Consumer engagement plan and budget

2025



smart energy GB
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1. Governance

1.1 The Smart Energy GB Board

The structure of the Smart Energy GB Board is set out in the Electricity and Gas Supplier Licence Conditions ("the supplier licences"). The Board is chaired by Mark Lund OBE and its membership at 26 November 2024 was:

Chair:

- Mark Lund

Representing the interests of energy suppliers:

- Martin Aylward
- Nick Clark
- Suzanne Craddock
- Phil Gilbert
- Kerry Maisey
- Elvin Nagamootoo

Representing the interests of energy consumers:

- Steve Crabb
- Maxine Frerk
- Chris MacLeod
- Ann McKechin

Chief Executive:

- Dan Brooke

The Smart Energy GB Board is pleased to present its Consumer Engagement Plan. This document details the organisation's objectives, its strategic approach and detailed activities for 2025 and the associated budget. It has been developed in consultation with suppliers. If you require this document in Welsh, please contact Alistair Gibbons **(Alistair.Gibbons@smartenergyGB.org)**.

1.2 The Performance Management Framework (PMF)

The PMF is a document which stipulates the performance metrics and targets that provide the direction to Smart Energy GB's activities. The performance of Smart Energy GB's activities is evaluated against those metrics and targets. As such, the PMF is an important document for the Board, DESNZ, Ofgem, suppliers and all other stakeholders, to understand both Smart Energy GB's direction and the basis for evaluating its performance.

The Board is responsible for producing and maintaining the PMF. Performance Management Framework ('PMF') advisory subcommittees (domestic and non-domestic) exists to advise and support the Board in its responsibility to produce and maintain the PMF and is chaired by a board member representing the interests of energy suppliers. All relevant suppliers are invited and encouraged to attend the PMF subcommittee.

2. Overview

2025 represents the final year of the existing targets framework set out by government, and so an important year for SEGB to do all it can to support suppliers to maximise smart meter installs. We will do this by continuing to maximise positive attitudes ("seek/accept") and minimise negative ones across the population while responding to the challenges that approach in 2025.

SEGB will have to remain agile to those challenges which include a developing government agenda, evolving market changes, supplier and consumer challenges. The key to this will be engaging with our stakeholders; sharing information and listening.

The installation rates required to reach installation targets in 2025 will require significant effort to achieve. To support that, SEGB has considered an appropriate mix of activity which is summarised below.

3. PMF objectives for 2025

The PMF subcommittees (both domestic and non-domestic) have given Smart Energy GB a clear articulation of the metrics and targets of the Performance Management Framework. The objectives and metrics for 2025 are detailed below.

3.1 Domestic PMF metrics for SEGB in 2025

Metric	Target
Seek/accept — The percentage of the GB adults without a smart meter who state that they would seek or accept a smart meter in the next six months	Minimise expected softening to a level sufficient for fuelling required installs, in conjunction with the conversion rate
Rejection — The number of GB adults without a smart meter who state that they would not get a smart meter if offered in the next six months	Reduce absolute numbers
Attitude sub-demographics — Seek/accept for Low income, Prepay, private renters, Over 65, and in Fuel poverty	Monitor for all, Maintain/improve for Low income and 65+
Conversion — The proportion of GB adults without a smart meter reporting as "got/due/tried to get" a smart meter in following six months	Minimise expected taper to a level sufficient for fuelling required installs in conjunction with the S/A level
Ability to stay in — The percentage reporting "extremely/very/fairly easy to stay in"	Monitor initially
Installations — Rolling weekly run rate of smart meter installations	Monitor
SEGB contribution to installations — The level of SEGB positive effects towards installations	Monitor
Message takeout — Though not a metric, sharing of analysis of message takeout vs. intended takeout for the audience segment(s) being targeted	Monitor
Usage — Smart population (w smart functionality) reporting "I actively manage how I use energy around my home"	Maintain or improve
Usage — Smart population (w smart functionality) reporting that having a smart meter has had a "great /fair difference" to their energy use	Maintain or improve

3.2 Non-Domestic PMF metrics for SEGB in 2025

Area	Target
Awareness — Amongst premise-based microbusinesses, awareness that smart meters are available to businesses	Increase
Seek/accept — The percentage of premise-based microbusinesses who state that they would seek or accept a smart meter in the next six months	Increase
Rejection — The number of premise-based microbusinesses who state that they would not get a smart meter if offered in the next six months	Reduce
Installations — Rolling weekly run rate of smart meter installations	Monitor
Usage — Smart population reporting "I actively manage how I use energy in my business"	Monitor
Usage — Smart population reporting that having a smart meter has had a "great/fair difference" to their business energy use	Monitor

4. 2025 campaign

4.1 Rewards and reassurance

Following successful testing of new marketing and communications propositions in 2024, we plan to prioritise propositions that focus on 'rewards' brought by smart meter ownership. We'll support it with 'reassurance' activity and a wider range of proven targeted audience-specific activity.

