



Impact Report 2024

Building a Brighter Future



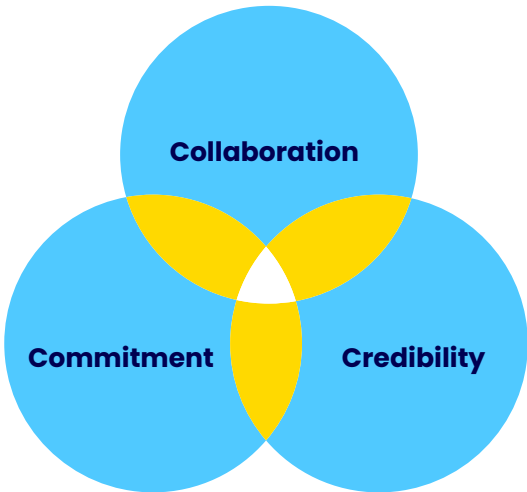


About Us

As an established trade association working for and representing the entire solar and energy storage value chain, Solar Energy UK represents a thriving member-led community of 400+ businesses and associates, including installers, manufacturers, distributors, large-scale developers, investors, and law firms.

Our underlying ethos has remained the same since our foundation in 1978 – to be a powerful voice for our members by catalysing their collective strengths to build a clean energy system for everyone’s benefit.

Our mission is to empower the UK solar transformation. Together with our members, we are paving the way for solar to deliver 60GW by 2030 by enabling a bigger and better solar industry.



These three values go to the heart of what we’re about and they are clearly reflected in our determination for change, our partnership orientation and the robust positions we have become known for.

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**By Chris Hewett,
Chief Executive, Solar Energy UK**

Solar and Energy Storage in 2024

2024 will be seen as a historic turning point in the UK energy transition. It was the first year when more power was generated by wind, solar, and hydro (37%) than fossil fuels (35%), with nuclear, biomass, and imports making up the rest. Indeed, the last British coal-fired power station closed halfway through the year.

The new Government set out ambitions to drive the energy transition forward, and the Solar Taskforce work, which started under the Conservatives, has been refreshed under the new co-chair, Secretary of State for Energy, Ed Miliband. With a flurry of policy announcements and a change of tone on solar, the new Government has already signalled the political will and strong backing for our sector. Next year's Solar Roadmap will spell out more details of how solar will play its part in Britain's Clean Power Mission to decarbonise the power system by 2030.

While Government support is really welcome, in many ways the energy transition is developing a momentum of its own. Solar is the lowest-cost way to generate power pretty much anywhere in the world (the UK included), while fossil gas remains expensive and imported from some of the world's most volatile regions. The economic and energy security logic is now aligned with the climate imperative.

We saw continued steady growth in the deployment of solar and energy storage, with an estimated 2.3GW of new solar in the UK, an increase from the previous year. Growth was driven by utility-scale solar, with rooftop sector deployment holding broadly similar levels to 2023.

We estimate that the UK now has about 20GW of solar capacity. Battery storage has also grown in capacity at the utility scale and in the residential market.

The industry target is to treble solar to 60GW and have 30GW of energy storage by the end of the decade.

With a huge pipeline of utility-scale solar and batteries, an increasing proportion of new homes being built with solar, and multiple new businesses joining the solar rooftop and battery market, that trebling is well within reach.

Solar Energy UK has been focused on the challenges to delivery, which include the major changes to grid connection policies, the continued need to invest in skills and grow the workforce, enabling the planning system to work as effectively as possible, and continuously improving best practice as the sector matures.

Our membership has continued to grow, and I'm extremely grateful for the support of our 400+ member companies, especially those who have engaged in our work on the Board, Steering Groups, Solar Energy Scotland, Utility, Rooftop, and NSIP Forums. This input is vital for a successful trade association. This support has also allowed us to expand our team to over 20 amazing, committed, and hard-working people championing our rapidly developing industry.

Our voice is getting stronger and clearer every year.

“ 2024 will be seen as a historic turning point in the UK energy transition. It was the first year when more power was generated by wind, solar, and hydro (37%) than fossil fuels (35%). ”

Our Year In Numbers

The expansion of our services and team in 2024 has enabled us to achieve significant milestones. The following figures showcase the positive impact of this growth and the dedication of our team members.

400+

Members

80+

Member
meetings

420+

Industry leaders
at events

950+

Media
mentions

4.6B+

Editorial
Reach

98.3%

Positive & Neutral
Coverage

53K

Following

14k

Engagement

72K

New website
visitors

400+ Members

Our membership base continues to expand, welcoming 91 new organisations in 2024. This growth strengthens our collective voice in the solar industry.

80+ Member meetings

Throughout the year, we facilitated extensive industry collaboration through member meetings, including 50+ Steering Group meetings, 12 networking events, and dedicated Forums (3 Rooftop, 3 Utility Scale, 7 NSIP). These included focused sessions on rooftop solar, utility-scale projects, policy advocacy, and regional development, alongside 4 Scotland Working Group meetings.

420+ Industry leaders at events

Three key events showcased strong industry engagement. Our winter reception, supported by key sponsors, drew over 180 attendees. At Solar & Storage Live in Birmingham, we hosted over 130 professionals. Our summer reception, also with key sponsor support, brought together over 110 members.

