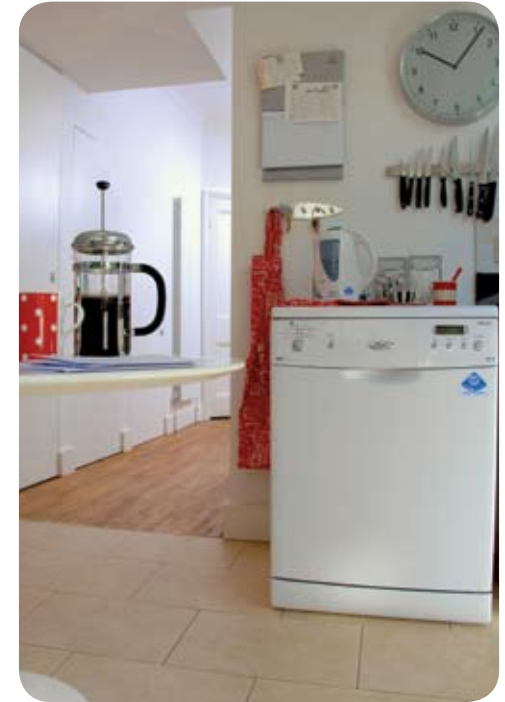
Until fairly recently, this may not have been a particularly big deal. But attitudes are changing. Recent Energy Saving Trust research showed that people don’t want inefficient homes, with 68 per cent of people saying they would not like to have a home rated F or G. Over half would in fact pay more for an energy efficient home. And 54 per cent also believe that in the future, a green home will be more important than a fashionable home.

With fuel costs rising and the spotlight on all things ‘eco’, a good EPC rating could make your home more valuable.

## EPCs add value

So if you’re buying a house, a good EPC rating tells you your home will have lower heating bills – and impact less on the environment. And if you’re selling, knowing that your house will get a good EPC rating makes your house more attractive to buyers. Because over time, good energy performance is worth thousands of pounds – and with an upward trend of electricity and gas prices, these potential savings are only going to increase. Indeed 66 per cent of people believe that in light of the current economic climate, homebuyers are more likely to consider the EPC to get a property with lower running costs.

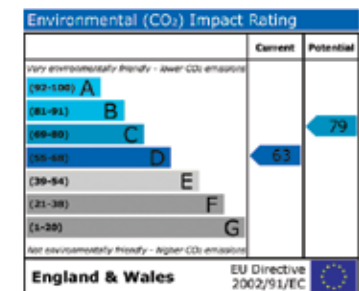
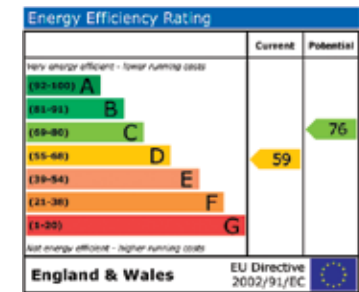
If you want to improve the energy efficiency of your home, there’s plenty of help available. Why not start by taking our Home Energy Check, [energysavingtrust.org.uk/homecheck](http://energysavingtrust.org.uk/homecheck). It only takes a couple of minutes to complete, and provides you with a personalised guide on where you can start to save energy in your home.



54 per cent would pay more for an energy efficient home.

54 per cent think ‘green’ will be more important in the future than ‘fashion’ where homes are concerned.

66 per cent people believe that in light of the current economic climate, homebuyers are more likely to consider the EPC to get a property with lower running costs.



# Energy saving measures

## An 'at a glance' guide

### Loft insulation

**Outlay:**

Around £500 professional.  
From £250 if you currently have none.  
From £180 if topping up.

**£ savings per year:**

£155 a year if you have no insulation currently; £45 a year if you are topping up from current levels.

**Things you need to know:**

Essential to achieve decent energy efficiency in the home. 270mm is the recommended depth.



### Cavity wall insulation

**Outlay:**

Around £500.

