



Department
of Energy &
Climate Change

Smart Metering

APSE Seminar

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11 July 2014

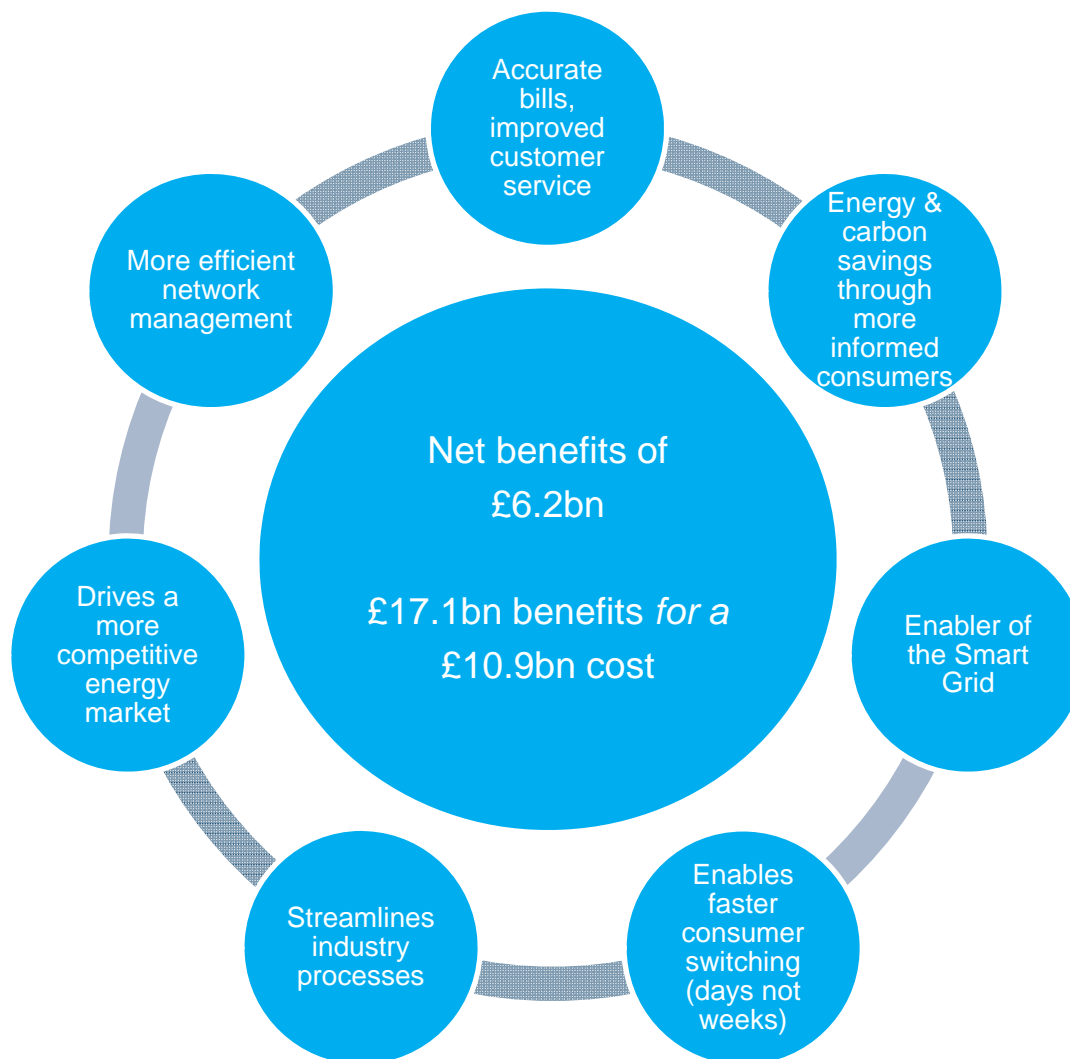


Smart meter roll-out

- All domestic customers
- 53 million meters in 28 million homes and 2 million businesses
- Most households will have smart meters installed between 2015 and 2020



Why roll out smart meters?





