1. Introduction

1.1 In December 2013 Smart Energy GB (then called the Smart Meter Central Delivery Body) published its Consumer Engagement Plan for Smart Meter Roll-out. This plan had been produced consistent with the requirements of the Modifications to the Standard Conditions of Electricity & Gas Supply, Electricity Distribution and Gas Transporter Licences (hereafter “the licences”) and can be viewed in English at: http://www.smartenergygb.org/sites/default/files/engagement-plan-1213.pdf and in Welsh at: http://www.smartenergygb.org/sites/default/files/welsh-translation-of-consumer-engagement-plan.pdf.

1.2 As required by the licences, Smart Energy GB keeps its Consumer Engagement Plan under review, and amends it from time to time so that it continues to be accurate, up to date and fit for purpose. This publication is the first update to the Consumer Engagement Plan. Smart Energy GB makes such updates in the light of suitable expert advice and in the light of its latest view of consumer attitudes and requirements.

1.3 Throughout 2014 Smart Energy GB started the implementation of the Consumer Engagement Plan, ensuring that it does so in the most efficient and cost-effective manner and that it achieves value for money in the performance of its activities. This was particularly important as smart meters continued to be rolled out throughout 2014, and as we approach the end of the year there are just under one million smart meters now installed in homes and small businesses across the three nations of Great Britain. Details of Smart Energy GB’s overall activity and budget for 2014 have been published and are available on our website at: http://www.smartenergygb.org/sites/default/files/smart-meter-central-delivery-body-2014-budget.pdf.
1.4 A more detailed report on achievements in 2014 will be contained in our Annual Report for 2014, which will be published before 31 March 2015. However, a summary of some of the key areas of delivery in 2014 is set out in section 2 below, as this provides important context for the areas of the Consumer Engagement Plan that have been updated.

1.5 The English language version of this document was published at the end of December 2014. A Welsh language translation will be published at the beginning of 2015 and will be available on the Smart Energy GB website.

1.6 The licences require that Smart Energy GB publishes details of its budgets separately to any update to the Consumer Engagement Plan. As such, attention is also drawn to the publication of the Smart Energy GB 2015 budget, which is available on our website.
2. Smart Energy GB consumer engagement progress in 2014

2.1 We made important progress in a number of areas in 2014 through the implementation of our Consumer Engagement Plan. These include:

2.1.1 Gathering insight: We continued our programme of consumer research started in 2013, including through a programme of consumer focus groups held across the nation in the first quarter of 2014. This activity focused on informing narrative & myth-busting, audience segmentation, and the particular needs of vulnerable groups. We wanted better to understand consumer attitudes and behaviours in relation to the purchase of gas and electricity and their potential attitudes to smart meters.

Our insight gathering was taken further in mid-2014, when we commissioned Populus to conduct one of the largest ever pieces of quantitative research into public attitudes to energy and smart meters. This research is available on our website at: http://www.smartenergygb.org/media-and-resources/press-releases/research-paints-picture-consumer-mistrust-confusion-and-anxiety.

We also conducted extensive stakeholder research, in particular to develop our understanding of the needs of individuals with different vulnerabilities (reflecting our licence requirement to particularly assist consumers with low incomes, or prepayment meters, or consumers who may encounter additional barriers to being able to realise the benefits of smart metering systems due to their particular circumstances or characteristics) and the needs of micro-business customers. This allowed us to develop our understanding of the correct balance in roles between Smart Energy GB public engagement activity and that of individual energy suppliers who have a critical role engaging their own individual customers:
<table>
<thead>
<tr>
<th>Smart Energy GB</th>
<th>Energy Supplier</th>
<th>Energy Supplier &amp; Smart Energy GB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting the public to understand and want a smart meter installation</td>
<td>Dialogue with customers concerning the installation in their home</td>
<td>Using smart meters to benefit by reducing energy consumption</td>
</tr>
<tr>
<td>• Generate understanding of what a smart meter is</td>
<td>• Specific dialogue with individual customers about how they can access their installation</td>
<td>• Explaining how to use the smart meter to reduce energy consumption</td>
</tr>
<tr>
<td>• Create interest and desire to have an installation (informed by explaining benefits)</td>
<td>• Explaining the “on the day” installation</td>
<td>• Smart Energy GB: social norms and provides broad advice to the public (domestic and where appropriate and cost effective to do so non-domestic)</td>
</tr>
<tr>
<td>• Communicate supplier-neutral understanding of how to access an installation &amp; generic understanding of what to expect</td>
<td>• Any questions about the specific installation</td>
<td>Individual energy suppliers: dialogue with their own consumers</td>
</tr>
<tr>
<td>• Additional focus on reaching vulnerable audiences</td>
<td>• Support during installation eg how the smart meter display (IHD) works, energy saving advice, advice on avoiding carbon monoxide poisoning</td>
<td>1-to-many by Smart Energy GB, across channels &amp; with partners &amp; 1-2-1 dialogue between the supplier and each individual customer</td>
</tr>
<tr>
<td>• Extending domestic activity to non-domestic where appropriate and cost effective to do so</td>
<td>• Dealing with any complaints or immediate follow up to the individual installation</td>
<td></td>
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<tr>
<td>1-to-many by Smart Energy GB, across channels &amp; with partners</td>
<td>1-2-1 dialogue between the supplier and customers</td>
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</table>