**£ savings per year:**

Around £120.

**Things you need to know:**

You'll need professional help but it's not a disruptive job and will leave almost no visible signs on the outside of your house.

### Solid wall insulation

**Outlay:**

Internal: from £42 per m<sup>2</sup>.  
External: around £4,500\*

**£ savings per year:**

Internal: around £360 a year.  
External: around £380 a year.

**Things you need to know:**

A relatively expensive project but can save you a lot of money each year, so worth considering if you are in your house for the long term and / or already doing work to the walls of your home.

### Energy Saving Recommended double glazing (C-rated for energy efficiency)

**Outlay:**

Varies.

**£ savings per year:**

Around £110.

**Things you need to know:**

Costly, but gives good savings and will make you "feel" much warmer.



### Draught proofing

**Outlay:**

Around £200 professional.  
£90 DIY.

**£ savings per year:**

Around £25.

**Things you need to know:**

Can be more time consuming in older houses, but is relatively cheap and easy to do.

### Condensing boilers

**Outlay:**

Varies.

**£ savings per year:**

Around £130.

**Things you need to know:**

Worth doing if your boiler is over 15 years old.

### Buying Energy Saving Recommended appliances

**Outlay:**

Varies.

**£ savings per year:**

Up to £34.

**Things you need to know:**

Look for the Energy Saving Recommended logo for re-assurance that the appliance is energy efficient, saving you money on running costs.



### Solar hot water

**Outlay:**

£3,000–£5,000

**£ savings per year:**

Around £50.

**Things you need to know:**

You will need some free south-facing roof space and a compatible heating system.

### Ground source heat pump

**Outlay:**

£6,000–£12,000

**£ savings per year:**

Saves £880 if you have electric heating, £490 if you have oil-fired heating, £400 if you have solid-fuel (coal) heating and £250 if you have gas heating.

**Things you need to know:**

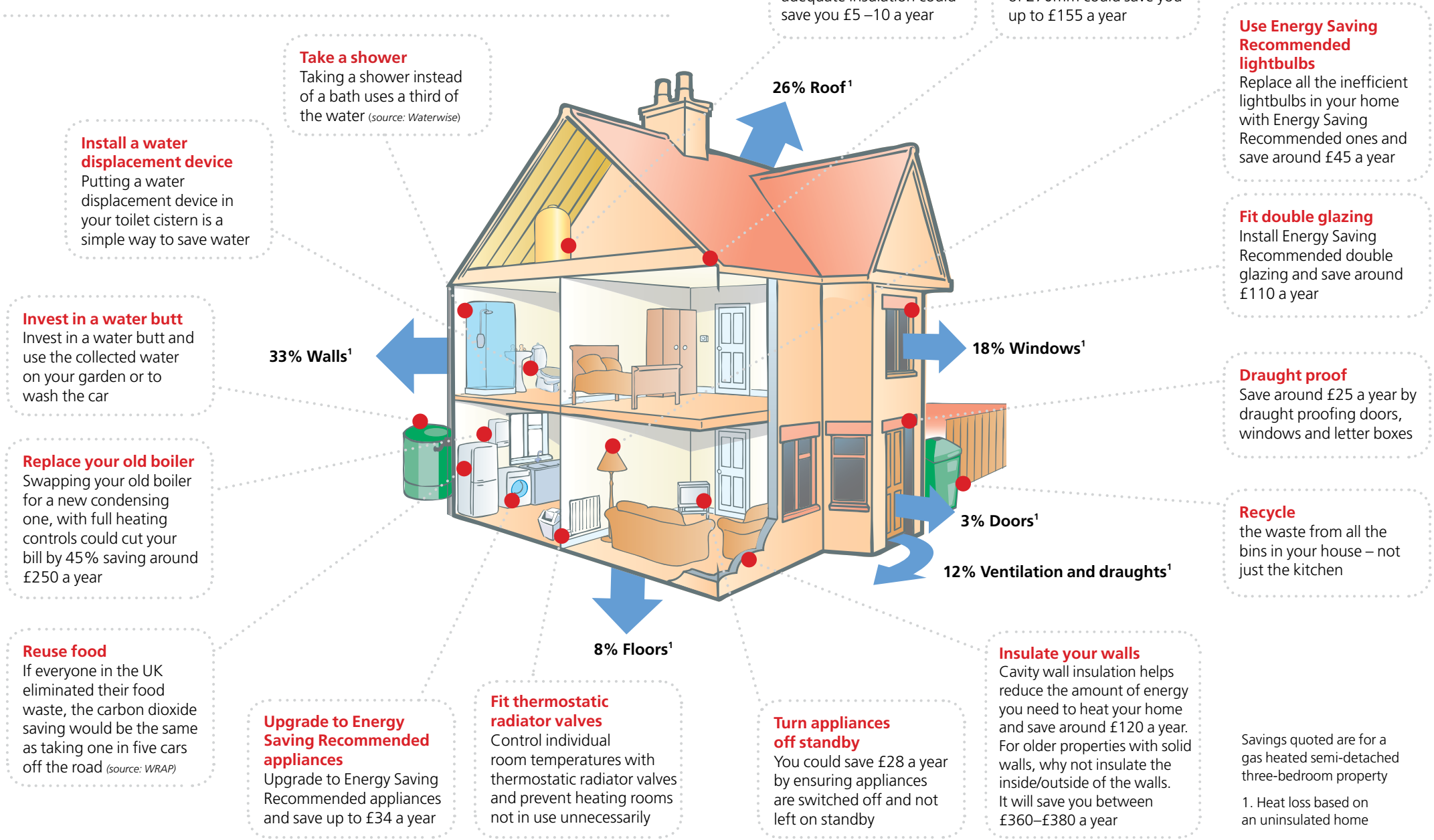
You will need enough space outside your house to bury the ground loop which collects the heat. They are best considered if you live in an area where mains gas is not available, or in circumstances where you are carrying out major refurbishment work, or building a new house.