Benefits and services for consumers

- Bill savings
- Accurate bills
- Near-real time consumption information
- With better information consumers will more easily be able to choose the best tariff
- Faster, more reliable switching, from instant meter reads and more efficient industry processes
- Switch between credit and pre-pay without changing meters
- Suppliers can offer smarter tariffs to suit consumers' lifestyles
- Other service innovations possible – e.g. cheap energy clubs



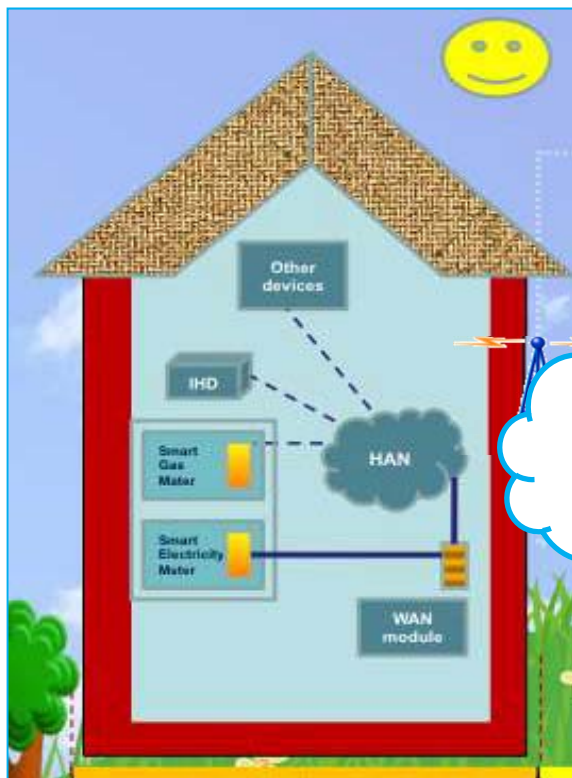
Smart meter system





Smart metering system

Consumers



Data and Communications Company

 Data
Communications
Company

Data Services
Provider:
CGI IT UK

Communications
Service
Providers:
Arqiva Ltd
Telefónica

DCC Service Users

Energy suppliers

Electricity and gas
network operators

Other authorised
parties

Wide area network

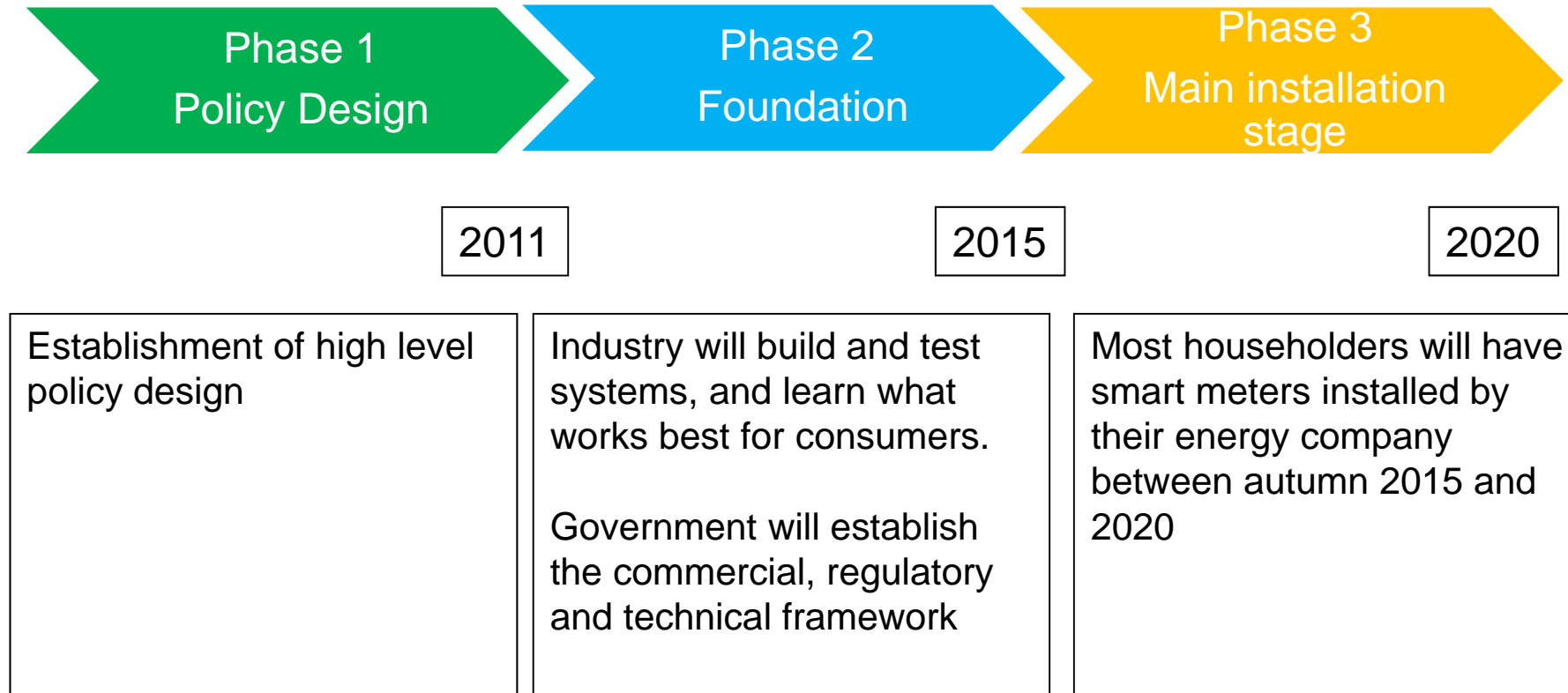


Data Privacy

- Regulatory framework gives consumers control over who sees their consumption data
- Suppliers required to explain clearly which data is being used, and why
- Have to get explicit customer consent to access half-hourly data
- Customers can opt out of allowing access to daily data
- Energy UK and (the former) Consumer Futures developed a Data Guide for consumers – published June 2013



Phased delivery





Consumer engagement strategy

- Significant benefits for consumers will only be achieved if consumers are effectively engaged
- We want consumers to:
 - accept smart meters
 - take action in response
- Some benefits will flow following installation:
 - end to estimated billing
 - greater flexibility for pre-payment customers
- Other benefits will require consumer engagement – to encourage energy-saving behaviour change



Consumer engagement strategy

- Published strategy end of 2012
- Aims:
 - Building consumer support
 - Delivering energy savings
 - Ensuring that vulnerable and low income consumers can benefit from the roll-out



Consumer engagement strategy

- Suppliers:
 - Engagement at point of installation
 - Installation Code of Practice
