Welcome to the Energy Innovation Hub!

SMS Energy Insights Day 2025

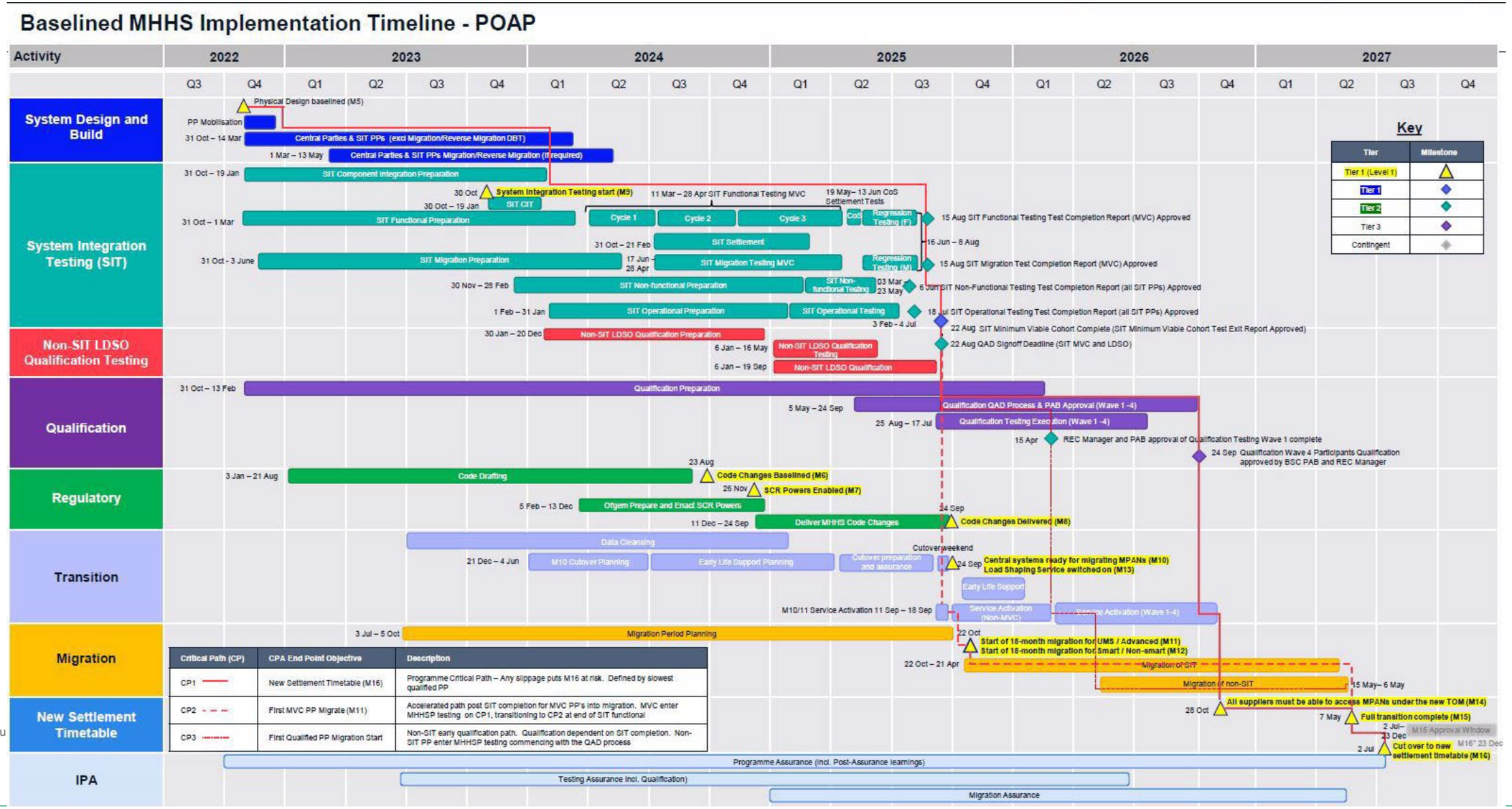
SMS ENERGY INSIGHTS DAY 2025

10:30	Arrival Reception	
11:00	Welcome & Housekeeping	Tom Woolley, SMS
11:05	MHHS Programme - Half Hourly data and the future of settlements	Rob Langdon, SMS
11:25	Leveraging the Alt HAN Crowded Meter Room Programme to deliver against SMETS2 Obligations	Simon Chester, SMS Chris Perry, Alt HAN
11:45	Optimising the Smart Meter Rollout post 2025	Alex Atkins, Cross 8
12:05	Q&A Panel	
12:20	Tours of our Lab	
12:50	Lunch Break	
13:45	2G/3G Sunsetting	Ben Sanderson, SMS
14:05	RTS Update	Mark Pitchford, Energy UK
14:25	Using Energy Data to drive the Energy Transition	Tom Woolley, SMS
14:45	Q&A Panel	
14:50	Closing remarks	Tom Woolley, SMS
15:05	Drinks Reception & Networking	

Marketwide Half Hourly

Robert Langdon, SMS

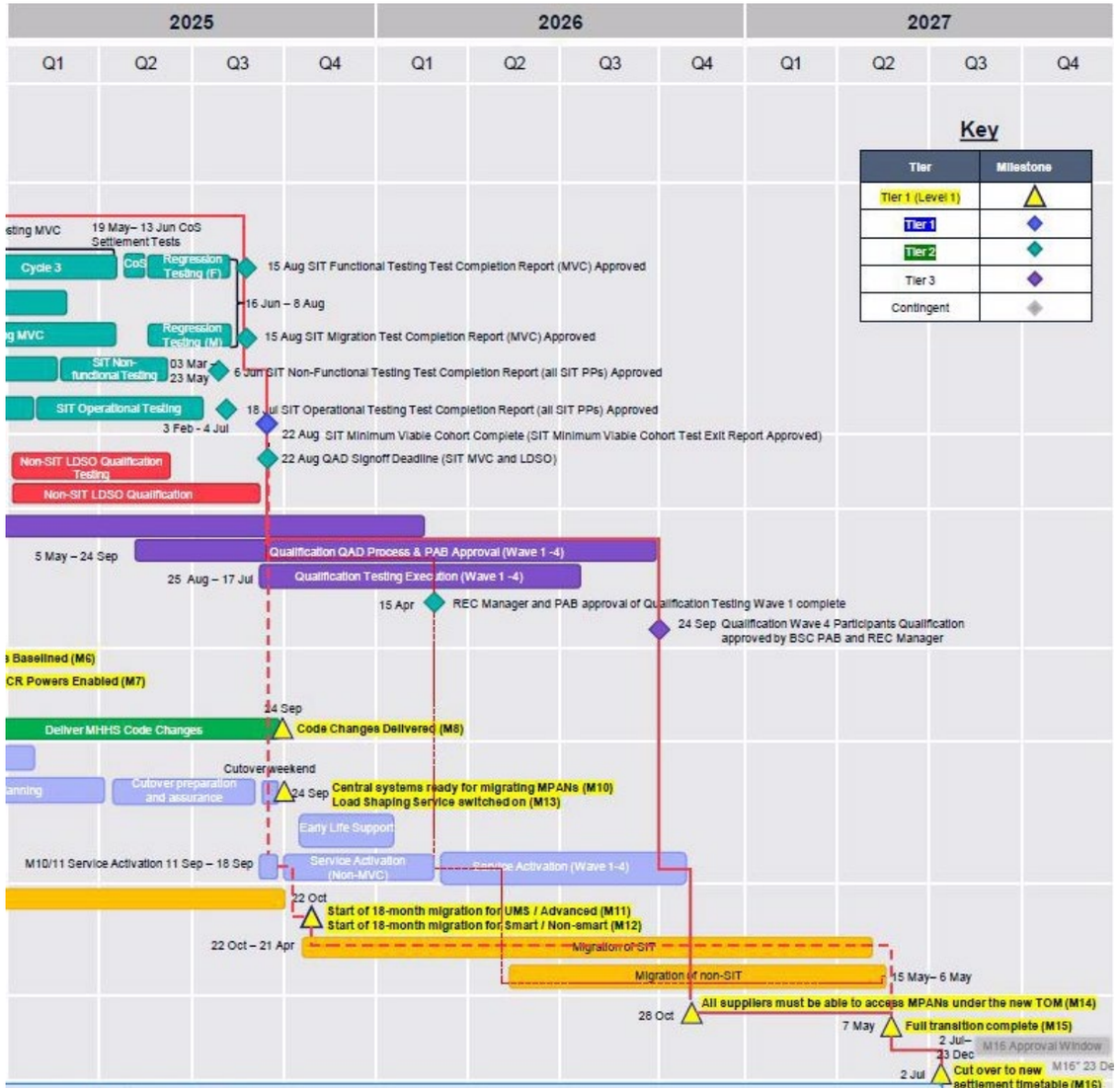
How is the programme progressing



Serving ou

How is the programme progressing – where we are now

- **CR055 Baselined MHHS Implementation Timeline**, as of **20 December 2024**
- **Introduced a 6.5 Month Delay**
- **SIT Functional drawing to a close**
- **SIT Non-Functional and Operational underway**
- **Regression testing being finalised**
- **On track to commence migration 22nd October 2025**