950+ Media mentions

Our media impact averaged 79+ mentions per month across print, online, and broadcast outlets, demonstrating consistent coverage across industry and mainstream publications.

4.6B+ Editorial reach

Our message reached audiences through prominent coverage in major outlets like MSN, Telegraph, Guardian, and BBC, alongside industry-focused publications like Solar Power Portal, Energy Live News and reNews.

98.3% Positive & Neutral Coverage

Coverage maintained strong credibility with balanced reporting, reflecting our trusted industry position.

53K Total following

Our combined social media audience grew significantly, with our flagship LinkedIn newsletter reaching 11.9K subscribers. Overall following increased 58% from 33.5K last year across LinkedIn, X, and BlueSky platforms.

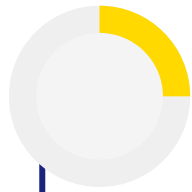
14K Media engagement

Our coverage in trade publications and news outlets drove significant industry engagement, featuring in key platforms from specialist energy media to national press.

72K New website visitors

Our digital presence saw remarkable growth this year, attracting 72,000 new users. Our reach extended to 58,000 users through search engine results, complemented by 40,000 direct visits, indicating strong brand recognition.

2024's Highlights



Quarter 1

Historic Homes Go Solar

Solar Energy UK welcomed plans to ease planning rules for solar installations on historic buildings. This policy change aims to preserve the character of these properties while allowing them to benefit from renewable energy, making solar more accessible to a wider range of homeowners.

Rooftop Solar Record

The UK Government announced during Q1 its intention to hold auctions for the Contracts for Difference (CfD) scheme every year, rather than every two years, in a bid to boost the nation's clean energy supply chain.

VAT Cut on Home Batteries

The government's decision to cut VAT on home battery systems to zero was hailed by Solar Energy UK as a significant step forward. This policy reduces upfront costs, making it easier for homeowners to store solar energy and improve energy efficiency.

MPs Slam Grid Delays

During a parliamentary session, Solar Energy UK highlighted ongoing grid connection delays that are stalling critical solar and battery projects. MPs expressed frustration, calling for urgent reforms to ensure the UK's renewable energy goals remain achievable.

MPs Back Mandatory Solar for New Homes

Solar Energy UK celebrated overwhelming support from MPs for a new policy requiring solar panels on all newbuild homes. This mandate is set to accelerate the adoption of renewable energy and significantly reduce carbon emissions in the housing sector.

New Leadership for SEUK

A refreshed board was announced by Solar Energy UK, bringing together experienced leaders to drive the organisation's ambitious agenda for 2024 and beyond. Matt Black (Innovo Renewables) was re-elected as Chair, with new Vice Chair Liz MacFarlane (Segen) and representatives from Lightsource bp, RWE, Anesco, Statkraft, Pinsent Masons, and SSE Renewables joining to provide strong industry leadership.

Power Market Concerns

SEUK challenged proposed power market reforms, warning they could disadvantage renewables and slow progress towards net zero. The organisation urged the government to prioritise solutions that support clean energy growth.

Rooftop Solar Milestone

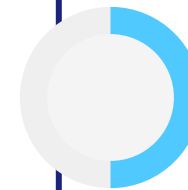
The UK celebrated the completion of its largest rooftop solar project to date. This landmark achievement highlights the potential of commercial rooftops to contribute significantly to the nation's renewable energy goals.

Solar Farms Boost Wildlife

A new edition of Solar Energy UK's "Solar Habitat" report revealed that solar farms are creating thriving habitats for wildlife, dispelling myths about their environmental impact. Findings show positive effects on biodiversity, including benefits for birds, insects, and plants.

Supply Chain Commitment

During Q1, Solar Energy UK reinforced its commitment to sustainability by promoting transparency and ethical practices in the solar supply chain, ensuring the industry grows responsibly. To date, close to 70 companies and organisations across the sector have committed to fully supporting the principles of the SSI and will always seek to use photovoltaic modules from manufacturers that can demonstrate that they are following SSI standards in future projects.



Quarter 2

400 Members

Solar Energy UK celebrated reaching 400 members, a testament to the growing support for the organisation's advocacy and industry initiatives. The milestone underscores the organisation's influence within the solar and energy storage sectors.

Solar & Storage Live London Launch

Solar Energy UK introduced its dedicated Recruitment Zone at Solar & Storage Live in London for the first time. This initiative connected jobseekers with employers across the solar and energy storage sectors, addressing skills shortages and supporting workforce growth.

Solar Farms 'no threat to food security'

Solar Energy UK welcomed parliamentary statements on solar energy as confirmation that existing land use policies will continue to provide stability as the sector expands. "Solar farms take up a tiny fraction of the country, which will still be the case in 2035 when the Government expects us to have four times current solar generation capacity. They are no threat to food security; they never have been and never will be. In fact, it's the opposite," stated Chris Hewett, Chief Executive of Solar Energy UK.

1.5 Million Installations Reached

The UK achieved 1.5 million small-scale solar installations, a major milestone reflecting strong adoption rates. This progress brings the country closer to its renewable energy targets and showcases public commitment to sustainability.

