The energy industry is in a state of transition. We have over 100 household and business suppliers and we are seeing an increasing number of households switching, with around a third switching for the first time. We’re on course for over 5 million customers switching their energy supplier by the end of this year and around double that making a change with their current supplier. While there is more to do, customers are benefiting from a market that has never been so competitive.

Generation too is transforming at a rapid pace. On 21 April 2017, we saw the first coal-free day in the UK for 135 years, and the September Contracts for Difference announcement produced prices for offshore wind as low as £57.50/MWh, showing how costs can be driven down when there is a long-term policy vision allowing competition and innovation. This is all good for customers whose bills will be lower, and good for the environment as we further cut our emissions.

As the industry transitions, Energy UK has sought to be at the forefront of policy developments. In September we published our first report on electric vehicles and we continue to focus on the future power market design. The decarbonisation of heat is another area where Energy UK will be focussing.

I’d also particularly highlight the work that we have undertaken this year on customer communications, and how to better to support vulnerable customers including our new guide with the Money Advice Trust on mental health and vulnerability.

This year has also been a ground-breaking year for Energy UK thanks to our staff’s continued commitment. We have been accredited with the Investors in People Standard and have established Pride in Energy, our LGBT+ network. Our Young Energy Professionals Forum continues from strength to strength, now spanning over 318 companies. We also made a commitment this year to ensuring no all-male panels at our events, and made a pledge to the POWERful Women network.

In 2018 we’ll be doing more work to advance diversity and inclusion across our industry – an issue we need to continue to drive forward, and Energy UK’s leadership will ensure this continues.
Our Year in Numbers

1000+
Over 1000 people attended our events

1500+
Twitter followers gained

96%
Positive sentiment of media coverage peaked at 96% of coverage in March & April.

1500+
Pieces of media coverage

1500+
Use of spokespeople's quotes also up to a peak of 67% of our coverage in March

76%
Members satisfaction from first member survey

37.5%
Increase in proactive media coverage to 37.5%

1%
Negative sentiment of coverage at 1% average for year to date

150+
New infographics to promote our work
Industry Highlights

- **£11.9bn** in investment.
- **£24bn** in economic value created.
- **£40bn**

  The benefit of energy system to the UK economy.

(Source: BEIS)

Low Carbon Generation in **2017**

- **10%** Bioenergy
- **24%** Nuclear
- **2%** Wind and Solar
- **2%** Hydro
- **5%** Offshore wind

80% people are happy

8.6 million smart meters installed
Our Economic Contribution

Supported over 730,000 jobs across the UK – the equivalent to 1 in 48 jobs in the UK

£5.9bn tax contribution (2015/16)

And a further 96,000 new jobs created by 2025

Energy employment across the UK

- Scotland: 22,000
- North East: 6,000
- Yorkshire and Humber: 13,000
- East Midlands: 16,000
- East: 6,000
- London: 11,000
- South East: 19,000
- South West: 18,000
- Wales: 13,000
- West Midlands: 11,000
- Northern Ireland: 3,000

Supported over 730,000 jobs across the UK – the equivalent to 1 in 48 jobs in the UK

£5.9bn tax contribution (2015/16)

And a further 96,000 new jobs created by 2025

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- South West: 18,000
- Wales: 13,000
- West Midlands: 11,000
- Northern Ireland: 3,000
Our mission

Energy UK is the voice of the energy industry, providing a source of expert advice and working to enhance the industry’s reputation with stakeholders, customers and the communities it serves.

About Energy UK

Energy UK is the trade association for the UK energy industry representing over 100 suppliers and generators of electricity and gas for domestic and business consumers. Our members represent the truly diverse nature of the UK's energy industry - from the UK's largest energy firms to new, growing suppliers and generators, now making up over half of our membership.

Our members turn renewable energy sources as well as nuclear, gas and coal into electricity for over 27 million homes and every business in Britain.