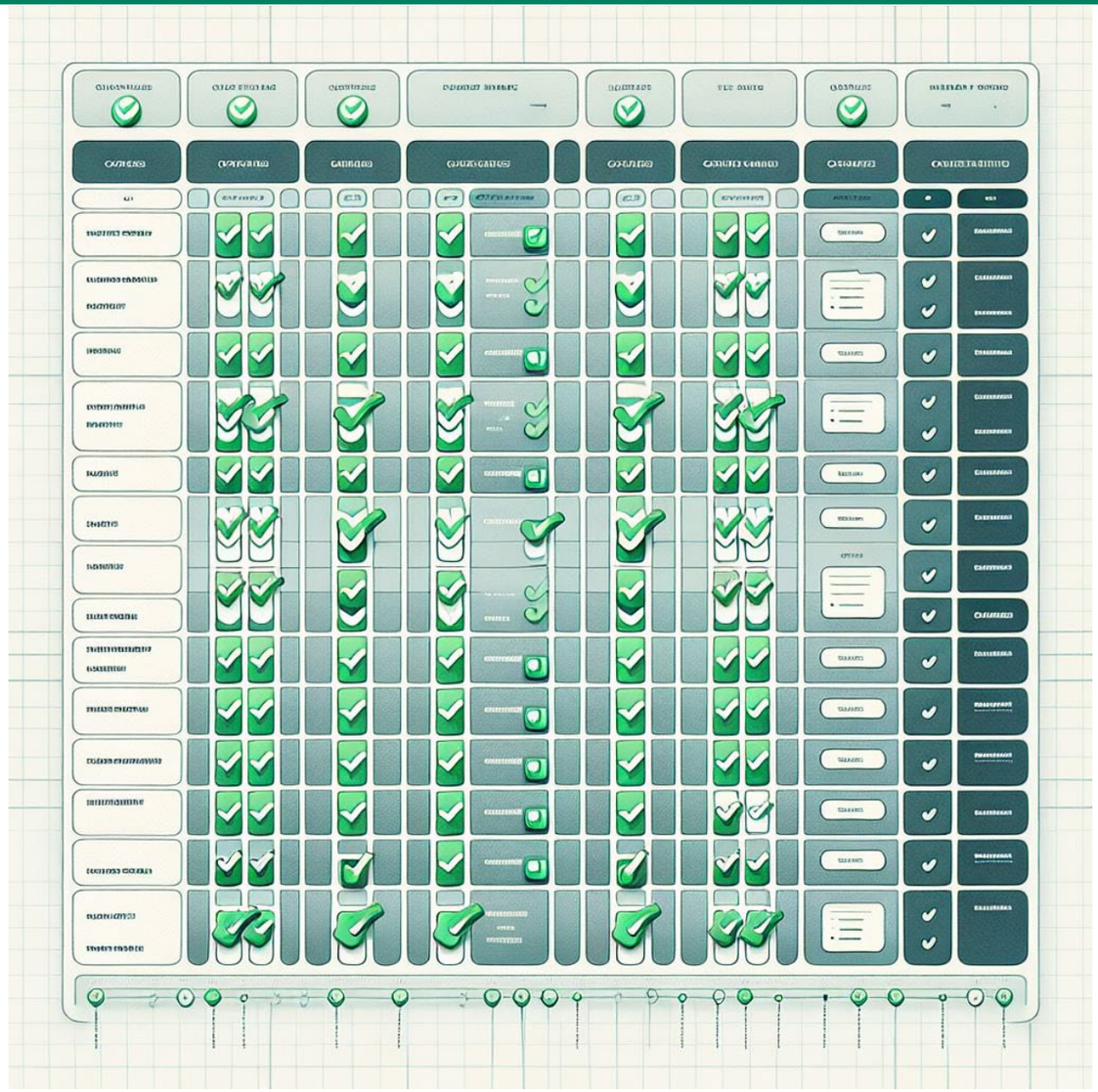


What could Suppliers be doing now?

- Ensure portfolios are in a good place
  - Analysing portfolio
  - Data cleansing
  - AMR/SMART rollout
  - P432 – CoMCs completed on AMR CT Meters
  - Reliable communication suitable for HH data
- Outline migration plan
  - Optimise benefits from migration (financial/settlement performance)
  - Approach for selecting “ready to migrate” MPANs
- Communicate approach where required
  - Notify consumers when they will be migrated
  - Include details of any changes they may notice e.g. billing (could be done ahead of migration)
- Ensure your systems, processes and staff are aligned ready for MHHS
  - Contract Partners
  - Workshops, Process Guides and Training are planned in
  - Complete Qualification Documents

What could Suppliers be doing during migration?

- Review migration progress
- Ensure exceptions are identified and resolved
- Apply learnings to the MPAN selection and cleanse activities
- Identify continuous improvement and training opportunities
- Identify Opportunities to Maximise benefit of MHHS Settlements and the data that is available
- Validate the impact to settlements and forecast



What could Suppliers be doing post migration?

- Ensuring settlement accuracy is as high as possible
  - Ensure exceptions are identified and resolved
  - Ensure communication is maintained
  - Monitor estate health and ensure Firmware is up-to-date

- Embrace and captialise on the opportunity
  - Smart ToU tariffs inc. tariff design and alerting
  - Demand Side Response and Carbon Reduction Assets
  - Improve Forecasting
  - Data Visualisation

- Close off all legacy systems and activities
  - Robust migration monitoring
  - Triage and resolve
  - Post completion decommission plan

- Be aware and ready to operate under the shortened settlement timetable

MHHS provides the governance framework to ensure the future of the UK energy market is build on a foundation of robust data

Leveraging the Alt HAN CMR Programme to deliver against SMETS2 Obligations

Chris Perry, Alt HAN and Simon Chester, SMS

What is “Alt HAN”?

What is Alt HAN?

- Alternative Home Area Network
- The delivery of a technological solution to reach the c 2.4% percent of premises the mainstream smart solution cannot cater for.

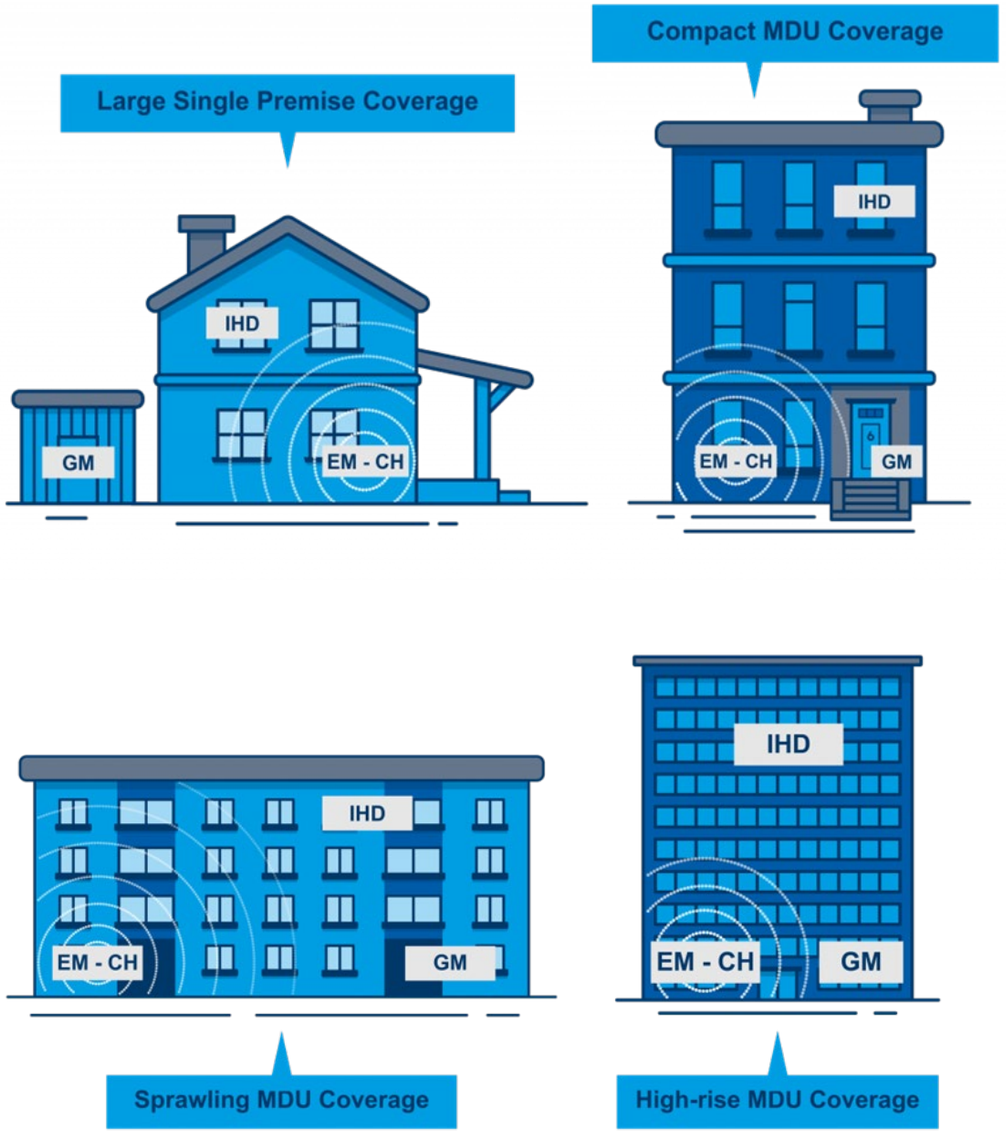
Alt HAN is a range-extending service

“Missing piece of the jig-saw”, where:

- Meter + DCC services ≠ full smart customer experience
- Because 2.4 GHz or 868 MHz cannot propagate far enough to pair with gas meter and/or IHDs/CADs
- Obligation on energy suppliers to use it where needed as part of smart meter rollout.

Alt HAN is an organisation and a company

- A “regulated co-operative” of suppliers
- Established in 2016
- Single, regulated purpose to deliver Alt HAN
- Alt HAN Forum as decision-maker
- Alt HAN Co. as contracting party
- Empowered by the SEC
- Underpinned by licence obligations on suppliers
- Costs recovered via DCC charges.



Alt HAN Technology Overview

BRIDGE TYPE	POWER SOURCE	Solution A	Solution B	Solution C
Bridge 1  • Provides ZigBee and PLC comms • Always co-located with the CH/ESME • Powered by mounting on electricity meter tails • Push button for joining B1 to B2/B3	 ESME tails (on DNO side)	**Use case 2-6** B1	**Use case 8** B1	**Use case 1 & 7** B1
Bridge 2  • Provides ZigBee and PLC comms • Located within the home / premises • Powered by plugging into socket • Push button to join to B1	 Socket	B2	B2 B2	
Bridge 3  • Provides ZigBee, PLC and LRRF (458MHz) comms • Located within the home / premises • Powered by plugging into socketPush button for joining B1/B4 • *Only used in remote gas scenarios where a B4 is required*	 Socket			B3
Bridge 4  Alt HAN Co. • Provides ZigBee and LRRF (458MHz) comms • Located near the GSME • Battery powered, sleepy device • Push button to join to B3 • *Only used in remote gas scenarios where a B4 is required*	 Internal battery			B4

