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Re – launch as a Community Interest Company

A successful project previously run by the public sector has now been transformed in to a social enterprise by the name of The Carbon Reduction Initiative (East) CIC.

The working name CRI East is a unique service, any profits accumulated by the new company are given back to the community by redistributing further aid in the following year. How this is utilised is decided by the established Advisory Group and they will call for applications from those communities that raise the profits at the end of each year.

Most homes today can achieve some form of grant for carrying out loft and cavity wall insulation, CRI East takes the uncertainty out of that process by providing householders with a telephone and web service that offers a simple way of ensuring that householders are able to find out what they can accomplish in grant aid for their own particular set of circumstances.

Bruce Pittingale, Director of the new Community Interest Company says, “We have found that lots of people are confused about how to make their homes energy efficient in the most cost effective manner, let’s face it we don’t buy these type of goods every day, with our help the residents of the East of England can be sure they will be put in touch with the best value grant aid we know of for their own area and position.”

The new service provides loft and cavity wall insulation, solid wall insulation and the renewable energy technology such as pv panels, solar hot water panels, ground source heatpumps and air source heatpump heating systems for homes.

Bruce Pittingale adds, "We have maintained the standard price for cavity wall and loft insulation at £169.00p for those householders that are not in receipt of any benefits and under 70 years of age, the same as the previous project and for those who are receiving benefits or are over 70 years of age there is no cost at all for most of those householders, we invite everyone to visit our website and register or call us and we will be pleased to enter the details on their behalf."

The new project became a Community Interest Company on the 4th April 2011, it has maintained the same contact details of www.easterncri.org or by telephone on 0800 232 1677.

As a customer said this week, "I wish to thank you for your impartial assurances and excellent advice for our once in a lifetime purchase of pv panels. They are now installed and generating electricity."

** ENDS**

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Notes to editors:

1. The Carbon Reduction Initiative (East) CIC is a Community Interest Company established to provide a single money-saving package of home insulation services to homeowners and private tenants throughout the Eastern region.
2. An independent advisory group has helped to form this service with support from Private energy professionals, National Insulation Association, Marketing professionals, Business Link and householders of the East of England.

For further information contact

Bruce Pittingale
CRI East
Telephone: 05602 391 784
Mobile: 07545 769 645
Email: info@easterncri.org