Diversity and Inclusion

Energy UK values diversity and inclusion and has taken many steps forward in 2017 in this area. This year we have made a pledge to POWERful Women which seeks to advance the professional growth and leadership development of women across the UK’s energy sector. We also recognise the importance of mentoring and professional development, and Director of External Affairs Abbie Sampson, was selected as a PR Week Women in PR 2017 mentor. We have also launched Pride in Energy, our new diversity forum and network for Lesbian, Gay, Bisexual and Transgender (LGBT+) members of the energy industry and their allies. The network, which will be hosting a series of meetings and events to further advance LGBT+ equality and diversity across the industry was formally launched at our Annual Conference, by Peter Kyle MP.
Our values

In 2017 Energy UK confirmed its organisational values. These are professionalism, integrity and communication. Throughout the year these have been embedded within the organisation including in the appraisal and recruitment process.

This year Energy UK has been accredited with the prestigious Investors in People Standard, highlighting our commitment to our workforce. Investors in People is the standard for people management and defines what it takes to lead, support and manage people for sustained success.

We have also become an accredited London Living Wage Employer. This means that every member of staff in our organisation, including contractors, earns not just the minimum wage but the Living Wage. The Living Wage is an hourly rate set independently, and updated annually, based on the cost of living in the UK.
The Young Energy Professionals (YEP) Forum has seen a year of events focusing on the future and the next generation. From the future energy mix to the Industrial Strategy to the future energy scenarios, the Forum has discussed the most topical issues surrounding energy in the coming years, while also visiting innovation centres and power plants. There were many partnerships this year, including with Target Careers, Energy Innovation Centre and Energy & Utility Skills, but arguably none more so than the announcement of CGI UK as the Forum's new sponsors.

As a result the network has continued to expand to over 300 companies represented and featured speakers from Scottish Government, Labour, CBI and an array of companies within the Energy UK membership too.

The annual YEP Awards held in London, saw over 180 young professionals come together to share in each other's successes, with winners who have led exceptional work on supporting vulnerable customers to those integral to the future generation mix. It was an evening to share experiences and showcase the variety of talent across the industry.

Finally, at our Annual Conference in October, we launched the inaugural "Guide to Jobs in Energy", offering real world insight into the variety of opportunities within the industry.

There are a host of exciting events to come next year, including a site visit to Aberthaw Power Station and an event on distributed power.

For more information see @YEPFORUM on twitter
Our wider contribution

Energy UK staff have undertaken a host of charity events in 2017 including:

The Kilowatt Rowers: The Meridian Pull Challenge

On June 29 The Kilowatt Rowers – a team of six individuals from Energy UK: Charles, Jamie, Cecilie, Daisy, Colin and Whestly - took part in The Meridian Pull challenge to raise money for The Ahoy Centre. The Ahoy Centre is a London-based charity working to help disadvantaged and at-risk youths by helping them to build their confidence and learn new skills through sailing and rowing activities. The challenge was an 8.5 mile row along the Thames and The Kilowatt Rowers completed the event in 1 hour 6 minutes and 35 seconds. They managed to raise a total of £1,800 for The Ahoy Centre and the team would like to thank everyone who kindly donated.

Going the extra mile: The Great North Run 2017

On 10 September Energy UK staff took part in their second charity event of the year. Jamie, Natan, Paul, Dan and India travelled up to Newcastle to take part in the Great North Run, and ran the 13.1 mile route to raise money for Save the Children. Save the Children is a world leading children’s charity, having helped 22.1 million children in 2016: offering education, healthcare and protection to children across 120 countries. The event was a huge success for the Energy UK team, with each one of them completing the course in a personal best time. More importantly, they crossed the line having raised over £1,700 for Save the Children. The Energy UK team would like to thank everyone who supported them through the training and on the day, and a massive thank you to everyone who donated.
Implementing the CMA’s remedy package, the snap General Election and the shadow of price caps have loomed large over the retail energy market in 2017.

As a result, 2017 was never going to be a quiet year for us. Nonetheless, there are a huge number of positives for the Retail Team at Energy UK to also reflect on in 2017.

We have sought to support members and Ofgem as they looked to implement the CMA’s remedy package and as a sector we are rising to the challenge of driving greater consumer engagement. We are on track to see over five million customers switching suppliers this year, up from four million in 2016. Ofgem figures indicate that double this number of customers switch tariffs but stay with their current supplier. That’s around 15 million households actively choosing their energy tariff this year.

