

Consumer engagement plan and budget

2026



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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 Standard Conditions of Electricity & Gas Supply, Electricity Distribution and Gas Transporter Licences (“the supplier licences”).

The Board is chaired by Mark Lund OBE and its membership at 5 December 2025 was:

Chair:

- Mark Lund

Representing the interests of energy suppliers:

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

Representing the interests of energy consumers:

- Steve Crabb
- Maxine Frerk
- Ann McKechin
- Lisa Tennant

Chief Executive:

- Dan Brooke

The Smart Energy GB Board is pleased to present its Consumer Engagement Plan for 2026. This document details the organisation’s objectives, its strategic approach and detailed activities for 2026 and the associated budget. It has been developed in consultation with suppliers and its wider stakeholder community. 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 advisory sub-committees (domestic and non-domestic) exist to advise and support the Board in its responsibility to produce and maintain the PMF and are chaired by a board member representing the interests of energy suppliers.

2. Overview

2026 represents the beginning of a new phase of the smart meter rollout. The 2025 government consultation on the future of the smart metering framework, which at the time of publication we are still awaiting the final conclusions of, maintains an ambition to complete the rollout by the end of 2030. At the same time, the consultation includes proposals to strengthen the smart metering Operational Licence Condition to deliver service improvements. The consultation specifically seeks views on:

- ensuring smart meters in traditional mode are back working in smart mode as soon as possible and no later than 90 days from the date energy suppliers are first aware: and
- pre-emptively replacing smart metering assets so that they continue to communicate when they will otherwise stop as a result of WAN services ending.

Subject to the conclusion of the consultation, we therefore expect suppliers to maintain a focus on progressing smart meter first time installations while also investing to ensure that customers are able to maintain their smart benefits.

After the end of 2025, according to the consultation, government envisages that Smart Energy GB will need to:

- continue to drive consumer demand for first time installations in both domestic and microbusiness properties
- provide support for harder-to-reach customer segments and specialist audiences and assist consumers on low incomes and with prepayment meters to realise the benefits of smart metering
- drive consumer acceptance of the transition to 4G communications and to encourage affected consumers to book an appointment to switch out their smart meter or communications hub
- support consumer understanding of the actions they can take to resolve meters not operating in smart mode and drive engagement with energy suppliers to address these issues
- support consumer awareness and action so that consumers respond promptly and positively to supplier engagement for any other scheduled maintenance activity
- leverage emerging policy across DESNZ to improve smart meter uptake and benefits realisation, driving consumer awareness of and engagement with wider opportunities such as smart tariffs and the key role smart metering plays as part of the journey to net zero.

We have discussed the detail of planned 2026 activity with suppliers and other stakeholders at our Board and PMF subcommittee meetings while also in bi-laterals across our range of stakeholders. We thank everyone for their feedback.

3. PMF objectives for 2026

The Board and 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 2026 are detailed below.

3.1 Domestic PMF metrics for SEGB in 2026

The most significant changes in 2026 are the introduction of metrics that relate to the new focus on helping customers to keep their smart benefits by accepting an update when one is offered. Once end-of-year baseline data is available SEGB will work with the Board and PMF sub-committee to set suitable targets.

Targeted metrics

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

Rejection — The percentage of GB adults without a smart meter who state that they would not get a smart meter if offered in the next six months

Attitude sub-demographics — Seek/accept for Low income, Without Fundamental Digital Skills

Conversion — The proportion of GB adults without a smart meter reporting as “got/due/tried to get” a smart meter in following six months

Usage — Smart population (w smart functionality) reporting “I actively manage how I use energy around my home”

Usage — Smart population reporting they believe it to be true that people with smart meters can access flexible tariffs and schemes, and/or can be rewarded for being flexible with their use

Usage — Population without a smart meter reporting they believe it to be true that people with smart meters can access flexible tariffs and schemes, and/or can be rewarded for being flexible with their use

Maintenance — Smart population who’ve had their meter for 9+ years reporting they would accept an appointment to replace their meter if needed

Monitoring metrics

Attitude sub-demographics — Seek/accept for Prepay, 65+ and Private Renters

Rejection — The number of GB households without a smart meter who state that they would not get a smart meter if offered in the next six months

Installations — Run rate of smart meter installations

SEGB contribution to Installations — The level of SEGB positive effects towards installations

Usage — Smart population (with smart functionality) reporting that having a smart meter has had a “great /fair difference” to their energy use

Maintenance — Smart population who’ve had their meter for 9+ years reporting it’s important to them that their smart meter works properly

3.2 Non-Domestic PMF metrics for SEGB in 2026

PMF Metrics for SEGB in 2026. The key change here is that we are also introducing a metric surrounding meter update willingness, as with domestic, and also introducing a monitoring metric surround energy flexibility.

