



**H<sub>2</sub>PA**  
HEAT PUMP ASSOCIATION

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**ANNUAL GENERAL  
MEETING REPORT**  
2025



# INTRODUCTION

This report is presented to all members of the Heat Pump Association (HPA) ahead of the Annual General Meeting (AGM), taking place on the 26<sup>th</sup> November 2025. It provides an overview of the Association's activities between September 2024 and August 2025, and outlines the HPA's priorities for the next 12 months.

# OPENING REMARKS FROM HPA CHAIR - MARK WILKINS



I'm pleased to introduce this year's AGM Report, my first as Chair of the Heat Pump Association. I want to start by thanking Craig Dolan for his leadership as Chair over the past two years. His steady guidance and commitment have been invaluable, and I know I speak for many in acknowledging the contribution he has made.

I'd also like to welcome Stephen Bielby, who joined the team in August as Membership and Events Officer. Stephen brings valuable experience and will be working to further strengthen the value we deliver to members.

This year has been one of significant momentum for the HPA. We've seen strong engagement across 5 Government Departments, industry stakeholders and our growing membership.

But perhaps the most significant development is the decision made by members to merge with the Ground Source Heat Pump Association and the Heat Pump Federation. The merger will be effected by the transfer of all of the assets, liabilities and operations of GSHPA and HPF to the HPA collectively as a going concern. The HPA will then rebrand and trade as HPA UK from January 2026, to reflect the collective voice of the 3 associations. This marks a major step forward – creating a single, unified voice for the heat pump sector.

As we look ahead, our focus is on ensuring that HPA UK is a success. It will represent the breadth of the heat pump supply chain, and be a powerful advocate for the role of heat pumps in the UK's future. There is a lot to be done, but we're in a strong position to build on the work of the past year.

Finally, I want to thank our members for their dedication and continued support, as well as the HPA team for their work to make this progress possible. I am looking forward to what we can achieve together over the coming year.





**HPA**  
HEAT PUMP ASSOCIATION



# REFLECTING ON OUR 2024 OBJECTIVES

# SEPTEMBER 2024 - AUGUST 2025

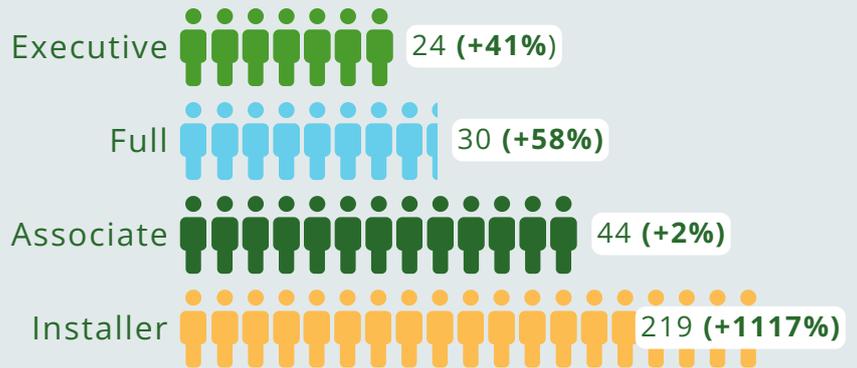
+% refers to percentage change from 2023/2024 Figures

## MEMBERSHIP:



# +219%

Increase in membership



## MEETINGS & WORKSHOPS



## VISITS AND EVENTS



## REPORTS & RESPONSES



Consultation responses submitted



Publications

## SOCIALS AND WEBSITE



(+17%) LinkedIn impressions



Press Mentions



(+22%) LinkedIn followers



(+56%) Website views

## MEMBER SURVEY



Average Member satisfaction



Net Promoter Score (great)

# ENGAGE WITH THE NEW GOVERNMENT

Following the formation of the new Government in July 2024, the HPA has worked proactively to forge productive relationships to advocate for the heat pump sector. Our first **See, Hear and Feel a Heat Pump event** took place in October 2024, introducing over 25 MPs to working heat pumps outside Westminster Abbey. Building on its success, we recently took the event to MSPs in Holyrood.