Initiatives like the Energy Switch Guarantee, a voluntary set of commitments to reassure customers that switching is simple, speedy and safe, launched last year by Energy UK, continued to grow. At the time of writing the Guarantee has 15 members and we are working hard to increase coverage, with the expectation that the Guarantee will cover over 90% of the retail market by the end of the year.

We also continue to work closely with Ofgem to support its Faster Switching programme, including providing a dedicated consultant to assist Ofgem with technical design assurance as they develop detailed proposals for reforming the switching process. We fully support Ofgem’s aims to reform the switching process to ensure it delivers a reliable and fast switching experience for all customers.

Switching is, however, not the only measure of an effective retail market, we have also sought to work with Ofgem and Government across a range of issues, to the benefit of consumers and the industry.

Energy UK and its members, in partnership with Ofgem and Citizens Advice, also continue to look at how we can improve complaints handling and monitoring.
This included the development of the Energy UK Complaints Handling Guidance for suppliers.

One of the most exciting pieces of work to come out of the Retail Team this year was the ‘Rules of Engagement’ report published in September, which seeks to contribute to the next stage of Ofgem Future of Retail Market Regulation programme.

**Rules of Engagement report**

The report was commissioned by Ofgem and reviews supply licence conditions governing supplier-customer communications to consider how the rulebook could boost supplier innovation and improve outcomes for consumers. The report argues for the removal of the majority of existing prescriptive licence conditions relating to customer communications. Where appropriate we recommend replacing the prescriptive licence condition with narrow principles or a more flexible form of prescription.

**Smart metering**

While 2017 has again not been plain sailing for the Government’s smart meter programme, Energy UK has continued to work hard supporting industry in overcoming the hurdles to achieve a successful rollout.

While continuing to work with members to address technical challenges facing the roll-out, throughout 2017 we have sought to increase our focus on promoting the benefits of smart meters and ensuring a good customer journey. This has included taking on the Secretariat for the Smart Energy GB Performance Management Framework forum, improving the governance structure and recruiting an independent Chair to lead the Forum.
Vulnerability and the energy sector

Improving support for customers in vulnerable circumstances also continues to be a priority for Energy UK. This year, with the backing of the Energy UK Retail Committee, the retail team set up a new Vulnerability Group designed to foster the sharing of best practice on issues facing customers in vulnerable situations. This builds on our work setting up the Energy UK Safety Net as well as the 2016 PPM principles.

With the support of the Vulnerability Group, we partnered with the Money Advice Trust to publish a new guide to help energy suppliers identify and support customers with mental health issues, entitled ‘Vulnerability, mental health and the energy sector’. The report represents the first major output of the new Vulnerability Group. Energy UK has also led work with suppliers, BEIS and Citizens Advice to develop a set of Smart Prepayment Change of Supply Principles to improve communications between suppliers and consumers during the switching process, guaranteeing a better switching experience for customers.

Energy UK will continue to work hard to raise industry standards and our new Vulnerability Group has exciting plans to drive more progress in 2018.

Energy efficiency

The retail team has continued to be at the forefront of activity to tackle fuel poverty and improve the energy efficiency of the UK’s housing stock. We have continued to support members with their delivery of the Energy Companies Obligation (ECO) as we moved into the latest phase of the scheme (ECO2t).

We have also been working closely with Ofgem, BEIS and the Scottish Government as they begin to think about the design and structure of future phases of the scheme. We have also sought to work closely with other likeminded organisations, via the Energy Efficiency Infrastructure Group (EEIG), to support the call for a 20-year national infrastructure programme to bring all UK homes up to a decent standard of energy efficiency, warmth and comfort without increasing energy bills. With both Ofgem and Government in recent weeks bringing forward plans to cap default tariffs, next year will be no quieter. But as ever, we stand ready to work with members, Ofgem and Government to continue driving improvement across the retail market for the benefit of both consumers and industry.
These past 12 months has seen the Economics and Strategy team cover a vast array of different policies and priorities. We have seen the government take some big decisions and set out some of its key future strategies and the team have been on the front-foot in providing evidence and opinion to government and other stakeholders to help shape that debate. This has included publishing Energy UK’s “Pathway to a low carbon future” which was our key document for what we felt needed to be in the Government’s Clean Growth Strategy which, upon publication, seems to have played a role in shaping government’s thoughts on energy efficiency, road transport and renewable technology.