Scottish Solar Rules Relaxed

Planning permission requirements for most rooftop solar projects were removed in Scotland. This policy change is expected to drive rapid growth in solar installations across the country.

Solar Innovations Hub Returns

The Installer Show once again featured Solar Energy UK's Solar Innovations Hub. This space showcased cutting-edge technologies and installation methods, drawing strong interest from industry professionals and installers.

Policy Demands Ahead of Elections

The solar industry laid out key policy priorities for the next general election, urging candidates to support initiatives like grid improvements, skills training, and incentives for solar deployment.

Leadership Continuity Secured

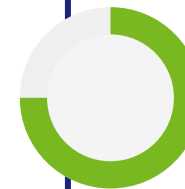
Solar Energy UK re-appointed Matt Black as Chair. Matt is Managing Director of Innovo Renewables and leads its UK business. Christelle Barnes, UK Country Manager at SolarEdge Technologies, was set to also continue as Vice-Chair, with both appointed for a further three-year term, ensuring stable leadership to guide the organisation through a pivotal year for the solar industry.

New Leadership in Scotland

Solar Energy Scotland announced a refreshed leadership team, positioning the group to tackle emerging challenges and opportunities in the Scottish solar market. Josh King, Director and Co-founder of sustainable energy services company Gensource, was elected as Chair of Solar Energy Scotland, succeeding former Chair Thomas McMillan, head of Savills energy consultancy team and based in Perth.

Solar Day

Solar Energy UK joined solar power Europe on an initiative to celebrate solar energy's role in education and sustainability, engaging communities and schools in awareness activities.



Quarter 3

Labour's Solar Vision

Solar Energy UK called on the Labour government to prioritise solar and energy storage in its first year in office. The organisation outlined key actions to boost industry growth and accelerate progress towards net zero.

Election Success Celebrated

Solar Energy UK congratulated its members who secured key victories in local elections, highlighting the importance of political support for renewable energy initiatives.

Large-Scale Solar Approved

Three significant utility-scale solar projects were approved, marking a milestone for the industry and paving the way for greater renewable energy capacity.

Guidance for Solar Farms

Solar Energy UK released updated guidance on how solar farms can build positive relationships with local communities, fostering trust and collaboration. The Community Engagement Good Practice Guidance states that early engagement, transparency, and inclusivity should be the cornerstones of the solar industry's conversations with communities.

Scottish Building Regulations Criticised

The organisation raised concerns over outdated building regulations in Scotland, urging the government to modernise standards and better support solar installations. "We welcome the consultation and hope that the outcome will be much more positive towards solar power. This would assist the delivery of the Scottish Government's commitment to a deployment target of 4-6GW of solar energy and provide a long-term stable policy for solar-powered homes and buildings. Doing otherwise could come at the cost of jobs, higher bills and higher carbon emissions," said Solar Energy Scotland Vice-Chair George Baxter, Director of Development at independent Scottish renewable energy business Greenpower.

CfD Auction Success

Solar projects secured record-breaking capacity in the latest Contracts for Difference auction. Solar Energy UK celebrated this achievement, which highlights the growing competitiveness of solar in the UK's energy market.

Welsh Renewables Boosted

SEUK welcomed increased funding and policy support for renewable energy projects in Wales, recognising the region's potential for solar expansion.

Planning Reforms Celebrated

Solar Energy UK welcomed reforms simplifying planning rules for solar projects in England, making it easier for developers to deliver clean energy solutions. "This is a package of reforms that should power up the solar market, moving the dial further towards decarbonisation and lower energy bills," said Chris Hewett, Chief Executive of Solar Energy UK.

Farmers Back Solar

To close the year, Solar Energy UK produced a film highlighting widespread support from British farmers for integrating solar power with agricultural practices, boosting rural economies while promoting sustainability. With the help of British farmers, Solar Energy aims to reach 60 gigawatts of solar generation capacity by 2030, delivering low-cost, sustainable and secure power for the nation.

Quarter 4

Aid for Ukraine Supported

Solar Energy UK signed a memorandum of cooperation with RePower Ukraine to aid the delivery of vital backup power systems for threatened hospitals and other critical infrastructure. The agreement was signed at Solar & Storage Live Birmingham, the industry's biggest conference and exhibition. During the event RePower shared our stand, facilitating discussions with members, members of the industry and visiting MPs Wera Hobhouse and Ed Morello.

Looking Ahead: The Power of Progress

2024 has been a transformative year for Solar Energy UK, marked by record-breaking rooftop installations, policy wins, and strengthened leadership. From securing VAT cuts on home batteries to advocating for mandatory solar on newbuild homes, our efforts have helped shape a more sustainable energy landscape.

We've championed workforce development, fostered collaboration across the sector, and reinforced the role of solar in biodiversity and food security. As we move forward, **our commitment remains steadfast—to drive the UK toward a cleaner, greener future where solar power is at the heart of the energy transition.**

With growing industry support, progressive policies, and an unwavering vision, **Solar Energy UK is paving the way for a more resilient and sustainable tomorrow.**

2024 in Review

2024 marked a transformative year for the UK's solar and storage industry – and an important one for Solar Energy UK (SEUK).