Our Chief Executive, Charlotte Lee, was appointed to the **Clean Energy Sector Council**, co-chaired by Rt Hon Ed Miliband and Rt Hon Jonathan Reynolds MP, the **Warm Homes Plan Panel**, and the **Retrofit System Reform Advisory Panel**, to represent the views of the heat pump sector. We also welcomed **Tom Hayes MP as the HPA's first-ever Patron**. These developments have significantly strengthened our voice in Government and positioned the HPA as a trusted partner in shaping policy.



## HEAT PUMP WORKFORCE ANALYSIS PROJECT

In November 2024, we published '**Projecting the future heat pump workforce**', a report outlining the growth needed across the workforce to meet national heat pump targets. Since its release, the report has been **mentioned over 40 times across various press articles**, including *i news*, and has been invaluable in conversations with policymakers.

It has been referenced in the Government's '**Assessment of the clean energy skills challenge**' and the '**Clean Energy Industries Sector Plan**', underlining its importance as a key resource for both Government and industry stakeholders. We continue to use the model to generate projections based on new targets and policy developments, such as the Climate Change Committee's Seventh Carbon Budget.



## WELCOMING OUR NEW VICE CHAIR

In June 2025, the HPA appointed its next **Vice Chair, Chris Taylor-Hamlin**, Senior Environment Research Manager at Daikin, who officially entered post in September. Chris brings a wealth of **experience in the renewable heating sector and has been an active member of the Heat Pump Association**.

His assistance in leading the HPA is expected to further strengthen the Association's strategic direction and industry influence at a pivotal time.



# UK HEAT PUMP SALES DATA

The HPA has made significant improvements to our UK Heat Pump Sales Data reporting over the past year. In October last year, we published a **breakdown by heat pump type for the first time**, and have more recently updated this to split out **Domestic Hot Water Heat Pumps**.

In February, our annual sales data press release showed a **56% increase in sales from 2023**. This data has been referenced by national media outlets including the BBC and the Guardian, as well as used by the Government in various press releases and publications.



## HPA MEMBER NETWORKING EVENTS

The HPA hosted its **first Annual Reception in November 2024**, welcoming the Minister for Energy Consumers, Miatta Fahnbulleh MP, to deliver a keynote speech and inviting members and stakeholders for networking drinks. The atmosphere was optimistic and collaborative, and we are building on this success by hosting our first-ever **Annual Conference in November 2025**. Taking place at the British Library, this inaugural event will celebrate 30 years of the HPA and give members the opportunity to connect and hear from leading voices in the sector.

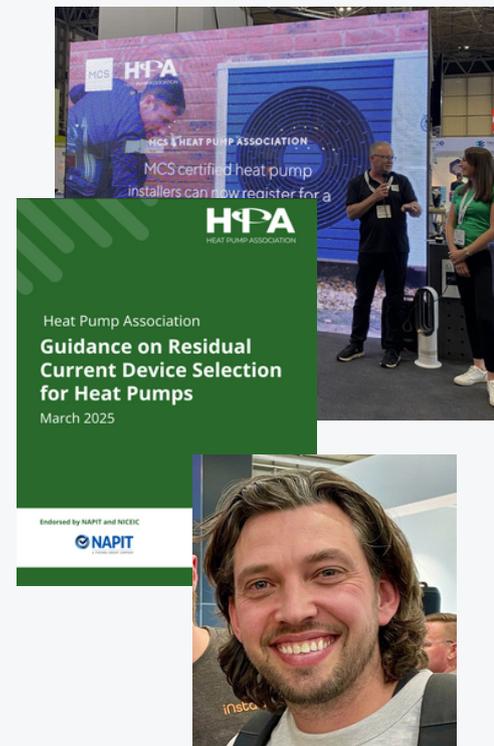


## CONTINUING SUPPORT FOR INSTALLERS

Installers are the backbone of the heat pump industry, and the HPA has taken significant steps to improve its offering to this segment of the sector. We have continued to work with industry partners to develop supportive guidance documents, including a **Controls Guide in collaboration with BEAMA** and **RCD Selection Guidance with NICEIC and NAPIT**, accompanied by webinars and Q&A sessions.