Early 2017 also saw government set out its future Industrial Strategy. In addition to providing a comprehensive response to that strategy, Energy UK hosted government at a successful breakfast briefing with over 40 stakeholders from across the industry which formed a lively debate on how the country should continue to prosper and grow. We are pleased to see that clean energy remains a key focus for growth in the government’s plans. The triggering of Article 50 subsequently led to a reprioritisation within the team who is now leading Energy UK’s work in this area and the establishment of a Brexit Working Group. This working group have continued to engage with government officials across BEIS, DExEU, HMRC and HMT and also across Ofgem and within Brussels to ensure that all eventualities are covered within Brexit to avoid any disruption to supply or investment.

Investment has continued to play a major part in the team’s focus over the last 12 months. The successful Contracts for Difference allocation in autumn 2017 gave Energy UK the perfect spring board to launch its first ‘Investment Report’ and provide advice to government on how it can build on the success of falling costs of low carbon technology.
Investment report

Energy UK’s first ever sector Investment Report was published in October 2017. It draws on the experiences of UK energy sector investment from both industry and finance professionals based on 27 in-depth interviews carried out over the summer. The paper was sent to government in order to provide analysis on the state of the current market for the delivery and financing of power projects, and the role that policy is having to support this now and in the future.

The report highlights the success UK policy has had in creating a market in which existing and new build power projects can compete. The report aims to build on the positives that the Electricity Market Reform package has helped achieve as evidenced by the success of the latest Contracts for Difference auction, it also outlines a number of concerns and recommendations on how government can further support a robust development pipeline that is characterised by falling technology and capital costs, alongside efficient UK based supply chains.

Our strategy

The Energy UK Business Plan was agreed in April 2017 and sets the priorities for the trade association over the coming three years. The priority areas were ranked by importance, with areas such as market design, the smart meter roll out, industry image, flexibility, customer engagement and investment ranked as some of the more important areas. Since then, Energy UK has achieved a number of key milestones across each of its policy areas, including: the delivery of an ancillary services report, ongoing project work on the future power market design, a new communications plan in order to promote the reputation of the sector, and continued work within customer vulnerability. Energy UK has also continued its work within the new energy services and heat side of the sector, as well as responding to the Government’s Industrial Strategy consultation and publishing its Pathways to a Low Carbon Future paper. To track the success of Energy UK and its ability to meet the actions set out in the Business Plan, Energy UK, for the first time, has implemented five key performance indicators which include the first edition of Energy UK’s Annual Membership Survey.
New Energy Services and Heat

A reorganisation within Energy UK has meant that the New Energy Services and Heat (NESH) Committee’s work has been incorporated into the Economics and Strategy team. Set up in 2016, the NESH Committee has been leading Energy UK’s work on low carbon transport, deployment of low carbon heat and incorporating greater flexibility into the energy system. It has been quite a baptism of fire for the new Committee, with the launch of government and Ofgem’s joint ‘Smart systems and flexibility’ report, the announcement by government to end the sale of all petrol and diesel vehicles by 2040, leading to questions on how the uptake of electric vehicles will impact the energy system (more details below), and the question still remaining, despite the publication of the Clean Growth Strategy, on how best to decarbonise heating. The NESH Committee has led Energy UK’s response to these challenges and formed a close relationship with government, in particular, 2017 saw the Committee publish a report specifically looking at the roll out of electric vehicles and the opportunities for the sector, establish a focus group looking at low carbon heat incentives and had leading role in the establishment of a cross industry alliance on smart power. There is still lots more work to be done in these areas as we continue to decarbonise across the economy!

