

# DIARY DATES

APRIL 2007

## THE INSTALLER'S CHOICE

### EXHIBITIONS

Over the next few months you can visit the Worcester stand at any one of the following exhibitions, where a selection of our latest high-efficiency gas and oil-fired boilers and renewable technologies will be on display. For further information, visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) and click on the events page.

#### April

##### CORGI Installer Event

Newcastle Village Hotel,  
Newcastle  
11/04/07

##### CORGI Installer Event

Marriott Hotel,  
Sunderland  
12/04/07

##### CORGI Installer Event

Next Generation Hotel,  
York  
17/04/07

##### IPHE Green Plumbing Event

Mansfield Civic Centre,  
Nottingham  
17/04/07

##### CORGI Installer Event

Novotel, Bradford  
18/04/07

##### CORGI Installer Event

Sheffield Park Hotel,  
Sheffield  
19/04/07

##### CORGI Installer Event

Next Generation Hotel,  
Dudley  
24/04/07

##### CORGI Installer Event

Bank House Hotel,  
Worcester  
25/04/07

##### CORGI Installer Event

Holiday Inn, Birmingham  
26/04/07

##### PHEX

Villa Park, Aston Villa FC,  
Birmingham  
25/04/07 – 26/04/07

### OIL TRADE EVENTS

#### April

Stonecross Manor  
Miln Thorpe Road  
Kendal  
LA9 5HP  
**10th April 2007**

Cheltenham Town FC  
Wadden Road,  
Cheltenham  
GL52 2NA  
**10th April 2007**

Alnwick Rugby Club  
Greensfield,  
Alnwick,  
NE66 1BG  
**11th April 2007**

The Golden Lion  
69 Allhallogate,  
Ripon,  
HG4 1LE  
**12th April 2007**

Wessex Hotel  
High Street, Somerset  
BA16 0EF  
**12th April 2007**

Crossroads Lodge  
Scorrier  
Redruth, Cornwall  
TR16 5BP  
**17th April 2007**

Abbotsford Arms Hotel  
63 Stirling Street,  
Galashiels  
TD1 1BY  
**17th April 2007**

Exeter Court Hotel  
Kennford,  
Exeter, Devon  
EX6 7UX  
**18th April 2007**

Moreig Hotel  
67 Annan Road, Dumfries  
DG1 3EG  
**18th April 2007**

Bridgewater & Albion  
Rugby FC  
Bath Road, Bridgewater,  
Somerset  
TA6 4TZ  
**19th April 2007**

Howard Park Hotel  
136 Glasgow Road,  
Kilmarnock  
KA3 1UT  
**19th April 2007**

Inverurie Loco Football  
Club  
Harlow Road, Inverurie  
AB51 4SG  
**23rd April 2007**

Lampeter Town AFC  
8 Bridge Street, Lampeter  
SA48 7HG  
**24th April 2007**

Eight Acres Hotel  
Morrison Road, Elgin  
IV30 6UL  
**24th April 2007**

The George Hotel  
George Street, Brecon  
LD3 7LD  
**25th April 2007**

The Railway Hotel  
Castle Brae, Tain  
IV19 1DY  
**25th April 2007**

Three Counties Hotel  
Bellmont Road, Hereford  
HR2 7BP  
**26th April 2007**

The Park Hotel  
Thurso, Caithness  
KW14 8RE  
**26th April 2007**



### The facts about grants

Neil Schofield comments on some of the recent changes to the grant system for renewable technologies

### Knowledge is power

Keep up to date on all Worcester's Literature

## Oil Systems Go!

Green Earth Calendar Promotion

# CORGI

## The best has just got better.

The **CORGI Awards 2006**  
 Sponsored by  Mercedes-Benz  
**Domestic Heating Product of the Year**  
**Greenstar CDi**  
 Worcester, Bosch Group

Resting on our laurels has never been the Worcester way.

So despite having been voted by CORGI installers as the Domestic Heating Product of the Year 2006 (as it was in 2005), the 'A' rated Worcester Greenstar CDi gas-fired condensing combi boiler range has now been further improved. By increasing the DHW output of each model your customers can now enjoy even better hot water performance and even better value for money.

Of course, 'A' rated performance is only part of the Worcester story. Every Greenstar condensing boiler also offers all the built-in benefits you've come to expect from Worcester – proven quality and reliability plus a comprehensive pre- and post-sales support package.

To find out more call 08705 266241 or visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)

Worcester, Bosch Group, Cotswold Way, Warndon, Worcester WR4 9SW.



## Welcome to the April issue.

This month is particularly a busy one as from April 1st oil-fired boilers must comply with changes to Part L1 of the building regulations. This specifies that all new or replacement oil-fired boilers must be at least SEDBUK 'B' rated for efficiency – or better still, 'A' rated.

When the same legislation was introduced for gas condensing in 2005, we witnessed a dramatic leap in gas condensing boiler sales, from around 20% to over 80%, and we are now expecting to see a similar trend for oil-fired boiler sales over the year. At Worcester, we are well prepared for the changes with a brand new range of high efficiency oil-fired products already available to meet increased demand.

To promote condensing sales for both oil and gas and the uptake of renewable technologies, we have also launched an Installer's Choice 'Green Earth' calendar competition. Through this initiative we will reward eight installers who have completed a 'green' installation in their own home with a trip for two to Miami. This promotion is a particularly exciting one, as we recognise that for installer's to actively promote our products to their customers, personal experience is

invaluable, as they say 'the proof of the pudding is in the eating'.