- Explaining how to use the smart meter to reduce energy consumption
- Smart Energy GB: social norms and provides broad advice to the public (domestic and where appropriate and cost effective to do so non-domestic)
- Individual energy suppliers: dialogue with their own consumers
- 1-to-many by Smart Energy GB, across channels & with partners & 1-2-1 dialogue between the supplier and each individual customer
We would like in particular to thank all those organisations who assisted us in this stakeholder research; a full list of those organisations is contained in Appendix 1 at the end of this document.

2.1.2 The development of our partnership way of working: A number of organisations, including the House of Commons Energy & Climate Change Committee in its July 2013 report on smart meter rollout, identified the importance of Smart Energy GB working closely with partners (eg from the third sector) as a route to the delivery of public engagement. The Consumer Engagement Plan recognised that partnerships are a key element of engagement activity. In 2014 we started dialogue with a number of the potential key partners with whom we may need to work and began discussions with them as to what levels of resource will be required to create and execute these partnerships. This is contributing to the development of our partnership marketing strategy and delivery plan, which will be implemented in 2015.

2.1.3 Development of core campaign identity: Based on the insights gathered from the consumer research described in 2.1.1 above, and the needs of potential partners, we (as required by the licences) sought the right expert advice to support us in the design of the core identity of our campaign communication. This core identity takes the form of an expression of the domestic and microbusiness’ current experience of buying gas and electricity and role of smart meters in transforming that experience; and centres on the two characters, Gaz and Leccy. You can see more about Gaz and Leccy on our website at: http://www.smartenergygb.org/national-rollout/gaz-leccy .

2.1.4 Deployment of Smart Energy GB digital channels: We deployed our first branded owned digital channels, establishing a consumer facing website. This included establishing a search engine approach in both search engine optimisation and pay per click.

2.1.5 Developing public engagement and understanding through public events and the media: Smart Energy GB has been actively engaging through attending and hosting stakeholder events, and through dialogue in national and local media (across online, broadcast and print channels).
2.1.6 Initial advertising: to support both current on-going smart meter installations and to allow a “test and learn” approach of our campaign, targeted radio advertising was undertaken in the final quarter of 2014 in targeted areas. This campaign is being subjected to detailed scrutiny and research, to allow maximum learning and integration of that learning into the implementation of advertising in 2015.
3. Ensuring the appropriate scale of Smart Energy GB engagement activity in 2015

3.1 We have worked carefully to plan the necessary scale of public engagement activity and ensure that activity is focused on the most effective and value for money channels to support the predicted number of installations across all suppliers in 2015.

3.2 We have used the latest available predicted smart meter installation numbers, provided to Smart Energy GB by DECC, to support this planning. The planning process has been in-depth and conducted using three of the country’s leading planning expert agency groups (Aegis, WPP, Omnicom), to allow testing/validation of the initial recommendations and their honing to ensure that the final analysis that forms our plans are robust and value for money.

3.3 The Board of Smart Energy GB believes that the organisation has properly considered the latest available predictions of numbers of smart meter installations for 2015 and 2016, and properly reflected these in the development of the appropriate level of engagement activity in 2015. However, we are aware that there is a possibility that the best available predictions of numbers of smart meter installations in 2015/2016 will change; for example as a result of any delay in capacity or functionality changes from the core infrastructure of the GB smart meter programme known as the DCC.

3.4 That is why Smart Energy GB’s Board will:

- Be regularly informed by Smart Energy GB staff (informed by DECC) of any changes to consolidated pan-supplier predicted numbers of smart meter installations
- If any change in predicted numbers is produced by DECC, the Board will consider whether the change materially affects the basis on which Smart Energy GB had planned and thus whether Smart Energy GB should change the amount of planned engagement activity in 2015 and/or change the mix of intended activities so that it better reflects the task of supporting any newly predicted pan-supplier smart meter installation numbers.
4. Smart Energy GB activity in 2015

4.1 We will continue to refine our broad segmentation of the GB population based on relevant attitudes to allow us to target engagement with the public throughout the rollout, but in particular in 2015, in a way that is most likely to be effective and relevant.