Grants and offers may be available for nearly all the measures listed here. Most homeowners are eligible for a grant or offer from the government or their energy supplier towards measures to make your home warmer and more energy efficient. For more information call us on **0800 512 012**.

All savings are based on a gas-heated, three-bed semi-detached house (except the ground source heat pump savings which are based on a detached house), a gas price of 3.06p/kWh and an electricity price of 12.12p/kWh. Energy efficient appliance savings assume replacing one bought new in 1998 with a new Energy Saving Recommended one of a similar size.

\* This is the full cost of having the work carried out, including hiring scaffolding and all labour. The marginal (extra) cost of having external wall insulation installed if you are already going to be renovating or repairing your external walls is around £1,900, which covers the insulation materials and extra labour hours.

# Saving energy, conserving water and reducing waste in the home



# Energy Saving Recommended products

Buying Energy Saving Recommended products isn't only good for the environment, it is good for your pocket too.

The Energy Saving Recommended logo is a quick and easy way to spot the most energy efficient products on the market. The logo is only carried by products that meet strict criteria on energy efficiency which are set by an independent panel. We now endorse over 3,000 different products – such as washing machines, dishwashers, lighting, televisions and DAB (digital) radios – we even endorse some kinds of double glazing.

Listed below are just some of the financial savings achievable by switching to Energy Saving Recommended products.

You can look up Energy Saving Recommended products by visiting: [energysavingtrust.org.uk/compare](http://energysavingtrust.org.uk/compare)



Product	£ Approx. savings per year
Fridge freezer	£34
Upright/chest freezer	£20
Refrigerator	£12
Washing machine	£10
Dishwasher	£20
Integrated digital TV	£6

Savings assume replacing an appliance bought new in 1998 with a new Energy Saving Recommended model and an electricity price of 12.12p/kWh.

# Getting started

We can advise you on which energy saving, water conservation and waste reducing measures are most suitable for your home.

