

## 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: <i>PMF subcommittee minutes</i> <i>ARC subcommittee minutes</i>

## **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&I 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