



ELECTRIFY BRITAIN

THE ELECTRIFY BRITAIN COMMISSION



The Electrify Britain Commission was established to build a vision for a modern, upgraded and secure Britain - and it does not disappoint.

We have toured Britain and seen first-hand how people, businesses and industries are each benefiting. Electrification is at the heart of the great British upgrade, safeguarding jobs, improving people's homes and making the most of the benefits that homegrown clean energy can bring, insulating us from volatile gas markets and helping drive down energy bills.

Our insightful Commissioners are drawn from across British society and economy. They cover perspectives including consumer protection, unions, utilities, youth, industry, manufacturing, infrastructure, advertising, innovation and finance. They have challenged us, speaking about the benefits of electrification whilst highlighting the hurdles and calling for stronger markets and greater clarity from government.

Britain deserves nothing less than the best and I am immensely hopeful about our electrified future. In an increasingly volatile world, electrification offers us the opportunity to invest in British homes and industry, moving us into a new era where we can grow and compete in the global economy. But at the heart of the electrification opportunity is a need to shift policies towards enabling this technology upgrade. That starts with bringing down the cost of electricity for homes and industry.

We are a nation of do-ers and I know we can do this.

Camilla Born
CEO of Electrify Britain

THE GREAT BRITISH UPGRADE

Electrification is the opportunity for a Great British Upgrade, delivering the best of new technology to homes and businesses. An upgrade is worth the investment - and this one has the power to deliver better homes, a more competitive industrial base, and cutting-edge businesses, with a wealth of opportunities for small and medium-sized enterprises.

UK businesses currently face some of the highest wholesale electricity prices in the world, holding back growth and investment. By embracing electrification and unlocking the benefits of cheap, homegrown clean energy, we can cut costs, boost productivity and strengthen our industrial competitiveness. We are a nation who can get things done, in our homes, communities and workplaces - electrification is an upgrade to be proud of.



THE UPGRADE TO ELECTRIC: LARBERT'S ALEXANDER DENNIS ALL-ELECTRIC BUS FACTORY

Electrification is boosting British manufacturing and nowhere is that clearer than at Alexander Dennis' all-electric bus factory in Larbert, whose buses are helping people breathe easier in cities like Manchester, Edinburgh and London as well as rural routes across the UK.

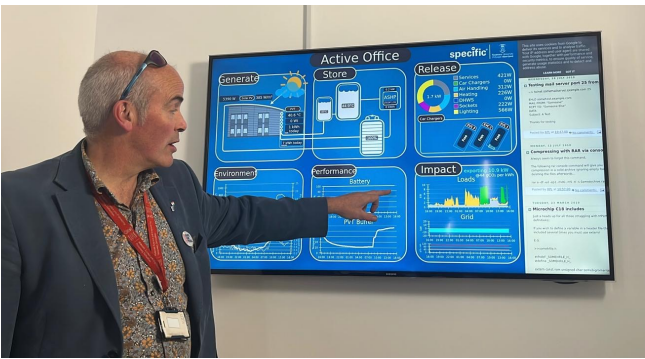
Beyond cleaner air, electrification is driving modernisation of British manufacturing, making production lines smarter, jobs better, and businesses more competitive. With the right incentives, we can build more British-made electric buses, secure our energy future, and unlock the UK's full potential.



A model home at the Energy Training Academy, where future installers learn about modern electrified energy systems.



Inside a retrofitted flat in Newcastle's Heaton Park Court, with new KERS air-source heat pumps and insulation fighting mould and keeping homes warm.



Professor David Worsley demonstrates the smart energy storage system that allows the Swansea University Active Office to generate more power than it uses, a blueprint for modern workspaces.



GOVERNMENT INVESTMENT IN BRITISH UPGRADES IS NOTHING NEW

It was done to bring toilets inside homes, to create the gas network and more recently to roll out broadband.

The process of bringing toilets inside and improving sanitation took various forms starting with new build requirements from 1919 alongside government grant interventions that ramped up over the years - covering 50% of upgrade costs in 1949, 75% in 1971 and catching the final remaining homes with 90% cover from 1982.¹ Today no one can imagine a British home without a toilet inside.



