

Ground Source Heat Pump Association

AGM Agenda

Summary of 2018-19 & Future Plans

GSHPA Chairman, Treasurer and
Chairs of MCC, PDC and TSC

AGM Agenda

1. Apologies and Attendance

2. Previous Minutes

3. Chairman's Report and Standing Committee Reports

4. Finance: Presentation of finance and forecast

5. Election of Council Members

(i) To re-elect Council Members: Bean Beanland, John Findlay, Robin Curtis, Phil Jones, Paul Leedham

(ii) To consider any other nominations: Ken Kneale, Lolli Olafsson, Laura Bishop

6. Representation of the heat pump industry in the UK energy sector

7. Date of next meeting: Propose AGM in one year's time

3. Chairman's Report

Chairman's Report

Committee Reports

- Marketing & Communications
- Policy Development
- Training & Standards

Chairman's Report

Our Officers for 2018-19

- Chair: Bean Beanland
- Vice-Chair: Chris Davidson
- Treasurer: Andrea Ellison
- Director: Edward Thompson

Chairman's Report for 2018-19

- Secretariat: Jen Billings as Executive Secretary with administrative support from Charlotte Thom
- Annual Report 2018-19 published and available today
- Business Plan 2017-2020 published on the website at www.gshp.org.uk/pdf/GSHPA_Business_Plan_2017.pdf
- Council meets four times a year and communicates regularly by email/phone
- Member Consultation in 2016 followed up in 2018

Chairman's Report for 2018-19 cont....

- Appointment of Taylor Keogh
- Profile of the Association raised by 44% by “followers” on LinkedIn in 12 months
- Collaboration with HPA and others increased
- Council acted upon the instruction from the AGM 2018
- Potential merger with the HPA eventually shelved as not being in the best interests of our membership
- Council has conceived a bold plan for the future to take the fight to the fossil fuel incumbents

Chairman's Report for 2018-19 cont....

- Pan-industry installer survey
- Closing date 30th September
- Responses will inform training policy
- A roadmap to growth in skills and the number of heat pump installers is essential to persuading government to support our industry
- Take part!

28th August 2019



PRESS RELEASE

Calling all Heating Installers – have your say

Significant changes are coming to the UK heating market that will affect thousands of installers and heating engineers.

A [survey](#) launched today gives you the opportunity to shape those changes.

There are thousands of businesses employing well over 100,000 people, currently installing fossil fuel heating in the UK. To tackle climate change, the UK has a legal duty to be completely carbon free by 2050. This will mean that traditional fossil fuels currently used to heat our buildings will need to be replaced with low carbon fuels or technologies.

Change needs to begin right away, with major changes occurring throughout the 2020s and it is vital that this happens in a way that works for businesses in the UK.

A new [survey](#) developed by industry member associations and supported by the Department of Business, Energy and Industrial Strategy gives a voice to installers, plumbers and heating engineers to ensure Government understands and listens to the opportunities and risks that face installers in the transition to low carbon heating. The survey closes on 30th September 2019.

Data will be used to inform policy decisions, which will be published for further consultation in due course. No personal information such as names, addresses, etc is requested.

The organisations that have collaborated to develop the survey are:

- The Chartered Institute of Plumbing and Heating Engineering (CIPHE)
- The Energy Utilities Alliance (EUA)
- The Ground Source Heat Pump Association (GSHPA)
- The Heat Pump Association (HPA)
- The Oil Firing Technical Association (OFTEC)
- Sustainable Energy Association (SEA)

Chairman's Report for 2018-19 cont....

- All members are encouraged to participate
- Standing committee membership is open to all
- Bring a friend – one introduction from each of us resulting in a new member will be transformative
- Growth in membership and funding increases influence
- Chairman's role is impossible to perform without massive help
- All volunteers are massive contributors and deserve our thanks

Marketing and Communications Committee

Meet the Committee

- Chair: Andrea Ellison
- Mark Burton
- John Findlay
- David Jones
- Phil Jones
- Andy Louth
- Sharon Louth
- Darren Portway
- Edward Thompson

Marketing and Communications Committee

- Difficult to get members to attend meetings and so marketing has been more electronic or physical attendance at national exhibitions
- Regular newsletters and website updates
- Editorial Features in various trade press
- Increased use of social media
- Focus for next year:
 - Raise the profile of the industry
 - Increase the membership

Policy Development Committee

Meet the Committee

- Chair: Chris Davidson
- Bean Beanland
- Richard Freeborn

Policy Development Committee

What's Bad?