With continued media coverage and government attention to the issues surrounding climate change, we have seen a rapid rise in the popularity of renewable technologies - in particular, solar thermal panels. Unfortunately, this increased popularity has led to some difficulties surrounding government grants, which we focus on in this issue. To combat problems with grant availability, Worcester has teamed up with npower to offer £1,700 cash back for consumers who purchase a Greenstore ground source heat pump. Take a look at the news pages for further details.

As well as the serious news we hope you will enter our name the product competition on page 18. We have also included an update on Worcester's Power Points promotion, which is offering double points throughout this month with any Greenstar oil-fired boiler purchased.

**Richard Soper**  
Managing Director

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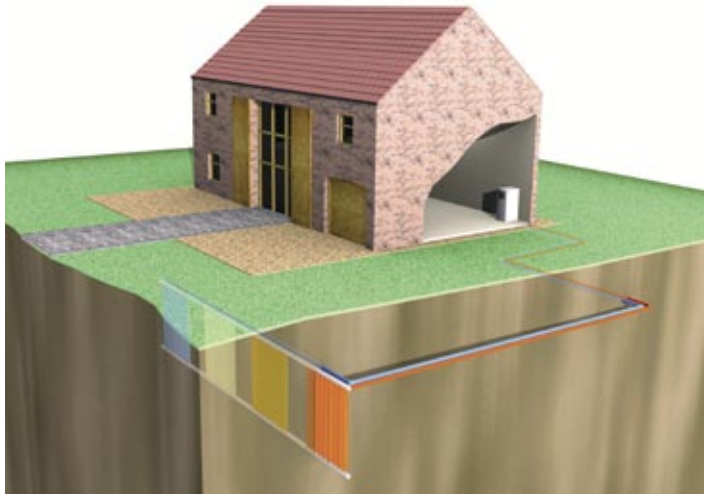


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## Lean, Green, Heating Machines

Ground source heat pumps are now one of the fastest growing applications of renewable energy in the world, with annual increases of 10% in about 30 countries over the past ten years. Yet, in the UK ground source heat pumps are still fairly new and market development has been far slower. However, with consumers becoming more aware of the benefits of renewable technologies, such as ground source heat pumps and solar thermal heating, we expect this to change.

### 10 Year Warranty with Greenstar gas condensing boilers

Following the success of winning CORGI's award for Domestic Heating Product of the Year, Worcester's range of Greenstar gas condensing boilers is now available with a 10 year warranty on the primary heat exchanger, as standard.

The 10 year warranty covers the cast aluminum WB3 or WB5 primary heat exchangers, which feature in the appliances listed below, providing certain terms and conditions are met.\*

Appliances Covered

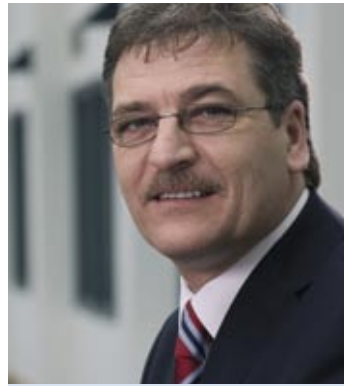
- Greenstar 12, 15, 18 & 24Ri
- Greenstar 12 & 24i System
- Greenstar 24 & 28i Combi

To support consumers with the cost of installing a ground source heat pump, which usually costs around £8,000-£12,000, Worcester has joined with npower to offer a £1,700 cash back scheme. Consumers who purchase a Greenstore ground source heat pump will be eligible to apply for this cash back offer until December 2007. Terms and conditions do apply, for further information visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk).



- Greenstar 25 & 30Si Combi
- Greenstar 27, 30, 37 & 42CDi Combi
- Greenstar 30 & 40CDi Conventional
- Greenstar Highflow 440

**For more information about Worcester's high efficiency products and the new 10 year warranty offer, call 08705 266241 - or visit the website: [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) for a full list of terms and conditions\*.**



### Worcester appoints new Divisional Sales and Service Manager

Henry McNicol has been promoted to the newly created role of divisional sales and service manager for Scotland and Ireland.

Henry has worked at Worcester since 1989, joining the company as a service engineer. He worked his way up to become divisional service manager for the north of the UK and has now been hand picked to head up the new team.

Henry has been tasked with the development of the sales and service business in Scotland, Ireland and Northern Ireland's heating markets, ensuring Worcester's product offering meets customer expectations and service levels consistently achieve high standards. He will be supported by a team of six technical sales managers, a specification manager and a regional service manager, who are located throughout Scotland, Ireland and Northern Ireland.

Henry commented: "As market leaders, Worcester's strong brand presence will ensure that we are able to strengthen the overall package that we can deliver to all of our customers in Scotland and Ireland. I am looking forward to working closely with the team to develop this particular area of the business."

## James Moulton Wins Worcester Apprentice Of The Year

James Moulton has won Worcester's Apprentice of the Year award for demonstrating the highest level of customer care and professionalism.

James has worked at Worcester since 2003 when he was recruited as an apprentice through the government recruitment agency Connections. He was rewarded with a winner's plaque, certificate and £100 worth of high street vouchers following his award at the end of 2006.

