



**STRONGER
TOGETHER**

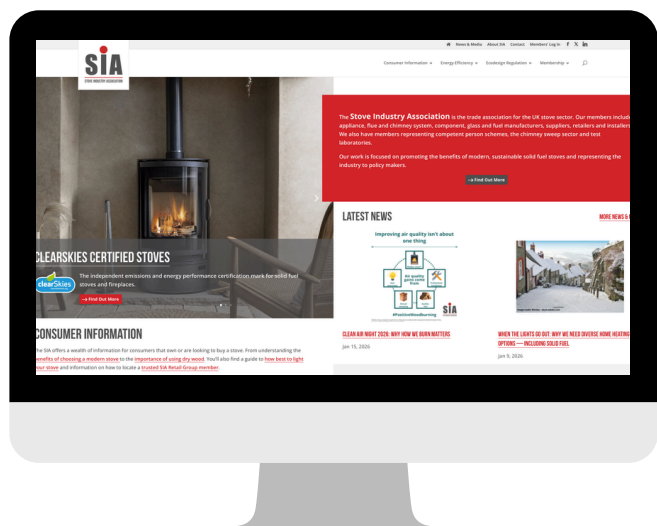
Help the UK stove industry continue to thrive by joining the SIA

Who we are

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

Formed in 2008 as a manufacturers' alliance, the Association has since grown to over 270 members and has evolved to represent all aspects of the stove and solid fuel heating supply chain.

The SIA welcomes applications from manufacturers, distributors and suppliers (B2B) of solid fuel stove appliances, chimney and flue systems, component parts and glass, fuel manufacturers and suppliers, 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 heating.

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 UK stove industry and to champion modern stove technology and user best practice. 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.



In November 2025 the SIA held an MP drop-in event at Portcullis House. The event attracted cross-party attendance from a number of constituency MPs, as well as representatives from the Defra air quality team.

On the day the SIA was able to speak directly to MPs about how modern stoves are helping to deliver renewable, reliable, low-carbon secondary heat for homes across the UK and how the industry is committed to continued product development and innovation.

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 work to promote and defend the industry in the media and we are regularly contacted to provide expert commentary and interviews.

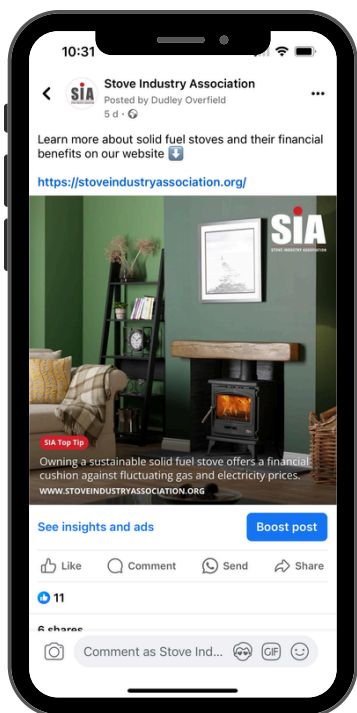
The SIA regularly appears on BBC Radio news, including Radio 4 and Radio 5 Live and a variety of local BBC Radio programmes. The Association has had comments published in articles by the Daily Mail, the Guardian, the Times and the Telegraph newspapers and is a regular contributor to a number of leading trade publications such as Fireplace Specialist, Forestry Journal, Housebuilder and Developer and Installer Online.

In April 2024 we presented the case for our industry on SKY News, in January 2025 the SIA was invited to join the panel on the BBC television Politics Live programme and more recently the SIA featured in segments for BBC Morning Live and ITV regional news.

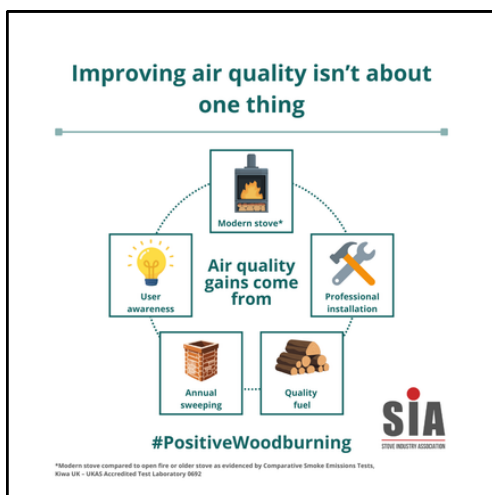


Social media

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



Our recent #PositiveWoodburning campaign, which has been run to coincide with Clean Air Night for the last two years, is designed to provide practical consumer information on burning best practice and demonstrate how simple steps can help make measurable air quality improvements.



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.

In the year ahead we are looking forward to attending the Guild of Master Chimney Sweeps Sweep Stuff Live exhibition and the Trade Stove & Fireplace Professional Show, among others.

We hold three SIA member meetings a year for SIA Members, Stakeholder Members, Fuel Members and Retail Group Members. These are very well attended and provide a valuable opportunity for the industry to come together and network. This year we will also be taking a meeting to Scotland on the 29th & 30th April so that our members and prospective members north of the border can meet the team and find out more about the work we do.



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 in key areas such as outdoor burning, indoor emissions sources and the well-being benefits of stove ownership.

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

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.



David Hamilton
SIA Head of Membership

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