Policy and Government Support

There has never been a more supportive administration in Westminster. Only weeks after the election, Ed Miliband, at the helm of the Department for Energy Security and Net Zero, spoke of a "solar rooftop revolution" and condemned the "myth and false information" swirling around solar farms.

He went on to approve just under two gigawatts of nationally significant generation capacity – Gate Burton (500MW) in Lincolnshire, Sunnica (500MW) on the Suffolk/Cambridgeshire border, Mallard Pass (350MW) in Lincolnshire and Rutland and latterly the 600MW Cottam project, straddling Lincolnshire and Nottinghamshire.



Industry Growth

SEUK hit the 400-member milestone in May when solar distributor CCL Components joined us. As Paul Brooks, their managing director, noted: "This membership milestone reflects the association's achievements in uniting the industry, and the significance of its commitment to achieving 70GW by 2035. We're looking forward to working alongside our peers and key stakeholders within the industry and exploring new opportunities to foster collaboration."

By the end of 2024, we had welcomed 91 new members.



Key Achievements

The year began with a joint announcement from the Department for Energy Security and Net Zero, Department for Levelling Up, Housing and Communities and Department for Culture, Media and Sport. They revealed how the energy efficiency of 350,000 listed homes and 2.8m in conservation areas could be upgraded "in a sensitive fashion", acknowledging SEUK's position that current rules on solar panel installation are unnecessarily complex and restrictive.

The commercial-scale rooftop market received a significant boost with the announcement of a record-breaking 31MW project at the Port of Liverpool – five times bigger than Custom Solar's current record-holder at the Port of Hull. The Liverpool project involves SEUK members EMTEC, FES and Absolute Solar.

In February, the government eliminated VAT on retrofitted residential battery systems, following a longstanding campaign by SEUK. The Value Added Tax (Installation of Energy-Saving Materials) Order 2024, which also applies to buildings used solely for charitable purposes, resolved a key disparity where fitting batteries alongside new PV systems was VAT-free, but retrofitting to existing installations was not.



Environmental Impact

The second edition of SEUK's Solar Habitat report provided compelling evidence that solar farms can be genuine wildlife havens. Observations of hares and skylarks are common, alongside red-listed species such as yellowhammer and spotted flycatcher. These findings directly address public concerns about the sector's biodiversity impact.



Devolved Governments

On 24 May, Scotland extended permitted development rights to almost all rooftop solar installations, delighting Solar Energy Scotland. Previously, such rights had been limited to systems of 50 kilowatts or less.

In November, the Welsh Government streamlined their approval process, deciding that solar farms under 50MW would no longer require direct ministerial approval for construction. Planning and Environment Decisions Wales will now make these decisions.



Market Growth and Future Outlook

The residential sector showed remarkable strength, with more than 183,000 installations registered by MCS in 2024. While slightly below the previous year's 198,362 installations, this reflects a normalisation of the market following post-Covid recovery and the energy price crisis response.

The sector shows promising signs for 2025, particularly in new-build homes responding to the 2021 version of Part L Building Regulations. Monthly MCS registrations for newbuilds increased from approximately 2,000 at the start of 2024 to 5,000 by year's end.



Challenges and Industry Response

Network connections remain a significant challenge. The Distribution Network Operators (DNOs) have brought forward connection dates under the Technical Limits programme, but with conditions that sometimes prevent power export entirely. As SEUK Chief Executive Chris Hewett told the Commons' Environmental Audit Committee in February: "You couldn't make it up. The idea of offering a grid connection that you can't use and calling that some sort of success is absurd."

The National Energy System Operator's (NESO) scenarios and the Clean Power Plan initially raised concerns about connection allocation and charging. While many issues were addressed before the plan's publication, some details remain to be resolved, and not all projects will emerge unscathed.