James said: "I'm delighted with this award, it's a great achievement for me. I'd like to thank everyone at Worcester for all their support throughout my apprenticeship, including my colleagues and managers.

"Having joined Worcester's apprenticeship at 16 upon leaving

school, the hands on experience I have gained has been invaluable in building my career and I would recommend it to any school leaver with an interest in entering this industry."

Worcester's apprenticeships incorporate both theoretic knowledge gained at college and practical experience gained by working with Worcester's service engineers on actual installation projects for customers. Ultimately, apprentices gain an NVQ level 3 qualification.

Worcester currently employs 10 apprentices who will be completing their NVQ this year. Those who successfully complete the training then go through a development programme to ensure that they are fully confident and competent on service and maintenance of the entire range of Worcester products, as well



as invaluable customer care and communication skills.

**For more information about an apprenticeship you can visit our website at [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk)**

## Out of hours opening

At Worcester, we are committed to ensuring we go above and beyond your expectations to deliver the highest possible levels of after sales service and support, which is why from April we are extending the opening of the Customer Contact Centre to 10pm on weekdays.

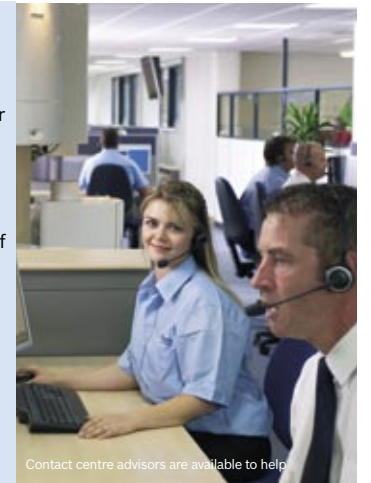
### Contact Centre

Should you require one of Worcester's Field Service Engineers then the fully trained contact centre team at Worcester are ready to take your calls. Whether it is for a routine service or something more serious then our nationwide engineers are to hand.

With exceptionally high response times and a team of experts on hand to answer your query at the end of the telephone line, you can expect an efficient and professional service. Should you require our assistance please use the contact details below or alternatively book one of our engineers online.

### New Opening hours

Mon-Fri	7am - 10pm
Saturday	8am - 5pm
Sunday	9am - 12pm



Contact centre advisors are available to help

## Free Box File Promotion

Organising your monthly copies of the Installer's Choice magazine could not be simpler with Worcester's free box file offer. All you need to do to avoid searching for past copies of the Installer's Choice magazine is register your details online at [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) or call 01905 752730 and a free box file will be on its way to you.



## Oil Trade Events

Worcester is taking the new range of Greenstar oil-fired boilers to over 40 venues throughout the UK from March 2007. These events will offer information on building regulation changes and showcase new products, applications and compatibility with renewables. For a list of up and coming dates see the Diary Dates page in this magazine or visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk).





## Steve Lister Comment

The heating industry has been gearing up for the latest changes to the building regulations for some time. As the new measures are implemented, Steve Lister, director of sales for Worcester, Bosch Group tells us why it's all systems go:

# OIL SYSTEMS GO!

"Changes to the building regulations now mean that as of April 1st all new and replacement oil-fired boilers in England and Wales must be high efficiency condensing models, with Scotland and Northern Ireland following soon after.

"The timescale for implementation of the new 2007 regulations for oil-fired boilers has meant that the heating industry as a whole has had a reasonable amount of time to get ready. But there was still a lot of work to be done in preparation.

"The industry was quick to respond to improve the operating efficiency of oil-fired appliances - through the development of high efficiency condensing models that are designed to maximise usage of every bit of energy generated whilst being capable of reducing CO<sub>2</sub> emissions in the process. The message has been filtered through the distribution chain very successfully.

"As manufacturers, we have been responsible for the designing and manufacturing of the products, and preparing the merchants and installers through our training, literature and our well established communication links.

"In preparation for the new oil legislation, Worcester has unveiled twelve new 'Camray' and three new 'Heatslave' boilers to extend its range of Greenstar high efficiency condensing oil-fired boilers.

"All of Worcester's condensing boilers are SEDBUK A rated, offering at least 90% efficiency. We've felt from the beginning that fitting B rated appliances is only going half way. A rated technology is available so let's make the most of it.

"In the next 12 months we fully expect high efficiency condensing models to make up around 80-90% of the oil-fired market. Installers have been specifying HE boilers in suitable circumstances for some time now but as the deadline got closer they have stepped that up. It makes perfect sense to fit A rated appliances whenever possible to ensure the customer is getting the best possible deal.

"We're now reaching the stage where condensing boilers are becoming mainstream and the environmental impact of this is extremely positive. It really is a huge step in the right direction and whilst we're helping to save the planet we can also be saving money on our heating bills too."



The Greenstar Camray External and Heatslave External 12/18, 18/25 and 25/32 models have been built with new secondary heat exchanger technology to maximise efficiency.



The new Greenstar Camray, Utility, and System models in outputs of 12/18, 18/25 and 25/32 have all have been designed with either the same or smaller dimensions as standard efficiency Danesmoor or Camray boilers making them an obvious choice for homeowners wishing to upgrade to a high efficiency boiler.



## Competition is hotting up for calendar entries

In keeping with the environmental theme of the move to high efficiency condensing oil-fired boilers, Worcester's new Installer's Choice Green Earth calendar competition is set to reward eight installers who carry out a 'green' installation in their home, with a trip for two to Miami.