Electric Vehicle report

Energy UK ventured into new territory in 2017 by highlighting the need for greater coordination of transport and energy policy in The Electric Vehicle Revolution. The report highlights ways in which Energy UK will work with government to ensure the smooth integration of electric vehicles into the energy system. The report recognises the importance of efficient utilisation of an increasingly low carbon UK energy generation mix in decarbonisation efforts across heat and transport. The report raises the significant role electric vehicles could play in the decarbonisation of transport and energy, and gained traction amid rising interest around low carbon transport from media and government. The report successfully put Energy UK amid the conversation by presenting us as an active voice in this policy space, and highlighted the need for cross-sector collaboration on electric vehicle uptake. This report will enable further work on developing new business models and a smart charging infrastructure to pre-empt mass uptake.
Our year: Generation

Barbara Vest
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This year has seen a number of significant and positive achievements within the power sector. April 21 was the first day since the Industrial Revolution that we have not used coal generation to power our economy. From 21 June to 22 September, almost 52% percent of our electricity generation was produced by low carbon sources. This is a significant milestone towards our ambition to decarbonise the energy sector. The significantly reduced price of offshore wind projects achieved in this year’s Contracts for Difference (CfD) auction (£57.50/MWh) represents substantial savings, with the cost of new projects that will start to generate electricity from 2022-23, 50% lower than the first auction in 2015. We have much to be proud of. Over the past year, the Generation team has worked with our members on a range of issues, but in particular to keep government’s focus on a stable policy framework that allows companies to plan and deliver projects with an expectation of reasonable returns.

Following Energy UK's publication of its Ancillary Services report we saw National Grid consult on the future framework for ancillary services through the System Needs and Product Strategy which looks to simplify the market and generally bring the balancing market into the 21st century. We have maintained pressure on the Secretary of State for Exiting the EU for a decision on the UK’s future participation in the EU Emissions Trading System and have worked closely with BEIS to find an interim solution to maintain confidence in the carbon market. Ahead of the Autumn Budget, we called for the Chancellor to retain the Carbon Price Support rates until 2021/22 and sought clarification of Government’s future approach to carbon pricing. We also successfully lobbied for a new set of controls to replace the Levy Control Framework and pushed for future deployment to be based on the need to meet our carbon budgets with both BEIS and HM Treasury. We have worked closely with environmental regulators across the UK to gain a clear understanding of the implications for generators of the introduction of the EU’s revised Best Available Techniques Reference Document for Large Combustion Plants and the Medium Combustion Plant Directive. The resilience of thermal power plant to extreme drought has also been proved in a project with the Environment Agency, BEIS and National Grid. A key part of our work is to represent member interests on important industry panels.
This year we were elected to, and currently serve on, the Balancing and Settlement Code, Connection and Use of System, the Grid Code Review Panel and the Distribution Code Review Panel. Through panels and the Joint European Stakeholder Group, Energy UK is able to ensure that the European Networks Codes are implemented appropriately. This year has also seen us represent members on the Charging Futures Forum, the Advisory Panel for the Open Networks Project and the Distributed Energy Resources Connections Group.

Following engagement between Energy UK’s planning policy leads and the National Infrastructure Commission (NIC), the NIC conceded in their recent report that planning regimes are instrumental in improving the accessibility of markets and provide an opportunity for onshore wind in regions of the UK. The Clean Growth Strategy provided an insight into the Government’s thought process around the general direction of travel for our sector. We welcome the funding (£100 million) that will be allocated to develop options around Carbon Capture and Storage, as well as confirmation of the next Contracts for Difference auction to be held in Spring 2019. There appears however to be a significant number of decisions to be announced.

Whilst we have launched a major project looking at options around the Future Power Market Design Professor Helm’s report, published 25 October includes a number of interesting proposals to reshape the sector providing much food for thought and further investigation. It is certainly now the job of government, in collaboration with industry, to see if and how these proposals can be implemented to the benefit of customers.
Cyber Security

Interest in Cyber Security has escalated this year, with a number of threats and incidents taking place across a range of critical industries, including healthcare and energy. Our Cyber Security Working Group has been keen to work with the Department for Business, Energy and Industrial strategy (BEIS) and the Department for Digital, Culture, Media & Sport (DCMS) on implementation of new regulation to improve how prepared we as an industry are for cyber-attack. Energy UK responded in September to the Network and Information Systems (NIS) Directive that sets out how the Government plans to implement the security principles created by the European Commission in 2016. At Energy UK’s Annual Conference in October we also had a dedicated Cyber Security panel that was received well by attendees who acknowledged its importance as we move to a more digital energy market. During 2018 we will work with security vendors around the energy industry to develop specific standards to ensure security hardware and software is secure by design.