“ELECTRIFICATION IS MODERNISATION, IT’S A GROWTH MINDSET. THE UK GOVERNMENT NEEDS TO SHOW ITS COMMITMENT... WE NEED MORE INCENTIVES WHICH STABILISE THE SUPPLY CHAIN”

- Kristen Brown

“IF WE WANT CONSUMERS TO TAKE UP THE LOW CARBON OPTION AT THE PACE WE NEED, IT HAS TO BE BETTER THAN THE PRODUCTS AND SERVICES THEY ARE CURRENTLY USING. THE GOOD NEWS IS WE ARE ALREADY SEEING BRILLIANT BRITISH INNOVATORS DOING JUST THAT.”

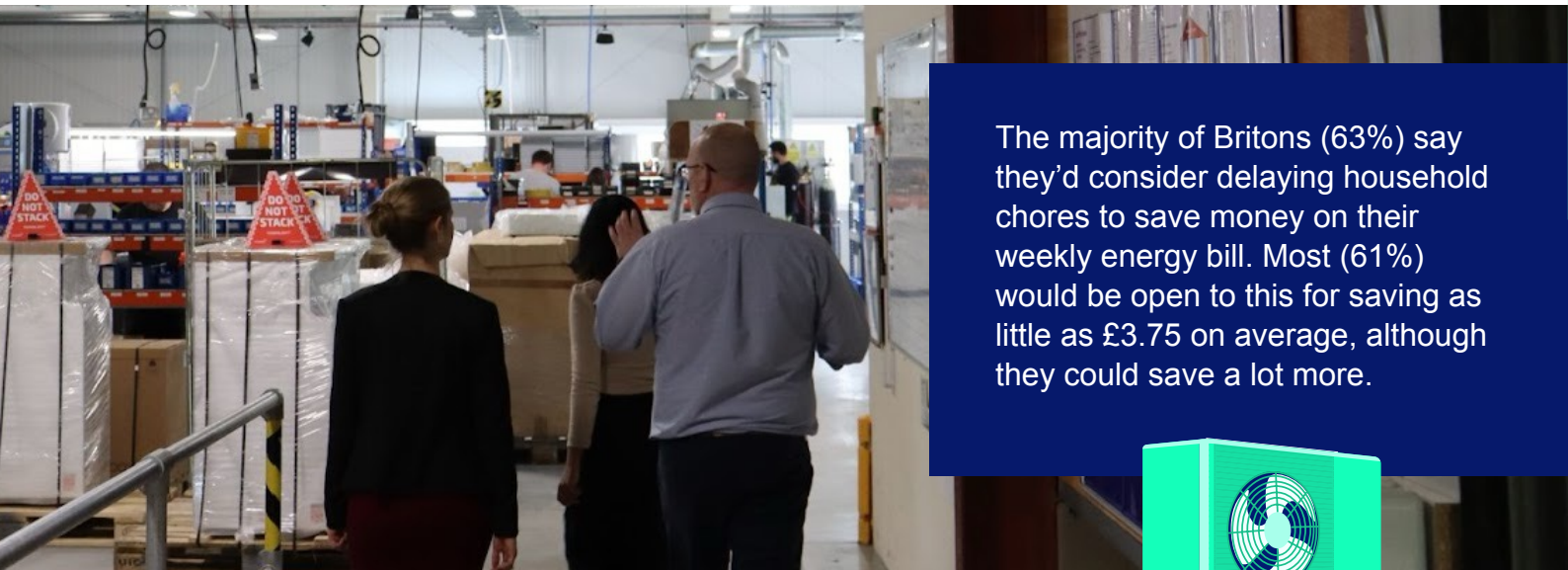
- Guy Newey

¹ Nesta – <https://www.nesta.org.uk/feature/stories-change/rise-indoor-plumbing-uk-lessons-green-transition/>

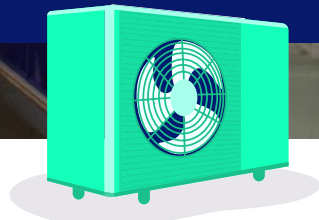
SECURING BRITAIN'S ENERGY FUTURE

The energy crisis when Russia invaded Ukraine cost homes and industry dearly and we cannot afford for it to happen again. Maintaining our dependence on imported fossil fuels is just too risky. The government can't afford to spend £100bn to minimise the fallout again. Thankfully we have an abundance of clean energy potential in Britain and electrification is the clearest and most efficient way to pass these benefits to households, businesses and industry.