The calendar has been launched to raise awareness of environmental issues and recognise best practice when it comes to 'green' installations'. Worcester is looking for eight installer winners, each of whom will have completed environmental or energy saving projects on their own homes to a high standard.

Worcester's 'Green Earth' initiative is designed to recognise the work of installers who have specified Worcester Greenstar, Greenskies and Greenstore products, and fitted them, as environmentally friendly installations in their own home'.

As well as demonstrating 'best practice' at work, all installers have to do to be in with a chance of winning is submit a summary of how their particular installation benefits the environment. Entries are expected to range from boiler upgrades, to projects featuring high efficiency boilers and renewable technologies. For example, a Greenstar oil-fired boiler fitted in conjunction with Greenskies solar panels.

Over the next few months, Worcester will be selecting eight winners, each of whom will feature in a special Installer's Choice environmentally themed calendar that will be available in 2008. In addition to their appearance in the calendar, the winning eight installers will also win a four night trip to Miami, Florida for themselves and a partner. (28th October – 1st November 2007)

**To enter, simply visit the Worcester website [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) and download an entry form before the closing date of 31st July 2007. Terms and conditions apply so for full details visit the Worcester website.**





Each month we'll be inviting a different editor from one of the heating industry's top trade titles to discuss a topic of their choice. This month Stuart Hamilton, editor of Professional Heating & Plumbing Installer, comments on the role of the trade media in keeping the industry informed.

**PROFESSIONAL  
HEATING &  
PLUMBING  
INSTALLER**

## Media relations

In the grand scheme of heating engineer's professional priorities, the media may not be an obviously high-ranking choice. Naturally enough, the essentials of the job – be they materials, qualifications, training or the business acumen required to meld all three into a viable enterprise – will outweigh the benefits of reading up on an expanded product range, for instance. The extent of the impact of trade media within our industry, however, is not insignificant and it can play a more than useful role in allowing engineers and installers to maximise their business opportunities.

Consider the function of trade magazines, for example. While they are by no means the answer, they still represent the most effective method of collating a broad spectrum of information in an accessible format. In a sector which combines fluidity of personnel and a need for constant awareness of ever-changing regulations as (not always entirely harmonious) bedfellows, it is vital that communication can be channelled to those at the sharp end as quickly and practicably as possible.

None of this is to say that the value of information tools such as the internet is diminished in any way. On the contrary, web based versions of leading trade

titles are coming to the fore as both supplementary and complementary aids. But the fact remains that, for an engineer who is 'on the tools' for the bulk of the working day, the traditional paper copy of a magazine is still the primary reference point for new products, changes to legislation, news on training and certification and general business advice.

Of course, none of this would be possible without the solid relationship that exists between manufacturers and engineers/installers (and, indeed, merchants). In fact, in many ways

trade titles mirror the role of the merchant, facilitating the dissemination of news and information (rather than products and accessories) from one end of the supply chain to the other. And as the merchant counter is often a hub at which engineers meet to exchange views, it is also the most logical place in which to find a magazine that seeks to propagate the opinions of those engineers.

**Stuart Hamilton is Managing Editor of Professional Heating & Plumbing Installer**



In this issue Martyn Bridges, director of marketing and technical support for Worcester, Bosch Group, offers three handy hints for trouble free installation of condensing gas-fired boilers. Look out for two more top tips next month.

**“Nobody wants to be called back to a job by their customer – it inconveniences you, it annoys the customer and it’s time and effort which you could be investing in your next installation. Worcester has identified the most common installation errors which cause call-backs to the installation of gas-fired condensing boilers.”**



### Condensate discharge

All Worcester wall hung gas-fired boilers contain a syphonic condensate trap to collect and release condensate in 100ml quantities to prevent freezing in cold weather. Depending on the efficiency and operating status of the appliance, up to 2 litres of condensate water an hour can be generated which must be safely disposed of via the condensate pipework.

#### Routing the pipework

- Wherever possible, the condensate pipework should be routed internally to prevent freezing and should take the shortest practicable route
- The condensate pipework must fall at least 50mm per metre towards the outlet
- Support the pipe at least every 0.5m for near horizontal sections and 1m for vertical sections



### Pipework connections

Connecting the wrong pipe to the wrong boiler valve can prevent the system from operating properly and could be damaging to the boiler system.

- Identify each pipe to be connected and check that each pipe is aligned to the correct connection point
- Install the pre-plumbing manifold, fill the system, close the valves and test the system pipework

#### Checking for crossed pipework

- Hot water: open a hot water outlet and check if the boiler fires up in response to the demand
- Central heating: with the boiler running, check the temperature of the flow pipe leaving the boiler is hotter than the return pipe



### Gas pipe sizing

Undersized gas pipework may not be noticed with a conventional boiler, as the system just takes longer to heat water in a storage tank, but it will be noticed if it is replaced with a combi boiler to heat 'on demand' resulting in a reduced hot water flow rate and temperature.

The gas meter and supply pipes must be capable of supplying the maximum working gas rate to the boiler and ALL other connected gas appliances. When calculating the correct pipe size, all other gas appliances in the property, gas fires, gas cookers etc must be considered. See the full pipe sizing guide on [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk).