Health and Safety

In November, we held our fourth annual Health and Safety Conference in Leeds. The event brought together senior energy industry professionals with the Government to discuss a range of challenges from Safety Rules development to work-related driver safety, worker competence plus safety and the Smart Meter roll out. Our Health and Safety Forum has been working with the Energy Institute to develop a pre-planning decommissioning guidance that will provide best practice guidelines and successful examples of how best to deliver a ‘cold and dark’ asset for decommissioning. Our newly created Driving and Road Safety Forum is currently creating a set of guiding principles for behavioural interventions post driving incident. These interventions will be used across industry to improve employee driver behaviour and hopefully lead to improvements in our driving safety performance.
Events

We co-hosted a new **Cyber Security Conference** with BEIS which was very positively received.

**12 breakfast briefings:** on topics as diverse as electric vehicles, diversity, the general election, flexibility and vulnerability.

The **Young Energy Professionals (YEP) Forum annual awards:** attended by over 180 people, hosted by the Telegraph’s Jillian Ambrose.

**Health and Safety Conference:** attended by over 90 delegates.

**Events in Brussels** for key senior EU representatives in June and November.

**Our Annual Conference** saw 260 delegates and keynote speakers Dermot Nolan and Lord Ian Duncan.

**Annual Parliamentary Reception:** attended by around 200 people, with a keynote speech from Jesse Norman MP.
2017 saw a number of new arrivals join our Communications and Public Affairs team. In February we adopted a new Communications Strategy which centres round two overarching aims: to ‘protect’ and ‘promote’ the reputation of Energy UK and the wider industry.

The strategy sought to underpin these efforts with a number of specific, measurable targets in order to evaluate progress and introduce a more rigorous approach, from planning the future, to developing narratives and identifying opportunities, during what has been another intensely busy year for the industry.

This included responding quickly and more effectively to breaking news and external announcements to ensure that Energy UK’s voice is clearly heard and cementing our position as the ‘go to’ organisation for comment, insight and information. One notable example of being nimble and responding effectively was the publication of Energy UK’s manifesto a mere few days after the snap general election was announced.

This year we have also set out to shift the balance of our communications by increasing our strategic, planned pipeline of proactive communications. This has included securing positive coverage for new reports and publications, creating proactive stories and more effectively aligning our public affairs activity and programme of events. In addition, our existing campaigns (the Energy Switch Guarantee and Carbon Monoxide CO Be Alarmed! campaign) were both brought in-house this year and I am proud of the fantastic results we have been achieving.

As well as creating a new publication on positive initiatives across the industry for MPs, we also held a number of breakfast briefings to discuss industry schemes and activity, including ones covering electric vehicles, mental health & vulnerable consumers, diversity and equality, and the future smart, flexible energy system.

Our Annual Conference saw a prestigious line-up of speakers and panellists tackling the full range of challenges issues facing the industry, and saw the publication of the ‘Energy in the UK’ report and the YEP Forum’s ‘Guide to Jobs in Energy’.

Our new public affairs strategy, following the general election, set out or ambitions to adopt a more positive and proactive approach to increase our engagement with
Social media

A number of developments have been made on social media this year within Energy UK, with an audit undertaken across our social media platforms, to learn where improvements can be made.

A new social media strategy has been introduced and we are already seeing its impact. Energy UK’s main social channels have seen increases and milestones met, with now over 13,000 followers on Twitter. In particular we have seen more key stakeholders following the account from journalists to key organisations such as the CBI. One example of increased effectiveness is more activity around our events; with our recent Annual Conference which saw over 40,000 impressions on the day and the hashtag for the day trending in London. Additionally, we have increased campaign activity with new channels setup to further enhance the impact of our messaging, with milestones of 50, 100 and 200 followers hit across our new social channels for the Energy Switch Guarantee, YEP Forum, Pride in Energy twitter accounts and CO Be Alarmed Instagram.

Furthermore, a new Social Media subcommittee has been established to share knowledge and good practice as well as help to enhance the new Social Media strategy. The first meeting took place in October and we will continue to hear from industry experts in social media.
Media

Energy has remained squarely in the media’s attention throughout the year with Energy UK responding to a number of significant issues, including the ongoing debate around intervention in the retail market and stories relating to the smart meter programme, with Energy UK’s Head of Retail Audrey Gallagher appearing live on BBC1’s Watchdog programme.