Both rewards and reassurance activity have performed well and initial data suggests 2024's autumn rewards activity has landed well in market. These strands of activity will be supported by the strongest proven messages for specific audiences.

Rewards

Energy flexibility demonstrates the rewards and benefits smart meters enable. It provides a strong appeal to all consumers without a smart meter to reappraise. It will include (if proven to be successful): tariffs; year-round reward schemes; home energy improvement benefits; savings opportunities through interconnected smart tech (e.g., EVs, solar panels, heat pumps). In addition, we expect this activity to positively contribute to SEGB's usage obligations (the 'double-duty effect').

Reassurance

"Reassurance" campaigns are designed to address myths and provide mass norming and advocacy. The work aims to keep warmer audiences warm, and balance negative commentary.

We'll use emotional reassurance e.g. high levels of satisfaction, alongside loss aversion of not getting one. And we'll use rational reassurance e.g. addressing myths directly through smart facts.

4.2. Targeting

Media

We will invest even more in targeted media, (and more than broader targeted media, for the first time), albeit TV remains vital to our older and average audience. We will carefully balance volume of investment by likelihood to convert.

Optimisations

We will continue to optimise our media, targeting specific audiences. We will use more social media, less display, with Pay-Per-Click optimised to monthly TV weights. We'll also maximise retargeting gains from refreshed Direct Response for seek/accept.

We will target more key media moments, identifying the time and place that consumers would be most likely to consider getting a smart meter. e.g. moving house.

PR campaigns

PR campaigns will play an important role in 2025. There will be a specific focus on audience segments (e.g. CIVCs and others with news media appeal.) We will build on the success of our Britain's Got Energy PR campaign, highlighting different audience's experiences and stories of energy use.

We aim to make the messaging relevant by bringing it to life through surveys on consumer habits, salient talent and 'people like me' case studies. This work will be supported by influencers and media partnerships.

Additional campaigns and news management activity will respond to opportunities and challenges of the external news environment.

4.3 Our wider duties

CIVCs

Our priority groups for 2025 will be prepay, those without fundamental digital skills (WFDS), and those on a low income. Partnerships, PR and news management will be used to address concerns and drive reappraisal. We'll reinvest the 'Bid Fund' budget to larger scale regional and new national partners.

Microbusiness

We have strong mid-year results on microbusinesses (increase in awareness and seek/accept) arising from:

- the launch of our campaign featuring Deborah Meaden
- 2024's budget increase (on the 2023 budget level)
- further optimisation of our media channels to reach people who are 'unaware'
- excellent PR campaign diagnostics

We want to continue with this successful approach while seeking improvements such as:

- deploying new positive advocacy for microbusinesses
- expanding the contextual targeting and hyper-localised messaging to drive relevance and cut through

Usage

As noted above, our double-duty effect (whereby our core messaging drives our usage metrics without the need for additional investment) has continued to work well in 2024. We expect this to continue in 2025 due to our focus on benefit-led messaging.

4.4 Radio-Teleswitching Service (RTS)

The signal that supports the RTS is due to be turned off in 2025. In discussion with industry and the wider stakeholder community, we will work with Ofgem and industry to deliver a campaign that raises awareness of this amongst those customers affected, encouraging them to take action in advance of the deadline. The campaign will include paid media, news management and working in partnership with third party organisations to specifically speak to CIVC audiences.

5. Budget 2025

The total 2025 budget of £38.3m is made up of a domestic budget of £35.8m and a non-domestic budget of £2.4m.

The budget is in line with the 2024 budget of £38.3m.

TOTAL SEGB BUDGET (£K)	Q1	Q2	Q3	Q4	Budget 2025	Budget 2024	Variance (£)	Variance (%)
Capital costs	8,443	8,184	7,100	5,474	29,200	30,165	(965)	-3%
Fixed operating costs	2,542	2,251	1,953	2,319	9,065	8,100	965	12%
Total	10,985	10,435	9,053	7,792	38,265	38,265	0	0

DOMESTIC ONLY	Q1	Q2	Q3	Q4	Budget 2025	Budget 2024	Variance (£)	Variance (%)
Capital costs	7,539	7,584	6,764	5,318	27,204	28,161	(957)	-3%
Fixed operating costs	2,435	2,144	1,846	2,211	8,636	7,672	965	13%
Total	9,973	9,728	8,609	7,529	35,840	35,832	(8)	0

NON-DOMESTIC ONLY	Q1	Q2	Q3	Q4	Budget 2025	Budget 2024	Variance (£)	Variance (%)
Capital costs	904	600	336	156	1,996	2,004	(8)	0%
Fixed operating costs	107	107	107	107	428	428	0	0%
Total	1,011	707	443	263	2,425	2,433	8	0


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