**For more detailed information you can download the full versions by visiting [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) and clicking on 'Literature' then 'Technical Training Bulletins'.**



Welcome to our regular 'green' page designed to take a look at environmental issues affecting the UK today, as well as following the progress of Worcester's Environment 2010 Awards across the year.



The Environment 2010 Awards are just one example of Worcester's total commitment to its environmental policy by focusing attention on the critical need to conserve non-renewable energy resources and minimise environmental damage. The Awards are designed to celebrate activities that will preserve the environment for future generations and recognise best practice installation projects featuring high efficiency condensing boilers and new technologies, such as solar and ground source heat pumps.

This month, we're focusing on recent monthly award winner David Thornton, an installer who was awarded for his transformation of an old heating system at a law firm in Ayr.

**Neil Schofield**  
Head of sustainable development

## Law Firm Goes Green

**Prestwick industrial heating engineer, David Thornton is in the running for the overall winner award after an installation he carried out at a local law firm.**

Describing the award-winning project, David said: "I was asked to upgrade the existing heating system, as part of a wider refurbishment project at Martin & Co, in Wellington Square, Ayr. The property is a listed building which meant that when the windows were replaced, they had to be single-glazed, and in the original sash style. The building was heated by a collection of gas fires, electric heaters and storage heaters which, combined with the heat loss from the windows, were very inefficient and costly to run.

"I replaced these with 17 radiators and a Worcester Greenstar 40CDI boiler, which now provides more than adequate heating and hot water throughout the building and in the most fuel- and cost-efficient way. You can't wholly compensate for the heat loss from the windows, but at least the offices now provide a more comfortable environment

for both staff and visitors and fuel consumption will be reduced due to the energy efficient Greenstar boiler installed."

Worcester's head of sustainable development Neil Schofield said: "As climate change remains a hot topic and one which raises concerns for the future of our planet, we strive to conduct our business in the most environmentally friendly way possible. Through our award scheme, we also encourage installers, end users and the wider population to consider the impact that their work and the products they choose have on the environment. After assessing the needs of the Martin & Co building, David has installed a heating system that provides the level of heating and hot water required while being as kind to the environment as possible and we are delighted to present him with his award."

David's award-winning work has won him a £500 voucher for a National Trust cottage holiday and a year's family membership to the National Trust. His installation will be judged against those of eleven other monthly winners – one of whom will be awarded the Overall Winner's prize in April this year. Should David go on to win this, he could also win holiday vouchers to the value of £1,000.

Customers who nominate their installer to enter the Environment 2010 Installation competition could be in with the chance of winning a year's membership of the National Trust.

**For more information about Worcester's Environment 2010 awards and renewable products, call 08705 266241 or to download an entry form, visit the website: [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk).**

# Power points promotion powers on

**Worcester's Power Points promotion is now supercharged with an extension until December 2007 on purchases of all Worcester Greenstar oil-fired condensing boilers.**

And there's more. Any Greenstar oil-fired boiler purchased between March and May 2007 will qualify for supercharged 'Double Points', taking you not just one, but two steps closer to getting your hands on a superb selection of quality professional power tools from Bosch – absolutely free.\*

Every Worcester condensing oil-fired boiler purchased during the promotional

period is worth 20 Power Points, which can be converted into the Bosch professional tools of your choice from those shown in the promotion booklet. What makes this promotion even more exciting is the fact that Worcester now offers the biggest range of oil-fired boilers in Britain with its Greenstar Camray, Greenstar Danesmoor and Greenstar Heatslave models providing a solution for every installation.



**Claiming your free\* tools is easy. Register using the online form by visiting [www.worcester-bosch.co.uk/powerpoints](http://www.worcester-bosch.co.uk/powerpoints) or by calling 0845 201 0522. Once you have registered you will receive your first claim form, you can then download further claim forms from our website or by calling the number above.**

\* Terms and conditions apply



**FREE\***  
post installation  
operational and  
efficiency check  
on Greenstar condensing oil-fired boilers installed  
between 1st March - 31st August 2007  
To claim call 01905 752790



**FREE OF CHARGE POST INSTALLATION CHECK FROM WORCESTER**

**In addition to extending the period of the Power Points promotion, Worcester is also offering a FREE post-installation operational and efficiency check on all its Greenstar condensing oil products between 31st March – 31st August 2007. To get in touch with the team for an appointment, call 01905 752790**



# INSTALLER'S CHOICE

FEATURE

**Spotlight on** Andy Buchan, of AJ Buchan Ltd

## It's Renewables all the way for Handy Andy

**For this month's Installer's Choice feature, we talk to Andy Buchan, of AJ Buchan Ltd about the Worcester Greenstore ground source heat pump installation he recently completed in Cotswold Efficient Energy Centre in Cherington. He explains:**

"The owner of the property, Mike Mitchell, was keen to look at environmentally-friendly options for providing heating and hot water and had already done a great job insulating the property to ensure warmth was retained.

"After weighing up all the alternatives, he decided to have the 9kW Worcester Greenstore ground source heat pump system installed along with underfloor heating. The system works by extracting stored energy from the ground and converting it into useful heat for the home, significantly reducing fuel consumption and resulting CO<sub>2</sub> emissions.

"The technology was completely new to Mike, so I took the opportunity to show him around Worcester's energy atrium and one of the Worcester Energy Houses where a heat pump is installed. After seeing the heat pumps in action he was convinced that was the way to go. I think it was a great choice and all the staff now working there are finding their work environment extremely cosy.

