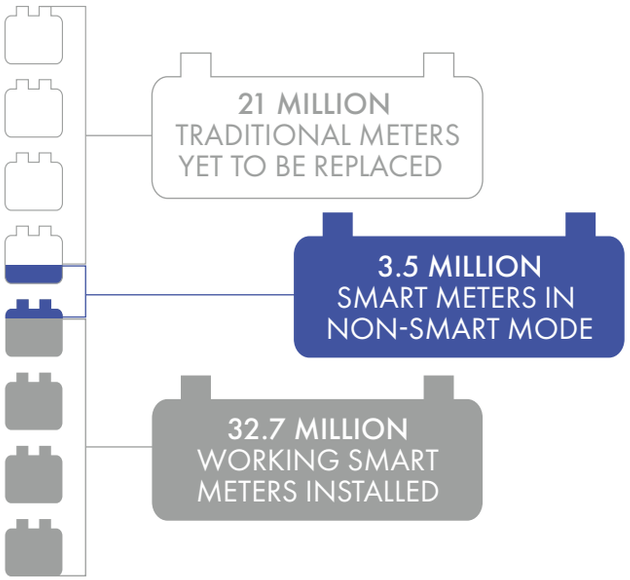
UNLOCKING THE BENEFIT OF SMART FOR CONSUMERS

CROSS 8

TARGETS & PERFORMANCE

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

ORIGINAL TARGET	CURRENT TARGET
100% BY 2019	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

62% Of customers don't trust in their utility company.

63.7% Of customers without smart meters are not interested in getting one.

THE SUPPLIER LED ROLLOUT HAS BECOME INCREASINGLY 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 incomes

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 ENVIROMENTAL BENEFITS

DELAYED BENEFITS Each missed deadline means carbon benefits delayed.

DIRECT IMPACTS Multiple visits to the same area increase emissions.

FUTURE OPTIONS: WHAT COULD BE DONE

OPEN INSTALLATION MARKET

Allow accredited MEMs to install smart meter independently, increasing competition and efficiency.

IMPROVE MESSAGING

Shift comms from smart meters to the benefits of energy management and decarbonisation, improving consumer engagement and trust.

OPEN DATA MARKET

Create a more open, competitive market for smart meter data, allowing third parties to innovate and offer new consumer services.

INTRODUCE TARGETED MANDATES

Mandate some smart meter installations in some scenarios, e.g. new developments, high consumption premises, private landlords.

FOCUS ROLLOUT ON SPECIFIC CONSUMER GROUPS

Prioritise types of consumer, e.g. prepayment. Allows targeted messaging and begins to address inequities in rollout to date.

GEOGRAPHIC ROLLOUT

Implement a localised, concentrated rollout strategy to reduce inefficiencies, improve success rates, and streamline installation efforts.

REVISE INCENTIVES AND PENALTY STRUCTURE

Redesign incentives to better align with net zero goals, e.g. incentives for consumers / wider incentives to encourage other stakeholders.

WORKFORCE DEVELOPMENT

Multi skilled industry-wide training plans to ensure the programme is sustainable, reduce engineer turnover and improve customer satisfaction.