With homegrown clean energy we have far more potential to control costs and untether ourselves from dependence on volatile gas markets. And we can be further insulated because electrified technologies are far more efficient meaning we need less power to achieve the same outcomes, for example a heat pump is 3-4X more efficient² than a gas boiler and an electric vehicle is twice as efficient than a petrol car.³



The majority of Britons (63%) say they'd consider delaying household chores to save money on their weekly energy bill. Most (61%) would be open to this for saving as little as £3.75 on average, although they could save a lot more.



HOMEGROWN ENERGY FOR A SECURE FUTURE

Cornwall-based Kensa is showing how home heating can be unshackled from gas dependency. Their ground source heat pumps are small but powerful, with their ultra-compact shoebox model delivering reliable warmth for new builds and retrofits alike.

Designed to ease the learning-curve in the transition from gas, Kensa's heat pumps can mimic traditional boiler settings, making electrification more accessible. Their forward-thinking approach means that no home is left behind, laying the groundwork upfront so that homes can connect when ready. Kensa is leading a cutting-edge, homegrown heating revolution, one that creates jobs, strengthens British manufacturing and puts energy security in our hands.

“ELECTRIFICATION PUTS THE CUSTOMER IN CONTROL, THEY CAN CHOOSE WHEN AND HOW TO USE ENERGY AND SAVE MONEY. YOU JUST DON'T HAVE THAT WITH HYDROCARBONS”

- Simone Rossi

ELECTRIFICATION IS A SAFE INVESTMENT IN OUR SECURITY

During the energy crisis, the government spent £100bn of taxpayers money on protecting people and industries.⁴ Whilst it was absolutely necessary, imagine the power investment at these levels could have in upgrading homes and industry!

A study from Carbon Brief⁵ showed that households could have saved £220 a year during the height of the energy crisis after Russia's invasion of Ukraine, if green policies for onshore wind, energy efficiency and zero-carbon home standards had not been diluted in 2013.



A stunning sunset over community energy organisation Awel Aman Tawe's turbines, keeping power and profits local.



A Stithians resident shares how their Kensa heat pump delivers reliable warmth without the worry of rising gas prices.

² <https://energysavingtrust.org.uk/advice/in-depth-guide-to-heat-pumps/>

³ <https://yaleclimateconnections.org/2024/01/electric-vehicles-use-half-the-energy-of-gas-powered-vehicles/>

⁴ www.gov.uk/government/speeches/energy-security-strategy

⁵ www.carbonbrief.org/analysis-cutting-the-green-crap-has-added-22bn-to-uk-energy-bills-since-2015/?utm_content=buffer70dd7&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

BETTER HOMES AND CHEAPER BILLS

Britain has some of the worst housing stock in the world and we're in need of an upgrade. By introducing new, modern technologies we can improve our homes and save money on our bills. Not only that, but we can improve how it feels to live in our homes, banishing that hot and cold rollercoaster a gas boiler takes you on, in favour of a constant state of warmth (or cool) from a heat pump. And to top it off, we can have much reduced household driving costs with average fuel-cost savings of £700 per year with an electric car⁶.

POWERED BY THE SUN: JAN'S ZERO-COST ENERGY REVOLUTION

What does a truly modern, efficient home look like? For Jan in Balsall Heath, it's a home powered by the sun. Jan warmly welcomed us into her home and proudly shared her smart display, showing that she had spent £0.00 on electricity that day - thanks to her solar panels. She made it clear that there was no going back - *"I won't move now, I'd have to move somewhere with solar if I did"*. Now, Jan can do her laundry in the middle of the day, hang it out to dry and bring it back in without spending a penny.

Jan's story isn't just about cutting costs, it's about reclaiming peace of mind. She used to worry about her grandson's video games using too much electricity. Now, she can simply enjoy his visits, knowing her solar panels are taking care of things.



"ONE OF THE EXCITING DEVELOPMENTS WE'RE SEEING IS THE USE OF HOME FINANCE PRODUCTS TO HELP PEOPLE TAKE THEIR FIRST STEPS INTO RETROFITTING THEIR HOMES. FOR EXAMPLE WE ARE SEEING SOME MORTGAGE PROVIDERS LINKING LOANS TO VARIOUS TECHNOLOGY AND ENERGY ASSESSMENT SOLUTIONS TO ACTIVELY DRIVING DEMAND FOR ENERGY-SAVING UPGRADES, WHICH IS A REALLY POSITIVE SHIFT."

