

CASE STUDY

Reducing Tenant Energy Costs with High Heat Retention Storage Heating

Bury Council Housing Project

The Challenge

Registered providers are under increasing pressure to improve the energy efficiency of their housing stock while ensuring residents remain warm and comfortable.

Bury Council wanted to explore whether modern electric storage heating could reduce running costs for tenants, improve comfort during winter months, and make better use of on-site renewable energy such as solar generation. The council was also keen to gather real performance data to support future retrofit decisions. Traditional electric heating systems can struggle to balance energy use with consistent warmth, particularly in homes that rely entirely on electric heating.

The Approach

Bury Council installed Elnur ECOHHR PLUS High Heat Retention storage heaters alongside smart controls, solar PV systems and upgraded insulation across 24 council homes.

The pilot monitored real-world performance across a full heating season, tracking:

- Energy consumption
- Renewable energy utilisation
- Internal temperature stability
- Heating demand patterns

Each home was fitted with Elnur's G-Control smart hub to monitor how solar energy and stored heat supported daily heating demand. The project ran from April 2024 to December 2025, capturing genuine household usage across both the heating season October to May 2025 and a full calendar year.



Results

Renewable Energy Utilisation

- 56.8% Energy saving over the year utilising solar
- 32.7% Energy saving during heating season

Energy Cost Savings

- £270 annual heating savings from solar integration
- £149 savings during the heating season

System Performance

- Up to 56% more efficient than standard High Heat Retention heating systems when used with renewables

Property Impact

- Helped raise property EPC ratings from Band D to Band A

Why It Matters for Housing Providers

The Bury project demonstrates how modern electric storage heating can help housing providers:



Reduce tenant energy bills



Improve EPC performance



Integrate renewable generation



Deliver consistent heating comfort.

For retrofit programmes and housing upgrades, high heat retention storage heating provides a practical, scalable pathway to decarbonising electrically heated homes.



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