

VO script 200907

CAVITY WALL INSULATION

Caption: A GUIDE TO CAVITY WALL INSULATION

Sc 1 INT KITCHEN - DAY

Andy is dressed in track bottoms and athletics vest, kneading home-made bread. He is initially surprised by the disembodied voice and stops briefly but quickly identifies the camera as the source.

VOICE-OVER

Morning Andy, working out?
Mmm home-made bread. There's something (beat)
alluring about a kneady man.
You're exerting quite some energy aren't you?

Andy acknowledges the pun and takes the rest of the comment as a judgement on his athleticism.

VOICE-OVER

Do you ever think about how much energy
you actually waste Andy?

Andy throws his eyes upwards in a 'here we go' way.

VOICE-OVER

In your home, I mean?

Andy re-engages.

VOICE-OVER

A few simple changes could save energy and
make a huge difference...
you know, help fight climate change...

Andy shows mild interest

VOICE-OVER

...and save you money.

Andy's interest is instantly doubled

VOICE-OVER

Come outside and I'll show you?

Andy places a cloth over his dough and exits.

Sc 2 EXT. OUTSIDE OF HOUSE - DAY

Andy is standing outside his house looking at it. It appears perfectly normal. He turns back to camera, looking bemused.

VOICE-OVER

Looks perfectly okay doesn't it?

Andy nods in agreement

VOICE-OVER

Have a look through these.

Andy reaches under camera and produces some field-glasses. He takes a look through the glasses...

WE SEE A THERMAL IMAGE OF ANDY'S HOUSE WITH A RIPPLING HALO OF WASTED HEAT EMANATING FROM THE WALLS

He jumps at the shock and looks at camera aghast.

VOICE-OVER

Thermal imaging glasses, good aren't they? You see, you're not only heating your house, you're heating all the air around your house - because heat leaks out through the walls.

Andy looks through the glasses again and then back to camera.

VOICE-OVER

Not pretty is it? Around a third of the heat lost in an uninsulated home is lost through the walls. So what you need is some wall insulation.

Andy agrees and then doesn't look so sure.

VOICE-OVER

Don't worry it's not complicated and if you call your local Energy Saving Trust advice centre, they will put you in touch with a contractor who can do it for you.

Andy perks up and produces a phone book from beneath camera. He scans the pages. The voice-over interrupts him...

VOICE-OVER

However, the first thing you must do is check what sort of walls you have - cavity walls or solid walls. There are different treatments for each.

In a series of jump cuts, Andy investigates as the voice-over continues. He examines a row of bricks, reads the indenture for his house and assesses the thickness of the walls.

VOICE-OVER

If you have cavity walls for example you will be able to tell from a number of things: Your brick work pattern; a cavity wall will have bricks all the same length, the age of your home; if it is was built after the 1920s it will probably have cavity walls. Walls thicker than 265mm (10 inches) tend to indicate cavity walls, any less indicate solid walls. There's a different treatment for each but it looks like you've got cavity walls.

Andy looks convinced and makes to go off and call the EST.

Sc 3 INT. KITCHEN - DAY

Andy now has the phone book again and is calling the local Energy Savings Trust centre. In close up we see his finger stop at Energy Savings Trust advice centre (telephone no. is 0800 512 012)

VOICE-OVER

Now you know what sort of walls you have, the Energy Saving Trust advice centre will be able to suggest a local installer.

INT. KITCHEN – DAY

Andy is placing his bread in the oven. The door bell rings. Andy's look to camera lets us know 'that's them' and he exits.

VOICE-OVER

And the installer will take care of everything...
Ooh, here they are now...How exciting

Sc 4 EXT. OUTSIDE OF HOUSE - DAY

Andy's head appears around the corner of the house. He looks to where the contractors are working. In foreground we see contractors going through key stages of the process. Andy looks pleased with their work.

VOICE-OVER

They'll drill small holes in the wall and inject insulation into the cavity. Then they'll fill the holes to match the wall.

VOICE-OVER

It only takes two to three hours and costs around £500 to install but it'll save you about £90 a year on heating bills and cut your CARBON DIOXIDE emissions by 750kg per year.

TIME-LAPSED SHOTS OF THE PROCESS:

Drilling, removing the drill, inserting a hose into the wall, resealing the holes etc.

Andy looks on as the voice-over continues...

VOICE-OVER

No mess, no damage, no fuss - and it comes with a 25 year guarantee.

The contractors nod and leave. Andy is pleased.

Sc 6 INT. KITCHEN - DAY

Andy is taking his bread out of the oven.

VOICE-OVER

In fact the whole process takes less time than it takes to make a loaf of bread. So it's well worth doing. You get a warmer, more energy efficient house and...a lovely fresh loaf of bread, mmm!

For further information speak to your local Energy Saving Trust advice centre on 0800 512 012 or visit the cavity wall insulation section on the website.

FIVE POINTS MADE:

Post-1920s houses have cavity walls

1/3rd of heat loss is through the walls of an uninsulated home

Save around £90 per year and cut CARBON DIOXIDE by 750kg per annum

Quick, easy, no mess process

Website has more details