- Ingrid Holmes

"WITHIN HOMES, ELECTRIFICATION IS A FUNDAMENTALLY DIFFERENT WAY OF USING, CONSUMING, CREATING AND MANAGING ENERGY... WITH ELECTRIFICATION, THERE ARE LIMITLESS POSSIBILITIES TO BRING COSTS DOWN, AND ELECTRIFICATION IS ALREADY CUTTING BILLS... WE NEED TO FIND THESE OPPORTUNITIES AND BRING THEM ABOUT QUICKER, AND ON A NATIONAL LEVEL AS WELL AS LOCAL"

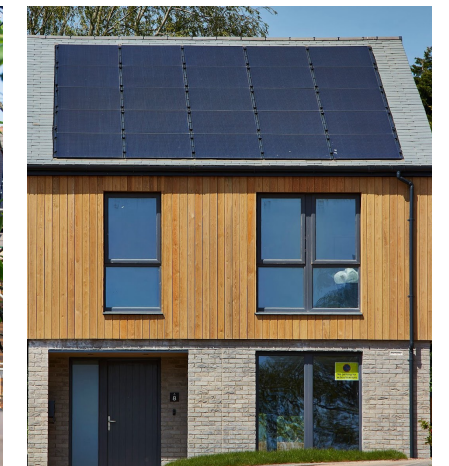
- Greg Jackson



Residents of Heaton Park Court in Newcastle are benefiting from comprehensive retrofits, including this new KERS energy recovery air-source heat pump, improving energy efficiency and fighting mould in their homes.



Sero are experts in transforming existing houses to upgrade Britain's housing stock with an innovative 'energy as a service' financing model.



Octopus and Verto Zero Bills home in Exeter combine modern design with no bills and consistent and comfortable temperatures.

THE ELECTRIFICATION PAYOFF: BIGGER SAVINGS FOR BRITISH HOMES

Electrification offers major savings for British households. Petrol cars could cost £700 more per year to run than electric ones⁷, with larger EVs saving up to £1,475 annually.⁸ These savings can transform the way we view transport. For home heating, you can save up to £545 with a heat pump compared to a gas boiler.

SOLAR PANELS ALSO OFFER SAVINGS

By using the energy generated by panels, a typical household with a 3.5 kilowatt-peak system can save between £140 and £340 annually on their energy bills. Exporting excess energy could save another £270 to £400!^{9,10}



Most Britons (67%) support schools using solar panels to save on energy bills so they can spend more on books or stationery, with only 5% opposing.

⁶ <https://eciu.net/media/press-releases/2023/new-analysis-petrol-car-drivers-paid-a-700-petrol-premium-in-2023>

⁷ <https://eciu.net/media/press-releases/2023/new-analysis-petrol-car-drivers-paid-a-700-petrol-premium-in-2023>

⁸ https://www.ey.com/en_uk/newsroom/2025/03/smart-charging-could-cut-uk-ev-costs-and-boost-grid-capacity

⁹ <https://www.moneysavingexpert.com/utilities/free-solar-panels/#need-2>

¹⁰ <https://octopus.energy/blog/heat-pump-run-cost-savings/>

POWER TO THE PEOPLE

People across Britain are taking their own slice of the opportunities of an electrified future. By taking ownership of your household's power, local wind and solar, or even EV charging stations, British people are generating funds to be channelled into local causes, including their pockets. People want electrification to happen with them and not to them. Community energy anchors the benefits of Britain's upgrade in our local communities. And local and combined authorities are also playing a growing role, equipped with the local knowledge to help deliver the best clean technologies for the kinds of homes, workplaces or businesses relevant for their area. All this is helping people make smart clean tech choices and maximising choice over when and how to benefit from the sun shining and wind blowing.

WINDS OF CHANGE: HOW COMMUNITY ENERGY IS POWERING WALES' FUTURE

Community energy is helping to heal Wales' scars from deindustrialisation and the incredible team at Awel Aman Tawe are proving that local power means local benefits. With wind turbines generating up to £250K annually, the funds are reinvested into people-powered projects: a soon-to-open community centre, where amongst other things, energy advisors are helping locals upgrade their homes and cut bills.