Media and Public Perception

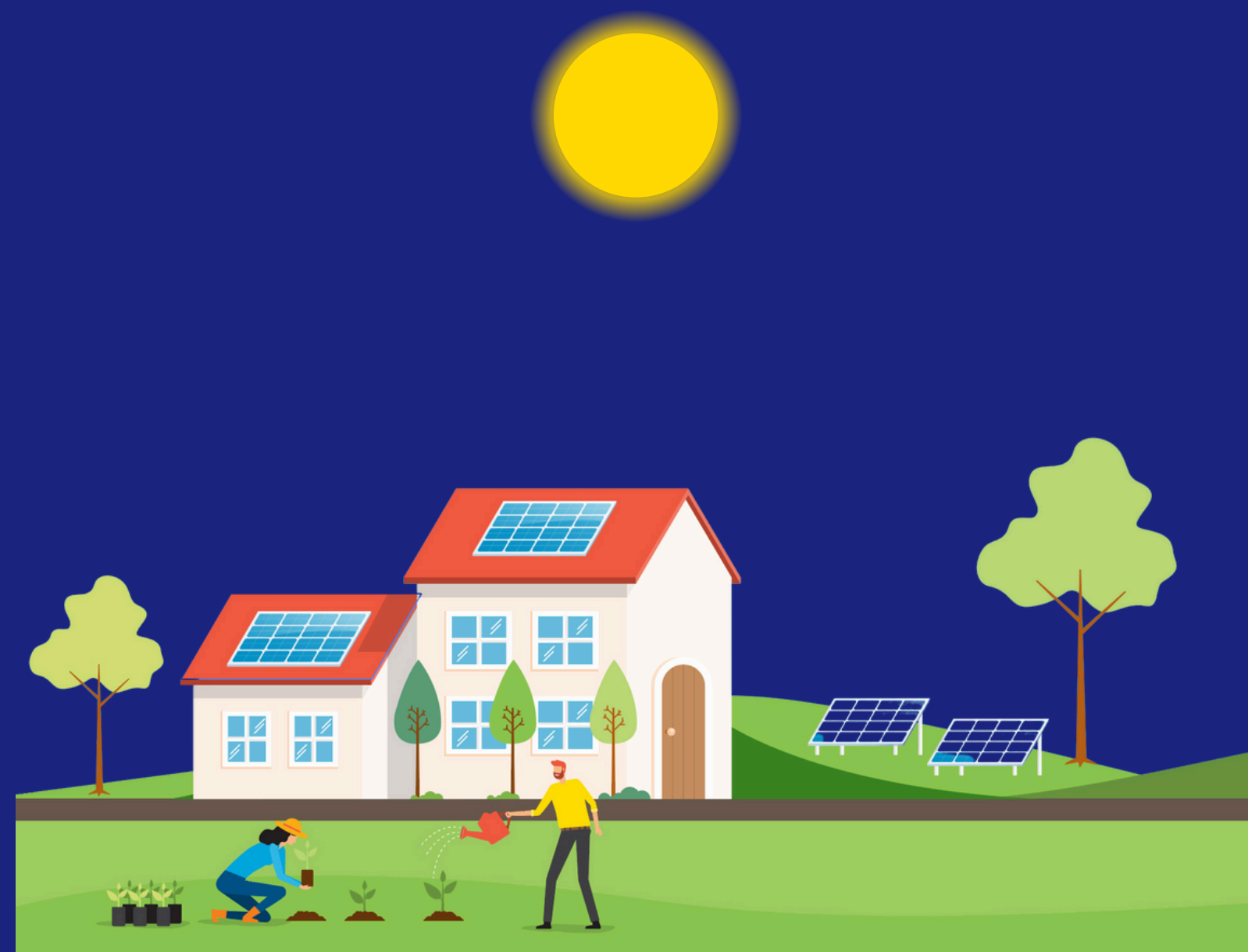
Despite continued opposition from certain media outlets and political figures, including Shadow Energy Secretary Clare Coutinho and the Reform Party, the sector has maintained its momentum. The announcement of the largest ever power purchase agreement demonstrated the industry's growing commercial strength, even in the face of criticism.



Looking Ahead

The Clean Power Action Plan sets an ambitious target of 45-47GW by 2030 for non-behind-the-meter generation, with an additional nine to ten gigawatts potential for rooftop PV. This brings the total to 54-57GW – approaching SEUK's target of 60GW.

The future is positive. The future is solar.



Forums and Working Group Activities

2024 marked a significant shift in Solar Energy UK's approach to industry collaboration with the transition from working groups to dedicated Forums.

This change aimed to create a more inclusive and engaging platform for members to connect, share expertise, and shape the future of solar energy in the UK. Designed to facilitate in-depth discussions, knowledge sharing, networking, and policy influence, these Forums became central to our activities.

The following sections detail the key accomplishments and focus areas of the Rooftop and Utility Scale Forums, as well as the important contributions of the Scotland Working Group.



Utility-Scale Forum

The Utility-Scale Forum brings together industry experts to discuss trends, challenges, and best practices in large-scale solar projects, including finance, grid connection, O&M, and policy. It comprises the following sub-forums:

- **Utility-Scale Commercial:** Focuses on optimising commercial development and profitability of UK solar farms, including topics like PPAs and revenue streams.
- **Utility-Scale Technical:** Focuses on large-scale operations, maintenance, and technical asset management, including design, engineering, and emerging technologies.
- **Natural Capital:** Focuses on maximising biodiversity and enhancing natural capital gain through best-practice land management, including habitat creation and ecological monitoring.



Utility Scale in 2024

Environmental stewardship defined our utility-scale achievements in 2024. The Solar Habitat report revealed how solar farms create flourishing wildlife habitats. This evidence, presented at our March forum, strengthens our position as environmental leaders, demonstrating the tangible ecological benefits of well-managed solar installations.

The rollout of Biodiversity Net Gain presented new opportunities. Natural England's Nicholas White provided vital guidance for sub-50MW projects ahead of full implementation in November 2025. Demonstrating innovation, members transformed decommissioned thermal plant sites into connected wildlife corridors, maximising ecological impact through collaborative efforts.

Technical excellence, spearheaded by Will Hitchcock, remained central to our mission, with crucial guidance on panel maintenance and warranty management. Sustainability gained momentum through pioneering research from Matt Burnell on panel reuse and Dr. Joshi's circular economy innovations. Our productive partnership with NESO, exemplified by Paul Wakely's discussions with Chief Executive Chris Hewett on Clean Power 30, positions us strongly for future grid connection reforms.