Alt HAN on a page

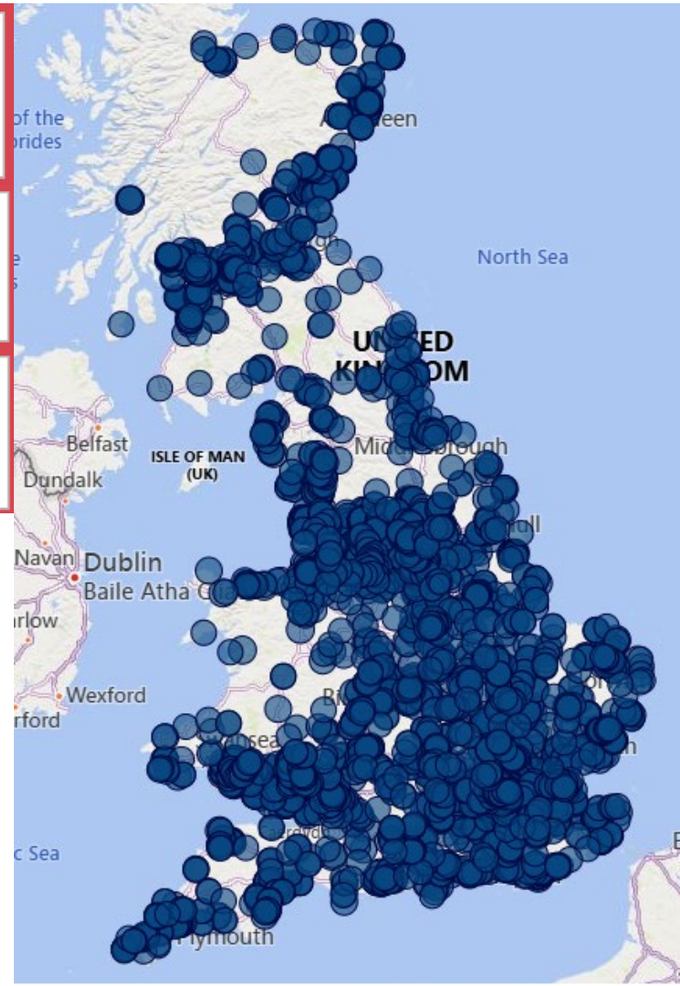
Device Update and Mass Rollout

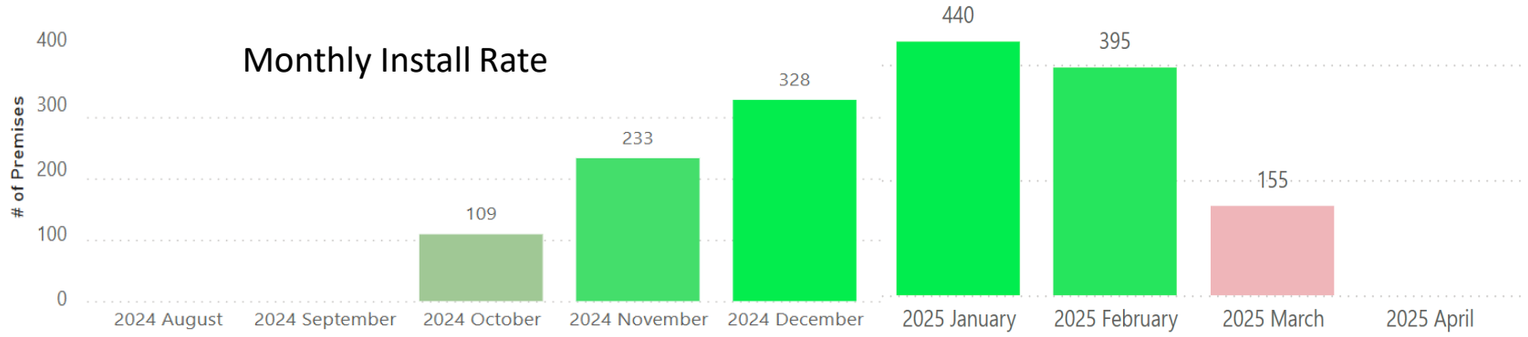
- During 2024 a manufacturing quality issue was found in relation to the plug through element of the AltHAN Bridges 2 & 3
- At this point just under 2,000 premises had Alt HAN equipment installed and the technology was working exactly as expected.
- In September 2024, AHC started shipping B2 & B3 devices to Suppliers with a blanked off front cover. This is an interim solution to enable Suppliers to continue installing AltHAN while the replacement plug through devices are developed, tested and manufactured.
- To date AHC has shipped c. 35k non-plug through devices with 1,698 having been deployed in Customer Premises.
- AHC continues to track the removal and replacement of legacy devices, particularly as the churn to different Suppliers. So far, 76 devices have been replaced with the NPT version and 286 have been removed pending replacement. It is anticipated that the majority of legacy devices will be replaced when the new plug through device becomes available.
- The replacement B2 & B3 devices have been developed and are currently going through testing. This is expected to complete in early May to enable production to commence. AHC will start to ship devices to Suppliers in June 2025 and will deliver a further 155k devices through the rest of 2025

Summary of Installations to Date

Tot Forecast Device 426,410	Tot Devices in ES WH 144,905	Max # of AH Installations 82,765	Tot Premise Ins 176,056
Tot Ord Devices 222,585	Tot Com FC 73,872	Tot UnCom FC 139,824	Tot Undel Dev 2,889
Act Inst # 3,514	Sol A 3,046	Sol B 10	Sol C 458

NPT	1,698
Partial Installations	286
Faulty # Replaced	76





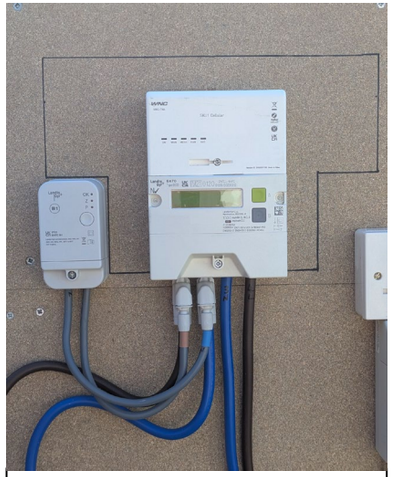
Alt HAN Co.

How to identify and report a Crowded Meter Room

A **Crowded Meter Room (CMR)** is where a space containing co-located meters has technical or physical constraints that would prevent the installation of smart metering equipment.

The Alt HAN device and the connector Block, adds to the foot-print of a metering system (see picture on the right). A bridge 1 will always be needed where an IHD or gas meter is not able to directly communicate with the Comms Hub.
Specific consideration to the DCC & Alt HAN installation guidelines should be assessed when reviewing if an aborted visit is a CMR.

If you identify a CMR this information can be sent **to** CMRProject@althanco.com **(via a password protected file if providing MPxNs)** or **uploaded to a Microsoft form here:** https://forms.office.com/e/ek2ruf9AWn



An Alt HAN device installed with a Smart Electricity Meter

Pictures of Crowded Meter Rooms

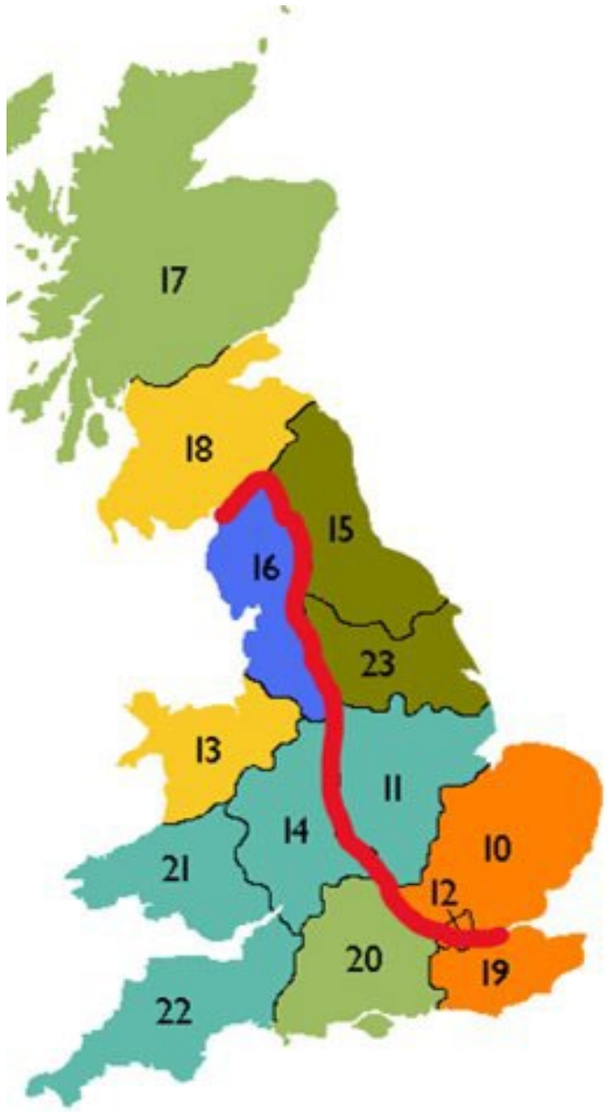
CMR challenges include:

- No space between the meters or within the location
- Trunking
- Significant Metallic Object obstruction
- Landlord or Network Owner equipment.
- Suppliers' equipment or metering limiting space in a meter room (e.g. isolation switches)
- Insufficient cable length going into the multi service distribution board
- Looped neutral set ups (including auxiliary)
- Radio Tele Switch meters (including communal)
- Any other challenges that require coordinated activity.

CMR MEMs region allocation

Working with 2 MEMs:

SMS and **IMServ**



GSP	Area ID	DNOMPID	MEM
_A	10	EELC	IMServ
_B	11	EMEB	IMServ
_C	12	LOND	IMServ/SMS
_D	13	MANW	SMS
_E	14	MIDE	SMS
_F	15	NEEB	IMServ
_G	16	ENWL	SMS
_P	17	HYDE	IMServ
_N	18	SPOW	IMServ
_J	19	SEEB	SMS
_H	20	SOUT	SMS
_K	21	SWAE	SMS
_L	22	SWEB	SMS
_M	23	YELG	IMServ

Alt HAN Co.

Insights and Challenges

Market Size

- AltHAN modelling suggests there are approximately 10,000 meter rooms across the UK with 100,000 premises affected by spatially constrained meters.
- For the first 600 surveys that have been completed, we are already seeing a much higher MPAN count per meter room (currently 20+)

Scope

- Currently, AltHAN only has a mandate to resolve crowded meter rooms that contain AltHAN candidates.
- AltHAN will not carry out meter replacements (unless damaged as part of the works)
- The project is only to resolve Electricity Meter Rooms and does not extend to gas meter rooms.

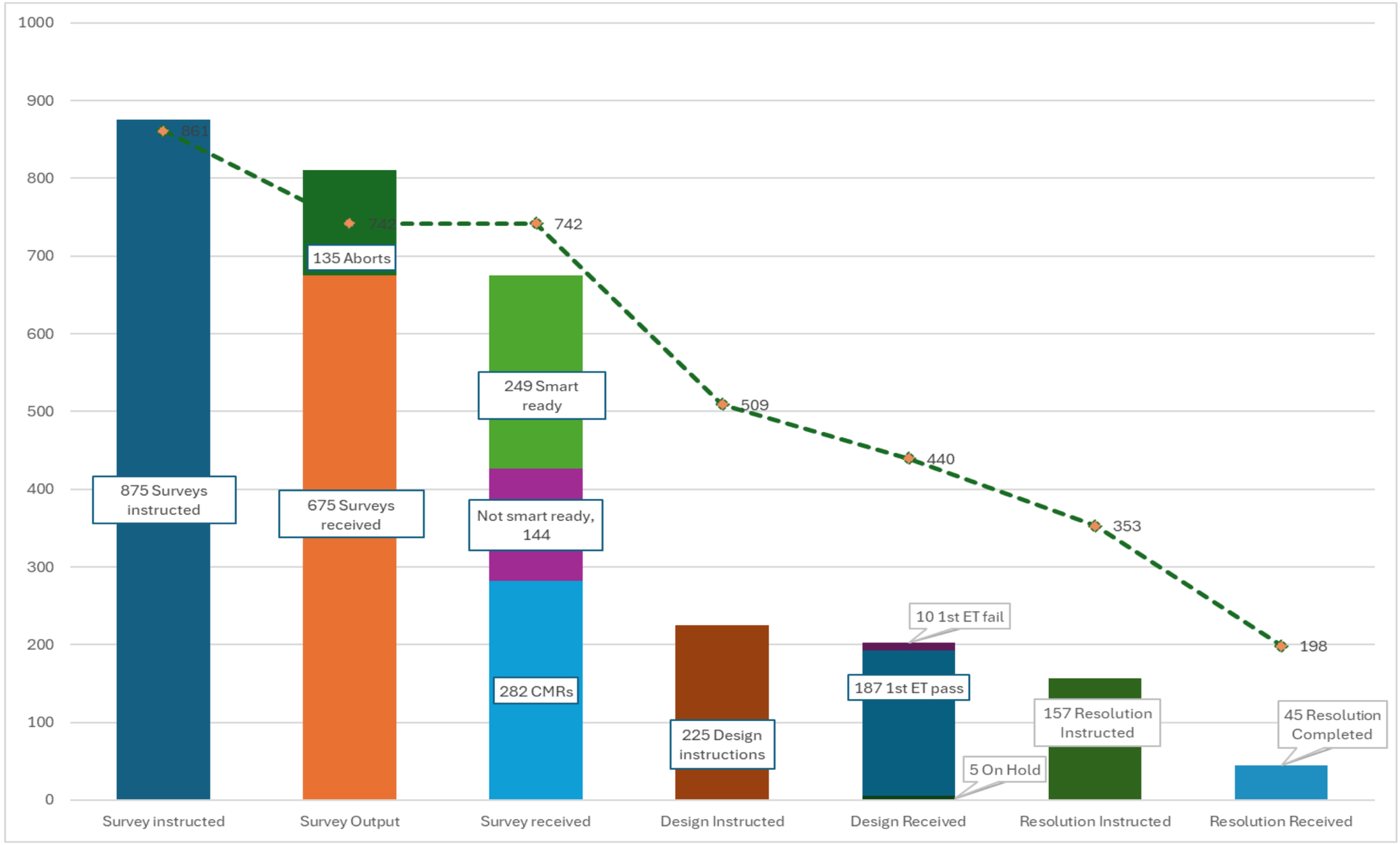
Attrition Levels

- The original modelling forecast a 10% attrition rate at survey stage. In reality this is proving to be much higher as a number of rooms are resulting in not being spatially constrained or having any AltHAN candidates present.
- A number of workstreams are underway in an attempt to address this, however data provided by those raising cases is key.