4.2 Given the complex, multi-channel approach to engagement, the segmentation will need to provide a common dataset for our own work, and that with partners, with application across all communications channels.

4.3 As the domestic rollout is by household and not individual, vulnerabilities need a special approach to map. We will therefore combine an attitudinal based segmentation with an axis that aims to plot aptitude-to-adopt alongside attitude. This will assist us in defining the task for engagement based on these two potential barriers. Whilst the characteristics are not necessarily mutually exclusive, they do allow us to extrapolate audiences who may have the attitude but not the aptitude to adopt due to specific vulnerability, and so design our support to these particular group(s).

4.4 We have a specific workstream to identify and support vulnerable individuals and households which is heavily partnership based and underpinned with targeted paid media support (such as specialist publications). We are excited that in 2015 we will be establishing both an expert behaviour change panel and a panel with expertise in the needs of vulnerable individuals/groups, both of which will advise us on the detailed implementation of our activity for those groups.

4.5 The licences give Smart Energy GB a responsibility to extend our consumer engagement activity to microbusiness where it is deemed cost effective to do so.

4.6 Having in 2014 considered carefully the best ways in which to deliver cost-effective activity to microbusiness, our overriding approach will be to extend our existing domestic consumer campaign rather than develop a different and separate creative campaign for microbusiness.
4.7 Our reach into microbusiness in 2015 and beyond will predominantly be via partnerships with a small number of business organisations. We will support this work with carefully selected targeted paid media support.

4.8 This specifically means we will/will not undertake the following activities:

- We will continue to consult key representative organisations/experts to understand the needs of microbusiness and the smart meter benefits for microbusiness
- We will not develop bespoke creative campaigns for microbusiness but will, where appropriate, amend copy/messaging within our existing consumer campaign assets so as to be relevant for microbusiness audiences
- We will provide these amended campaign assets and guidelines to business groups and/or businesses themselves who may wish to use these in their own channels
- We will provide information on the smart meter rollout for microbusiness on our website and optimise our PPC/SEO activity so as to drive relevant queries to these pages of our site
- In order to support our partnership activity for microbusiness, we will consider buying targeted media space to further amplify that activity
- We will provide editorial content for publications targeting microbusiness
- We will aim not to incur any additional or on-going relationship management costs (pertaining to organisations/media owners representing or serving microbusiness)

4.9 As we start to implement partnership activity, in the first quarter of 2015 we will be focused on putting in place robust practices and evaluation frameworks along with the experts appointed to deliver elements of the core partnerships programme and the development of partner assets. We will then move into detailed examination and negotiation of the first contracts for key delivery and national partners and then the establishment of a broader bid fund that can support a breadth of partnership activity in 2016 and beyond.

4.10 The role for paid media marketing channels in 2015 is to start the normalisation of the existence of smart meters; educate and reassure those who are interested in the benefits of smart meters but concerned they will be too complicated for them to
use or that there are hidden negatives; hand-hold those that need additional support and ensure we are reaching vulnerable audiences and are providing the help that they need via partnerships; and critically, maximise the acceptance of installations for those predicted installations in the 2015 rollout and seed as this builds further into 2016.

4.11 Given the multi-faceted nature of our 2015 objectives an integrated multi-media approach is required to leverage the strengths of different media touch-points to deliver against specific paid media tasks. This will include carefully judged proportions of press, radio, out of home and digital. Our approach to using paid media will be to ensure we are being as targeted as possible, efficiently and effectively reaching people who may be contacted by their energy suppliers as part of installations aimed to take place in 2015, while starting a suitable but not excessive level of priming and building interest in those who may have to wait longer to receive their smart meter.

4.12 We have used an expert planning tool to ensure that our paid media activity does not decline to too low a level, but also does not exceed need or value for money.

4.13 We have an important task to continue and build up stakeholder communications in 2015; be it with elected representatives, consumer groups, community organisations or charities – alongside appropriate engagement to educate detractors. During the first quarter of 2015 some political stakeholders will of course be focused on the General Election in May 2015 (elections to the Scottish Parliament and Welsh Assembly take place May 2016). However, the active engagement of those stakeholders will be essential to communicate the benefits of smart meters to their constituents as the rollout gathers pace. We will maintain effective contact with them and their staff, and renew our contact post-election. We will continue and build our active programme of support for Scottish Parliamentarians and Members of the Welsh Assembly, as well as local authorities across all three nations of Great Britain.