One woman came to their repair cafe with a series of broken heaters, their energy advisers were able to help her install solar panels and heat pumps. They also distribute informative leaflets in food banks, ensuring support reaches those who need it most. It took 19 years to get their wind turbines spinning to life, but their persistence paid off. Now, they're scaling up with shared ownership schemes and solar panels, driving clean, affordable energy from the ground up.



More than half of Brits (52%) would back clean energy if they were Prime Minister, more than double the number of those who would work to develop fossil fuels (22%).

“TO DRIVE ELECTRIFICATION, THE ENERGY SECTOR WILL NEED TO WORK MORE CLOSELY WITH LOCAL GOVERNMENT AND COMMUNITIES - THESE ARE THE PEOPLE WHO KNOW THE NEEDS OF THE LOCAL AREA BEST”

- Gillian Cooper

“TO CONSUMERS, PRICE IS A FEELING. CONCRETISING THE SAVINGS IS KEY, TELLING PEOPLE EXACTLY HOW MUCH THEY’RE SAVING WITH THEIR HEAT PUMPS, FOR EXAMPLE, MAKES A REAL DIFFERENCE”

- Rory Sutherland



COMMUNITY ENERGY PROJECTS PUT OWNERSHIP IN LOCAL HANDS

The Hoprigshiels wind farm in Berwickshire is a fantastic example. Developed with the local housing association, it provides clean electricity for over 20% of homes in the area.

The wind farm is set to generate £20 million over 25 years, directly funding the construction of 500 new homes.¹¹



At Prince Albert High School, EV chargers are doing more than powering cars, they're generating revenue! By letting staff, visitors, and even concert-goers charge their cars, the school is creating a new income stream.



Local South-West energy leaders shared insights on making community-driven electrification a reality at Regen's headquarters.



Richard Beard, CEO of the Jericho Foundation, who played a vital role in installing a ground source heat pump and solar panels for ChangeKitchen, a catering social enterprise based in the foundation.

¹¹ <https://communityenergyscotland.org.uk/projects/the-fishermen-three/>

ELECTRIFIED INDUSTRIAL REVOLUTION

Britain has some of the highest energy prices in the world. This major dampener has helped shake investor confidence in investment in British industry, but incentivising electrification could reverse British industries' slip into decline. It will help repair years of underinvestment, by investing in modern and up to date technologies for industry. It will boost British competitiveness for export, whilst major markets including Europe and China have already moved ahead with electrification. And by incentivising electrification through cheaper electricity costs, Britain can compete for new investment to safeguard and expand industry opportunities.



AN ELECTRIFIED PINT OF HEINEKEN

Heineken UK's £25 million investment in its Manchester brewery is a major step forward in electrifying industrial innovation, with heat pumps set to capture and repurpose excess heat for brewing. This will reduce the brewery's reliance on gas, increasing efficiency across operations from mashing to packaging. With the £3.7 million grant from the Department of Energy Security and Net Zero, Heineken's investment is a clear signal of their dedication to advancing British industry.

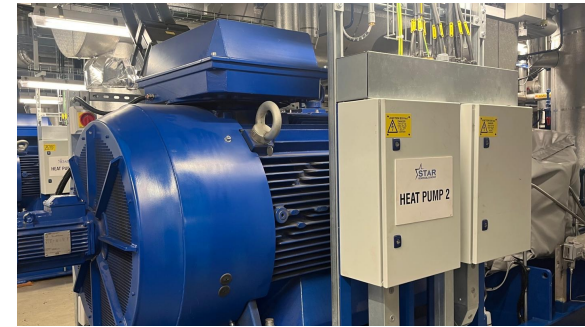
"ELECTRIFICATION IS THE BEST AND MOST ENDURING PATHWAY TO BRITISH GROWTH, IT'S HOW WE UPGRADE AND PROTECT OUR INDUSTRIAL BASE FOR THE LONG-TERM."

