



HEAT PUMP ASSOCIATION
**ANNUAL GENERAL
MEETING REPORT**
2024



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 25th of September 2024. It provides an overview of recent activities along with outlining the HPA's priorities for the ensuing 12 months.

OPENING REMARKS FROM HPA CHAIR- CRAIG DOLAN



As I reflect on the past year, it is remarkable to see the strides we as an association have made in supporting the heat pump industry. Our collective efforts have not only increased industry awareness but also significantly boosted our membership numbers. This growth is a testament to the hard work and dedication of our members and the shared commitment to promoting heat pumps as a low carbon heating solution.

We were pleased to welcome our newest team member, Chloe Davis, who joined us as Policy and Communications Executive in June. Chloe brings a wealth of experience and fresh perspective that will undoubtedly enhance our capabilities and support our mission.

As committed advocates for the heat pump industry we are currently engaging in discussions with the Ground Source Heat Pump Association and Heat Pump Federation to explore collaborative opportunities that will strengthen our collective ability to represent and advance the interests of the sector. We recognise the value of unity and believe that by working closely together, we can optimise our impact on government policy, innovation, and market growth. It is important to clarify that no decisions have been made regarding the future. Our priority is to ensure that any potential collaboration will unequivocally benefit our members.

Throughout this process, we will remain transparent and will actively seek the views and feedback of our members to ensure their interests are fully protected and represented. We appreciate your support and engagement as we navigate these discussions and look forward to sharing more detailed updates as they become available.

Finally, I would like to thank our members and the HPA team, for their continued commitment to the association's work. Together, we are making a significant impact to support accelerated heat pump deployment and will continue to do so over the next year.



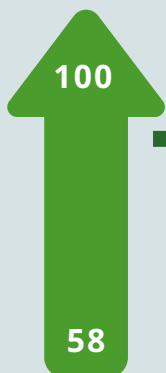


REFLECTING ON OUR 2023 OBJECTIVES

The Heat Pump Association has made significant progress since September 2023. Its membership has grown by 72% and so has its impact, with our HPA LinkedIn account recently surpassing 12,500 followers – a 25% increase from last year.

SEPTEMBER 2023 - AUGUST 2024

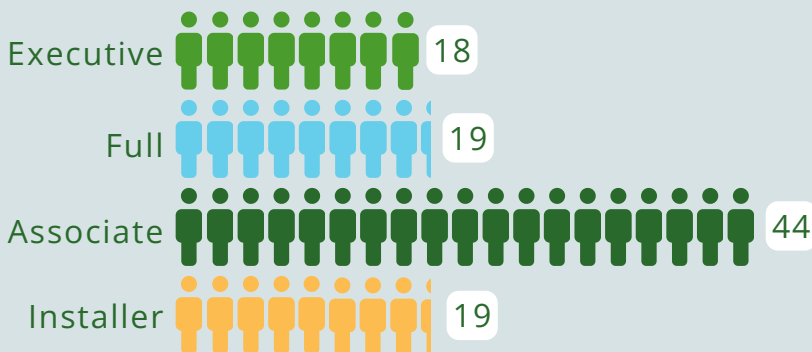
MEMBERSHIP



+72%

INCREASE IN
MEMBERSHIP

CURRENT HPA MEMBERS



MEETINGS & WORKSHOPS

46

MEMBER
MEETINGS
HELD

MEETINGS
WITH
STAKEHOLDERS

113

59

GOVERNMENT
POLICY
OFFICIAL CALLS

CONSULTATION
AND EXTERNAL
WORKSHOPS HELD

25

VISITS AND EVENTS

10

VISITS TO
MEMBER
SITES/EVENTS



43

SPEAKING
SLOTS, EVENTS
AND WEBINARS

REPORTS AND RESPONSES

10

CONSULTATION
RESPONSES
SUBMITTED



2

REPORTS
PUBLISHED

SOCIALS AND WEBSITE

375,263

LINKEDIN IMPRESSIONS

2,496

X FOLLOWERS

12,647

LINKEDIN FOLLOWERS

43,500

WEBSITE VIEWS



SUPPORTING INSTALLERS

We continued to support heat pump installers and champion high-quality heat pump installations through our June 2024 HPA/elemental Refrigerant Awareness CPD accredited webinar. The webinar had a record number of attendees for all elemental webinars held with over 250 individuals registering their attendance. We also launched our closed Linked-in HPA installer group, providing a direct forum for us to share pertinent information with our growing installer membership as well as creating a safe space for discussion and learnings amongst the growing installer network.

ENHANCE CONSUMER FACING PROTECTION



Ensuring consumers are informed and engaged in the transition to low-carbon heating will be vital to meet the UK's legally binding net zero target. HPA released their suite of [consumer facing articles](#) to support installers in speaking to consumers about heat pumps and supporting interested consumers at all stages of their journey to low carbon heating. The page has been viewed over 700 times since it launched in July.



