



controlyourhome.org.uk



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'Control Your Home' is a cross industry campaign to help householders reduce their heating bills by controlling their central heating efficiently.

For more information, queries or help please contact Colin, Jo or Charlie on 020 7793 3000 or email charlie.may@beama.org.uk

Getting involved



controlyourhome.org.uk **How you can get involved**

'Control Your Home' is a cross industry campaign to help householders reduce their heating bills by controlling their central heating efficiently.

The campaign is led by BEAMA Heating Controls members - Danfoss, Drayton, Honeywell, Horstmann, Myson, Pegler Yorkshire and Siemens. CIPHE have already confirmed that they will be a partner in the campaign and we are looking for other heating industry players to get involved.

The campaign message is that every domestic heating system should have temperature control in each room, with new research showing that these controls can reduce running costs by 40%. That could be a saving of £289 a year, and the savings continue year on year!

Every home should have at least a room thermostat and thermostatic radiator valves, but at this time there are around 11 million homes that don't.

This campaign is a great opportunity for the whole industry to promote heating controls as a proven, cost effective and simple energy efficiency measure that is also extra business for the supply chain. A win win story!

There are several ways you can get involved with the Control Your Home campaign.

1. Display the Control Your Home logo in a prominent position on your website and link to www.controlyourhome.org.uk
2. Add the logo to any of your marketing materials (brochures, adverts, emails/e-shots, blogs, newsletters) to show that you are part of and support the campaign. Email charlie.may@beama.org.uk for logos and usage guidelines.
3. At exhibitions, add the logo and an explanation of the campaign to your stand, marketing materials, flyers or merchandise.
4. Promote the campaign to any installer networks you have. www.controlyourhome.org.uk has lots of information that installers can use to sell controls to their customers. There's a consumer leaflet that can be downloaded from www.controlyourhome.org.uk/getinvolved that you can co-brand for installers to use.
5. Follow the campaign on Twitter ([@BEAMA_Htg](https://twitter.com/BEAMA_Htg)) and retweet any relevant updates. You can also mention the campaign, with links to the website, in your own social media activity.
6. Mention that you are part of the campaign in any interviews, comments or features in the media that you've secured as part of your own PR activity.

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