- Chris Williams

"ALL INDUSTRIAL PROCESSES COULD, ONCE ELECTRIFIED, BE OPERATED AT LEAST IN PART IN LOAD-FOLLOWING MODE — RAMPED UP WHEN SOLAR AND WIND POWER IS PLENTIFUL, AND RAMPED DOWN OR SWITCHED OFF WHEN IT IS NOT, SUPPORTING THE GRID AND EARNING EXTRA REVENUES."

- Michael Liebreich

OTHER INDUSTRIAL BENEFITS OF ELECTRIFYING THE UK



This industrial heat pump in Scotland cleverly extracts warmth from the nearby River Clyde and delivers it to local buildings through underground pipes.



Newcastle University is bringing together expertise in engineering, humanities, and medicine to drive the electrification revolution in the North East.



Matthew Lumsden leads Connected Energy, an innovative company developing clever ways to reuse electric vehicle batteries for industry and businesses energy storage.

NEW INDUSTRY JOBS AND RE-TRAINING



The move towards electrifying industries is set to create exciting new opportunities for employment and re-training of workers. Experts predict at least 13,300 new jobs for electrical engineers, electronics engineers, and technicians by 2035, compared to 2022 levels.¹²

With the government's £40 million Industrial Energy Transformation Fund, even more jobs are on the horizon.¹³



¹² <https://www.makeuk.org/insights/reports/electrify-industry>

¹³ <https://green-alliance.org.uk/wp-content/uploads/2025/02/Plugging-into-industrial-electrification.pdf>

WORKING TOWARDS AN ELECTRIFIED FUTURE

Electrification can bring a whole lot of benefits to working life. That might mean you suddenly work on a much quieter factory floor without whirring fuel powered machines, or it might be that your office, salon or shop is now heated to a consistent ambient temperature with a heat pump. The work of a national upgrade also creates new jobs, helping roll out heat pumps, solar and EV charging, as well as industrial improvements. And for innovators the opportunities are growing, entrepreneurs, universities and investors are embracing new technologies and new business models to ride the wave of electrification.

SCHNEIDER ELECTRIC'S ROLE IN AN ELECTRIFIED FUTURE



Schneider Electric plays a crucial role in the journey of electrons, from production to consumption, powering homes, businesses, and industries, across the UK. They now operate at 14 sites across Britain with 5,000 employees, including 4 manufacturing facilities producing smart technology for local and international markets.

As we electrify, Schneider Electric's impact will only grow. Their products will be found in even more places, keeping the world running on clean energy. More people will be employed in their factories, driving innovation and production. The stronger the government's commitment to electrification, the deeper the investment in British factories, securing our place in the electrification supply chain. This is what a thriving, modern future looks like, powered by British talent, British products, and British innovation.

“WHEN IT COMES TO JOBS IN ENERGY, WE RIGHTFULLY FOCUS ON PAY, SECURITY AND TRANSFERABLE SKILLS. HOWEVER, YOUNG PEOPLE CONSISTENTLY VALUE THE OPPORTUNITY TO MITIGATE THE IMPACTS OF CLIMATE CHANGE AS A KEY MOTIVATOR AND THIS PASSION NEEDS TO BE LEVERAGED MORE THAN IT IS, ALONGSIDE THE OTHER BENEFITS.”

- Yumann Siddiq

TRAINING TO BRING WARM HOMES AND WORKPLACES TO BRITAIN

Demand for heat pumps is increasing, and training centres like the Heat Pump Installation Network (HPIN) with EDF Heat Pumps in Clacton, Octopus' training academy which will train 4,000 apprentices by 2030, and the Energy Training Academy in Edinburgh, are working hard to make sure that heat engineers are being trained to cater to an electrified world.

Alongside the technical needs, they are razor focused on training people who can cultivate trust with customers. More investment is needed in this popular training - for example, Octopus received over 1,500 applications for their first 70 places. Investment in training is vital to ensure our workforce can confidently install, maintain, and innovate solutions for electrified heating.



ELECTRIFICATION GENERATES NEW JOBS TO MAKE, MARKET AND INSTALL NEW MODERN CLEAN TECH

In 2024, 9,062¹⁴ people were trained to install heat pumps in the UK, a just over 6,000 increase on 2022 levels, highlighting a growing interest in electrification-related careers.¹⁵



“THE LONG-TERM VISION OF ELECTRIFICATION CREATES NEW EMPLOYMENT OPPORTUNITIES FOR PEOPLE FROM ACROSS THE ECONOMY. THIS NEEDS TO COME THROUGH IN THE GOVERNMENT'S INDUSTRIAL STRATEGY.”