Rooftop Forum

The Rooftop Forum focuses on the residential and commercial rooftop solar market. Topics include installation techniques, financing options, energy storage, and policy incentives. It comprises the following sub-forums:

- Commercial Rooftop: Focuses on optimising commercial development opportunities and reducing barriers to deployment for the rooftop solar market, including building integration and planning permissions.
- Residential Rooftop: Focuses on all issues relating to residential solar and storage projects, including new-build solar.

Rooftop in 2024

Our Rooftop Forum thrived in 2024, bringing together industry leaders to share technical expertise and shape policy. Leading installers, manufacturers, and suppliers provided practical insights, while our partnerships with NESO and government stakeholders kept members informed of crucial industry developments.

Members tackled pressing challenges, including fire safety and developing robust guidelines to safeguard our growing industry. Through MCS certification, we maintained high standards in consumer protection, industry best practice, and deployment tracking. The Forum's focused work on grid connection reforms, Future Homes and Buildings Standards for new construction, and workforce development initiatives reinforced momentum in both residential and commercial markets.



Scotland Working Group

Scotland in 2024

Solar Energy Scotland championed industry progress throughout 2024, shaping key discussions with Scottish and UK Governments on the Energy Strategy, Just Transition Plan, and UK Solar Roadmap.

Our engagement with government officials delivered tangible results in Community Benefit and Passivhaus building standards, alongside an increased Transmission Impact Assessment threshold (from 50kW to 200kW), which speeds up renewable project connections.

Our Scotland Working Groups addressed industry challenges through four dynamic sessions covering cybersecurity, fire safety protocols for installations, and ground-mount solar biodiversity, fostering valuable cross-sector collaboration.

This momentum continues into 2025 with plans for our landmark industry showcase and Scotland's first dedicated solar careers fair, reinforcing our commitment to sector growth.



Key Publications and Resources



SOLAR HABITAT 2024

Solar Habitat discusses the challenges of monitoring solar farms and the efforts to address them. It highlights the importance of data collection and analysis in understanding biodiversity within solar farm environments.

It also emphasises the need for continued monitoring and research to inform effective solar farm management. Additionally, it acknowledges the limitations of the current data but expresses optimism for future insights as more sites are monitored.



COMMUNITY ENGAGEMENT GOOD PRACTICE GUIDANCE

The guide provides guidance on community engagement practices for proposed projects – emphasising the importance of consulting councils, holding public events, and utilising project websites for information dissemination and feedback collection.



Solar & Energy Manifesto

The manifesto outlines the importance of solar energy and energy storage in the UK. It discusses the need to reduce dependency on fossil fuels and move towards a sustainable energy future.

It also highlights the economic benefits of solar energy, such as job creation and reduced energy bills. Some important points are the call for 50 GW of solar and 30GW of zero-carbon energy storage by 2030, and the need for a renewables-first approach to market reform.



Solar Energy UK Briefing Promoting pollinators on solar farms

This briefing is about promoting pollinators on solar farms. It discusses ways to create and maintain pollinator habitats on solar farms.

The briefing also emphasises the importance of providing a variety of microclimates and connecting habitats to support pollinators.



Solar Energy Scotland Briefing Delivering Ecological Enhancement in Scotland: Solar's Role in Reversing Biodiversity Decline

This briefing discusses the potential of solar power to help reverse biodiversity decline.

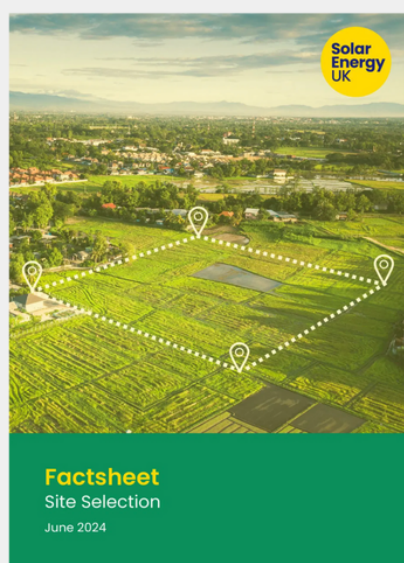
It highlights important points such as that solar farms can improve habitats and that large-scale solar power deployment can help combat climate change and biodiversity loss.



Factsheet: Solar Farms and Agricultural Land

This is a factsheet about solar farms and agricultural land. It discusses the impact of solar farms on agricultural land and the importance of considering factors such as food security, biodiversity, and soil health.

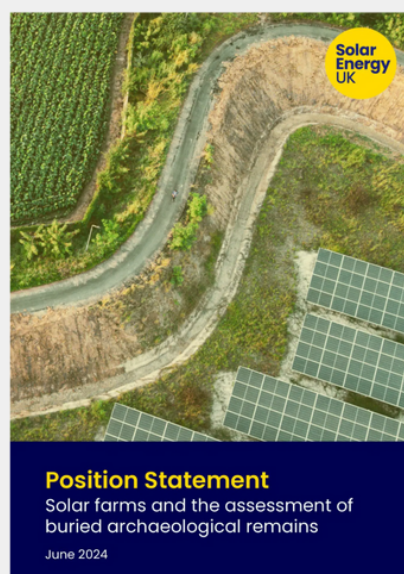
It also highlights the need to balance renewable energy goals with the preservation of agricultural land.