"Since then he's been delighted with the results. There has been an immediate impact on his heating bill, with huge savings in the first few months, but he is far more pleased with the environmental benefits of reducing harmful emissions."

### **Exciting times**

Andy Buchan began the journey into renewables two years ago when Worcester launched their solar thermal technology and he has been amazed at how successful the venture has been already. He's also loving the work:

"I suppose it was Worcester's influence that made me look at renewables. After 25 years of working with them they asked if I would like to attend their solar course. I was a bit sceptical at first but thought it couldn't do any harm - and it meant I could add another string to my bow.

"Now I'm involved with ground source heat pumps too and the whole renewables market has snowballed. I've spent a lot of my time over the past two years reading about the

technology, legislative requirements and new developments, which are taking place all the time. I like to make sure my knowledge is totally up to date, so I can answer any questions that customers may have.

"The renewables market is a massive opportunity. It has grown remarkably in the last 12 months. We're receiving about 30 enquiries a week for GSHPs now. In 2006, our first year with the

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***"The most positive thing about it all is that almost everyone we quote and do work for are choosing to invest in renewables to help the environment."***

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technology, we completed 38 solar installations. We're quoting for both technologies all the time now and the interest is coming from all over the country. It really is very exciting.



"Our eco-showroom has just opened with working solar panels on the roof, a rain harvest system, sun pipes, Greenstar condensing gas and oil-fired boilers and a Greenstore ground source heat pump system running under the car park with viewing chambers. We've got a huge list of people who want to visit so they can see the technology working first hand.

"The most positive thing about it all is that almost everyone we quote and do work for are choosing to invest in

renewables to help the environment. The cost savings are just a fantastic bonus. People realise that climate change is a real issue and they want to do something to help. We don't know how long our oil and gas resources will last but the sun and its thermal energy will be around for ever.

"Despite the enormous interest in solar and heat pumps, we do still find time to install the boilers. Of course they're all condensing models now and we only ever fit Worcester products."

**For more information about Worcester's high efficiency and renewable products, its services and training facilities, call 08705 266241 or visit the website: [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk).**



## Going Green – The Facts About Grants

**Confused about grants? Neil Schofield, Head of sustainable development at Worcester, Bosch Group, comments on some of the recent changes to the grant system for renewable technologies and what this means for installers.**

“Whether watching the news, reading a newspaper or listening to the radio, there is a chance you will have seen or heard a story about climate change, global warming or the need for using alternative energy sources in the past 24 hours.

“Where the heating industry is concerned, reducing CO<sub>2</sub> emissions, fuel consumption and offering renewable technologies are all issues that have been at the top of the agenda for some time now. More recently though, solar thermal installations in particular have had increased media focus on the confusion surrounding grants for renewables.

“In a quest to find alternative energy solutions to help conserve fossil fuels and reduce emissions, the development of renewable technologies is moving on at pace. Initiatives currently highlighting the requirement for alternative heating technologies for building projects include the Department of Trade and Industry’s Low Carbon Buildings Programme, which replaced the Clear Skies initiative in April 2006.

“This scheme offers grants for homeowners, businesses, schools, community and public sector organisations installing microgeneration technologies, such as solar water heating and ground source heat pumps, in their properties.

“In April 2006 the government set aside £12.7 million in funds to support households aiming to ‘go green’ through the three-year low carbon building programme. The rapid increase in the

number of grant requests for renewables meant that by December, funds were running so low the Department for Trade and Industry decided to cap the amount of funds available at £500,000 a month.

“Since then, we have seen the monthly grant allocation offered through the Low Carbon Buildings Programme run out within the first three hours of being available in February, and within one hour in March, leaving many home owners who were prepared to ‘do their bit’ by installing renewable technologies without the valuable funds required to proceed.

“Working toward a carbon neutral future is an important aim and something we are highly supportive of within the heating industry. However, mixed messages from the Government are not helping the cause. Certainly where the low carbon grants are concerned, lack of funding is creating a stop-start take-up, which is confusing for the British public and counter productive in view of the bigger picture.

“This is clearly an issue for installers who are promoting renewable technologies with the guarantee of grant support and as a result are leaving consumers disappointed. In view of the current situation, we are now recommending that particularly in the case where the £400 grant for solar installations is concerned that installers avoid placing too much emphasis on grants.

“Worcester’s ‘Greenskies’ solar thermal panels have been proving exceptionally popular with homeowners. Many have invested in solar without applying for

a grant, as they recognise the value of having 50-70% of their homes annual hot water supplied by solar, reducing their household’s fuel bills and reliance on a boiler as a result. In addition, installer’s can promote that VAT which is normally charged at 17.5%, is charged at 5% on all renewable technologies and their installation.

“For Worcester’s ‘Greenstore’ ground source heat pumps, where the investment for consumers is far higher than for solar and competition for grants is far less, we do advise that installer’s actively promote the £1,200 grant available through the Low Carbon Buildings Programme, but continue to advise on the importance of applying immediately to avoid disappointment.

“For more information, installer’s can direct homeowners to the Energy Saving Trust website. By simply typing in your postcode, the type of renewable you are interested in and a few personal details, consumers can find out if they are eligible for grant support from the Low Carbon Building Programme, Local Authorities or from large energy suppliers who are obliged to help achieve targets for improving home energy efficiency.”