In a new partnership with MCS, we now offer **free membership to MCS-certified heat pump installation businesses**. The launch of the scheme in June expanded our installer membership by 606% over three months (in total, 1117% growth since September 2024).

To support this growth, we introduced a dedicated **Installer Representative role with Damon Blakemore elected in June 2025** to amplify the installer voice within the HPA. Since being elected, Damon has gathered views and represented installers at HPA Working Groups and Government meetings, addressing issues from grid connections to the consumer journey.



# WORKING GROUP REPORT



# TECHNICAL WORKING GROUP

**Tony Lathey – Chair (Panasonic)**

**Hamid Salimi – Vice Chair (Daikin)**

**Mark Barson – Vice Chair (Vaillant)**

**58 attendees across 3 meetings**

**Guest presenters:** DEFRA F Gas Team, DESNZ HEM Team, University of Salford Acoustics Engineering Team, MCS

## Key outputs:

- Heat Pump Controls Guide in collaboration with BEAMA
- Engaged with the ENA on Connect Direct
- Published Heat Pump Annual Service Checklists
- Published RCD Guidance and hosted an accompanying webinar
- Engaged with the EHPA on the Skillsafe EU Project
- Engaged with the BSI on PAS 2035 and PAS 2038
- Ran a subgroup session on Flushing
- Hosted refrigeration standards workshop with DESNZ, DEFRA and BSI
- Supported the University of Salford with acoustics research



# COMMERCIAL WORKING GROUP

**Andrew Green – Chair (Baxi)**

**Wouter Thijssen – Vice Chair (Kensa)**

**Chris Taylor-Hamlin – Vice Chair (Daikin)**

**37 attendees across 3 meetings**

**Guest presenters:** DESNZ Heat Networks Team, ENA, Environment Agency, DESNZ Industrial Electrification Team, Government Open Innovation Team, CCC

## Key outputs:

- Engaged with DESNZ Heat Networks Team
- Engaged with ENA on guidance for connecting commercial heat pump installations
- Engaged with DESNZ on non-domestic EPC reform
- Engaged with DESNZ on the Public Sector Decarbonisation Scheme





# TRAINING WORKING GROUP

**Laura Thomas – Chair (Vaillant)**

**Ewan Sutherland – Vice Chair (Worcester Bosch)**

**Martin Passingham – Vice Chair (Daikin)**

**70 attendees across 4 meetings**

**Guest presenters:** Nesta, SNIPEF, MCS, DESNZ Skills Team, EAL

## Key outputs:

- Conducted a survey and published an infographic showcasing sector support for newly qualified installers.[CL1]
- Engaged with DESNZ and BSR on mandatory Low-Temperature Training
- Developed updated Criteria for Learning outcomes
- Engaged with officials on Low Carbon Heating Technicians T-Levels
- Engaged with MCS on new scheme development
- Engaged with officials from the BSR on Mandatory Technical Competencies



# MARKETING WORKING GROUP

**Angie Moors-Menken – Chair (Panasonic)**

**Richard Warren – Vice Chair (Kensa)**

**Sarah England – Vice Chair (Vaillant)**

**31 attendees across 3 meetings**

**Guest presenters:** Competition and Markets Authority, Nesta, DESNZ Communications Team, Installer

## Key outputs:

- Supported the DESNZ Warm and Fuzzy Campaign
- HPA events including the Annual Reception and planning the First Annual Conference
- Supported EHPA's Heat Pump Day
- Engagement with Nesta on consumer profiles
- HPA stand and member promotion at InstallerSHOW 2025
- Improved HPA website and social media analytics