There’s been no shortage of important external events and announcements to respond to and our improved responses has resulted in us gaining increasing media coverage on issues from the Contracts for Difference auction results to electric vehicles and the Clean Growth Strategy. Lawrence was also interviewed on the Today Programme and Sky News about the Cost of Energy Review.

As well as reacting to the news agenda, we have also been successful in creating our own news stories and reports to highlight positive initiatives and transformation across the industry, as well as organisational priorities like decarbonisation, investment and jobs & skills. Successes have included coverage for our monthly switching reports including in the Sun, Guardian and Telegraph as well as interviews across regional radio stations across the UK to highlight record switching numbers.

Our ‘Pathways to a Low Carbon Future’ report - with its call for the government to make energy efficiency a national infrastructure priority was featured across trade media and in The Guardian on the day of our annual parliamentary reception. Other notable highlights this year have included placing an opinion piece in the Daily Telegraph by our chief executive Lawrence Slade discussing the retail market and also appearances on key news outlets such as the BBC and ITV evening news shows and Sky News’s Ian King Show.
Our Campaigns:

Energy Switch Guarantee

In 2017 Energy UK created a new Energy Switch Guarantee Communications Plan for 2017/2018 and established a new ESG Communications Group with 15 signatories. In February we organised a successful drop in session at the Scottish Parliament to raise awareness of the Energy Switch Guarantee and the benefits of switching among MSPs. A toolkit with online content and a press release was offered to all MSPs so they can further raise awareness with their constituents and local media. We also created a Twitter account for the campaign. In July Energy UK launched a story that busted five myths about switching and created new “mythbusting” infographics that were shared on Twitter. Energy UK also created new infographics to celebrate the one year anniversary of the ESG. In September we issued a proactive story welcoming our new signatory Pure Planet. In early October we launched a winter switching story on how customers can switch with confidence this winter, highlighting new research for the Guarantee that revealed that nine in ten energy switchers are happy with the process and over two thirds said having the Energy Switch Guarantee (ESG) in place made them more likely to change supplier. We also created new animated infographics which highlight that is simple, speedy and safe to switch supplier. In November we issued a story welcoming our new member Enstroga, and in December we will launch a news story that reveals the nation's best and worst switchers with a drop in session in Parliament with Which?Switch to raise awareness among MPs on the benefits of switching.
It has been a successful year for Carbon Monoxide Be Alarmed! since it was bought in-house in January. The campaign was launched in February with a new research revealing that half of UK population is at risk from the silent killer. We also launched our new ABC messaging: – Do you have an Alarm fitted? Have you tested it and are the Batteries working? Have you had an up to date gas Check? and created animated infographics that we shared on our social media platforms.

We were also instrumental in forming the new Communications Working Group of the All Fuels Action Forum.

In March we launched the second phase of the campaign targeting parents with new research revealing UK parents spend over £220 on safety equipment for their children yet a third do not have a carbon monoxide (CO) alarm.

For that phase we partnered up with leading mum blogger Anna Whitehouse – aka Mother Pukka, with over 131K followers on Instagram, to raise awareness directly with the parent demographic. Her video post alone, which gave the ABC safety key messages from the campaign, received over 20,000 views and 85 comments, many from parents unaware of the risks and committing to get an alarm. The post also promoted a competition give-away of 100 alarms via our Facebook page to further raise awareness of the campaign and safety messaging. For this phase of the campaign – which predominantly utilised social media channels, additionally received national media coverage including in the Sun in the regular Mrs Crunch column. The radio day with Mother Pukka and Leigh Greenham from COGDEM secured 16 regional radio interviews, and a syndicated feature article via the Press Association also resulted in 20 regional print articles. Social media activity for the campaign included launching a new Instagram account for the campaign including new infographics and video content, including an animated infographic to highlight the dangers of CO poisoning. We also partnered up with leading parenting website Mumsnet (10.4 million monthly users) who hosted a native discussion on the dangers of carbon monoxide poisoning which generated a conversation thread of 208 messages.