MONTHLY HEAT PUMP SALES DATA REPORTS AND ECONOMIC ANALYSIS

The HPA has continued to provide sound economic analysis to its members through monthly tracking of heat pump deployment under Government subsidy schemes and the continued collation of UK Heat Pump Sales Data. It was fantastic to realise the ambition of sharing this data with members as part of our enhanced benefits package from January 2024.

Additionally, April 2024, saw the launch of the HPA's new [Statistics page](#) on its website. This showcases the annual UK Heat Pump Factory Gate sales along with the number of individuals who have successfully completed a training course to install heat pumps which is updated quarterly. The page has proved to be our most popular, having been viewed over 1,900 times since it launched.



PUBLISH A NEW INDUSTRY REPORT

Since our last AGM in September 2023, we have published two HPA reports; 'Unlocking Widescale Heat Pump Deployment in the UK' and 'Accelerating Heat Pump Deployment: Interim Domestic Heat Pump Tariff'. The reports, in total, have been viewed over 2000 times.

RE-LAUNCH INSTALLER AND COMMERCIAL WORKING GROUPS



Last year, saw the relaunch of our Installer member category open to heat pump installers. This relaunch included HPA attendance at the InstallerSHOW 2024 – with a busy stand, 5 panel talks and many fruitful conversations with the installer network. We additionally launched the HPA's closed LinkedIn Group for our Installer members to allow crucial discussion and updates. Our Commercial Working Group launched in January 2024 and has since held three meetings with over 20 member organisations regularly attending and guest speakers such as the Energy Systems Catapult and the Energy Networks Association.



ACTIVELY ENGAGING WITH POLITICAL PARTIES

Engaging with the political parties over the past 12 months has been vital in highlighting the core policy levers that need to be unlocked to ensure greater heat pump deployment in the UK. Engagement opportunities over the past 12 months have included an executive member roundtable with Alan Whitehead MP (previous Shadow Minister for Energy Security), over 50 calls with relevant civil servants across 5 different departments, regular monitoring of policy developments for members including 10 different consultation responses being submitted on behalf of members. HPA have recently solidified our members asks for the new Government and will continue to engage on these with the new Ministers in place.



WORKING GROUP REPORT

- Technical
- Commercial
- Training
- Marketing

TECHNICAL WORKING GROUP



Tony Lathey – Chair (Panasonic)

Hamid Salimi – Vice Chair (Daikin)

Mark Barson – Vice Chair (Vaillant)



59 attendees across 4 meetings

Guest presenters: BEAMA, DESNZ (HEM and SAP Team), MCS, Elmhurst Energy

Main outputs:

- Co-Authoring a Heat Pump Controls Guide with BEAMA
- SSES Consultation Workshops, Engagement with Officials and response
- Future Homes and Building Standard Consultation Workshops, Engagement with Officials and response
- MCS 020 – Noise Planning Standard Workshops, Engagement with Officials and response
- Leading the review and drafting of the revised MCS MIS 3005-D Heat Pump Design (Hybrid Definition)
- Continued engagement with MCS Heat Pump Working Group and set up of Shadow HPA Group
- Engagement with Energy Networks Association regarding Connect Direct App

COMMERCIAL WORKING GROUP



Andrew Green – Chair (Baxi)

Wouter Thijssen – Vice Chair (Kensa)

Chris Taylor-Hamlin – Vice Chair (Daikin)



29 attendees across 3 meetings

Guest presenters: DESNZ (Commercial Finance), International Energy Agency, Energy Networks Association and Energy Systems Catapult

Main outputs:

- Agreement on Workstream priorities
- Future Buildings Standard consultation Workshops, Engagement with Officials and response
- Engagement with DESNZ around future policy
- IEA Annex 60 project – Guidance for building owners and managers of non-domestic buildings in relation to retrofit.
- ENA Guidance development for connecting heat pumps to the grid
- Energy UK Commercial Policy Review
- Energy Systems Catapult Commercial projects information sharing

TRAINING WORKING GROUP



Laura Thomas – Chair (Vaillant)

Ewan Sutherland – Vice Chair (Worcester Bosch)

Martin Passingham – Vice Chair (Daikin)



Guest presenters: MCS, Chair of the LCHTA Employers Working Group, Chair of the Gas Industry Strategic Management Board, Vice Chair of the Competent Person Forum, DESNZ (Boiler Standards and Efficiency Team and Heat Training Grant Team).

Main outputs:

- HPA Flammable Refrigerant Installer Training Policy creation
- Domestic Low Temperature Heat Pump Design and Installation Guide
- Engagement with authors of the Low Carbon Heating Technician Apprenticeship
- Engagement with Officials on the future of the Heat Training Grant
- Engagement with Officials on Mandatory Low-temperature heating training for all heating engineers
- Update of HPA Regulated Qualification Frameworks
- Refrigerant Awareness Webinar with elemental
- Minimum Technical Competency Review and Update
- Support of the Heat Pump Workforce Analysis Report

MARKETING WORKING GROUP



Angie Moors-Menken – Chair (Panasonic)

Stephanie Gregory – Vice Chair (Kensa)

Sarah England – Vice Chair (Vaillant)



Guest presenters: Nesta, Heat Pump Week and Heat Pump Summit (Green TV).