- Sue Ferns

¹⁴ <https://www.nesta.org.uk/report/start-at-home-for-newly-trained-heat-pump-installers/what-we-are-doing-and-why/>

¹⁵ <https://www.ippr.org/articles/clean-energy-jobs-of-the-future>

TRUST IN THE ELECTRIFIED FUTURE

One thing is non-negotiable in building an electrified future and that is trust. Any change requires support and advice and this one is no different, especially when it comes to changes made in people’s homes. People and businesses need reliable information to embrace these opportunities and navigate infrastructure build like we’ll see in the electricity grid. People are increasingly reaching out to locals and organisations to guide the process. Energy advisors are popping up around the country and businesses supplying electrification technologies are putting a premium on building trust with customers to secure the growth of their businesses.

EVERYONE NEEDS A NIGEL

Imagine walking into your local community centre and leaving knowing how to cut your energy bills. That’s exactly what’s happening in Acocks Green, Birmingham, thanks to people like Nigel Lloyd.

Nigel is a driving force in his community, helping his neighbours cut bills, access grants, and connect with trusted businesses that make electrification work for them. With help from fellow locals Marta and Estelle Dukes-Hogan, Acocks Greener (in Tyseley and Acocks Green, Birmingham) enabled over 200 homes to secure funding for upgrades.

“Local community groups are essential for moving from early adopters to the early majority”, says Nigel. And it’s not just Nigel, there are people like him in communities across Britain. As households step into this exciting new future, trust brokers will be critical to smoothing the road to embracing new, and so unfamiliar, tech and opportunities.



Loco Home’s place based approach delivers tailored local upgrades for warmer, more resilient homes in Glasgow.



From solar to heat pumps and batteries, the Energy Experts provide modern and reliable solutions for energy independence.



KNOWLEDGE IS POWER

In 1887, James Blyth’s wind turbine was dismissed as “the work of the devil”, a reminder that new technology often faces skepticism before becoming essential.¹⁶ Today, heat pumps are a proven, efficient solution for cleaner, cheaper heating, yet 69% of UK consumers feel uninformed.¹⁷ By closing this knowledge gap with clear, reliable information, we can build trust and help households confidently embrace a more affordable, comfortable future.

“THE BIG CHALLENGE AT THE MOMENT IS THAT PEOPLE NEED HIGH QUALITY ADVICE ABOUT WHICH OPTIONS MEET THEIR NEEDS AND WORK FOR THEIR HOME. THE GOVERNMENT NEEDS A STRATEGY TO ENSURE EVERYONE IS ABLE TO ACCESS CONSISTENT, INDEPENDENT ADVICE”

- Gillian Cooper

“PROVIDING CLEAR FACTS TO CONSUMERS IS ESSENTIAL TO SUPPORT THE SWITCH TO ELECTRIC CARS AND BROADER ELECTRIFICATION IN THE HOME. MOST PEOPLE ARE OPEN TO CHANGE, BUT NEED REASSURANCE AND CONFIDENCE TO DO SO”

- Melanie Shufflebotham

¹⁶ www.bbc.co.uk/news/articles/cw4r2v4j7mwo

¹⁷ www.ofgem.gov.uk/publications/consumer-impacts-market-conditions-survey-wave-5-january-february-2024

HOW CAN YOU EMBRACE AN ELECTRIC FUTURE?



HOUSEHOLDS

Explore local energy advice services or speak to a brand you trust to find out where to start. That way, when your boiler needs replacing, you're buying a new car, or you're ready to invest in solar or batteries, you'll be prepared to make the switch. Take advantage of the best grants or financing options available to electrify your home in a way that works for you!



POLICY MAKERS

Yes, that includes you, even if you don't work directly on energy policy! Whether your focus is housing, transport, industry or economic growth, electrification presents major opportunities that people want and can boost our economy - get informed. And if you are setting energy policy, your first task: reform those energy bill levies and bring down electricity costs for homes, businesses and industry.



WORK-PLACE

There are a wealth of grants and financing options to help businesses electrify. Consider setting up a salary sacrifice scheme to make electric vehicles more accessible for your employees, installing some workplace charge points or future-proofing your workplace with solar power. Don't miss out on expert advice - SME energy advisors in your area can help you navigate the options, cut costs and ensure your business thrives in an electrified future.