# HPA OBJECTIVES FOR THE NEXT 12 MONTHS

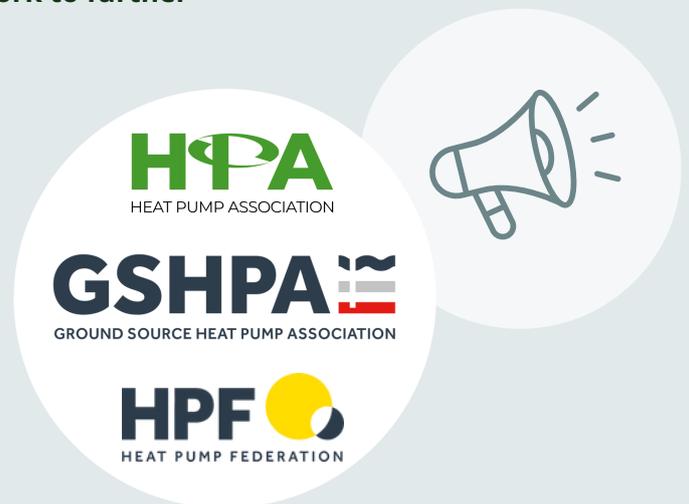
# NEW OUTPUTS FOR 2025:

## A UNIFIED VOICE FOR THE HEAT PUMP SECTOR

In September 2025, members of the **Heat Pump Association, Ground Source Heat Pump Association, and Heat Pump Federation voted to merge** into a single, unified Heat Pump Trade Body, which will truly represent the complete heat pump supply chain. The new merged association, HPA UK, will have new branding and a new website, with an aim to soft launch in January 2026. The merger will **strengthen sector representation, streamline governance and work to further accelerate the UK's transition to low-carbon heating**. It will bring together a variety of expertise and members under one coordinated voice.

The unified body will offer:

- Stronger, joined-up representation to government and stakeholders
- Clearer messaging and greater visibility for low carbon heat
- Streamlined governance and enhanced services for members
- A single point of contact for industry collaboration and engagement



## EXPANDING THE HPA TEAM

As the HPA grows its membership and merges into a unified Heat Pump trade body, we will be expanding our team to broaden and deepen our expertise with two new specialist consultants:

- **Commercial and Industrial Specialist Consultant** – This role will lead a working group focusing on non-domestic heat pump applications, engaging with members to gather technical insights and policy priorities.
- **Shared Ground Loop, Low Carbon Heat Network and Drilling Specialist Consultant** – This consultant will develop and manage a dedicated strategy and working group, ensuring members' views are represented in the HPA's work on shared ground loops, heat networks, and drilling standards.

# HPA EVENTS

The HPA's **Annual Conference this November** will be a great opportunity for networking among members, stakeholders and government. With the addition of **Stephen Bielby as Membership and Events Officer in August**, we are excited to further expand and enhance our events programme in the coming year.

Plans include a **Parliamentary Reception** to celebrate the formation of the new unified trade association, as well as a **'Hear, See and Feel a Heat Pump' event outside the Senedd**.



## DOMESTIC LOW TEMPERATURE HEAT PUMP DESIGN AND INSTALLATION GUIDE



Remaining at the forefront of **technical industry guidance** remains crucial for the HPA. The next year will see us continuing to support the delivery of the Domestic Low Temperature Heat Pump Design and Installation Guide in partnership with the **Domestic Building Service Panel**.