**For more information about high efficiency and renewable products available from Worcester, plus services and training, call 08705 266241 or visit [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) to find out more about what grants homeowners can apply for visit [www.est.org.uk/myhome](http://www.est.org.uk/myhome).**

## Knowledge is Power

**Martyn Bridges, director of marketing and technical support comments on the range of literature Worcester has developed to support both installers and the end consumer.**

“Our research has shown that many installers feel they need extra support when it comes to providing extra information for their customers in order to explain the requirement to upgrade standard efficiency boilers to condensing models. We recognise that as an industry we need to be doing more to inform the homeowner of the importance of energy efficient boilers and renewable technologies and working closely with installers is vital to spreading the message as far as possible.

“As a result, we have invested in a range of literature materials and DVD’s aimed at the end-user, designed to help educate and guide consumers through the process of choosing the correct product for their lifestyle requirements with the help of a fully qualified installer.

“This doesn’t mean we’ve forgotten the trade though. Worcester also has a range of literature specially designed for the installer, which covers the entire product range and offers technical advice and tips.”

**To order any of this range of literature all you need to do is call 01905 752 556 and quote the correct part number or log onto [www.worcester-bosch.co.uk](http://www.worcester-bosch.co.uk) and navigate to the literature section.**



Consumer Literature	
Literature	Part Number to Order
Greenstar gas products sales brochure	8-716-109-6420
Handy hints promotional brochure	8-716-104-7270
Product guide, gas-fired and renewable products	8-716-145-1380
Greenskies solar sales brochure	8-716-110-0530
Greenstore ground source heat pump sales brochure	8-716-112-1150
Greenstar oil-fired products sales brochure	8-716-110-3930
Greenskies solar sales brochure	8-716-110-0530
Sales brochure, Greenstore ground source heat pump	8-716-112-1150
Consumer Brochure	8 716 112 6660
Consumer overview CD - Greenstar, Greenskies, Greenstore	8-716-112-6680

Literature for the Heating Professional	
Literature	Part Number to Order
Condensfit II and plume management tech & spec	8-716-112-1740
Greenstar Ri tech & spec	8-716-106-2510
Greenstar i Junior and i System tech & spec	8-716-108-9000
Greenstar Si tech & spec	8-716-108-9010
Greenstar CDi combi tech & spec	8-716-109-2130
Greenstar CDi conventional tech & spec	8-716-109-9190
Greenstar Highflow 440 tech & spec	8-716-106-2500
Greenstar Gas-fired products tech & spec pack	8-716-102-4180
Oil-fired and renewable product guide	8-716-111-6850
Greenstar Danesmoor/Utility tech & Spec	8-716-110-3910
Greenstar Heatslave tech & spec	8-716-110-3920
Greenstar Camray tech & spec	8-716-113-3560
Oil-fired products tech & spec pack	8-716-102-4190
Greenskies solar tech & spec	8-716-110-0800
Greenstore ground source heat pump tech & spec	8-716-112-1160
Training pack - information on courses	8-716-112-2180
Worcester products and services (Trade) Brochure	8-716-112-6650
Greenstar, Greenskies, Greenstore Trade overview CD	8-716-112-6670
Technical CD (including all literature as PDFs)	8-716-104-9600
Spares catalogue (BBT)	8-716-106-4660
Greenstar CDi / i Junior installation CD-Rom	8-716-112-2510



# Meet the Divisional Sales Managers

## DARREN MILKINS

DIVISIONAL SALES MANAGER FOR OIL SOUTH



**Q. How long have you worked for Worcester and what is your career background?**

**A:** I've been working in this industry since I left school at 16 and started an apprenticeship with a local plumbing and heating company in Bristol. Following the completion of my apprenticeship I went to work for a leading merchant, where I worked for around five years progressing from the warehouse to sales representative.

I first joined Worcester around 1994 as a technical sales manager for gas. This was a position I held for around five years before I left Worcester to start up my own heating and fireplace showroom, which was also a 'test centre' for the Worcester business initiative scheme. In 2004, I then returned to Worcester as technical sales manager for oil and then was promoted to my current position of divisional sales manager for oil in the south in January 2006.

**Q. What do you like most about your job?**

**A:** Without a doubt it's the interaction with my sales team and with existing and new customers. Every week I will spend at least three days on the road either with the sales team or meeting clients to develop relationships. For me, winning a new account is always a great buzz, but more generally it's the building of relationships with customers that I love most about my job.

**Q. What new products are you most excited about?**

**A:** From an oil perspective, I'm very excited about the new range of Greenstar 'A' rated models that have just been launched. With high oil prices continually publicised it is vitally important that we manufacture the highest efficiency oil boilers so the homeowner always gets the best possible deal. I'm particularly excited about the new external combi models, which are a first for Worcester and will allow us to compete in new markets.

**Q. How do you feel the industry has changed in recent years?**

**A:** Concerns over energy efficiency, climate change and high oil prices have shaped the oil heating industry over recent years, which is probably why we have seen a strong link form between solar products and high efficiency oil boilers. As oil prices are typically higher than gas and rural homes are usually south facing, solar has proved a particularly popular partner to oil-fired heating systems.