- Huge spend by Oil & Gas Lobby groups to block, delay & control Climate Change Policy - \$200m per year
- Uncertain political environment
- Increasing risk of “Policy Vacuum”

What's Good?

- Our position in the lobbying environment
- The increasing social unacceptance of environmental damage by corporates and individuals
- Civil Service is running the country!

Training and Standards Committee

Meet the Committee

- Chair: Robin Curtis
- Bean Beanland
- John Findlay
- Michael Chendorian
- Phil Jones
- Steve Richmond
- Paul Leedham (training)
- Andy Louth (training)

Training and Standards Committee

Standards (now a separate Standards Committee)

- Published CP3 Ground Water Source Heat Pumps: A Code of Practice for the UK
- GSHPA Standards now available on the CIBSE website at a charge for non-members:
 - Shallow Ground Source Standard (SGSS)
 - Thermal Pile Standard (TPS)
 - Vertical Borehole Standard (VBS)

Training and Standards Committee

Training (now a separate Training Committee)

- Develop training programme around the GSHPA Standards
- Continued oversight of
 - GEOTRAINET
 - Renewable Energy Skills Forum
 - SAP10 & SAP25 input
 - MCS HP WG6 Guidance
 - MCS training initiative – fossil fuel conversion course

Technical Panel

Membership:

- Bean Beanland
- Chris Davidson
- John Findlay
- Robin Curtis

Over 100 technical enquiries responded to in 2018-19
Immensely valued as the industry taking responsibility



A Guide to Renewable Heat Pumps

A Guide to
Renewable Heat Pumps

CO2 App

planetcooler.python
anywhere.com/static
/CO2Reg0.html

CO2 from Heating systems

UK Region -> UK Average

Grid at-> 2019-09-13 15:30
(GMT)

is emitting-> 213 grams CO2 / kWh

Ground Source Heat Pump (400%): 53

Ground Source Heat Pump (320%): 67

Direct Electric heating (100%): 213

Gas boiler (85%): 215

Oil boiler (85%): 320

Coal (50%): 630

grams
CO2
per
kWh
delivered
heat

GSHP
association

www.gshp.org.uk

Displaying the CO2 released from different heating technologies. GSHP values are for 2 typical levels of efficiency; 320% (COP=3.2) & 400% (COP=4). Grid carbon intensity uses real-time data. The value reflects the decline in generation from coal & the growing contribution from renewable power technologies.

Data courtesy of National Grid CO2 intensity API Original thinking JCW Parker
Developed & sponsored by GeoScience Ltd. Running on pythonanywhere

[View live UK generation status](#)

Select new region

-----V-----

UK Average

Scotland

N. Scotland

S. Scotland

Yorkshire

N.W. England

N.E. England

Wales

North Wales

South Wales

East Midlands

West Midlands

East England

S.E. England

South England

South West

England

London

GSHP
association

CO2 App

planetcooler.python
anywhere.com/static
/CO2Reg0.html

CO2 from Heating systems

UK Region -> South Scotland
Grid at-> (GMT) 2019-09-13 16:00
is emitting-> 13 grams CO2 / kWh

Ground Source Heat Pump (400%):	3	grams CO2 per kWh delivered heat
Ground Source Heat Pump (320%):	4	
Direct Electric heating (100%):	13	
Gas boiler (85%):	215	
Oil boiler (85%):	320	
Coal (50%):	630	

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[View live UK generation status](#)

Select new region

- V-----
- UK Average
- Scotland
- N. Scotland
- S. Scotland
- Yorkshire
- N.W. England
- N.E. England
- Wales
- North Wales
- South Wales
- East Midlands
- West Midlands
- East England
- S.E. England
- South England
- South West
- England
- London

GSHP
association

4. Finance

Brief presentation of Finance

Andrea Ellison, Treasurer

Treasurer's Report

- 2018-19 showed a rise in membership and hence an increase in income from member subscription fees. We also saw an increase in income from other sources compared to 2017-18.
- Full accounts have been submitted to Companies House.
- Any questions regarding accounts please contact Andrea Ellison admin@gshp.org.uk or call 07766 148193.