 - In-home Display and improved billing information
 - Indirect feedback
- Smart Energy GB





Installation Code of Practice

- Required by Licence Conditions
- Aims:
 - Customer experience to be positive
 - Protect customers during installation
 - Help deliver benefits
- Installers required to:
 - Demonstrate system
 - Offer energy efficiency advice
 - Identify and meet needs of vulnerable consumers
- Bans sales and restricts marketing at installation





Smart Energy GB

- Required by Licence Conditions
- Set up June 2013
- Funded by suppliers
- Objectives:
 - Consumer confidence and awareness
 - Consumer willingness to use smart meters for behavior change
 - Vulnerable consumers



Smart Energy GB

- Activities:
 - Motivational campaigns
 - Energy efficiency advice and guidance
 - Address consumer concerns and explain benefits
 - Engage vulnerable and low income consumers
 - Ensure pre-payment customers receive consistent messages
 - Outreach – ensure that local authorities and third sector organisations who can act as trusted messengers are engaged and are supported



Smart Energy GB

- Progress to date
 - Published first engagement plan
 - Discusses:
 - behaviour change model
 - core message about “control”
 - contextualising messages
 - channels
 - phasing
- Procurement of creative agency
- Website and brand development – Summer 2014



Smart Energy GB



- Important week for Smart Energy GB





Working with LAs and third sector

- Key role for a range of organisations:
 - Local authorities, housing associations, charities, community organisations
- Organisations with local knowledge and understanding of people's needs
- Can help by:
 - Putting people in touch with suppliers or CDB
 - Raising awareness
 - Discussing benefits
 - Demonstrating smart meters
 - Providing practical help





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www.gov.uk/government/policies/helping-households-to-cut-their-energy-bills/supporting-pages/smart-meters

- Second annual progress report
- Guide for local authorities and third sector organisations

Smart Energy GB: www.smartenergygb.org/