Resident & Landlord Engagement

- Prior to the solutions being designed, Energy Suppliers are requested to validate each individual MPAN and confirm that they are happy for AltHAN to undertake works on any given meter point.
- As part of the works, all affected residents are written to giving notice that the works will be taking place. Technical requirements and individual Supplier preferences may require residents to be at home when the works are taking place. This can be challenging and on occasion has led to rooms only being partially resolved.
- In some cases, specific landlord approval is required for the works and engaging with them to provide that approval can be challenigng
- Generally, residents and landlords have been happy to accommodate the works that AltHAN is undertaking.

Current Progress



Alt HAN Co.

Before & after resolutions

Crowded meter room pre-resolution

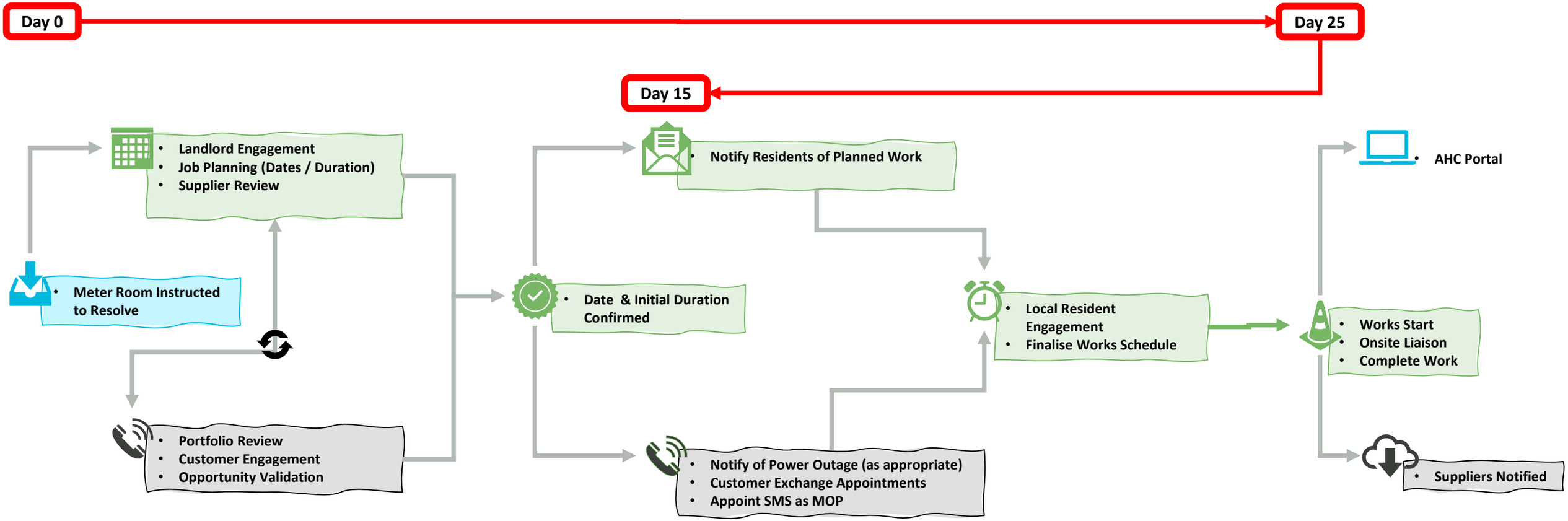
Holes drilled in trunking with rubber grommet installed

New red-link fuses to enable cabling extension

5 MPANs relocated to new position including marked location for B1 installation

Co-ordinated Installs – High Level Process

Energy Supplier



Optimising the Smart Meter Rollout post 2025

Alex Atkins, Cross8

Smart Metering Implementation Programme runs out at the end of 2025

Target of 74.1% will not be achieved, different thinking is need….

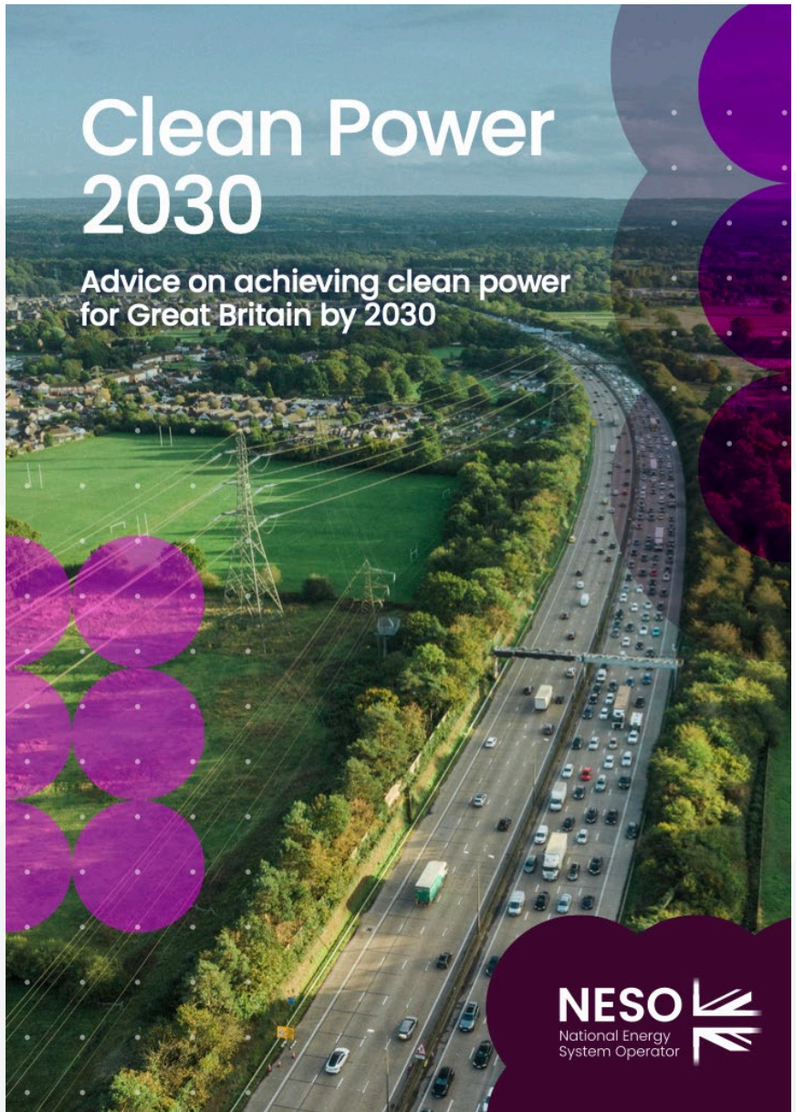
We'll cover today:-

- Why is this important
- What are the barriers
- Setout different thinking that can unlock more installs and deliver for clean power 2030

Clean power 2030 is not just infrastructure

Clean Power 2030 is a government driven plan to hit 95% renewable energy consumption by the end of 2030. It is a hugely ambitious programme with large scale infrastructure spend of circa £40 billion per year from 2025 to 2030.

But to think of this as an infrastructure problem – wind turbines, electricity towers, and pipelines – alone is wrong.



The power mix is changing….

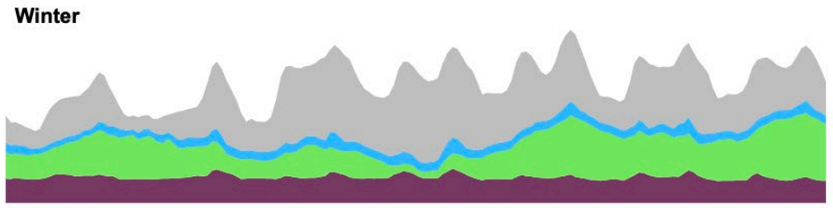
The power mix for 2030 will be significantly different from where we are today.

Demand and thus supply will increase as part of the electrification of heat, travel and manufacturing

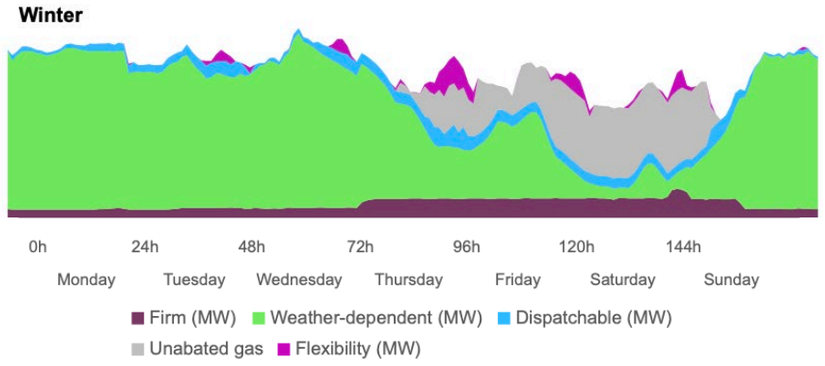
Significant proportion of supply will be weather dependent.

