



# Smart Energy GB Annual budget 2016

December 2015

# Introduction

As required by The Modifications to the Standard Conditions of Electricity and Gas Supply Licences, Electricity Distribution Licences and Gas Transporter Licences (Smart Meters) (hereafter “the licences”), Smart Energy GB is pleased to publish its budget for 2016.

## Objectives of Smart Energy GB and other relevant supplier licence conditions

All activity in Smart Energy GB is driven by its objectives which are:

- Build consumer confidence in the installation of smart metering systems by gas and electricity suppliers;
- Build consumer awareness and understanding of the use of smart metering systems (and the information obtained through them);
- Increase the willingness of energy consumers to use smart metering systems to change their behaviour so as to enable them to reduce their consumption of energy; and
- Assist consumers with low incomes or prepayment meters, or consumers who may encounter additional barriers in being able to realise the benefits of smart metering systems due to their particular circumstances or characteristics, to realise the benefits of smart metering systems while continuing to maintain an adequate level of warmth and to meet their other energy needs.

These objectives apply in respect of energy consumers at domestic premises and, where it is cost effective to extend consumer engagement activities undertaken by Smart Energy GB so as to also include the engagement of energy consumers at relevant designated premises (ie microbusiness customers), in respect of such consumers.

Across all its activity, Smart Energy GB is committed to operating at all times in an efficient and cost-effective manner that achieves value for money.

During 2016, Smart Energy GB will build on its consumer engagement activity and the strong start it has already made in the delivery of its objectives. Our activity will support the further roll out of smart meters throughout 2016. During the year, Smart Energy GB will

regularly monitor the budget to ensure value for money and to ensure that its activity achieves maximum effectiveness, particularly taking into account any relevant external factors. For further information on Smart Energy GB's plans for 2016, please see the Consumer Engagement Plan on our website.

## Summary of 2016 budget

<b>Activity</b>	<b>£000</b>
Multi-channel engagement campaign	25,240
Partnership working (inc with local groups and charities)	4,686
Digital	1,491
Evaluation and insight	1,797
Stakeholder and media engagement	2,470
Contingency	420
<b>Capital costs</b>	<b>36,104</b>
Staff costs	4,598
Premises and office running costs	1,862
Depreciation	538
Professional fees	190
ICT support	177
Contingency	120
<b>Fixed operating costs</b>	<b>7,485</b>
<b>Total 2016 budget</b>	<b>43,589</b>