Factsheet: Site Selection

This factsheet discusses key factors including proximity to the National Electricity Transmission System and irradiance levels.

These factors help identify potential development areas. Balancing benefits with adverse impacts is important.



Position Statement: Solar farms and the assessment of buried archaeological remains

This position statement emphasises proactive collaboration between the solar sector and archaeology stakeholders for sustainable development.

It highlights the need for expert assessment of potential impacts on the historic environment during solar farm development, noting the minimal impact of solar PV on buried remains compared to other projects.



Clean Power 2030: Making the most of solar

This briefing highlights differences between NESO's and Solar Energy UK's projected solar capacity for 2030. Solar Energy UK predicts 50-60GW, challenging NESO's lower figures. The briefing stresses the need for accurate data, consideration of planning reforms and rooftop solar, and supportive policies for grid connections and target-setting.

Webinars

Solar Energy UK AGM 2024 & Annual Impact Report

The meeting outlined our activities and our work plan for 2024. We also launched and shared key insights from our 2023 Annual Impact Report.

Powering a Sustainable Future: Solar Energy and Biodiversity

The session outlined our latest Solar Habitat Report, sharing key insights and calling on members to participate in ecological monitoring and uncovered Friends of the Earth's analysis of England's renewable energy capacity, highlighting the potential for a 13-fold increase in production.

Solar Industry Insights: MCS Scheme and Government Developments Webinar

This session provided a update on the progress and initiatives that are shaping the solar industry. Additionally, we welcomed our guest speakers from MCS (microgeneration certification scheme) who shared valuable updates on the MCS Scheme, providing expert insights into the latest standards, regulations, and opportunities.

Driving UK Supply Chains for Utility Scale Solar: Myth or Reality?

This session was jointly hosted by Tata Steel UK and focused on the critical topic of driving UK supply chains for utility-scale solar projects.

Green Jobs, Green Community: Solar Careers & Members' Community

This session delved into the latest advancements of The Solar Careers Programme and our new platform, the SEUK Members' Community.

Partnerships

In 2024, our collaborations with leading organisations and solar industry groups have further solidified our role as the top trade association for the UK solar sector. These partnerships are vital to enhancing expertise, expanding networks, and fostering growth in the renewable energy landscape. We are thrilled to continue building on these successes with the following key partners:

MCS

Our partnership with MCS continues to be a cornerstone of our efforts to drive progress in the solar industry. Throughout 2024, we have supported monthly media appearances, industry events, and aligned consultation responses to ensure consistent advocacy for the sector. Regular monthly meetings with MCS have allowed us to address key consultations and share critical industry updates. Notably, Ian Rippin presented at our first Rooftop Working Group of 2024, marking the start of MCS's ongoing involvement in these initiatives. By fostering collaboration, we are ensuring that the solar industry is well-represented and prepared for the future.

MCS

InstallerSHOW

Towards the end of June, Solar Energy UK participated in the 2024 edition of the InstallerSHOW, held at the NEC, Birmingham, from June 25th to 27th. This year, the event expanded significantly, featuring 50% more space and over 600 exhibitors. As the premier destination in the UK for discovering new products, networking, and staying ahead of industry trends, InstallerSHOW 2024 provided unparalleled opportunities for businesses to thrive.

Solar Energy UK played a pivotal role in facilitating the Solar Innovations feature, ensuring seamless operations and managing attendees throughout the event. The team also captured engaging visuals and promoted the feature on social media, amplifying its impact. Engaging in meaningful conversations with industry professionals and members, our presence at InstallerSHOW demonstrated our commitment to driving innovation and collaboration in the solar sector.

installer
SHOW

SOLAR &
STORAGE
LIVE

Terrapinn – Solar & Storage Live

Solar Energy UK continued its long-standing partnership with Terrapinn to host Solar & Storage Live 2024 across two key locations: ExCeL London and the NEC Birmingham. These events solidified their reputation as the UK's largest and most influential renewable energy exhibitions.

- **ExCeL London:** The inaugural London edition attracted thousands of attendees, highlighting advancements in renewable energy. Popular features included the Recruitment Zone, sponsored by SSE Renewables, and the Installer Training Hub, which provided hands-on learning and networking opportunities for job seekers and installers.
- **NEC Birmingham:** The flagship Birmingham event brought together over 15,000 industry professionals, 500+ sponsors and exhibitors, and representatives from 20+ countries. With more than 220 sessions and workshops led by 250 expert speakers, the event showcased the latest innovations and insights from across the renewable energy value chain.

As official partners, Solar Energy UK's expanded presence included hosting RepowerUkraine at our stand, amplifying awareness of their cause, and facilitating features like the Recruitment Zone and Installer Training Hub to support sector growth and innovation.

By fostering these partnerships, Solar Energy UK reinforces its commitment to building a resilient, innovative, and inclusive solar industry. Together, we are paving the way for a sustainable energy future in the UK and beyond.

