



**STRONGER
TOGETHER**

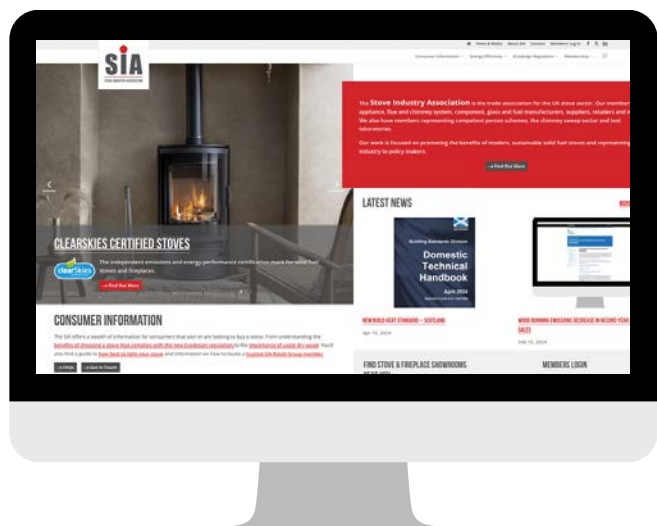
Help the UK stove industry continue to thrive by joining the SIA

Who we are

The Stove Industry Association (SIA) is the trade association for the UK stove industry.

Formed in 2008 as a manufacturer's alliance, the Association has since grown to over 170 members and has evolved to represent all aspects of the sustainable solid fuel supply chain.

The SIA welcomes applications from manufacturers, distributors and suppliers (B2B) of solid fuel stove appliances, chimney and flue systems, component parts, glass and fuel, independent stove retailers with physical showroom premises, installers of solid fuel stove appliances and chimney systems, chimney sweeps and industry stakeholders, such as competent person scheme administrators, test laboratories, advisory bodies and training companies.



How we are run

As a not-for-profit company, the SIA operates under its Articles of Association with all membership fees being utilised in the running of the association and the delivery of a range of ongoing projects designed to help promote the benefits of modern sustainable solid fuel stove appliances.

The day-to-day management of the Association is carried out by the SIA Operations Team, supported by the SIA Executive Committee which is made up of SIA members and meets at least three times per year.

[Click here to meet the team.](#)



What we do

The SIA's mission is to be the voice of the industry and to promote and explain the benefits and environmental advantages of stoves as heating appliances. We do this in several ways:

Stakeholder and political engagement

The SIA has formed effective working relationships with Defra (Department for Environment, Food & Rural Affairs), DESNZ (Department for Energy Security & Net Zero) and DLUHC (Department for Levelling Up, Housing & Communities).

As the key policy making departments within UK government for our sector, we work to inform these departments on the benefits of modern stoves, the role they play as part of a low carbon heating strategy and the opportunity they hold for reducing emissions from the solid fuel domestic heating sector.

We have built similar relationships with the Greater London Authority and the devolved governments in Wales and Scotland, regularly attending meetings and workshops in order to represent the interests of our members and the wider industry.



As part of an expanding political advocacy project, the SIA is seeking to further engage with key Select Committees and APPGs, as well as developing links with the Shadow Cabinet in the build-up to the General Election.

In June 2024 the SIA will be holding an MP drop-in day at the Houses of Parliament to further raise awareness among policy makers of the importance of our industry.

The SIA also contacts local authorities directly with information on stove use best practice.

Campaign groups

With a number of active anti-burning campaign groups such as Global Action Plan, Clean Air for London, Mums for Lungs and the London Wood Burning Project gaining increased coverage, the SIA seeks to engage with these groups to share our views.

We recently met with Global Action Plan in person to share information on consumer best practices and explain the advances in stove technology that have dramatically reduced emissions compared to open fires.

We continue to seek to engage with these groups and actively seek to correct any misinformation that they circulate.

Press and PR

Through a combination of regular press releases, statements and blogs and direct contact with key editorial staff within both the consumer and trade press, the SIA ensures that the press are kept up to date with the industry's viewpoint on key matters linked to the sector such as air quality/emissions, low carbon, sustainability, domestic heating and fuel independence.

We rigorously defend the industry in the face of misleading and sensationalist headlines, seeking corrections to articles and/or by offering comments and interviews.

Recently the SIA has appeared on BBC Radio 4, Times Radio, Radio 5 Live and on BBC Radio Essex and has had comments published in articles by the Daily Mail, the Guardian, the Times and the Telegraph newspapers.