5. Election of Council Members

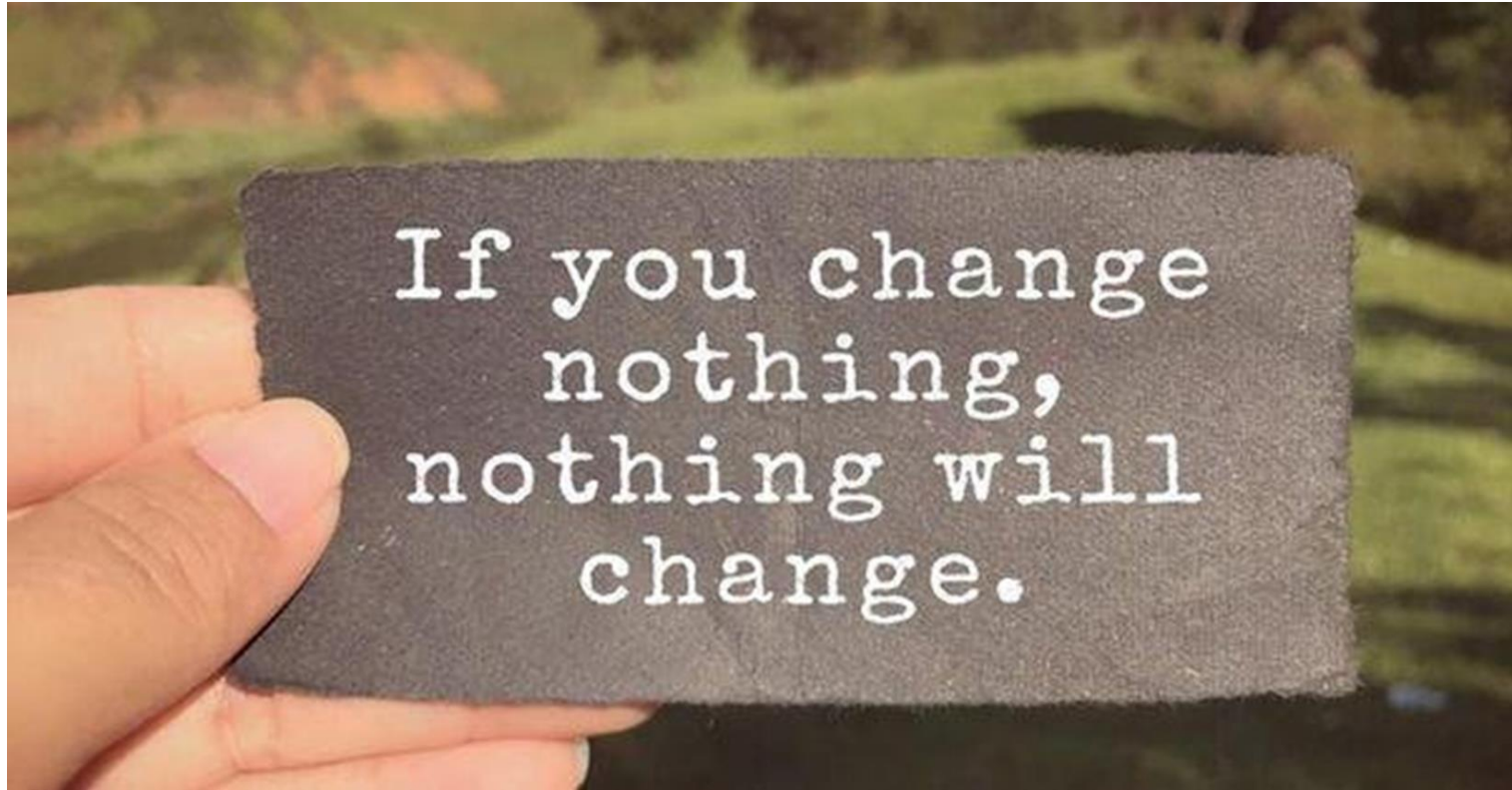
To re-elect Council Members:

- Bean Beanland
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- Phil Jones
- Paul Leedham

To consider any other nominations:

- Ken Kneale
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- Laura Bishop

6. Representation of the heat pump industry in the UK energy sector

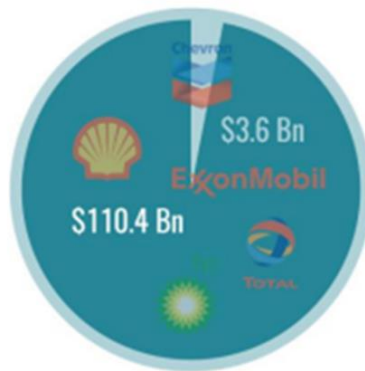


6. Representation of the heat pump industry in the UK energy sector cont....

- The world's five largest publicly-listed oil and gas companies spend approximately \$200 million on lobbying – each year – to control, delay or block binding climate-change policies, according to a new report (March 2019). And the UK is – unfortunately – a world leader.
- the biggest spenders are British-incorporated companies.
- BP – headquartered in the UK – has the highest annual expenditure on climate lobbying at \$53 million. It is followed by the UK-incorporated, Anglo-Dutch company Shell at \$49 million, according to the report, 'Big Oil's Real Agenda on Climate Change'.
- 2019 combined GSHPA/HPA total budget - £160,000

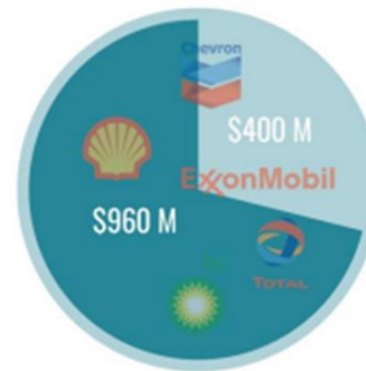
6. Representation of the heat pump industry in the UK energy sector cont....

FORECASTED CAPITAL EXPENDITURE, 2019



Oil & Gas
Low Carbon

LOBBYING/BRANDING SPEND, 2018

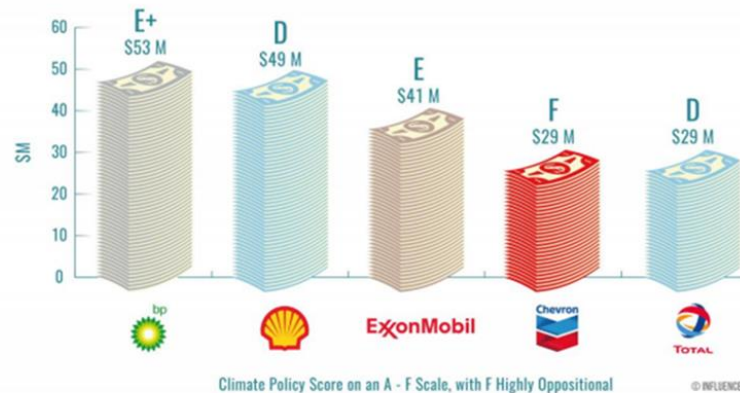


Non Climate
Climate

© INFLUENCEMAP

References and sources used in this report are contained within hyperlinks throughout, including to InfluenceMap's online database of climate lobbying. Registration may be required for some areas. Note: \$1M=\$1 million, Bn=billion, Tn=trillion

6. Representation of the heat pump industry in the UK energy sector cont....



Climate Branding Tactics

Three significant trends in climate branding tactics are increasingly evident from the oil majors.

- **Draw attention to low carbon (and away from fossil fuels):** This is the most commonly used and best recognized advertising theme. For example, ExxonMobil's promotion of its biofuels from algae technology in its 'Tiny Organism' campaign.
- **Position the company as a climate expert:** Framing the company as an authority on climate change and integral to a solution. Themes include emphasizing the companies' knowledge monopoly on the global energy system or know-how on clean technologies. Shell's promotion of its "energy ideas" through its *Make the Future* campaign is a key example, so too is BP's *extensive promotion* of its Statistical Review, Technology Review and Energy Outlook.
- **Acknowledge climate concern while ignoring key parts of the solution:** Enhanced efforts to assimilate the messaging tone and style of the global climate movement and convince stakeholders of the company's concern for climate change. In general, the campaigns largely ignore the need for binding policy, which is increasingly counter to what the IPCC's recommendations imply to meet climate targets.