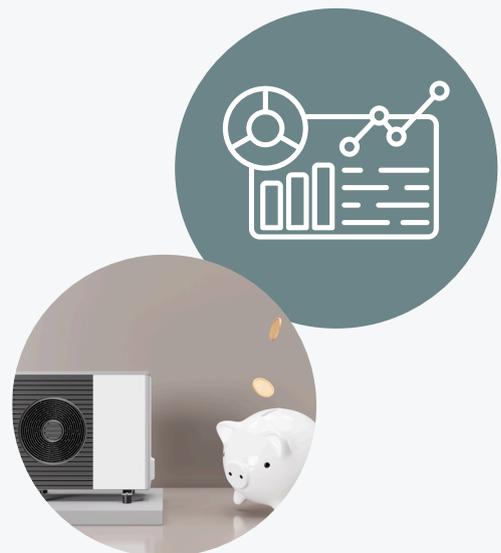
## THE VALUE OF HEAT PUMPS REPORT

The value of deploying heat pumps in the UK extends beyond the need to meet government targets or ambitions for net-zero.

We will develop content that can be used to quantify the value of heat pump deployment in terms of:

- **Economic value**
- **Employment opportunities**
- **Health benefits**
- **Environmental improvement**

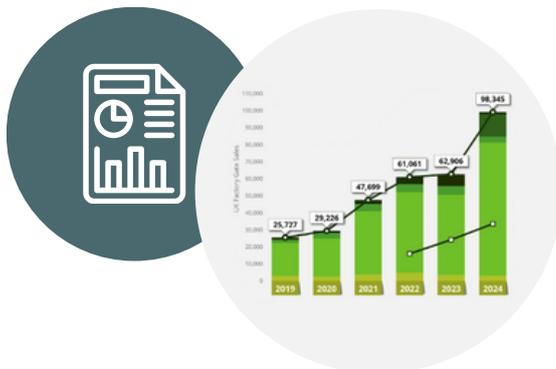
The outputs from the project will be used externally to **promote the manufacturing and installation of heat pumps at scale**, and to underpin the development of HPA policy positions when engaging with the government, officials and opposition parties.



# ONGOING COMMITMENTS

## DEVELOP OUR SUPPORT FOR INSTALLERS

We are committed to improving our engagement with our Installer Members, and in September 2025, we hosted our first **HPA Installer Forum. Installer Representative** Damon Blakemore gave updates from the HPA Working Groups and cross-sector workshops, and chaired discussions on key topics. Looking ahead, we will continue these forums quarterly and introduce an **HPA WhatsApp group** to make communication easier and ensure Installer voices are heard. We will also be creating a **resource that maps out training pathways** to support new entrants into the sector.



## EXPANDING INDUSTRY DATA AND REPORTING

The HPA's statistics are a key resource for our members and the wider sector. We have already published information on the number of **UK-manufactured heat pumps**, and in the coming year, we are **considering how we could include Air-to-Air heat pumps in our sales data**.

## ENGAGING WITH GOVERNMENT

HPA will continue to strengthen its engagement with government at all levels. Our Chief Executive, Charlotte Lee, plays an **active role on key national and devolved advisory panels**, and we will be engaging closely with the **new Minister for Energy Consumers, Martin McCluskey MP**.

Extending our representation across the devolved nations remains a priority, with plans to follow the publication of our Key Asks for Scotland with an equivalent for Wales, alongside a **'Hear See Feel a Heat Pump' event after the Welsh Election**.



# CONTINUING HPA INTERNAL PRIORITIES

- Continue to grow and broaden our membership
- 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, in-person Executive Committee Meetings, quarterly Full General Meetings, regular Technical, Training, Marketing and Commercial Working Groups and our annual AGM
- Issuing regular member communications such as our fortnightly updates and swift policy briefings following government announcements, along with statistical reports showing the number of heat pump installations through Government funding
- Coordinating and submitting responses to 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
- Chairing external meetings such as the MTC Heat Pump Development Group and the Future Home Hub Heat Pump Implementation group
- Attending regular external meetings including the Scottish Government Heat in Buildings Strategic Advisory Board, and the DESNZ Retrofit Advisory Panel

## HPA AGM REPORT 2025

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