4.14 As awareness grows, charities and consumer organisations will have greater interest on behalf of those they represent. Through 2015 we need to support stakeholder groups so that they can have good awareness that mass rollout is soon to start and be ready to support their constituencies through that rollout.
5. Gathering further on-going insight, measurement and evaluation of Smart Energy GB engagement activity

5.1 Smart Energy GB is committed to using a “test and learn” approach of continual optimisation of key spend areas. The test and learn approach will ensure the Board of Smart Energy GB will be able to take stock of the organisation’s effectiveness and value for money throughout 2015. Test and learn, and the ability to evaluate effectiveness applies across all areas of Smart Energy GB activity, but is especially important in relation to paid media marketing activity, and partnership marketing activity.

5.2 As such, the phasing of both these areas of activity is designed to support a test and learn approach, and empower the Board to give any direction that it sees fit on effectiveness and any change in spend plans throughout the year.

5.3 The Board of Smart Energy GB has developed a comprehensive series of insight gathering, measurement and evaluation processes to ensure that throughout 2015 it is receiving regular reports on the effectiveness of our activity and is able to implement any necessary in-year changes to our plans as a result of test and learn.

5.4 Smart Energy GB has also supported Relevant Suppliers in fulfilling their licence requirement to consider appropriate amendments to the Performance Management Framework which sets out the key performance indicators and targets which have been determined by relevant suppliers as standards against which they believe the performance of Smart Energy GB should be judged.
Appendix 1

The implementation of our consumer engagement activities in 2014, and the updating of our Consumer Engagement Plan, would not have been possible without the support and input of a number of organisations who gave their time to contribute their expertise to us. We are incredibly grateful to all those who have allowed us to benefit from their expertise, including:

4Children
Action with Communities in Rural England
Affinity Sutton
Age Cymru
Age Scotland
Age UK
All Party Parliamentary Group on Behaviour Change
Almond Housing Association
Alzheimer Scotland
Alzheimer’s Society
Arqiva
Association for the Conservation of Energy
Barrhead Housing Association
BEAMA
Behaviour Change
Bield Housing and Care
Bristol Power Co-op
British Computer Association of the Blind
British Gas
Cadder Housing Association
Care & Repair Cymru
Carers Scotland
Carers Wales
Cartrefi Cymru
Cass Business School
Centre for Cities
Centre for Sustainable Energy
Changeworks
Charities Aid Foundation
Energy UK
European Smart Metering Industry Group
Extra Energy
Federation of Small Businesses
First Utility
First Wessex
Flow Energy
Forum for the Future
Future Energy Solutions
Gas Safe Charity
Gazprom
Gentoo
Gingerbread
Glasgow Housing Association / Wheatley Group
Global Action Plan
Gocompare.com
Good Energy
Grandparents Plus
Greater London Authority
Green Alliance
Green Energy UK
GreenSquare Group
Groundwork
Groundwork North East & Cumbria
Haven Power
Hikmat Devon
Hindu Council UK
Housing & Care 21
Inclusion Scotland
Institute for Public Policy Research
Joseph Rowntree Foundation
Kingdom Housing Association
Learning Disability Wales
Local Energy Action Plan
Localgiving
London Energy Project
London First
London Sustainability Exchange
Media Trust
MediaSense
mhs homes
Middlesbrough Environment City
Mind
Money Advice Service
Money Saving Expert
Moneysupermarket.com
National Audit Office
National Council for Voluntary Organisations
National Energy Action
National Energy Action Cymru
National Housing Federation
National Landlords Association
National Right 2 Fuel UK
National Skills Academy for Power
National Union of Students
Neighbourhood Watch
Newcastle City Council
Newham Council
Npower
Ofcom
Ofgem
Ombudsman Services
One Parent Families Scotland
Opower
Opus Energy
Orbit Group
Ore Valley Housing Association
Ovo Energy
Partick Housing Association
PayPoint
Peabody
Pineview Housing Association
Places for People
Policy Connect
The Methodist Church
The Prince’s Trust
The Wise Group
Thirteen Group
Turn2us
UK Community Foundations
UK Power Networks
University College London
uSwitch.com
Utilita Energy
Utility Warehouse
Welsh Government
Welsh Language Commissioner
Welsh Local Government Association
Welsh Tenants Federation
Which?
Yarlington Housing Group
Your Homes Newcastle
ZapCarbon