What we do

Press and PR cont.

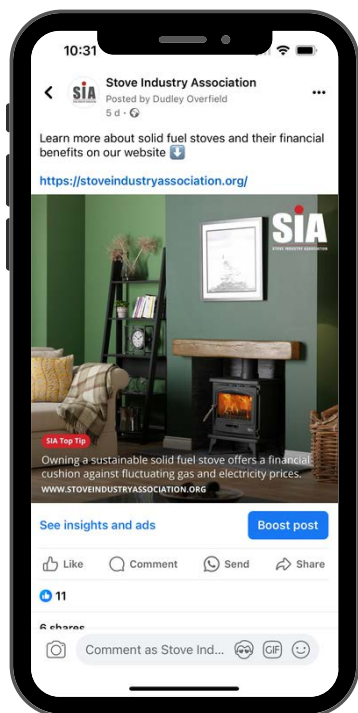
We have also recently successfully challenged a misleading article published in the Guardian which led to a correction of the headline and a footnote being added for clarity.

In April 2024 we presented the case for our industry on SKY News - [you can watch the interview here.](#)



Social media

The SIA delivers regular content across four social media channels: [Facebook](#), [LinkedIn](#), [Twitter/X](#) and [Instagram](#) with the aim of informing consumers on the benefits of modern stoves and how to choose and use their stoves effectively and efficiently.



We also use our social media platforms to communicate with stakeholders and to share our messages with our own members and prospective new members.

Training

The SIA's CPD accredited training course *Wood burning stoves and the UK emissions landscape* is available for delivery to a range of audiences including local authority planning and air quality teams, architects and specifiers, sales teams etc.



Meetings and events

The SIA attends various industry events in order to maintain a presence within the sector and to grow our membership reach.

We were recently at the Progetto Fuoco exhibition in Verona and also presented at the APICS AGM in 2024 and hosted a stand at the NACS show in 2023.

In April 2024 we were at the Guild of Master Chimney Sweeps Sweep Stuff Live exhibition where we will had a stand and presented a seminar session.

We hold three SIA member meetings a year for SIA Members, Stakeholder Members and Retail Group Members, these are very well attended.



What we do

Research and academia

By commissioning independent research, the SIA is able to act as an authoritative resource and add weight to its messaging. In recent years we have completed a number of research projects that have been utilised by Kantar and Defra for example, and have been shared with the Chief Medical Officer and others.

The SIA has built strong connections with a number of university faculties focused on air quality and combustion, including the Bioenergy Engineering Department at Manchester University, Department of Chemistry at York University and Imperial College.

You can find links to all SIA research materials [via the news section of the SIA website here.](#)

What our members say

We hope this information has given you a flavour of what the SIA is all about. But don't just take our word for it, here's what our members have to say:

"We joined SIA not to benefit ourselves but to help the fight against the negative publicity and balance the argument. At the sharp end we all get fed up with comments about stoves being banned and having to argue a case against that. The SIA provides ammunition to help that."

Geoff Seymour, Home Farm Stoves

"I joined the SIA to support the work they were then doing ... lobbying government and other bodies to promote the product I have spent most of my adult life putting forward as an environmentally friendly way of heating a house. Standards always need to improve and the SIA is helping ensure that any new standards adopted are sensible and will work once the product is exposed to the end user."

Peter Kelly, Focus Stoves

"Our industry is predominantly made up of small independent retailers and installers. This can be isolating and means, in the absence of any unbiased and independent umbrella organisation which is prepared to lobby for, support and promote us, that the industry is an easy target for negative press. Constantly reading about, and fielding end user questions about the latest press attack is disheartening, worrying and frustrating.

Over the last couple of years, we've noticed the SIA more and more as an emerging trustworthy brand that consumers are recognising - a great website - an excellent social media presence with posts which counteract most press attacks and are easily shared - and a clear and defined desire to protect our industry through engaging with Government ministers and policy makers."

Nicola Price, Green Man Stoves

"The SIA do a great job of representing our industry and fighting against the negative, and in most cases false, claims made against it. As a manufacturer we work really hard to make sure that our products are up to industry standards, as do all of the other SIA members, so it's really important that the public understands the truth when it comes to burning wood. The SIA works hard in various different ways to try and make sure that this happens."

James Farrell, DINAK

Stronger together

What are you waiting for? Make sure your voice is heard too by joining the SIA today. Either [click here for an application form](#) or contact our Client Manager, David Hamilton to discuss in more detail.



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