**Q. What challenges do you see facing the industry in the future?**

**A:** The legislative changes which are due to be introduced on April 1st, which state all oil-fired boilers must be condensing and at least B rated for efficiency, will present a huge challenge. The oil industry has benefited from the delayed introduction of these changes in comparison to the gas industry. This extra time has allowed the industry to prepare; from the training of installers to educating homeowners to the benefits of condensing.

# Win with Worcester

We know you like a challenge, so this month we want to put you to the test and see if you can guess the Worcester products shown below.

The products should all be very familiar to you and may even be included in this issue, so all you have to do to be in with a chance of winning £250 worth of Leisure Vouchers is test your product knowledge.

Leisure Vouchers can be enjoyed at a huge number of places and in lots of different ways including: eating and drinking fine wines, exciting attractions and thrilling experiences, memorable holidays and short breaks away, relaxing and de-stressing and fun family days out.

To enter, simply complete the entry form below and send it back to our editorial office: The Installer's Choice Quiz Competition, WPR, 43 Calthorpe Road, Edgbaston, Birmingham, B15 1TS.

Image 1.



Image 2.



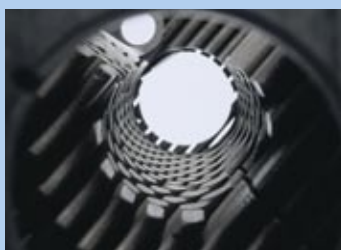
Image 3.



Image 4.



Image 5.



Name \_\_\_\_\_

Business Address: \_\_\_\_\_

Daytime Telephone Number: \_\_\_\_\_

**Tick box as appropriate:**

- I would like to receive further information from Worcester, Bosch Group.
- Please do not contact me with further information.

Answers

Image 1. \_\_\_\_\_

Image 2. \_\_\_\_\_

Image 3. \_\_\_\_\_

Image 4. \_\_\_\_\_

Image 5. \_\_\_\_\_

**Rules and regulations:**  
 1. No cash alternative  
 2. The decision of Worcester, Bosch Group is final  
 3. Closing date is 28th April 2007  
 4. The winner will be notified by telephone by the 19th May 2007

# Keep in touch

No matter where you are based around the country, Worcester has a team of local representatives available to help with your specific requirements.

Each month we're covering a different area of the country, providing the names and numbers of the key contacts who are there to help make your job a lot easier.

In this issue, we're focusing on the **oil sales team**, who are each responsible for covering different areas, as indicated below. In the May issue of The Installer's Choice we'll be including the contact details for key members of the sales team covering Scotland and Northern Ireland. We look forward to hearing from you!

## Key Contacts – Oil Sales Team



The oil sales team is overseen by **Barry Wilson**, national sales manager. Contact Barry Wilson on – **07767 432569**



**Darren Milkin**, divisional sales manager for oil south. Contact Darren on – **07767 432540**

## Technical Sales Managers for Oil

**Patrick O'Donnell** – 07919 320666

**Areas Covered** – Bath, Bristol, Gloucester, Hemel Hempstead

**Des McGee** – 07795 504429

**Areas Covered** – Cardiff, Hereford, Llandrindod Wells, Newport Gwent, Swansea

**Louise Wicks** – 07790 489648

**Areas Covered** – Brighton, Bromley, Croydon, Canterbury, Dartford, Enfield, London East, London East Central, Enfield, Harrow, Ilford and Barking, Medway, London North, London North West, Redhill, Romford, London South East, Sutton and Merton, London South West, Tonbridge, Twickenham, Uxbridge, London West, London West Central, Watford

**Russell Dixon** – 07767 432534

**Areas Covered** – Birmingham, Coventry, Dudley, Llandudno, Shrewsbury, Telford, Worcester, Walsall, Wolverhampton

**John Walker** – 07767 251528

**Areas Covered** – Bournemouth, Guildford, Kingston-upon-Thames, Portsmouth, Reading, Slough, Southampton

**Tony Willday** – 07790 488632

**Areas Covered** – Dorchester, Exeter, Plymouth, Taunton, Torquay, Truro

**Karl Nicholson** – 07767 432578

**Areas Covered** – Saint Albans, Cambridge, Chelmsford, Colchester, Ipswich, Luton, Milton Keynes, Norwich, Stevenage, Southend-on Sea

**Andy Yeomans** – 07790 489682

**Areas covered** – Doncaster, Lincoln, Nottingham, Derby, Leicester, Northampton, Peterborough

**Barry Vardy** – 07767 253717

**Areas covered** – Carlisle, Durham, Darlington, Newcastle-upon-tyne, Sunderland, Bradford, Harrogate, Hull, Lancaster, Leeds, Teeside, Wakefield, York

**David Wright** – 07774 994518

**Areas covered** – Aberdeen, Dundee, Falkirk, Outer Hebrides, Inverness, Kirkwall, Kirkcaldy, Perth, Zetlands

**Gerry Kennedy** – 07767 253714

**Areas covered** – Blackburn, Bolton, Chester, Crewe, Fylde, Guernsey, Huddersfield, Halifax, Isle of Man, Jersey, Liverpool, Manchester, Oldham, Preston, Sheffield, Stockport, Stoke-on-Trent, Warrington, Wigan

**Stewart Cochrane** – 07790 489681

**Areas covered** – Dumfries and Galloway, Edinburgh, Glasgow, Kilmarnock and Ayr, Motherwell, Paisley, Tweeddale

**Ray McClay** – 07767 432567

**Areas covered** – Northern Ireland / Republic of Ireland