Minimising of unabated gas is crucial to achieve 95% clean power

2023



2030



Significant growth in generation needed

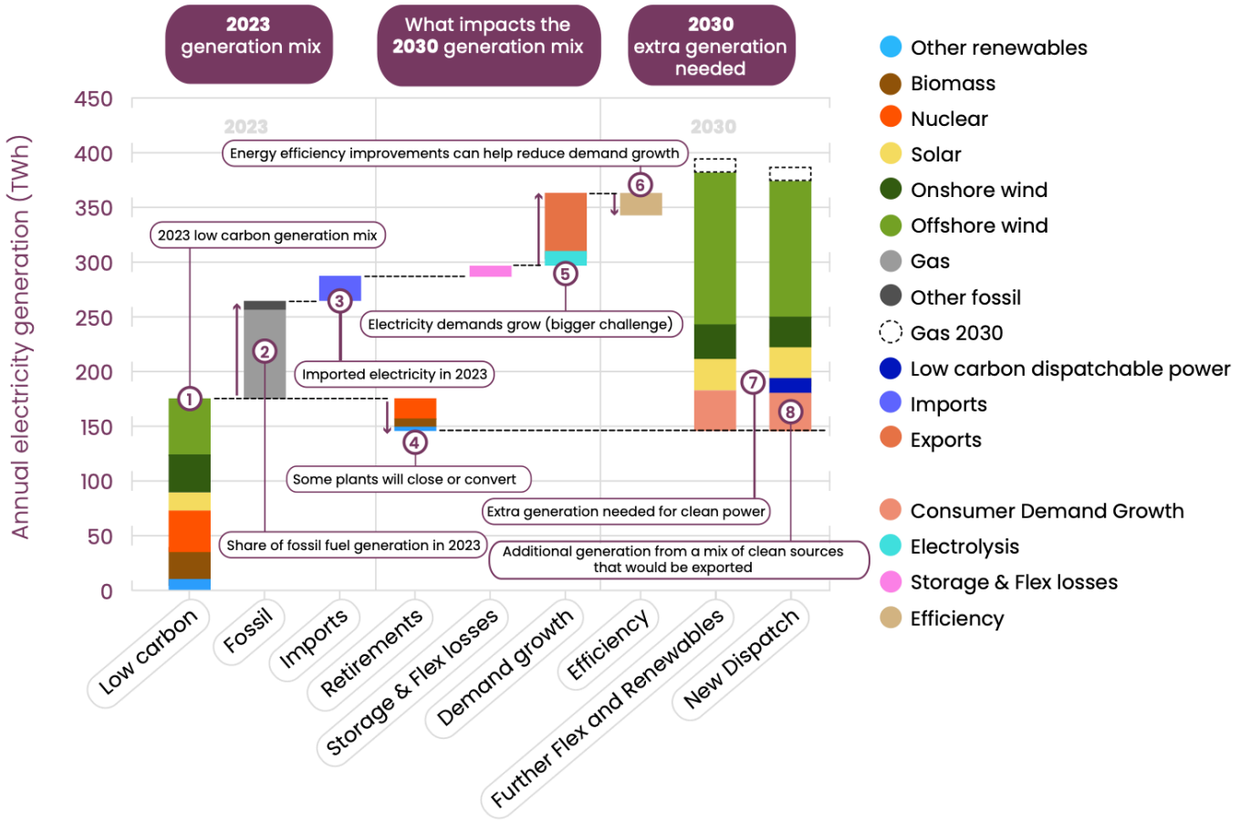


Figure 6: **Increase in electricity supply for 2030**

The level of flexibility will significantly change…

Unlocking flexibility

Reforms to the market supported by digitalisation and innovation are also required to unlock consumer and demand flexibility. Our clean power pathways will require demand side flexibility at peak to grow by 4 - 5 times current levels.

Collaborative action across the Government, NESO, Ofgem, Elexon as the market facilitator and industry is needed to ensure demand side flexibility is considered on the same level as areas such as network build and new technology investment.

Market participants highlighted the following necessary actions and areas of focus:

- **Putting in place underpinning digital infrastructure, product policies, standards and governance, alongside access to high quality data.**
- **Creating routes to markets for flexibility and facilitating continued innovation.**
- **Ensuring consumers can reap the benefits with consideration of the distributional effects**

The demand flexibility opportunity

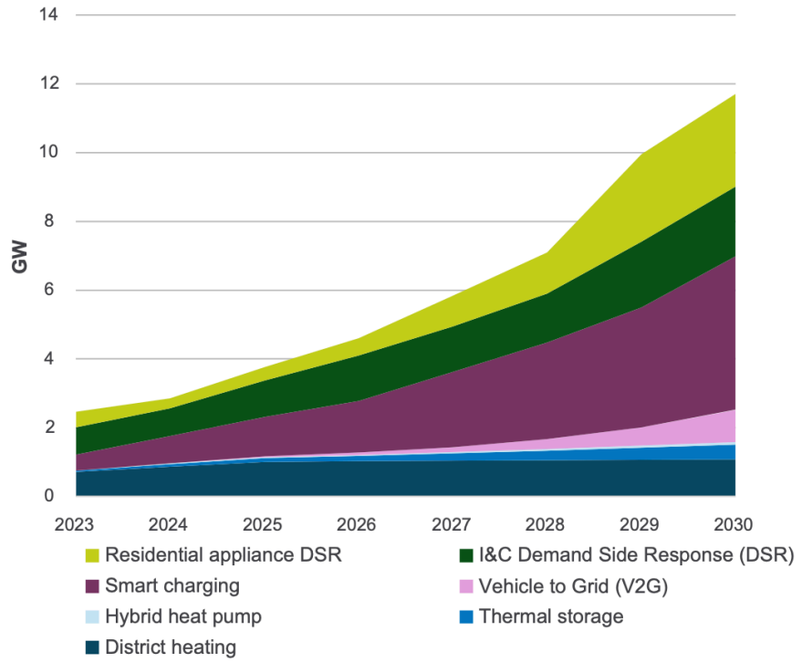


Figure 2: **Demand flexibility at peak in our Further Flex and Renewables pathway**

Smart and the transition to HH settlement are critical enablers….

Two key data programmes are essential to support this ambition: the ongoing smart meter rollout and the transition to mandatory half-hourly settlement under Elexon.

To hit the 2030 ambition, it's going to need:

- Real-time consumption data to ensure generation meets demand
- Greater market connectivity and clear market signals to flex demand to meet generation
- A 4x increase in how often customers flex their usage

MHHS PROGRAMME

Put simply, however much infrastructure we install, we won't get to Clean Power 2030 without transforming the ability to provide accurate data to the right parties at the right time.

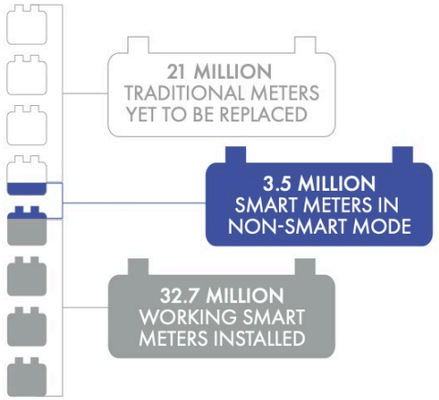
Unlocking the benefit of Smart for consumers

TARGETS & PERFORMANCE

ONLY 57% OF HOMES AND SMALL BUSINESS HAVE A METER IN WORKING SMART MODE

ORIGINAL TARGET
100% BY 2019

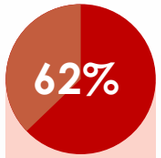
CURRENT TARGET
74.1% BY 2025



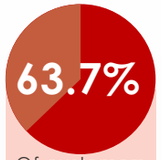
CROSS 8 ESTIMATE THE PROGRAMME WILL ONLY REACH 69 – 71% BY 2025.

BARRIERS

CONSUMER TRUST IN SUPPLIERS AND A LACK OF ENGAGEMENT IS A PROBLEM



Of consumer don't trust their utility company.



Of customers without smart meters are not interested in getting one.

THE SUPLIER LED ROLLOUT HAS BECOME INCREASINLY INEFFICIENT

21% of consumers reported that it took more than one appointment to install their smart meter.

14-42% of large suppliers' smart installation appointments are aborted.

IMPACTS

HOMEOWNERS AND PEOPLE ON HIGH INCOMES ARE MORE LIKELY TO HAVE A SMART METER

Less likely to have smart
- People under 35
- People on low income

More likely to have smart
- Homeowners
- People on high income

Energy management solutions can reduce consumption by c. **25%**

People with smart meters are three times more likely to have an electric vehicle and almost twice as likely to have low carbon heating – 32% against 17%

3X

2X

CONSUMERS ARE ALSO MISSING OUT ON THE ENVIRONMENTAL BENEFITS

! DELAYED BENEFITS — Each missed deadline means carbon benefits delayed.

! DIRECT IMPACTS — Multiple visit to the same area increase emissions.

Non-supplier customer journeys exist today that didn't when SMIP was designed.

Key enabler : Open up the installation market …

6.1 OPEN INSTALLATION MARKET

OPEN UP THE MARKET SO THAT IT IS NO LONGER NECESSARY FOR A SUPPLIER TO INSTRUCT THE INSTALLATION OF A SMART METER.

This would allow three overlapping routes to increase installation numbers:

1. Meter installers could increase density by operating across suppliers proactively
2. Approved third parties[§§§] could install smart meters as part of alternative product offers, e.g. installing an EV charging point
3. Third parties offering non physical services could facilitate smart meter installations

6.1 OPEN INSTALLATION MARKET – High Level Impact Assessment					
Benefits	An open market could reduce the inefficiencies caused by supplier specific installations, such as duplicated efforts and aborted visits. Third party installers could optimise resources. Involving non-suppliers could increase customer trust, as consumers may be more willing to engage with organisations they perceive as more neutral or aligned with their interests. Smaller, specialised companies could enter the market, driving innovation.				
Costs	Coordinating between multiple stakeholders could introduce complexity and challenges in ensuring consistency and quality across the rollout. There may also be concerns about the accountability of non-suppliers, particularly if they lack the regulatory oversight that suppliers are subject to.				
Impacts	High	Medium	High	Medium	Medium
	Customer	Commercial	Environmental	Innovation	Regulatory

Key Enabler : Sharpen the messaging

6.6 IMPROVE MESSAGING

ENHANCE THE COMMUNICATION STRATEGIES SURROUNDING THE SMART METER ROLLOUT TO INCREASE UPTAKE.

The communications to date, from both SEGB and suppliers, have focused on persuading consumers to get a smart meter. As a result, the smart meter is the focus of the message.

Enhanced communication strategies would no doubt still include this and should involve developing better engagement models to persuade consumers, however, this option should also look at alternative approaches.

These could include:

- Root cause analysis of lack of consumer engagement with targeted campaigns to address specific issues
- Active intervention to correct media inaccuracies that may contribute to consumer mistrust or misconceptions about smart meters, e.g. smart meters prevent switching
- Shifting the hero of the narrative from the smart meter to the services that smart meters unlock, e.g. energy management
- Creating consumer advocates / networks to generate positive word of mouth, further driving adoption
- Behaviour-first campaigns focused on shifting cultural norms with smart meters as a second-order consequence, such as the drink-drive and seat-belt campaigns of the eighties
- Targeting prepayment customers with tailored messaging

We are aware that the messaging to date has referred to benefits, but the minimum this option recommends is a shift in emphasis. In effect the message to consumers has been, "Get a smart meter, you could save money on your energy bills" when it should be "Save money on your energy bills. A smart meter will help".

6.6 IMPROVE MESSAGING – High Level Impact Assessment					
Benefits	Improved messaging could significantly increase consumer engagement and participation in the smart meter rollout. By focusing on the benefits and addressing misconceptions, this approach could help overcome apathy and resistance, leading to higher uptake rates.				
Costs	Developing and implementing a comprehensive messaging strategy may require additional investment in behavioural psychology and possibly consumer research, above the marketing and public relations spend in SEGB.				
Impacts	High	Low	Medium	N/A	N/A
	Customer	Commercial	Environmental	Innovation	Regulatory

Key Enabler : Open up the data market to engage consumers

6.7 OPEN DATA MARKET

EXPLORE WAYS OF CREATING A MORE OPEN AND COMPETITIVE MARKET FOR SMART METER DATA.

This would involve making smart meter data more easily accessible to third parties, similar to the open banking model, where authorised entities can use data to develop innovative products and services.

