

The RTS Bulletin

20 January 2025

Updates on RTS meter replacement

TOPICS

RTS Stakeholder Bulletin

Providing a regular update to RTS stakeholders

RTS Advertising Campaign

Six-month engagement campaign designed by Smart Energy GB

Stakeholder Toolkit

Off-the-shelf print and digital assets to share with consumers



RTS Stakeholder Bulletin

We're sharing a short fortnightly bulletin about the RTS switch off programme. The aim is to keep our stakeholder partners up to date on activity, messaging, progress, and resources available, regardless of their level of ongoing involvement in industry discussions.

The Bulletin is not intended to be consumer-facing. Instead, it's for any organisation that is supporting consumers impacted by the RTS switch off. That might be consumer advocates, charities, local government, housing associations, and community groups. It's intended to be passed on to colleagues and partner organisations - in fact, we're relying on your help with this, so many thanks in advance for spreading the word.

If it's been passed to you by a colleague but you'd like to receive it directly every two weeks, please share your email address to rts@energy-uk.org.uk with a subject line of 'Bulletin'. The bulletin will supplement ongoing industry forums, so if you're already involved in discussions, you can expect those to continue.

About the RTS Taskforce

The RTS Taskforce is an energy industry collective including energy suppliers, Ofgem, Smart Energy GB, Distribution Network Operators (DNOs) and government.

Members of the Taskforce are working in partnership with other cross-industry stakeholders including consumer groups, local authorities and housing providers to achieve the urgent goal of upgrading all RTS meters throughout Great Britain.

We have started 2025 with 600k RTS customers to reach. The Taskforce will be tracking progress closely, including by region, so that engagement can be further targeted if needed.





RTS advertising campaign

The RTS consumer engagement campaign begins today, 20th January and will run for six months. This is designed and run by Smart Energy GB on behalf of energy suppliers and the RTS Taskforce.

Targeted, multichannel, above the line advertising will now begin, including TV adverts in Scotland. The campaign features Lorraine Kelly explaining the RTS switch off and the urgent need for RTS customers to act ahead of the June deadline.

Engagement activity will also include:

- Local press, radio and poster advertising to support messaging in TV ads
- Co-branded Ofgem and energy supplier direct mail assets with specific contact details

- Ofgem RTS website as the primary search result for consumers, supported by Ofgem's call centre team
- PR and reactive news management activity to amplify the consumer call to action and tackle inaccurate news coverage about RTS and smart meters. The campaign launch will be supported by a press pack, detailed Q&A doc and explainer video featuring Lorraine and hosted on Ofgem's website.
- Partnerships activity to support customers in vulnerable circumstances (CIVCs), prioritising areas of higher RTS customer density and local partner engagement, delivered via NEA and EAS (more details in next bulletin).
- Engaging parliamentarians, local leaders and councillors, to explain the situation and ensure stakeholders support the campaign within their constituencies and networks. This work includes running webinars, drop-in events and creating direct RTS communications.

Stakeholder Toolkit

We have created a toolkit of consumer-facing engagement assets, to be used by our stakeholder partners. These campaign assets and messaging have been designed with a broad range of channels in mind, including print, digital and social.

The toolkit can be found [here](#). This is an open SharePoint site, so it's important to share this link rather than copy the address from your browser once inside the folder. We will be re-sharing this link with every RTS bulletin so it's always to hand.

The toolkit contains a user guide, including a content plan which is designed to give you ideas for, and clarity on, how to distribute our key messages as widely as possible.

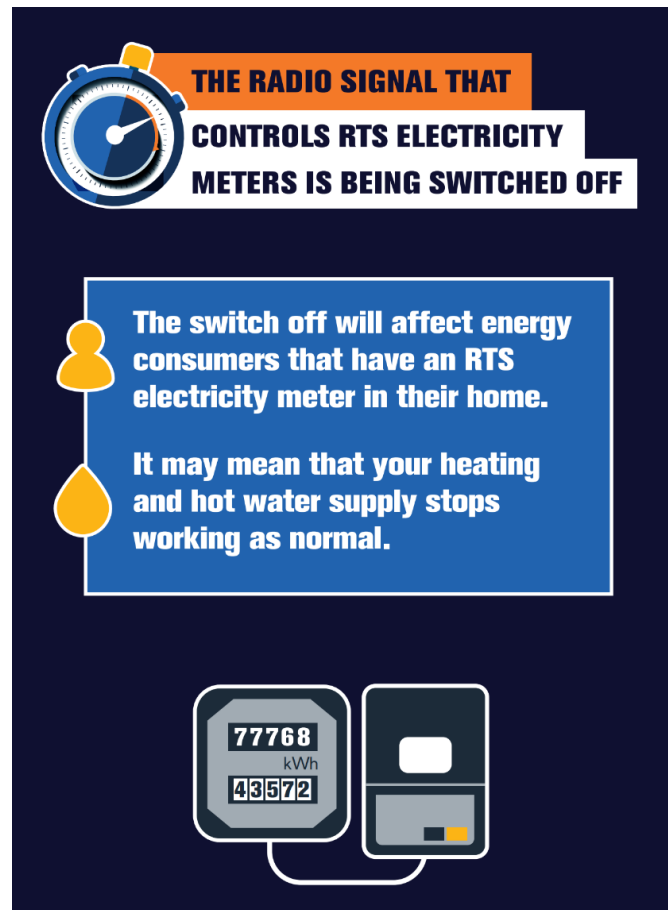
You may have specific groups of consumers you'd like to target so please feel free to use and adapt the below for channels that best suit your audiences.

Q&A is available

The toolkit contains the live Q&A document.

This will be frequently updated. We'll use this bulletin to highlight where there's something new or changed, and may also shine a spotlight on popular questions.


If you have questions or feedback on the toolkit or Q&A, please contact Ofgem at marketsstakeholderteam@ofgem.gov.uk.



THE RADIO SIGNAL THAT CONTROLS RTS ELECTRICITY METERS IS BEING SWITCHED OFF

The switch off will affect energy consumers that have an RTS electricity meter in their home.

It may mean that your heating and hot water supply stops working as normal.



The infographic features a dark blue background. At the top left is a stopwatch icon. To its right, a white banner contains the title in bold black text. Below this, a blue box with a white border contains two lines of text, each preceded by a yellow icon: a person and a drop. At the bottom, there are two illustrations of electricity meters: a traditional meter with a dial and a digital display showing '77768 kWh' and '43572', and a modern smart meter with a screen and a card slot.