Once end-of-year baseline data is available SEGB will work with the Board and PMF sub-committee to set suitable targets.

Targeted metrics

Awareness — Amongst premise-based microbusinesses, awareness that smart meters are available to businesses

Seek/accept — The percentage of premise-based microbusinesses who state that they would seek or accept a smart meter in the next six months

Rejection — The percentage of premise-based microbusinesses who state that they would not get a smart meter if offered in the next six months

Maintenance — Smart population reporting they would accept an appointment to replace their meter if needed

Monitoring metrics

Installations — Run rate of smart meter installations

Usage — Smart population reporting “I actively manage how I use energy in my business”

Usage — Smart population reporting they believe it to be true that people with smart meters can access flexible tariffs and schemes, and/or can be rewarded for being flexible with their use

4. 2026 campaign

4.1 Driving first time installs

We have seen very good results in 2025 in key measures such as seek/accept, reject and conversion, from our 'rewards for flexibility' benefit-led work. As a result, we will continue with this installs flex/rewards approach into 2026.

We plan to launch new creative in early 2026 that highlights more detail about shifting energy use to off-peak times. Marketing and PR campaigns will run throughout the year, using flex/rewards messaging to drive consideration and reappraisal of smart meters amongst owners and non-owners.

Reassurance and reputation

In addition to flex/rewards activity, we will address myths or misconceptions about smart meters and their impact through digital and PR work and support efforts to increase consumer understanding of what they can expect from their smart meter experience.

4.2. Meter maintenances

We understand suppliers will be ramping up their meter maintenance activity in 2026. We will support suppliers in their engagement of customers to ensure they receive meter switch-outs and upgrades. SEGB campaign messaging will help manage expectations for the transition. The campaign will be highly targeted but our goal is that those non-smart owners who do see/hear the campaign will be encouraged to reappraise. We will start with a test and learn approach and will monitor performance closely.

4.3 Our wider duties

CIVCs

Our overarching goal is to ensure CIVC audiences are not left behind as the rollout progresses. We will continue to prioritise groups with ownership or seek/accept gaps, namely those without fundamental digital skills, those on low income, and private renters.

Microbusiness

Our overarching goal is to encourage microbusiness owners to be aware of, and consider getting, a smart meter for their business. Building on our successful approach in 2025, we will prioritise generating attention and reach, increasing awareness that smart meters are available to microbusinesses (as well as domestic premises).

Usage

Our double-duty effect (whereby our core install-driving messaging is overheard by existing owners, driving their usage, without the need for additional investment) has continued to work well in 2025. We expect this to continue in 2026.

4.4 Radio Teleswitch service (RTS)

We will continue to support suppliers and the wider stakeholder group on the RTS switchover as required in 2026. We are planning on continuing some partnership activity to target those with barriers that need to be overcome. In addition, we will conduct news management activity as well as some targeted PR. The costs of which will be taken from reserves.

5. Budget 2026

The total 2026 budget of £38.3m is made up of a domestic budget of £35.8m and a non-domestic budget of £2.4m.

TOTAL SEGB BUDGET (£K)	Q1	Q2	Q3	Q4	Budget 2026	Budget 2025	Variance (£)	Variance (%)
Capital costs	8,767	6,072	7,549	6,554	28,942	29,200	(258)	-1%
Fixed operating costs	2,739	2,138	2,222	2,225	9,323	9,065	258	3%
Total	11,506	8,210	9,770	8,780	38,265	38,265	(0)	0

DOMESTIC ONLY	Q1	Q2	Q3	Q4	Budget 2026	Budget 2025	Variance (£)	Variance (%)
Capital costs	8,314	5,411	7,345	6,032	27,102	27,204	(102)	0%
Fixed operating costs	2,592	1,924	2,156	2,056	8,727	8,636	91	1%
Total	10,906	7,336	9,501	8,088	35,829	35,840	11	0

NON-DOMESTIC ONLY	Q1	Q2	Q3	Q4	Budget 2026	Budget 2025	Variance (£)	Variance (%)
Capital costs	454	660	204	523	1,840	1,996	(156)	-8%
Fixed operating costs	147	214	66	169	596	428	168	39%
Total	600	874	270	692	2,436	2,425	(11)	0

