

# ANNUAL GENERAL MEETING REPORT 2023

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AGM on the 14th September 2023

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Overview of recent activities

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HPA objectives for the next 12 months

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# INTRODUCTION

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This report is presented to all members of the Heat Pump Association (HPA) ahead of the Annual General Meeting, taking place on the 14th September 2023, to provide an overview of recent activities along with outlining the policy priorities for the ensuing 12 months. This brief overview will be supported by a presentation from the Chief Executive at the AGM.



## OPENING REMARKS FROM HPA CHAIR, PHIL HURLEY

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*Having taken on the role of Chair of the Heat Pump Association in 2020, it gives me so much pleasure to reflect on the progress we as an association and as an industry has made over the last few years.*

*Whilst important advancements have been made to support the widescale deployment of heat pumps in the UK, there is much more to be done and we must remain proactive and united as an industry to expediate the path of change.*

*My highlights over recent years include the associations' role in the development of the first OFQUAL regulated heat pump training courses, supporting the policy design and development of the Heat Training Grant, developing universal and free to use Heat Pump Commissioning Checklists as well as forging strong industry collaborations.*

*As I look ahead to standing down from this role on 31st December 2023, I do so with pride and confidence in the membership, leadership and journey we have ahead.*

# OVERVIEW OF RECENT ACTIVITIES

The Heat Pump Association has made significant progress since January 2022. Its membership has grown by 40% and so has its impact, with our HPA LinkedIn account recently surpassing 10,000 followers[1].

We re-launched our website[2] in June 2022 creating a fantastic resource for the association and wider industry with dedicated pages for installers and consumers. We were able to do this due to support from our dedicated Marketing Working Group for which we are very grateful. Alongside the website update, we published our 'Transforming Britain's Heating Vision Paper[3]' which set out 4 pillars, demonstrating the pathway to a successful market transformation. Our clear policy thought leadership, economic analysis and willingness to engage and support civil servants is a key strength of the association, and enabled us to influence the design and launch of the Heat Training Grant[4]. Whilst the value of the grant was not quite what we called for, the intent was very welcomed and we await to see the impact.

Along with our detailed responses to all relevant Government consultations and proactive communications activity with both trade and national press, we have built up and maintained a strong reputation with stakeholders, policy officials and the wider industry and are a respected voice of the industry.

Active engagement in collaborative stakeholder groups such as the Electrification of Heat Taskforce and Electrify Heat have provided the opportunity for our views to be heard and discussed widely.

The recent promotion of our Installer Membership category has been well received, and whilst we accept the growth in this membership category may be gradual, it is fantastic to have a dedicated, committed and invested group of installer organisations to enable us to give a representative industry view. Our new 'Why Join'[5] membership leaflet, clearly sets out the different membership categories and the benefits of joining the HPA which is supporting membership growth.

Our Parliamentary Reception event in June 2022 was a fantastic opportunity to showcase the latest Heat Pump technology to MPs, Peers, Civil Servants, Ministers and the wider industry and a great chance for our members to network in person.

One of the biggest changes we have experienced recently is the appointment of our first Chief Executive. Whilst the association has achieved real, meaningful impact over the years, the scale of change, political focus and rapid growth in our membership resulted in us being able to appoint a Chief Executive to spearhead the HPA's contribution to the decarbonisation of heat. Charlotte Lee was appointed to take on this role in April 2023 and has since expanded the HPA team to include a full-time Head of Policy and Communications, Olivia Smalley and a part-time Technical Consultant, Nancy Jonsson.

[1] <https://www.linkedin.com/company/heat-pump-association/posts/?feedView=all>

[2] <https://www.heatpumps.org.uk/>

[3] <https://www.heatpumps.org.uk/wp-content/uploads/2022/06/Transforming-Britains-Heating-Vision-Paper.pdf>

[4] [Apply for the Heat Training Grant: discounted heat pump training - GOV.UK \(www.gov.uk\)](#)

[5] [HPA-Membership-Leaflet-2023.pdf \(heatpumps.org.uk\)](#)

# HPA OBJECTIVES FOR THE NEXT 12 MONTHS

Looking ahead over the next 12 months, the Heat Pump Association will focus on delivering the following key outputs:



## Supporting installers

The HPA are committed to supporting high quality heat pump installations within the United Kingdom in a way that supports consumer confidence and growth in the market. We will support the development of a “Domestic Low Temperature Heat Pump Installation and Design Guide”, along with raising awareness, and providing guidance on advancements in heat pump technology using the knowledge of our newly launched Installer membership to highlight where support is needed.

## Enhanced consumer facing promotion

Including, but not limited to, commissioning a suite of consumer facing press releases, normalising the journey from considering a heat pump to living with one as well as working collaboratively with a range of industry stakeholders to create a consumer facing website, with factual information about heat pumps.



## Publish a new industry report, working title: Unlocking Widescale Heat Pump Deployment

Setting out key policy enablers needed to support the Government’s ambition of installing 600,000 heat pumps per year in 2028. This document will be crucial in the run up to the election in 2024 and will highlight the HPA’s key recommendations in one place.

## Issue to market monthly heat pump sales data reports- expected from Spring 2024

The intention is to bring the heat pump sales data project to the market in a way which benefits HPA members and provides useful UK heat pump market data to wider stakeholders.



## Producing sound economic analysis

Issue periodic reporting of heat pump deployment under Government subsidy schemes and heat pump vs. boiler running costs along with creating a detailed heat pump tariff proposal to support our campaign to rebalance electricity prices relative to gas.

# HPA OBJECTIVES FOR THE NEXT 12 MONTHS

## **Re-launch both the Installer and Commercial Working Groups**

Host regular Installer and Commercial Working Group meetings in addition to our Marketing, Training and Technical ones to expand the HPA's representation of the sector. These two working groups will also expand on the feedback loop and communication within the sector enabling installer's issues to be fed directly to manufacturers and vice versa.



## **Actively engaging with political parties during and beyond their manifesto development**

With an election looming, we must engage with all the political parties whilst they are developing their manifestos to promote HPA policy recommendations as well as maintaining key relationships with the devolved assemblies.

## CONTINUING HPA PRIORITIES:

These key outputs will be delivered alongside the continuation of the HPA's business of usual activity which includes:

- Being both proactive and reactive to Government announcements and policy developments through press releases, social media activity and issuing comments to trade press and national media outlets
- Co-ordinating and delivering our Member Meetings: Regular Executive Policy Calls, bi-annual in person Executive Committee Meetings, quarterly Full General Meetings, regular Technical, Training, Marketing, Installer and Commercial Working Groups per year and our annual AGM
- Issuing regular member communications such as our fortnightly updates and swift policy briefings following relative government announcements, along with statistical reports showing the number of heat pump installations through Government funding
- Coordinating and submitting responses to all relevant Government Consultations on behalf of members
- Stakeholder engagement to build collaborative policy positions
- Responding in a timely way to changes in the political / policy landscape