Misalignment Issues

The research demonstrates how the companies have used branding to counter increasing societal pressure on climate rather than decisive efforts to change their business and lobbying practices. Two core disconnects are emerging.

- **Gap between spin and reality in low carbon investment:** Despite efforts to draw attention to low carbon activities, the overwhelming business focus remains on oil and gas related business, (\$110Bn vs \$3Bn among for the five oil majors for 2019 projections). Exxon's high-profile advertising of its biofuels from algae research contrasts with the relatively tiny role it currently plays or will play in its overall business. Exxon's goal of reaching *10,000 barrels of biofuel a day by 2025* would still equate to just 0.2% of its *current refinery capacity* – in other words, a rounding error relative its global business.
- **Gap between top line climate statements and actual lobbying:** The oil major's lobbying practices remain clearly misaligned from the positivity of their top-level communications. For example, at the same time as making *high-profile commitments* on the importance of reducing methane from oil and gas facilities through the Oil and Gas Climate Initiative (OGCI), *Chevron* and *BP* have actively lobbied US policymakers to roll back US efforts to regulate such methane emissions.

6. Representation of the heat pump industry in the UK energy sector cont....



Incumbency in the UK heat sector and implications for the transformation towards low-carbon heating

Richard Lowes, Bridget Woodman, Matthew Clark

May 15th 2018

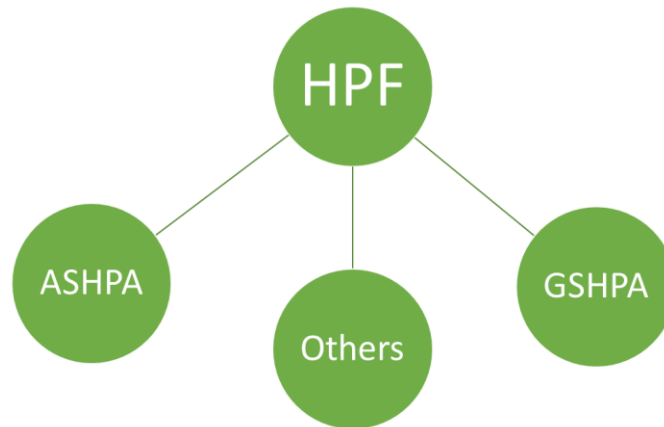
Working Paper
UKERC/DM/2018/WP/02

6. Representation of the heat pump industry in the UK energy sector cont....

- A brief history of (bad) time(s)
- FiTs introductory tariffs – staggering!
- Attempts to rectify carbon factors – blocked for years
- RHI tariffs – shafted by the biomass lobbies!
- RHI not needed for new build because regulations would do the trick – really?
- Code for sustainable homes – where did that go?
- Merton rule variants – where did they go?
- Zero carbon homes, policy announced in 2006 for introduction in 2016, scrapped in 2015!

6. Representation of the heat pump industry in the UK energy sector cont....

- The solution
- Introducing the Heat Pump Federation
- A new industry-wide representative body with a breadth and depth to take on the fossil fuel sector



6. Representation of the heat pump industry in the UK energy sector cont....

- Risks
 - Loss of existing GSHPA members who do not like the HPF concept
 - Doing nothing risks withering and dying
 - Doing nothing risks over-burdening current volunteer set up
 - Seen as negative or as a threat by others (HPA, etc.)
- Benefits
 - A crisp new identity which refreshes the “Heat Pump” sector
 - Creates an entity capable of taking on the combined fossil fuel (and hydrogen) forces
 - Seen as positive by government & others
 - Provides a “home” for those wanting to be involved but who are neither a manufacturer nor who want to be pigeon-holed with ground-source)

• 6. Representation of the heat pump industry in the UK energy sector cont....