In addition to the technical and commercial constraints of becoming a DCC user with a recognised role under SEC and building / buying (as a product or service) a DCC Adaptor, several industry parties highlighted the current difficulties in obtaining data for large numbers of consumers as it requires direct polling of individual meters.

Establishing a central data repository would simplify the process for third parties to access and use the data.

The recent publication of the government's response to the feasibility study on a data sharing infrastructure (previously known as digital spine) in parallel with the production of this paper shows an encouraging direction of travel in this space. However, the timeframes associated with it will not enable it to have a positive impact on the SMIP. In addition, we note that Ofgem are consulting on a governance model for the interim period. [43]

In advance of a full solution, it would be worthwhile exploring opportunities to amend the existing consent model.

Policies that encourage transparent and secure data sharing practices between a wider group of parties would allow for the development of new services that could enhance the value consumers derive from their smart meters.

6.7 OPEN DATA MARKET – High Level Impact Assessment					
Benefits	Opening up smart meter data to third parties could drive significant innovation in the energy sector, leading to the development of new consumer services and more efficient energy management solutions. This could enhance the overall value proposition of smart meters, making them more attractive to consumers and potentially increasing uptake. Additionally, by creating a competitive marketplace for data driven services, this approach could reduce costs and improve service quality for consumers.				
Costs	There are potential privacy concerns associated with making smart meter data more widely accessible, which would need to be carefully managed through robust data protection measures. Implementing a single data repository and ensuring secure and efficient data access for third parties would also require significant investment and regulatory coordination.				
Impacts	High	High	Low	High	High
	Customer	Commercial	Environmental	Innovation	Regulatory

Future Options: What could be done

The Smart Metering Implementation Programme is at a pivotal moment. Some of the options we recommend will no doubt be challenging to implement, but these challenges need to be considered in light of the challenges and consequences of the existing approach.

Without significant changes, the UK risks falling short of its energy transition goals, with lasting consequences for consumers, the environment, and the economy.

We have a chance to rethink the approach to rolling out smart metering, and it is essential to be bold so that we do not miss this opportunity.

2G 3G Sunsetting

Ben Sanderson, SMS

2G/3G Sunsetting - Overview

- **Technological Advancement:**
  - Mobile network operators (MNOs) are phasing out older 2G and 3G networks to free up spectrum and infrastructure for more efficient and faster 4G and 5G technologies.
  - This transition is driven by the increasing demand for data-intensive applications and services.
- **Timeline:**
  - The 3G sunset is happening first, with many operators already completing or nearing completion of their switch-off.
  - 2G will follow, with a general deadline of 2033 in the UK, although some operators may cease 2G service before that.
  - **The DCC service provider is obliged to support 2G until 2033, so we have a continuity of service for 2G devices in SMETS estate for the next 7 years.**
- **Why it Matters:**
  - Many existing smart meters and AMI devices rely on 2G and 3G connectivity for data transmission. Therefore, the sunsetting poses a challenge to the continued operation of these devices.

2G 3G Sunsetting – The numbers!

SMETS1 Meters

11 Million

SMETS2 2G/3G Hubs

10 Million

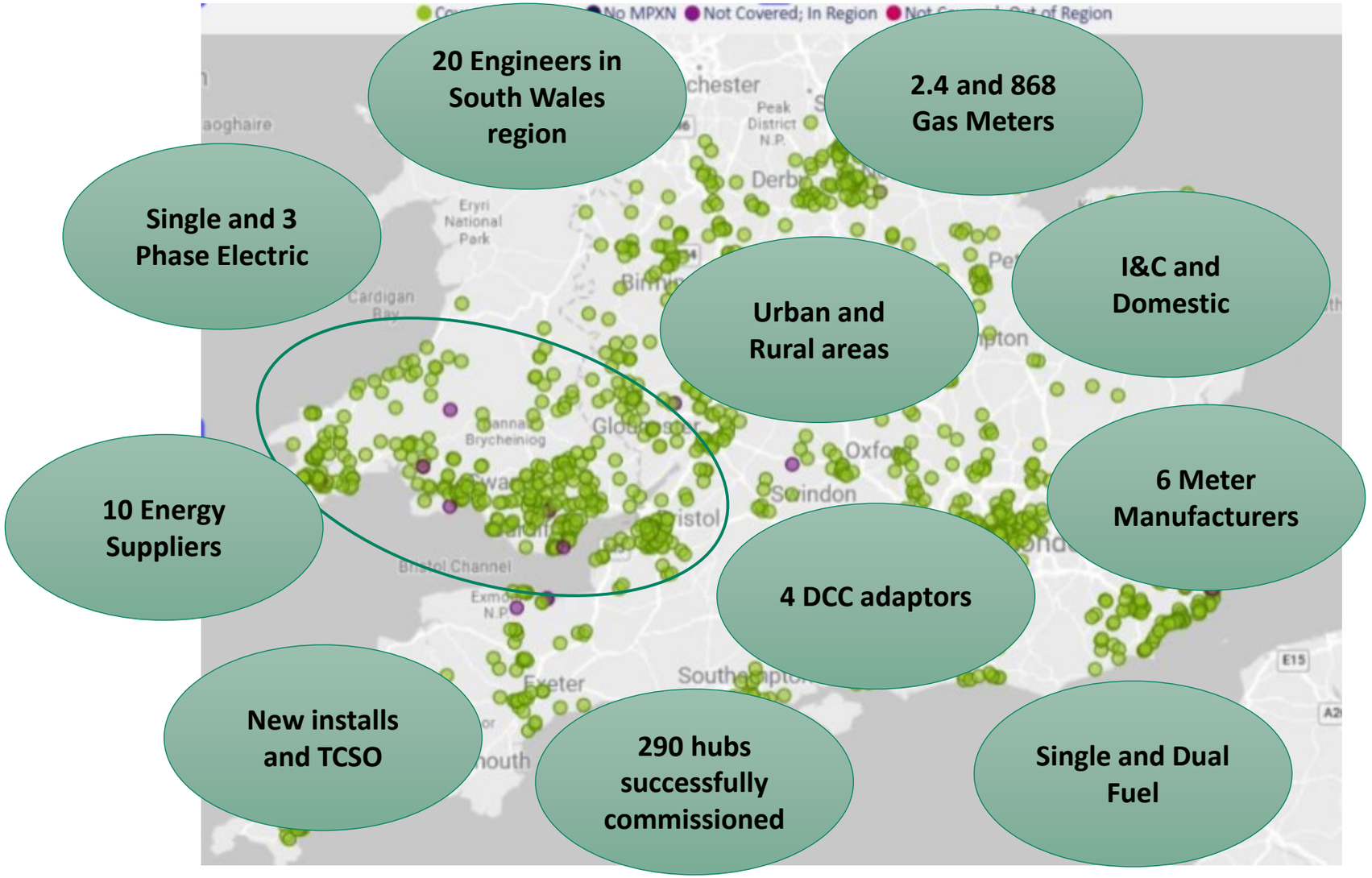
AMR Modem

2.2 Million

It’s taken us 12 years to get here and we have 7 years to replace them!

In 2024, approximately **3 million smart and advanced meters** were installed in the UK

SMS 4G Pilot



Key learnings

1. Pilot was a success, hubs performed as expected
2. Some minor learnings for engineers
    1. Birthing time
    2. Light drop off
3. Gas meters can take up to 4 hours to fully join after TCSO
4. Firmware management is key for TCSO

Smart rollout industry learnings

Customer engagement is hard

High cost to deliver

Separate AMR & SMETS workforce/skillset

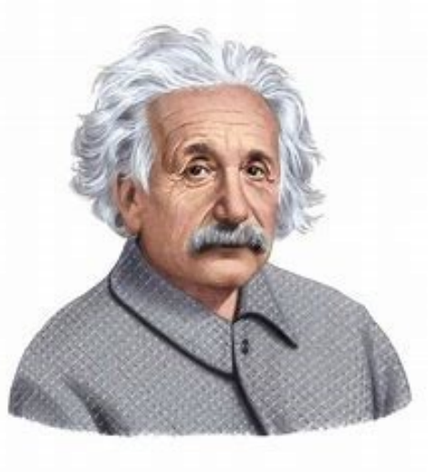
Different supplier strategies & comms

Field resource challenges

Too many meter replacements

Inefficient planning

A message from the number one Smart Meter advocate



"Insanity is doing the same thing over and over again and expecting different results."

What are SMS doing?

Existing capability

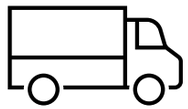
- ✓ Domestic & I&C Support and Expertise
- ✓ National Training Academy
- ✓ Test & innovation labs
- ✓ Field workforce with full UK coverage
- ✓ Relationships with all meter and modem manufacturers
- ✓ Existing DCC relationship & CH ordering
- ✓ DCC Integration & capability

Supplemented by…

- Specialist skilled workforce, skills include;
  - SMETS2 Commission
  - Comms Hub powercycle & exchange
  - Battery replacement
  - AMR Modem swaps
- New planning processes

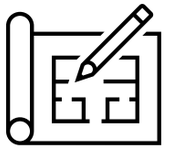
Planning in 2025 for volume from 2026

- Supplier engagement
- Supplier agreements and contract



- Build 4G comms hub stock
- Build AMR Stock

- Scale specialist workforce
- BAU Activity (Commission & Repairs



- Planning and forecasting for 2026 and beyond

RTS Update

Mark Pitchford, Energy UK

Let’s talk about RTS

- The Radio Teleswitch service is coming to an end.
- Industry is working together to reach all RTS customers and replace their meters.
- We welcome your help.

What is RTS?

Radio Teleswitch Service (RTS) uses a radio signal to tell some older electricity meters when to switch between peak and off-peak rates

- They support those who use electricity for heating and hot water, almost always with an off-peak tariff (e.g. day/night)
- There are around 700,000 RTS meters in homes and businesses in Great Britain, of which about 500,000 will be impacted by switch-off, incl. 160,000 in Scotland

How it works

The Central Teleswitch Control Unit (CTCU) is based in central Scotland and controls the messages that are sent to each meter

Messages are sent to each RTS installation every day notifying the meter when to switch between peak and off-peak electricity rates

The main transmitter at Droitwich can reach most of the UK, but is aided by the Westerglen transmitter, in the central belt of Scotland and Burghead just Northeast of Inverness in Scotland

Why Switch Off?

Ageing infrastructure that has come to the end of its useful life

Long wave radio is being decommissioned as part of the switch to digital

There is a newer communications network being put in place (SmartDCC)

The service will be decommissioned from

June 2025

RTS meters need to be replaced

What will happen?