Main outputs:

- New HPA logo
- HPA Consumer facing articles published
- Engagement with external groups (Nesta Consumer group and Future Homes Hub Consumer group)
- Supporting DESNZ Communications team
- HPA Stand and member promotion at InstallerSHOW 2024
- HPA Events planning for Q3/4 2024



HPA OBJECTIVES FOR THE ENSUING 12 MONTHS

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

NEW OBJECTIVES:



ENGAGEMENT WITH THE NEW GOVERNMENT

**15th of October -
See, Hear and Feel
a Heat Pump -
Save the Date**

July 2024 saw the election of a new Government and many new MPs and Ministers. The HPA remain committed to working with the government to ensure policy clarity and the successful delivery of policies to support the rollout of heat pumps throughout the UK. We will additionally continue to engage with the devolved assemblies in relevant policy areas. One of the ways we aim to educate the new MP intake will be through our 'See, Hear and Feel a Heat Pump' event in Westminster where HPA members will showcase their products and the HPA teams will be on hand to answer any questions. Additionally, we aim to appoint a new HPA Patron (a sitting member of the House of Commons or Lords) to assist in building the HPA's reputation in parliament.



HEAT PUMP WORKFORCE ANALYSIS RESEARCH REPORT

The end of 2024 will see the publication of our Heat Pump Workforce Analysis Research Report. This research aims to calculate workforce projections for the heat pump sector which will help the HPA and sector to inform policy development around heat pump deployment and support growth in the workforce supply chain to meet the UK's net zero targets.



HPA MEMBER NETWORKING EVENTS

**27th of November
Networking Reception
- Save the Date**

We will continue to allow our members to collaborate and network through in-person events, one of these being a Member and Stakeholder reception after our Full General Meeting on the 27th of November 2024. The aim is to bring together members and stakeholders from the heat pump sector to celebrate progress and discuss the challenges and opportunities the coming year may bring.



CONTINUE TO SUPPORT INSTALLERS

Building on the success of our recent Installer webinar on Refrigerant Awareness, we will continue to support heat pump installers by calling for greater support through the Heat Training Grant, ensuring standards and training remain up to date and continuing to educate installers through guidance around things such as RCD selection.

ONGOING COMMITMENTS:



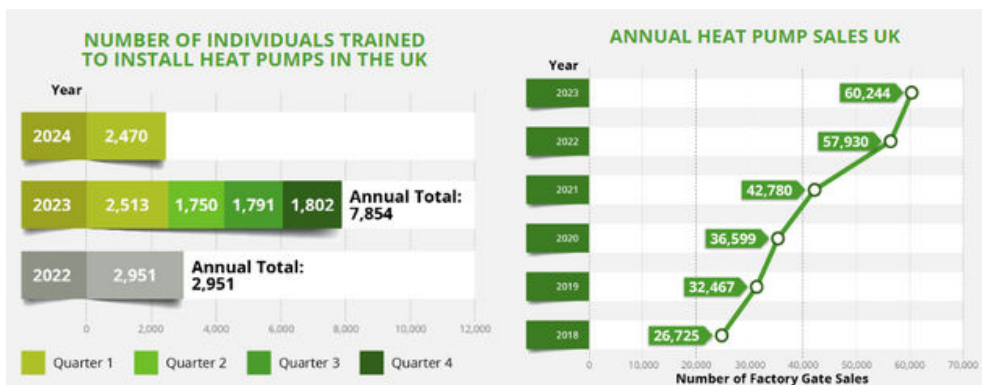
EVENTS, SHOWS AND PARTNERSHIPS

HPA, its team and its members will continue to have a presence at various events and shows to broaden brand awareness of the HPA’s role in the industry and our members. Building on 2024, we will be exhibiting at Installer Show 2025, have a strategic partnership with the Heat Pump Summit 2025 and work with the European Heat Pump Association to support ‘Heat Pump Day’ on the 21st of October 2024, among many other events and the creation of new strategic press partnerships.



UK HEAT PUMP SALES DATA

The HPA’s decision to publish its yearly UK factory gate sales data earlier this year has resulted in various bodies citing the data such as the National Audit Office, the Government’s Public Accounts Committee and the Guardian. Building on this success, the HPA over the next year will continue to expand member contributors to the data and deliver exclusive member updates to all membership levels. Furthermore, we intend to add more detail to our published annual data by including the breakdown of types of heat pumps.



DOMESTIC LOW TEMPERATURE HEAT PUMP DESIGN AND INSTALLATION GUIDE

Remaining at the forefront of technical industry guidance has been a crucial part of the HPA’s role over time. 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 which we expect to launch in mid-2025.

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 per year 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

HPA AGM REPORT 2024

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