



## Affordable Solar Water Heating

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## Solar Water Heating

- Uses solar energy to heat water directly
- Provides around 50% of domestic water heating
- Over 42000 installations in UK from 1970-1994
- Flat Plate and Evacuated tube systems





## Economics

- It can pay for itself – but is environmentally motivated
- Retrofit installation £2500-£4000
- New build from £1500
- DIY around £1500
- Small market - Not yet mainstream
- Multi-component systems
- Integration into existing building

Minus £500 grant!





## Solar Initiatives

- **Simply Solar** (Kirklees Council Solar project)
- Training for local installers
- Grant (40%) plus discount to bring solar installed price down to £1000
- 47 installations (1st year) around 180 enquiries.
- Issues over low margins
- **Herefordshire Council**
- Grant support for solar thermal (£1000 for over 50s) to 'top up' Clear Skies (£500)
- Aiming at £1500 price to consumer
- Using local heating and insulation installer
- Starts this winter




## Market Research

- **Oxford Solar Feasibility**
- What price would you pay for solar?

Price	% of sample willing to pay
£1000	37%
£1500	28%
£2000	9.23%
£3000	3.08%

- Suggests guide price of £1000-£1500  
But small sample
- Work for Notts Energy Partnership suggests guide price of £1600




## Support Schemes

- **Clear Skies Grant** –
- ✓ £500 individuals
- ✓ 50% for community schemes
- **Solar Clubs** support for DIY installations
- **Bulk discounts**




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### Bringing down the costs

- Impact of Clear Skies
- More "mainstream" installers
- Integration into "packages" for water heating
- Increased integration into new build



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