- Industry Wide Voice
 - For : whole sector from manufacturers, supply chain, etc. through to multiple/repeat end users
 - Knowledge hub
 - Primary contact to the outside world
- Policy
 - Lobbying for Heat Pumps & Electrification of Heat in General (as the available, tried and tested decarbonisation of heat technology of “now”)
 - Against: Anything Else (but concentrates on positive lobbying whilst putting up robust arguments against other technology where heat pumps are the best fit)
 - Strong Policy Updates for Members
 - Relationships with others (CIBSE, MCS, Trustmark, OFGEM, EHPA, RIBA, RICS, etc.)
 - Commercial relationships on insurances, etc.

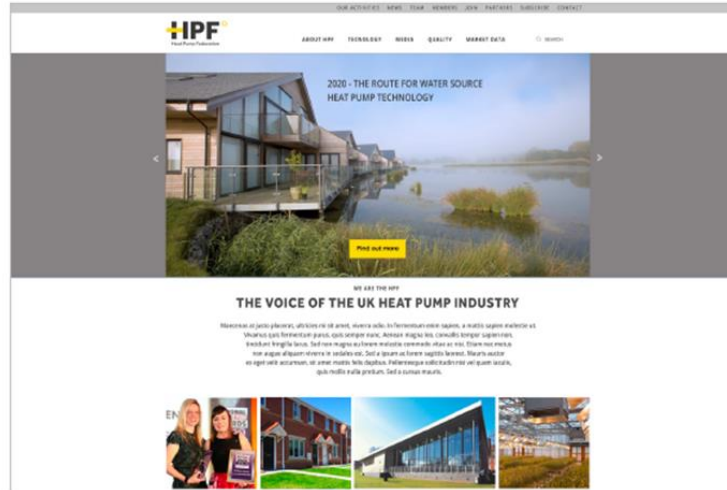
• **6. Representation of the heat pump industry in the UK energy sector** cont....

- Training (HPF branded) & Standards (potentially technology association branded – existing ownership)
 - Free Introduction CPD to New Members
 - Strong (Paid for) Training Offering, Member Discounts circa 25%
 - Future aspirations for Certification, Accreditation, Member Vetting & Oversight
- Branding & Web Presence
 - Common Branding Theme Across HPF – GSHPA – ASHPA - others
 - Single Strong Members Area (subject to settling the membership relationships between the organisations)
 - Transition Arrangements Important
 - Media presence – Twitter, Press-releases, LinkedIn, Facebook, Instagram
- Business as Usual is *Not* an Option

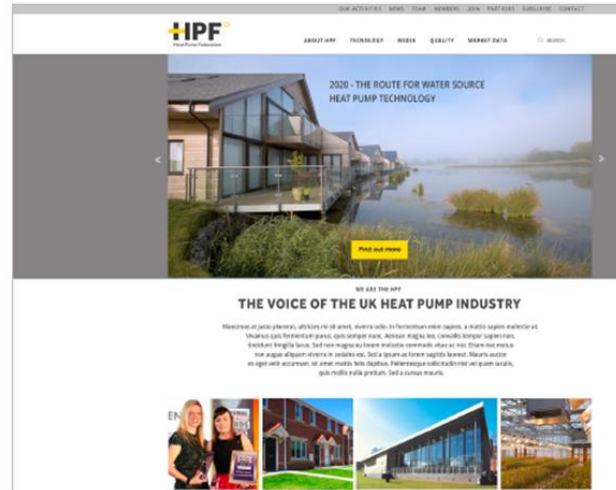
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6. Representation of the heat pump industry in the UK energy sector cont....