FINANCIERS

Innovation is key - electrification isn't a trend, it's the future and there's no turning back. Consumers and businesses alike are embracing upgrades, and energy-as-a-service models are unlocking new private financing opportunities, particularly for landlords. Investing in electrification means investing in long-term growth, now's the time to capitalise on this momentum.



INDUSTRY

The investment opportunity to electrify your industrial process is made harder by current electricity prices and grid connections. Put politicians, NESO and your local DNO on notice that you want an electrification upgrade to your industry. Secure grants and finance to support your planning processes and work with policy-makers to explore every angle for bringing down the costs of electricity.



POLITICIANS

Your primary duty, as always, is to your constituents. They rely on you - whether you are a local councillor, MP, mayor or minister - to ensure they have access to the opportunities presented by electrification, both as local businesses and individual households. If you represent them in Westminster, the Scottish Parliament or Senedd, it is crucial that you actively support the call for energy bill levy reform, roll out EV charging and ensure no new home needs an electrification upgrade. This will lower electricity costs and improve access to more secure and modern technologies. Ultimately, this translates to cheaper bills, warmer homes, better transport, and an upgraded industry, all powered by homegrown, clean energy.

MEET OUR COMMISSIONERS



**CAMILLA
BORN**

CEO of
Electrify Britain



**GREG
JACKSON**

CEO of
Octopus Energy



**SIMONE
ROSSI**

CEO of
EDF



**CHRIS
WILLIAMS**

Sustainable Industries
Ltd/Electrify Industry
with MakeUK



**RORY
SUTHERLAND**

Vice Chairman
at Ogilvy UK



**SUE
FERNS**

Senior Deputy
General Secretary at
Prospect Union



**YUMANN
SIDDIQ**

Policy and Innovation
Manager at Smart DCC



**KRISTEN
BROWN**

Vice President
of Strategy,
Schneider Electric



**GUY
NEWAY**

CEO of Energy
Systems Catapult



**INGRID
HOLMES**

Executive Director,
Green Finance Institute



**MELANIE
SHUFFLEBOTHAM**

Co-founder and
COO at Zapmap



**GILLIAN
COOPER**

Interim Executive
Director of Partnerships
and Advocacy,
Citizens Advice



**MICHAEL
LIEBREICH**

Managing Partner,
EcoPragma Capital
& CEO of Liebreich
Associates

WHAT COMES NEXT?

Electrify Britain will be working with people, industry and decision-makers to embrace an electrified, upgraded and modern future for Britain. We are committed to:

● MAKE ELECTRICITY PRICING FAIR

We call for immediate action to reform the way we pay for policy costs on electricity bills through reallocation, with targeted support for people who are struggling with the cost of energy. It is essential to level the playing field, stop favouring gas and make the benefits of electrification more accessible to everyone, from homes to industry.

● ELECTRIFY HOUSEHOLDS

We want to increase access to modern clean tech and cut bills for households. We want all new homes to be fully electric. Promoting the adoption of heat pumps and other clean heating technologies will make homes warmer and more comfortable using less energy and boosting Britain's home upgrade industry. We also want electric vehicles to be more accessible and affordable. We support steps to enable innovative flexible tariffs, the expansion of electric vehicle infrastructure and cutting VAT for public charging.

● ELECTRIFY BUSINESSES AND INDUSTRY

Businesses are looking for ways to save and enrich their employee and customer experience. We want to secure the growth, investment and productivity that electrification can bring to business and industry. We want electrification to be at the heart of Britain's industrial strategy and provide new investment opportunities, including for our small and medium-sized enterprises.

● ELECTRIFY COMMUNITIES

We want to support community energy projects to foster energy independence by removing undue barriers. We want to encourage local generation - including increasing the uptake of rooftop solar - that makes money and gives benefits to local communities and institutions. These cost cutting technologies have big potential for community buildings like schools, hospital, leisure centres and places of worship.





THE **ELECTRIFY BRITAIN** COMMISSION TOURED THE COUNTRY
WITNESSING FIRSTHAND HOW ELECTRIFICATION IS BENEFITING
BRITISH PEOPLE AND INDUSTRY.