

ESTA RESPONSE TO:



SMIP – Strategy and Consultation on Information Requirements for Monitoring and Evaluation DECC

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ESTA Energy Services and Technology Association

ESTA is the UK Industry Body representing suppliers of products, systems and services for Energy Management. The 120 members cover energy consultants, aM&T providers, controls manufacturers through to full Energy Services/Contract Energy Management mainly working in the I&C sector.

ESTA is engaged with UK Government policies on Energy and Climate Change, The Green Deal, Energy Performance of Building Directive, Part L Building Regulations, Display Energy Certificates, Carbon Reduction Commitment, Energy Services Directive and the roll-out of smart and advanced meters. It also provides UK input to developing international energy management standards and Chairs several BSI committees.

ESTA members are key to the UK's realisation of a low carbon, secure and affordable energy future. Our members provide equipment, systems and services for energy management to reduce energy demand at source and including renewables.

Our response is a majority consensus of the members involved. Where ESTA members respond directly, they may offer differing opinions on some issues which we respect as expressing their own definitive view.

SMIP – Information Requirements for Monitoring and Evaluation

ESTA welcomes the opportunity to respond to this consultation and continues to provide its support for the smart meter implementation programme and its objectives.

Our response in this instance provides our general review regarding the essentials we believe need to be considered when fine-tuning regulation to make sure that key objectives are still met.

Consumer Engagement is a key area in the roll-out to assist in identifying market penetration techniques that work well and to provide cross-industry information on best practice.

ESTA fully support an approach that encompasses this, particularly regarding benefits to the consumer, highlighting best practice approaches as well as suitable and verified demand reduction techniques.

In order for monitoring to effect more proactive consumer engagement through best practice however, we believe that this should not simply be based on supplier performance metrics looking at consumer reduction. Bench marks set in this way will not maximise the benefits of the programme.

We would like to see an independent indicator created showing what can be expected to be achieved, supported by extrapolated market data to ensure that suppliers are encouraged to do their utmost to reduce customers' consumption levels.

As part of the implementation policy further thoughts should encompass the need for:-

- The recognition and endorsement of a a supplier-independent retrieval process for opt-out sites.
- A consumer-driven smart meter support process, as it is felt that the Communication Service Providers (CSPs) are likely to be supplier-biased in mindset.
- A review of the prohibition order to ensure that a consumer can procure independent smart meter support and receive a transparent discount for the cost of same via the supplier.

This focus on consumer based best practice, rather than supplier based best practice is the only way for the market to naturally improve and consumers to be fully engaged with the programme. Statistics are only ever half the story and for best practice solutions to be adopted, the hearts and minds of consumers need to be won over.

Lessons need to be learned from the issues surrounding free loft insulation, regarding disruption to the home, payback and trust. The Consumer Engagement programme needs to understand the dynamics of customers in terms of appetite for change and determine which triggers work to engage and achieve success.