

Harnessing the natural elements

An innovative environmental technology company has moved to Cornwall, providing renewable energy solutions for both domestic and business use.

Overview

Andy Honey spent ten years as an engineer officer with BP before moving onto oil exploration. During his early career he became aware of the potential conflict between energy demand and environmental sustainability. Andy's engineering skills led him to work in nuclear submarines before entering the realm of sub-sea engineering. Over the past twenty years, while working for many of the world's leading global energy companies, Andy became increasingly concerned about the potential energy crisis the world faces, but could see that through the development of renewable technology, there was an opportunity to do something about it.

So Microgeneration Limited was created and began trading in Manchester in January 2006. Microgeneration advises, designs and installs zero or low carbon energy solutions for business or homeowners. "Renewable technology is only part of the solution," Andy said.

"We don't want to just sell a product but we want our customers to understand why renewable energy is important. Therefore, our first step is providing information on how to reduce their own carbon footprint, then we advise on where renewable technology can assist in reducing their energy consumption.

"Renewable technology not only has environmental benefits but also brings financial savings.

Workforce

Microgeneration has ten employees based around the UK, two of whom are in Cornwall. There are four founders of Microgeneration Limited and they all bring different expertise. Simon Yates is a heating engineer and is Corgi registered which is essential when fitting some of the renewable technologies. Andy Honey has an MBA and a strong business consultancy background whilst Sarah Yates is a qualified accountant and Sara Ghosley is a PRINCE accredited project manager.

In addition, Microgeneration Limited is one of the founding businesses of the Renewable Energy Association's approved contractor scheme called REAL (i.e. REA Listed). This guarantees to clients the highest standards of professionalism, customer care and service.

Each individual renewable energy technology also requires approved installer status and Microgeneration employees are now working their way through the various technologies to gain the necessary certifications which enable the installations to be fully certified and guaranteed.



The UK is now a net importer of gas, so we will be directly affected by rising energy costs if we carry on using traditional energy sources such as oil and gas."

In seeking a better quality of life Andy decided it was time to move to the South West. While nearer to his family, he also recognised the potential that Cornwall had to offer as a "green" location. Andy commented, "Cornwall is an ideal base for Microgeneration, as it is open to new ideas in environmental technology. Not many people are aware, but the county is currently the leader in heat pump technology.

"In our first year, Microgeneration has taken off and we have employees based all around the UK to enable us to carry out installations on clients' premises, wherever they may be. Microgeneration has been really well received in both Cornwall and across the UK.

"Cornwall seems the natural home for Microgeneration, as it has a strong association with environmental technology and innovation.

"I live in Torpoint, so the location is fantastic and we are enjoying a much better quality of life. We go for lovely walks and of course enjoy the Cornish beer as well! I want to continue enjoying the wonderful environment, as I am sure most people do and I believe that Microgeneration is a good step towards making this dream a reality."

Clients

The business has a mixture of business and domestic clients. Andy explains "Some clients are those who have already embraced the green revolution and want to look at new technologies, others are new to low carbon technology but want to respond to concerns around climate change".

Technology

Microgeneration Ltd, is one of the only companies in the UK that offers the full range of renewable technologies - solar heating, photovoltaics, heat pumps, biomass, wind and hydro power, enabling it to recommend to clients what best suits their needs.

Support

Cornwall Pure Business has assisted Microgeneration in networking as well as providing advice on financial support that is available. In addition, Microgeneration is working with actnow to take advantage of the Accelerator scheme.