

# Successes and Aspirations of the Ground Source Heat Pump Association

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What is the theme that is coming out of Geothermal Live! for the GSHPA?

- Well designed GSHPs are low carbon
- We must keep on developing & implementing training & standards
- The success of the show and the attendance at the conference shows both the success of the Association and the huge interest in GSHP systems

- 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**

- Membership of 63 in under 2 years and good prospects for growth
- Moving rapidly towards a stable business model
- Consumer information, mainly through the website but also through the phone responses
- Membership information & networking through events, newsletters and members section of website

- 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

- Increase emotional involvement of client with installation to build momentum

To alleviate cost issues (the major barrier):

- Arrange low-interest loans
- Install when heating system being refurbished
- Group installations for economies of scale
- Target new build

Train installers in customer care, disseminate info in EST Advice Centres and use case studies

- Should be seen as a heating & cooling technology
- Commercial buildings requiring heating & cooling
- New build, especially volume new build
- Fuel poverty applications
- Purchase electricity from green tariffs (decarbonise)
- Subsidised professional training – install & design
- Improved awareness: public, architects, developers
- Better data – HHIC & GSHPA opportunity



- **Maintain its identity**
  - Either as an independent body
  - Or as a strong focus group within another 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

- **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

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