Energy UK also organised a well-attended parliamentary drop in in March to raise awareness of the dangers of Carbon Monoxide among MPs who promoted the issue via social media highlighting the campaign's simple ABC message. The campaign also provided MPs with toolkits including regional press releases so they can further raise awareness with their constituents and local media.
Over the summer the campaign kept up the momentum with activity at festivals to promote safety messages. We went to Glastonbury Festival where we met with the organiser, Emily Eavis to discuss the campaign.

We also refreshed our website and improved our visual presence with new infographics. In early October we launched a story targeting private renters. New research for the campaign revealed that renters are at risk of carbon monoxide poisoning as one in three don’t have a carbon monoxide (CO) alarm. We also called for the regulations in England to change and include gas appliances in order to protect all tenants. Barry Sheerman MP, Chair of the All Party Parliamentary Group on Carbon Monoxide and the National Landlords Association (NLA) supported our call. We also partnered up with the Mirror to give away 50 alarms to promote the story.

In November to coincide with Carbon Monoxide Awareness Month we launched a new campaign targeting students. New research for the campaign found that over half of UK University students in private rented accommodation are at risk of CO poisoning. The research also revealed that students are twice as likely to think they have a hangover (85%) than CO poisoning (45%). We partnered up with The Student Room which is the UK’s biggest student online community who featured a quiz and a story on the dangers of CO and our campaign on their forum. The Student Room also run a competition offering the chance to win 100 CO alarms on behalf of the campaign.

We have also created new animated infographics and a video animation which we promoted on our social media channels to ensure we reach students.

In 2018 we plan to build on the success of our campaign activity targeting parents, students and renters.
2017 has been another year of change and challenge dominated by June’s General Election and the on-going work to prepare for Brexit. Since the election Energy UK has sought to increase our engagement by providing information to Ministers, Government Departments, Opposition teams, Select Committees and MPs on the UK energy industry and the state of the market.

We have met with key Ministers and decision makers from the Department of Business, Energy and Industrial Strategy (BEIS), HM Treasury and the Department of Exiting the EU concentrating on our public affairs priorities on the energy market, Brexit and the Industrial Strategy. This year we changed the way we engaged at party conferences. In line with our new proactive engagement strategy, we held fringe events on vulnerable customers at the Labour conference, and on the industrial strategy at the Conservative conference, which was standing room only. Both events had Ministers, and Shadow Ministers speaking allowing us, and the sector, greater visibility with our key stakeholders.

Our annual conference, had a balance of key decision makers from across political parties. Lord Duncan, (Minister for Scotland and Wales) spoke about the opportunities from Brexit, and Rebecca Long-Bailey MP (Labour, Shadow Secretary of State for BEIS) gave a speech about Labour’s ambitions for the industry including future renewable energy generation.

In Scotland we continue to look for opportunities to engage the Scottish Government and Parliament on the development of renewable energy including looking at the current planning regime. This is likely to be a major priority for our work in Scotland in 2018, and our new public affairs support in Scotland will help us ensure we are not London-centric in approach.
"It is hard to predict what 2018 will have in store for the energy sector – few predicted the snap election this year that has shifted the political power base in Westminster and beyond."

We often talk about the industry in transition, as we move to a digital, decarbonised smart future.

2018 will be a pivotal year and we will see the rate of change continue to accelerate - whether in terms of the smart meter rollout or further changes to our energy mix. Energy UK is working on a Future Power Market Design project which will lead the debate on how the challenges facing the sector should be addressed as well as identifying the policy and regulatory framework required to facilitate the transition to a smarter, more flexible, low carbon and secure system at least cost to consumers. I am looking forward to seeing more on this project in 2018.

Brexit is certain to continue to dominate the political agenda as negotiations evolve and the focus turns to trade deals and the shape of the transition period. At Energy UK, we are facing our own “exit” as we prepare to move from our offices at Regent Street into new premises next August. Rest assured, it will be business as usual from the Energy UK team and we’re looking forward to another successful year. We’ll have an exciting events programme lined up too – from our ever-popular breakfast briefings to our big set-piece events like our Annual Conference. We’re also looking forward to hosting more events in parliament and outside of London. Whatever the political weather, Energy UK and I are looking forward to embracing the challenges and opportunities of the coming year and to working with members to ensure the voice of the industry is heard.

Lawrence Slade
Chief Executive, Energy UK
Our members

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