Without the signal, these meters will behave unpredictably:

- Switching the heating/hot water on and off at the wrong times
- Heating/hot water stuck on
- Heating/hot water stuck off
- No discernible change in behavior until power cut

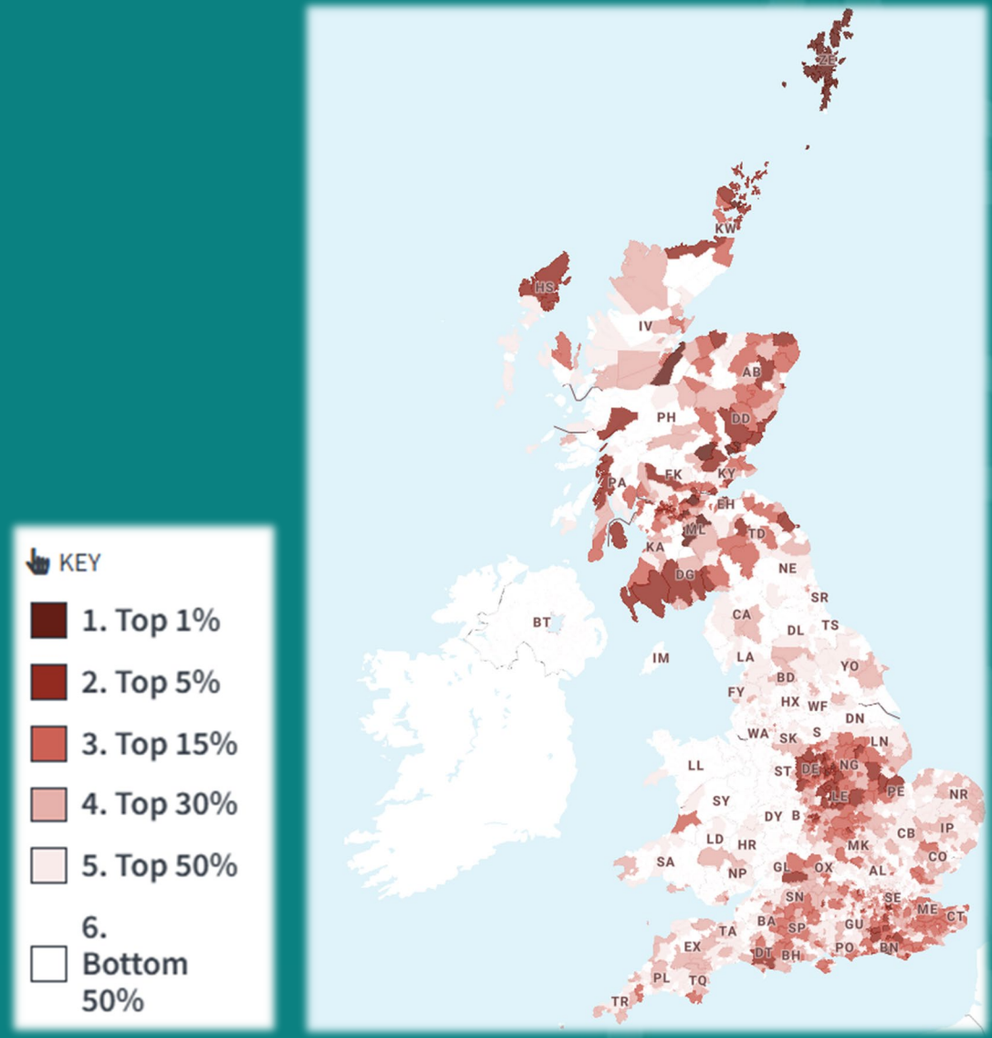
Fuel poor customers are impacted

RTS meters are typically found where fuel poverty is more likely

- Smaller properties/flats
- Off gas grid and electric only
- Relatively high incidence of Priority Service Register customers in RTS properties

Where are the RTS meters?

Region	RTS
East Midlands	46993
East of England	31000
London	58803
NorthEast England	10297
NorthWest England	17572
Scotland	147246
SouthEast England	92723
SouthWest England	38804
Wales	10477
West Midlands	18166
Yorkshire and the Humber	17788



Scotland is disproportionately affected

15 out of the top 20 Postcode Districts are in Scotland

Many challenging/complex installs will be in Scotland

- Technology – signal and electricity network restrictions
- Location – access and operational coverage

Postcode Area	RTS
G	32003
EH	21951
PA	12758
AB	11480
IV	10075
DD	9468
PH	8308
ML	7925
DG	7599
KA	7471
FK	7107
KY	6677
TD	5215
ZE	4993
KW	4919
HS	2297

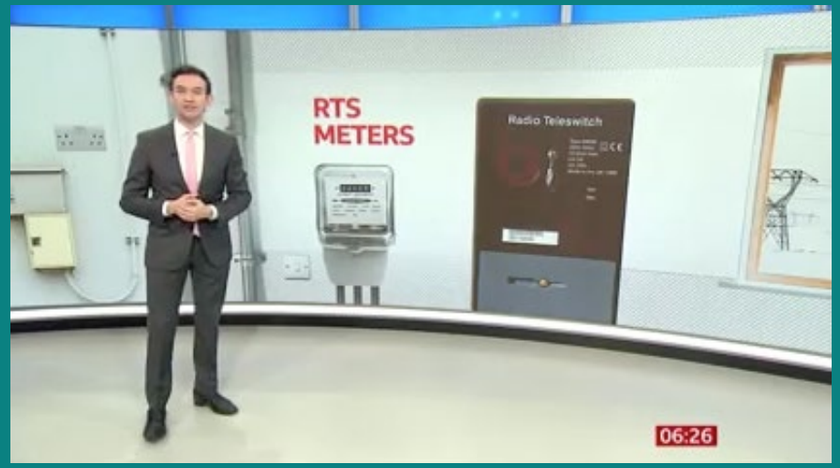
RTS Taskforce

Industry collaboration between suppliers, government, regulator, networks

- More RTS replacements
- Clear, consistent messaging
- Co-ordinated engagement

Ministerial-level fortnightly briefing

Nationwide engagement and awareness



- Media and PR activity (Ofgem)
- National Marketing Campaign (SEGB)

Direct to customer communications

Suppliers have contacted all affected customers

- Direct mail, email, SMS, outbound calling
- No ‘opt-out’ restrictions
- Adapting message to increasing urgency including dual-branded comms (Ofgem)
- Maintaining ‘refuser’ contact

Response rates remain generally low, but are improving

Local partnerships are key

Additional trusted voices can help spread the word

- Hotspot activities
- Local Authorities have local knowledge
- Local media placement
- Additional language support
- Housing providers, letting agents, charities, co-ops

Can you help?

A partner toolkit is available

- Print and social assets, Ofgem branded
- Detailed Q+A for colleagues
- Key contact numbers for suppliers
- **Latest view of RTS numbers in affected areas**

www.energy-uk.org.uk

The voice of the energy industry

Mark Pitchford
RTS@energy-uk.org.uk

Using Energy Data to drive the Energy Transition

Tom Woolley, SMS

Introducing metis

metis

Metis supports every step of the energy transition journey

1

Making sense of energy data. Driving engagement and education

2

Assessing your Energy Transition Options. Uniquely honest simulation of a low carbon tech retrofit

3

Flexible Financial models for Energy Transition scale

4

National high-quality workforce to survey, support install and support

5

Ongoing Asset Management & optimization

Multi Sector Energy Transition Tools

Schools

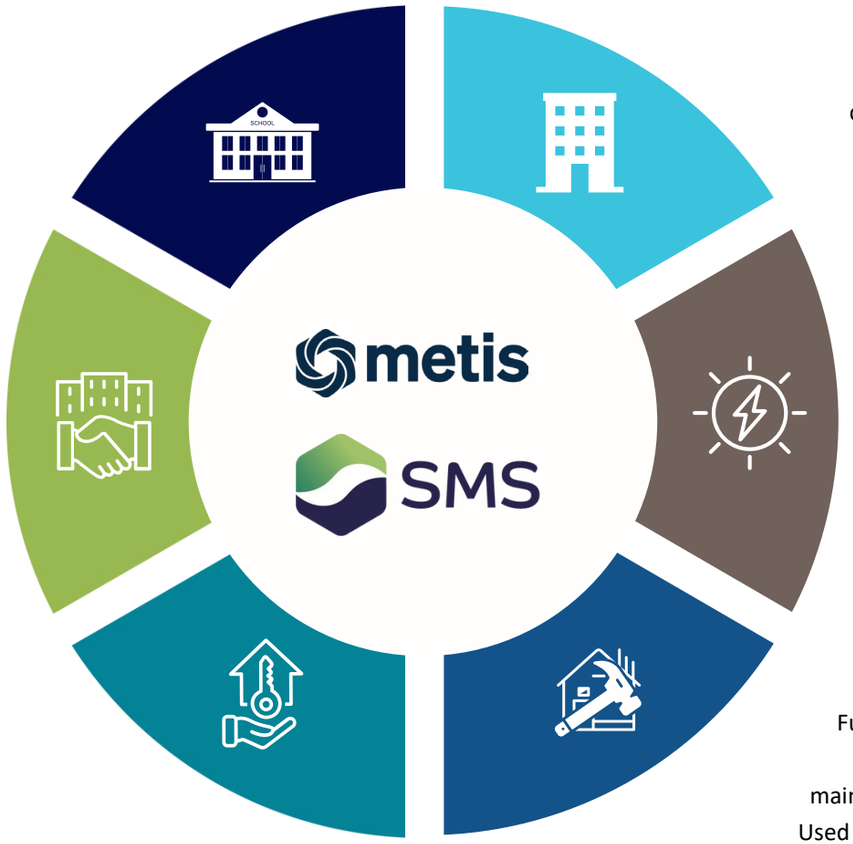
Complementary Retrofit, working with Energy in schools product to deliver STEM aligned educational tools, lessons plans engagement with pupils and enabled the DfE mandated Climate Action Plan.

SME Businesses

Digital first with consultancy backed simulation and execution of retrofit solutions, with flexible financial models, delivered to SME's via multiple channels, Energy Retailers, TPIs, Local Authorities or Direct, Carbon & Efficiency Reporting on Retrofit impact.

Social Landlords

Date first engagement and education platform between landlord and tenant, creating win-win financial models, backed by Energy as a Service platforms to maximise savings for tenants whilst giving landlords tools and control.



Local Authorities

Consumer engagement and education solution to help simulate and fulfil retrofit obligations, both privately funded and via the distribution of grant funded retrofits complemented with Home Energy Management platforms to maximise savings via the optimisation of low carbon tech.

Energy Retailers

Consumer engagement and education solution to help simulate and fulfil retrofit options for end customers. Flexible financial models to unlock scale combined with tariff support and optimisation of low carbon tech to maximise consumer savings in line with retailersmarket position.

House Builders

Fully Funded and pre-installed low carbon tech, optimised and flexed to reduce consumers energy bills, facilitated via maintenance company with HEMS app and Portfolio dashboards. Used to support DNO’s by reducing capacity demand, speeding up grid connections and sharing the efficiency savings with consumers

metis

v1.0 March 2025

Driving the domestic energy transition

How Metis and Oxfordshire County Council are driving the domestic energy transition with a proven end to end solution

OXFORDSHIRE COUNTY COUNCIL

Energy transition isn’t easy

We know we need widespread energy transition in homes, but how do we encourage this in the face of the following widespread barriers:

Lack of interest

Whilst many people are interested in energy transition, at least as a principle, most aren’t actively pursuing it or seeing it as an option for them

Lack of trust

People are unsure who to trust, are receiving conflicting advice and are concerned about being mis-sold the wrong packages (or even scammed)

Lack of understanding

It’s hard for people to understand or visualise the realistic likely impact of low carbon tech retrofit on their specific situation and understand if they will be better off as a result of it

Lack of money

Energy transition usually involves significant upfront capital investment, which relatively few are able to make in the current economic climate, including the squeezed middle, who don’t qualify for grant funding

Lack of support

The journey can be complex and overwhelming with multiple points where people are likely to drop off without someone to guide them through the process and keep the options relevant and straightforward

A complete solution

Metis has developed and delivered in partnership with Oxfordshire County Council a complete, holistic end-to-end solution for the domestic energy transition that has so far achieved:

- High levels of engagement across the county with a wide range of demographics
- Record-breaking conversion rates for retrofit proposals (solar PV)
- On course to deliver substantial ongoing emissions reductions and cost savings to residents

ENERGY SAVER APP

1) Energy Saver App

Driving energy education

Metis and Oxfordshire County Council successfully launched Energy Saver App in Oxfordshire in July 2024.