Our experts – based at local advice centres across the UK – can:

- Advise you on the most cost-effective energy saving, water conservation and waste reduction measures are most suitable for your home.
- Tell you about any grants and offers that may be available towards the cost of installing measures.
- Advise you on your local installation market and provide details of the most suitably qualified trades people.
- Guide you – from start to finish – through the process of saving energy, conserving water and reducing waste.

To contact your local advice centre please call **0800 512 012** or visit [energysavingtrust.org.uk](http://energysavingtrust.org.uk)



## Want to start saving energy immediately? These simple tips can make an immediate difference:

- Turn your thermostat down. Reducing your room temperature by 1°C could cut your heating bills by up to 10 per cent. You could save around £50 per year.
- Is your water too hot? Your cylinder thermostat should be set at 60°C/140°F.
- Close your curtains at dusk to reduce heat escaping through the windows.
- Always turn off the lights when you leave a room.
- Don't leave appliances on standby and remember not to leave appliances on charge unnecessarily. You can save around £32 a year by doing this.
- Wait until the washing machine, tumble dryer and dishwasher are full before switching on.
- Only boil as much water as you need (but remember to cover the elements if you're using an electric kettle).
- Use energy saving light bulbs. They last up to ten times longer than ordinary bulbs, and using one can save you around £40 over its lifetime.

## Saving energy: a 'no-brainer'

So says Stockport resident Neville Butcher, whose energy saving measures have helped to dramatically reduce his household energy bills.

Neville Butcher buys into the environmental reasons for saving energy – but it's the financial savings that have also motivated him to take a range of measures that have brought his fuel bills down to £55 a month.

What's particularly impressive is that Neville and his family have achieved their low bills in a 1919 four-bed semi, not a housing type renowned for its good energy performance.

With cavity wall insulation and double glazing already installed, the house was off to a good start, but there was much more to do to get real savings. First up was loft insulation, for which Neville received a local authority grant towards the cost. With a proper depth of insulation in place (the recommended 270mm) it's hardly surprising that in winter – as Neville says: "You can always tell our house because it's the one with the frost on the roof."

The heating in the Butcher household is switched off from May to September, and when in the winter months the central heating is required, thermostatic radiator valves mean that Neville can 'tune' the level of heat in each room, reducing the load on the boiler and saving money. Energy saving light bulbs complete the energy saving equipment in Neville's household. However the family boosts their savings by also keeping the central heating thermostat at around 18°C (although as Neville admits: "my wife does nudge it up again sometimes.") The environmental strategy in the Butcher household goes beyond just energy saving. With numerous water butts they have no need



to use mains water to keep the ten vegetable beds in their generous-sized garden nicely irrigated. Multiple compost bins and a wormery are used to get rid of all the garden and food waste\*. And with local authority recycling taking care of many other waste items, the family produces less than a binful of rubbish a week. "And that's mostly just food packaging," adds Neville.

Whilst the ecological issues are something that Neville believes in, it's ultimately the savings that make the difference. As he says: "If it saves money as well as saving the Earth, then it's a no-brainer!"

\* Please visit WRAP's website ([wrap.org.uk](http://wrap.org.uk)) to find out which food waste is suitable for home composting



# We're the Energy Saving Trust. Guess what we help you do?

For free, impartial advice tailored to you call the ACT ON CO<sub>2</sub> advice line on 0800 512 012 or visit [energysavingtrust.org.uk](http://energysavingtrust.org.uk)



energy saving trust®

Here to help everyone save energy in the home.

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## About the Energy Saving Trust

The Energy Saving Trust is one of the UK's leading organisations set up to help fight climate change. We aim to cut carbon dioxide emissions (CO<sub>2</sub>) – the main greenhouse gas causing climate change – by promoting the sustainable and efficient use of energy.

We are an independent, non-profit distributing organisation and provide impartial information and advice. We have a network of advice centres across the UK specifically designed to help people take action to save energy.

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