

Installation side of industry and role of GSHPA

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Ground Source Heat Pump Association

(please note that the GSHPA
represents the installer side of the industry)

Why do members join a Trade Association:



- Belong to a recognised, **professional**, credible, trusted organisation with high standards.
- Raise company profile & increase **market share/sales**.
- Set company apart from “**rogue** / cowboy” companies.
- Increase customer **confidence**.
- To **provide input** / influence to the market / industry.
- To obtain latest info on **industry news** and grants etc.
- **Networking** with others within the industry.

New Association – still establishing all its systems

- Lobbying – **changes** in LCBP, CERT, MCS, CPS, GPDO, PPS, consultations, monitoring & targets
- Marketing – several **events** and developments to **website** and **newsletter**
- Training – bringing **courses** to market based on GSHPA criteria
- Ground loop WG – forged a **good relationship** with BDA

Successes of GSHPA

- **Membership of 70** in 2 years and **good prospects** for growth
- Moving rapidly towards a **stable business model**
- **Consumer information**, mainly through the website and also through the phonecalls
- **Membership information & networking** through events, newsletters and members section of website

Aspirations of the GSHPA



- Draft Targets (15% RE in 2020)
 - At least 200,000 GSHP systems p.a. in 2020
 - At least 50% penetration in Commercial
- For example: @ 50% growth per annum
 - 2008 – 3000 systems
 - 2012 – 15,188 systems
 - 2016 – 76,887 systems
 - 2020 – 389,239 systems
- If grid decarbonised, all new build

To realise the above, GSHPA should:



- Maintain its **identity** as an independent body
- Build **strong relationships** with others
 - Trade Associations, Lobby Groups, Government etc
- Implement **Best Practice**
 - Standards, Training, Certification, Awareness, **R&D**
- Keeping Members informed and receiving **feedback**
- Offer Commercial benefits: **sales leads & discounts**

- Further increase **efficiency** of GSHPs
- Optimised **system concepts**
- Advanced **control systems**
- Improved **components** and materials
- New **applications**

Don't let R&D be used as a barrier. GSHP technology is mature. Like all technologies, it can be improved

- **Decarbonise** grid

A European Policy Framework model



- Good Policy Framework
 - **Quality** Scheme – MCS standards & scheme rules
 - **Financial** Schemes – need more than LCBP / CERT
 - **Regulation** Schemes – GPDO, Merton, Code for SH
- Supported by flanking measures of:
 - **Training** – Installer, Designer and all stakeholders
 - **Public Awareness** – EST & Carbon Trust

Thank you for listening



www.gshp.org.uk