Smart Energy GB Board meeting 9 February 2022, 10am

Record of the meeting

Agenda:

1. Approval of minutes of the Board meeting of 10 November 2021

2. Chair’s welcome & introductory remarks

3. Overview from the Chief Executive

4. Media Pitch update

5. 2021 year end results

6. Campaign update

7. Making all SEGB marketing more action-orientated

8. Landlord and renters deepdive

9. D&I next steps

10. Latest management accounts

11. AOB

Appendix:

PMF subcommittee minutes
ARC subcommittee minutes
1. Approval of minutes Board of the meeting of 10 November 2021

1.1. The minutes of the previous Board meeting were approved.

2. Chair’s welcome and introductory remarks

2.1. The Chair welcomed those in attendance.
2.2. There was a general discussion regarding installation progress amidst current market conditions.

3. Overview from the Chief Executive

3.1. The Chief Executive gave a brief overview of activity since the last Board meeting.

4. Media Pitch update

4.1. The Board was presented with the outcome of the media pitch process that was recently concluded.
4.2. The Board thanked the CEO and Director of Marketing for the update and acknowledged the thorough process that was conducted.

5. 2021 Year end results

5.1. The Board received an overview of the year end results against PMF targets.

6. Campaign update
6.1. A summary of recent campaign activity was presented to the Board. The Board welcomed the report, noting the strong and encouraging results.

7. Making all SEGB marketing more action-orientated

7.1. The Board received an overview of how SEGB activity is focusing on consumers taking action, covering what tests have been performed and what further activity is planned.

8. Landlord and renters deepdive

8.1. The Board received a summary of the work performed with policy and public affairs to help improve conversion amongst renters.

9. D&l next steps

9.1. It was agreed that the two initiatives of a mentoring scheme and a consumer advisory council should be proceeded with.

10. Latest management accounts

10.1. The management accounts were presented for information.

11. AOB

11.1. No matters raised.

Draft minutes from the PMF subcommittee and Audit and Risk Committee were also circulated to the Board.
Attendance:

Directors present:
Mark Lund (Chair)
Dan Brooke (CEO)
Martin Aylward
Daren Carter
Pam Conway
Steve Crabb
Steven Day
Jill Dougan
Maxine Frerk
Fiona Mayo
Ann McKechin
Chris MacLeod

Observers present:
Alex Belsham-Harris, Citizens Advice
Oliver Sinclair, BEIS
Hugh Spicer, Chair of the Audit and Risk Committee
Anna Stacey, Ofgem

SEGB officers present:
Victoria Bacon
Phillippa Brown
Alistair Gibbons
Sara Higham
Imogen Landy
Chris Taggart
Nicole Defreitas (minutes)

Apologies:
Brian Stratton