6. Representation of the heat pump industry in the UK energy sector cont....



6. Representation of the heat pump industry in the UK energy sector cont....



MEMBER



6. Representation of the heat pump industry in the UK energy sector cont....



MEMBER



GSHPA
GROUND SOURCE HEAT PUMP ASSOCIATION

Maximising stored thermal energy

GSHPA Press Releases

- Select Committee urges action
- New B10 Apartments
- GreenTech
- GreenTech Subsidies
- Energy Efficiency Future
- Resolving all B10s
- New B10s target by 2030 set out
- New B10s target by 2030
- Steps on Climate Change (summary)
- New B10s target by 2030
- 'The House is on fire'
- Start of a Green Revolution
- End of fossil fuel heating in 2035
- New B10s CO₂ reduction
- UK Heating: 10 to the next future!
- Chair on Heating

Heat Pump News

- London-based Clark on Business Secretary
- Andrew Lawson replaces Greg Clark as Boris Johnson's new Government and Energy Minister
- Climate Party has been named President of the UK's COP26 climate talks
- 'Our house is on fire'
- Greg Clark speaks at the World Economic Forum in Davos and says 'Our house is on fire', it's time for action, we do need to panic
- Policy Commission backs fossil fuels for heating
- The Chamber backs the use of fossil fuels for heating to end fossil fuel 2025
- New B10s by 2030
- The Climate Change Committee recommends a new target for the UK to reach net zero carbon emissions by 2035
- The Prime Minister agrees to Net Zero carbon emissions by 2050

GSHPA Carbon Footprint

GSHPA Carbon intensity has fallen by half since 2014 and B10 projects continuing falls into the future

Groundwater Source Heat Pumps

GSHPA has supported a Code of Practice on Groundwater Source Heat Pumps in conjunction with the Heat Pump Association and the IGDPA. The Training & Standards Committee of the GSHPA has made a major report to the document.

6. Representation of the heat pump industry in the UK energy sector cont....



MEMBER



Heat Pump News

- Climate Press Releases:**
 - Select Committee urges action
 - New BEIS Appointments
 - GreenTech Scotland
 - Energy Efficiency Future
 - Resolving all 800,000
 - Heat Zone target by 2030 set out
 - Heat Decarbon by 2035
 - Steps on Climate Change (January)
 - Heat Zone (March) by 2030
 - 'The Road to 2030'
 - Start of a Green Revolution
 - End of fossil fuel heating in 2035
 - Heat Zone's CO₂ reduction
 - of Heating to be met by 2030
 - Chair of Heating
- London-appointed Clerk as Business Secretary:**
 - Andrew Lawson replaces Greg Clark as Clerk
 - Johnson's new Government and Energy Minister
 - Climate Change has been named President of the UK's COP26 climate talks
- 'Our house is on fire!'**
 - David Thorburn speaks at the World Economic Forum in Davos and says 'Our house is on fire', it is time for action, we do need to panic
- Policy recommend some fossil fuels for heating:**
 - The Chamberlain says the use of fossil fuels for heating is not 'total' by 2035
- Heat Zone by 2030:**
 - The Climate Change Commission recommends a new target for the UK to reach net-zero carbon emissions by 2035
 - The Prime Minister agrees to Heat Zone carbon reduction by 2035

Logo for the GSHPA

Bean Bealand - bean.bealand@gshpa.org.uk
 Monday, 10 September 2019 at 10:28
 Meeting Party

Light a green light announcement from the Chair

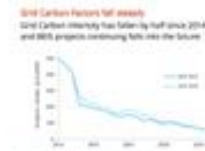
The first agenda item on 17th September is the AGM. We have scheduled an interim Council meeting for 20th August. Ideally, we will be able to attend the AGM with the new identity - that which is complementary to the GSH logo and suitable to demonstrate a complete corporate 'family' of images.

When is a good time to talk? Do we need a project kick-off planning meeting now that we have a focus, do you need much more by way of a formal brief?

Kind regards,

Bean

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THE UK VOICE OF
 GROUND & WATER HEAT SOURCE ENERGY

6. Representation of the heat pump industry in the UK energy sector cont....

- HPF opens for membership on 1st November 2019
- Existing GSHPA members can migrate up to HPF membership if they wish
- All members will be able to select primary membership on renewal in April 2020
- HPF will be the principal lobbying body
- GSHPA will remain as a strong advocate for ground and water source
- New HPF website has clear signposting to all technology types, including open-loop

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6. Representation of the heat pump industry in the UK energy sector

7. Date of next meeting: Propose AGM in one year's time

And to close the formal AGM, a big **THANK YOU** to all those active members of GSHPA who have worked tirelessly in moving the Association forward over the last twelve months!