



RISE

Retrofit information,
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Enabling Effective Energy Partnerships with Aura Retrofit

Case study

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Contents

Contents2

Summary3

Background3

 From Aura Gas to Aura Retrofit3

 Responding to the low carbon transition4

 Supporting delivery through Warm Homes Programme4

A customer-centred approach.....5

Delivering social value.....5

Results6

Lessons learned7

Looking ahead.....7

 Key takeaways8

Relevant Resources:8

Summary

Aura Retrofit demonstrates how businesses and the supply chain can successfully evolve alongside the UK's transition to low-carbon heating. Originally established as a plumbing and gas installation company, the organisation recognised the changing policy landscape, increasing demand for clean heating technologies, and growing opportunities presented through government-funded retrofit programmes. Rather than simply diversifying its services, Aura undertook a complete business transformation; rebranding, investing in new capabilities, and positioning itself as a full-service retrofit provider.

Today, Aura Retrofit delivers integrated energy efficiency improvements, renewable heating systems and retrofit coordination while helping residents navigate funding programmes such as **Warm Homes Local Grant (WH:LG)**. Their journey highlights how technical expertise, customer-focused delivery and strategic investment can enable businesses to thrive while supporting national decarbonisation ambitions.

Readers that would like this document in a more accessible format should contact rise@turntown.co.uk.

Background

From Aura Gas to Aura Retrofit

Aura Retrofit began as **Aura Gas**, providing traditional plumbing and heating services. As the UK's housing sector increasingly shifted towards low-carbon heating and whole-house retrofit, the business recognised that maintaining a conventional gas-focused model would limit future growth.

Instead of making incremental changes, the company undertook a comprehensive transformation. Rebranding as **Aura Retrofit** reflected a broader **strategic commitment to supporting the UK's energy transition and delivering complete retrofit solutions** rather than individual heating installations. This transition was supported by investment in new premises, workforce expansion, specialist training, and the development of an in-house retrofit design team capable of delivering whole-house energy improvement projects.



Figure 1: Aura Retrofit Contractor

Responding to the low carbon transition

The move from gas engineering to retrofit required more than adopting new technologies. Aura fundamentally changed how it designed and delivered projects.

Key changes included:

- Transitioning from boiler replacement programmes to **whole-house retrofit solutions**.
- Expanding expertise in **Air Source Heat Pumps (ASHPs)** and **Solar PV** technologies.
- Building an in-house retrofit design capability.
- **Upskilling existing staff** while recruiting new specialist roles.
- Relocating offices to accommodate business growth.



Figure 2 Aura Retrofit Contractor fitting Solar

Alongside these organisational changes, Aura expanded its service offering to include retrofit coordination, energy efficiency improvements and renewable technology installations, supported by compliance with industry standards including MCS, TrustMark and PAS 2035. This transformation matters because the transition to net zero requires supply chains that can deliver integrated, whole-house retrofit rather than isolated heating upgrades. By investing early in new skills, technologies, and delivery capacity, Aura Retrofit has positioned itself to meet evolving policy requirements while helping accelerate the decarbonisation of UK homes.

Supporting delivery through Warm Homes Programme

A significant part of Aura Retrofit's growth has been driven by its involvement in the **Warm Homes Local Grant (WH:LG)**.

Recognising that funding applications can often be a barrier for households, Aura developed a service that **supports residents throughout the entire funding journey**, from identifying suitable schemes and completing applications through to installation and post-installation support.

Their experience includes:

- Delivering more than **300 Air Source Heat Pumps** during the HUG2 programme.
- Installing **over 600 retrofit measures** during 2024.

- **Supporting residents to access funding** for boilers, heat pumps and Solar PV installations.
- Acting as a **trusted delivery partner** throughout the retrofit process.

This whole-process approach reduces complexity for residents while increasing confidence in retrofit delivery.

A customer-centred approach

Rather than offering standardised retrofit packages, Aura places significant emphasis on **tailoring solutions to individual homes**. Each property undergoes its own assessment, ensuring that recommended measures reflect the building's characteristics and household needs. This personalised approach extends beyond installation. **Professional aftercare, ongoing customer support** and **clear communication** help ensure systems continue to perform effectively while building long-term trust with residents.

The organisation's philosophy reflects a broader understanding that successful retrofit is not solely about installing technology, but about improving comfort, reducing running costs and helping households transition confidently to low-carbon living.

A customer-centred approach is a critical success factor in retrofit delivery. By tailoring solutions to individual homes, providing clear guidelines throughout the process, and offering ongoing aftercare, organisations can build trust, improve resident confidence and increase the likelihood that low-carbon technologies are adopted successfully and continue to perform as intended.

Delivering social value

Aura Retrofit's work demonstrates that retrofit delivers benefits extending well beyond carbon reduction.

Through its programmes, the organisation has focused on supporting households experiencing fuel poverty by improving thermal comfort, reducing household energy costs and helping vulnerable residents access more reliable heating systems. **The resulting improvements contribute to health, wellbeing and overall quality of life** alongside lower carbon emissions.

Resident feedback illustrates these wider impacts, with customers reporting warmer homes, lower heating bills and greater comfort following installations of heat pumps, new heating systems and Solar PV.

"I have an autoimmune disease. So, I feel cold a lot, even in the summer. When people come round, they might think that it is hot in here, but I will still be cold. But you just can't afford to leave the heating on all day, so some days I would be freezing, but that's all changed thanks to Aura.

Since they installed the air source heat pump, new radiators and the solar panels, the house heats to a nice temperature and just stays warm... I feel warmer, my heating bill is cheaper and I'm happier at home...

Sue, Aura customer.



Figure 3 Sue, Aura Customer and Hampshire Resident.

Results

Aura Retrofit's transformation has generated measurable outcomes across business growth, retrofit delivery and environmental impact.

Achievements include:

- Delivery of hundreds of renewable heating and energy efficiency measures.
- **£6.9 million** in grants claimed.
- **117% business growth** compared with the previous year.
- Creation of **16 new full-time jobs**.
- Significant carbon savings through low-carbon installations.

These results demonstrate how investment in skills, innovation and delivery capability can support both organisational growth and national decarbonisation objectives.



Figure 4 Aura Retrofit at Domestic Heating Contractor of the Year Award

Lessons learned

Successful retrofit depends on organisational capability as much as technical products. Aura Retrofit identified several factors underpinning successful retrofit delivery:

- Maintain consistently high-quality standards throughout project delivery.
- Ensure strong compliance with evolving retrofit regulations and standards.
- Invest in robust design processes before installation begins.
- Allocate appropriately skilled operatives to each project.
- Monitor installations throughout delivery and after completion to ensure long-term performance.

Looking ahead

Aura Retrofit plans to continue expanding its partnerships with local authorities, housing associations and managing agents while preparing for future generations of Warm Homes and other low-carbon funding programmes. Continued investment in technology, workforce development and delivery capacity aims to position the organisation as a trusted long-term partner in the UK's energy transition.

Key takeaways

- Strategic rebranding can position businesses for emerging low-carbon markets.
- Investment in people, skills and design capability is essential for successful business transformation.
- Warm Homes programmes provide an important opportunity to scale retrofit delivery while supporting residents through funding and installation.
- Customer-focused delivery, quality assurance and aftercare build trust and improve long-term retrofit outcomes.
- Successful retrofit delivers multiple benefits, including lower carbon emissions, reduced fuel poverty, and improved health.

Relevant Resources:

[Aura Retrofit | Home Heating and Energy Solutions](#)

[Retrofit reimagined: lessons from Aura's evolution](#)



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