Energy Saver App is a free, supplier-agnostic mobile app that uses clever technology to analyse users' smart meter data and helps them understand their home energy use.

It then gives highly personalised insights that their smart meter can't, so they can make informed choices about their home's energy use and efficiency, reduce how much energy they use, save money on their bills and cut their carbon footprint.

It is proving to be a highly effective tool for engagement, education and consumer savings.

energysaverapp.com

2) Solar, battery and heat pump predictions

Helping residents assess energy transition options

We provide residents with uniquely honest simulations based on their energy consumption and house profile data through the Energy Saver App.

This helps them understand the impact a battery, heat pump and/or solar PV will have on their energy use and bills.

Our model is supplier agnostic and always on the side of the consumer.

3) Fixed monthly fees & no upfront costs

Offering flexible financial models

We offer solar PV, batteries and heat pumps through an innovative subscription model, where residents pay a fixed monthly price with no upfront costs.

This makes retrofit possible even for those who are not in a position to invest significant capital upfront, and means we can simulate expected net savings on a monthly and annual basis.

Performance is supported on an ongoing basis, meaning that if the battery or inverter needs to be replaced while the subscription is active, it’s our responsibility rather than the resident’s.

4) Best in class installers

High-quality workforce

We have a national team of best in class installation & support specialists who are available to answer residents' questions, ensure their properties are suitable for the technology, and install the appliances.

Feedback from residents so far has been entirely positive.

5) Keeping things optimised

Ongoing asset management

Residents use a simple app that helps them to understand the impact the assets are having.

Their assets are optimised automatically around how the resident wants to run their home (eg. charging an EV overnight), maximising savings and flexibility revenue.

Our not-so-secret recipe

Generate interest

OCC's capability to launch this into the population through multiple communication channels has encouraged significant numbers of people to download the App and sign up for retrofit work

Build trust

OCC's partnership has helped reassure many in the credibility of the package. The honest simulations and supplier agnostic modelling reinforce the belief that we are always on the consumer's side. Early positive customer testimonials post installation have provided social proof.

Make it easy to understand

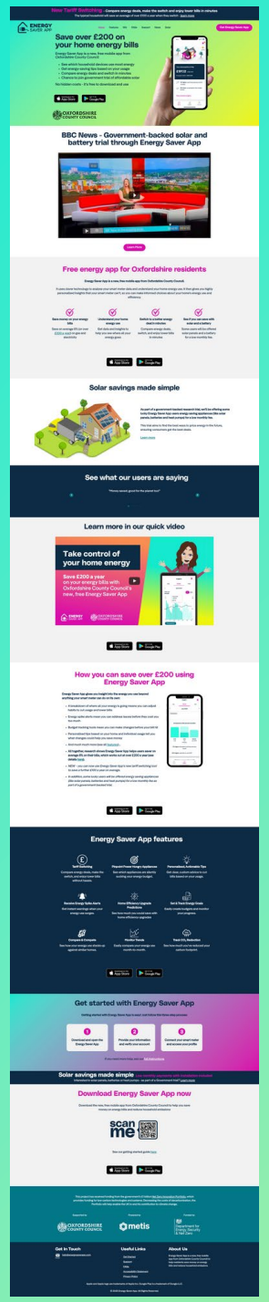
The modelling and simulations help people understand exactly what impact the retrofit tech will likely have on their specific house before they go ahead, including different options where relevant

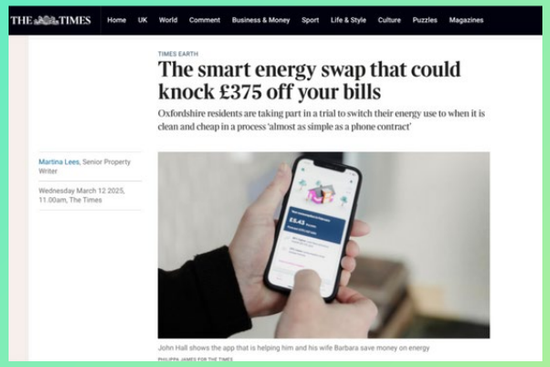
Make it affordable

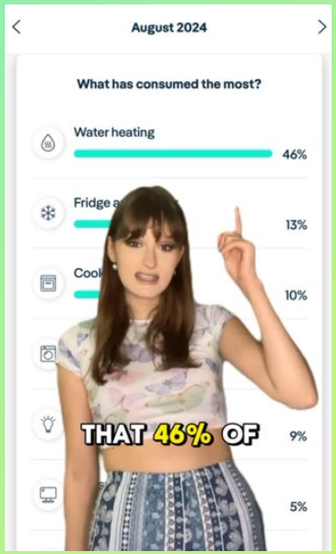
The innovative subscription model where people can see they should be net better off from the outset without the need for a capital commitment brings retrofit and energy transition to a much wider population than is currently the case

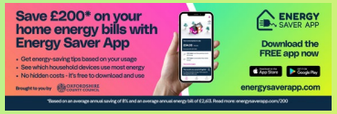
Provide end-to-end support

The end-to-end process makes what would otherwise be an extremely complex journey into a simple and straightforward one, minimising the otherwise considerable risk of drop-offs along the way









NP **Neil Payne** 18 Dec 2024
GB • 3 reviews

I came across Metis as they are working…

I came across Metis as they are working with Oxfordshire County Council on a government trial, to retrofit houses with various systems including solar PV to assess tariff uptake. In my case the scheme covers the provision and installation of the solar panels and battery with a monthly cost to cover maintenance and optimisation of the system.

There's an app that shows potential savings, so I used the quote from Metis to understand the equipment being provided rather than accessing the benefits.

The whole process has been extremely efficiently co-ordinated. I signed the Docusign documents Friday morning, scaffolding was up by the afternoon and the installation started on the Tuesday morning, and the main system including the battery was commissioned by the end of the day.
A small hiccup as additional scaffolding was required for a separate part of the roof, but you look at how companies handle problems to access how professional they are. In this case, the scaffolding was here first thing the following morning and the final panels installed and connected immediately.
All of this handled by themselves, they just informed me of the issue, so it didn't need my involvement in any way.
A totally professional installation, and the scaffolding should be down later this week, all right before Christmas, so I am very happy

I can now look forward to saving money on my electricity bills and taking part in the government trial, and hoping the information they gather can help the adoption of greener energy systems for others too.

Date of experience: 18 December 2024

What are we learning

- Being data led and honest is powerful
- DNO approvals block efficiency
- Real customers are driving our improvement
- Switching straight toToU is witchcraft
- We should all invest inscaffolding…

Over 7,800 customers

4,440 in trial

75% spend more than 5m a week in the app

9% energy reduction from insights

65% Proceeding to Install

>20 Installs a week

500 homes simulated retrofit using real data to show net savings

Avg £350 Net Benefit pa

What next….

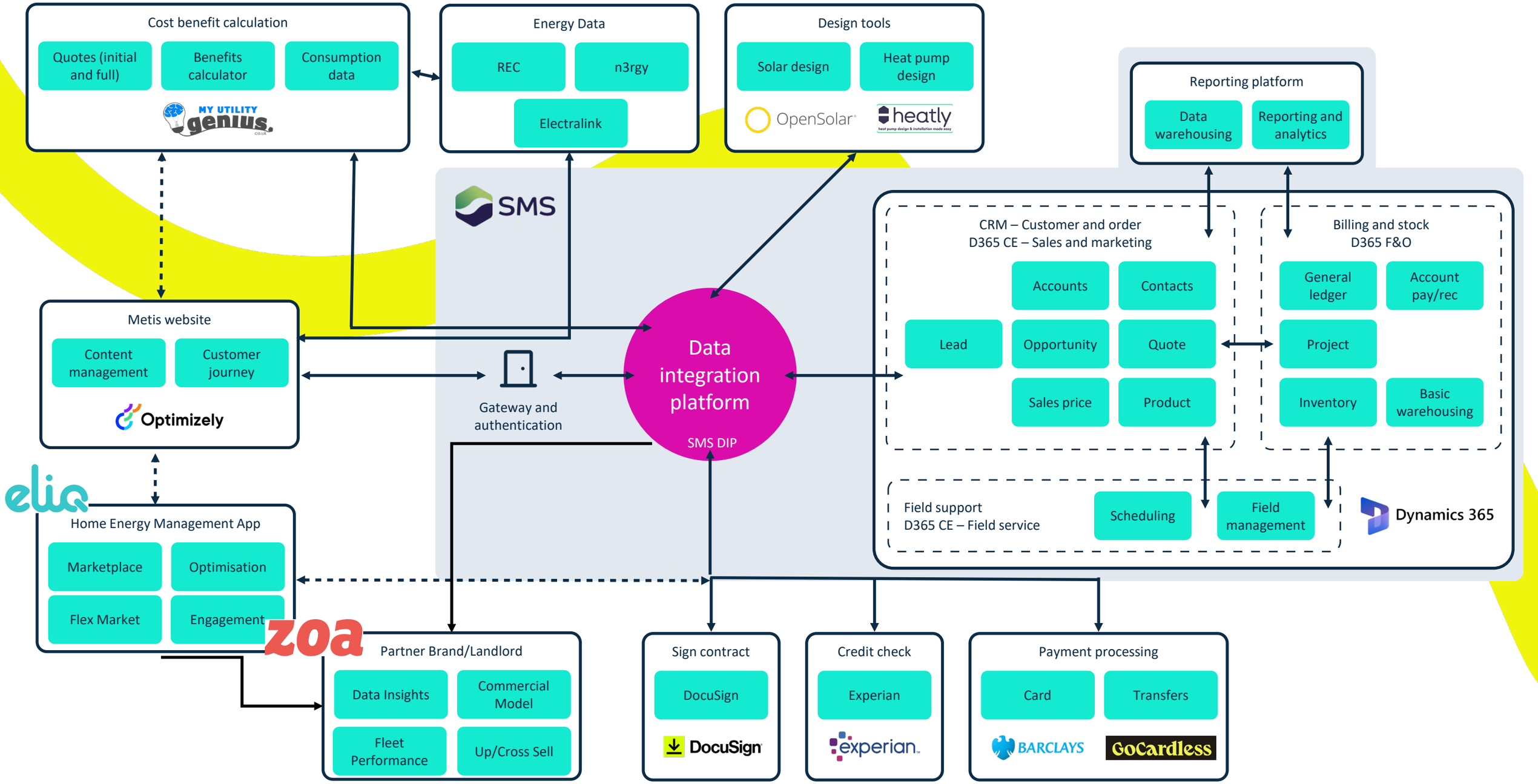
440 Installs over the next 3 months

Switch to council led “opt in” contract

Learn, scale & **repeat** across markets

Solution design and data workflow

High quality, modulised partners and integration, with one seamless customer journey



Thank you!

SMS
2nd floor
48 St. Vincent Street
Glasgow G2 5TS

www.smsenergy.com