Solar and Storage Live London

In 2022, Solar Energy UK and Terrapinn began its official 10-year partnership together by delivering the best-attended edition of the show in the history of the event.

Since then, our collaboration has driven further success, culminating in the highly successful launch of Solar and Storage Live London 2024 at ExCeL London. Thousands of attendees joined us over the two days to celebrate advancements in greener energy systems.

Two key features led by Solar Energy UK proved exceptionally popular:



Recruitment Zone

Sponsored by SSE Renewables, this zone attracted over 200 job candidates, connecting them with 6 Solar Energy UK member businesses: SSE Renewables, Aura Power, British Solar Renewables, EDF Renewables, Elgin Energy, and RWE.

These businesses were hiring for approximately 50 live vacancies. This new format for the Recruitment Zone, with a more one-to-one environment and improved integration with the Terrapinn app, facilitated hundreds of meetings and pre-interviews, enabling candidates to connect with multiple companies and explore new career paths in the solar industry.

We also expanded our network of organisations that provide job candidates, building new relationships with the Forces Employment Charity, Career Transition Partnership, and DWP, as well as strengthening existing ties with 10 job centres across London, 7 universities, regional college networks, and various green jobs organisations and charities. One business even highlighted meeting several candidates they were prepared to offer roles to on the day.

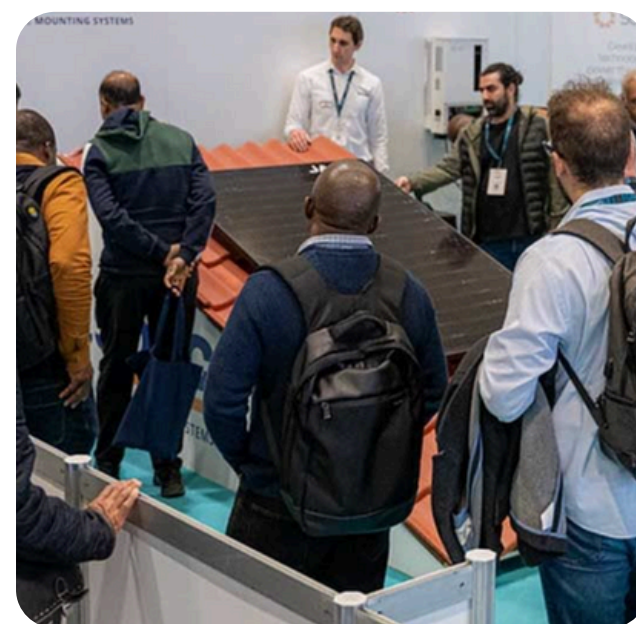


Installer Training Hub

This popular feature provided installation and commissioning workshops for both new and experienced installers. Participating Solar Energy UK members included Esdec, JA Solar, Solis, and Midea.

Demand was extremely high, with 616 of 630 available spaces booked (98% capacity). All 21 training workshops were packed, with any drop-offs immediately filled by walk-ins. The workshops covered:

- 6 Tiled On-Roof PV Mounting & Module Installation & Commissioning
- 6 Steeldeck On-Roof PV Mounting & Module Installation and Commissioning
- 6 Battery Storage & Inverter Installation and Commissioning
- 3 Smart Home and Integrated Energy Management



Solar and Storage Live Birmingham

Solar & Storage Live Birmingham 2024 proved to be a defining moment for the UK's renewable energy sector, showcasing the remarkable strength and innovation driving the solar and storage industry forward.

As official partners with Terrapinn, Solar Energy UK played a central role in bringing together the most influential voices and innovative solutions in sustainable energy.

This year's event exceeded all expectations, transforming the NEC Birmingham into a vibrant hub of renewable energy excellence. The impressive gathering of 15,000 industry professionals represented every aspect of the sector, from pioneering manufacturers and skilled installers to forward-thinking investors and policy makers. The exhibition floor bustled with activity as more than 500 sponsors and exhibitors demonstrated cutting-edge technologies and solutions.

Knowledge sharing took centre stage through 220+ carefully curated sessions and workshops, where 250 expert speakers shared insights on crucial topics including grid integration, energy storage innovations, policy developments, and market trends. The event's global reach was evident with participation from more than 20 countries, creating valuable opportunities for international collaboration and knowledge exchange.

Solar Energy UK's presence featured an expanded exhibition stand that became a natural gathering point for industry networking and discussion.

We were honoured to host RePower Ukraine at our stand, supporting their critical work to rebuild Ukraine's energy infrastructure with renewable solutions. This partnership spotlighted the urgent need for sustainable power systems in Ukraine's reconstruction efforts. This partnership demonstrated how renewable energy can be a powerful force for positive change beyond commercial applications.

Our specialised features continued to address key industry needs. The Recruitment Zone successfully connected employers with talented professionals, helping to meet the sector's growing workforce demands.

The Installer Training Hub provided essential hands-on technical training and certification opportunities, supporting the development of skilled professionals needed to achieve the UK's ambitious renewable energy targets.

The success of Solar & Storage Live 2024 reflected not only the current vitality of the UK's solar and storage sector but also highlighted its tremendous potential for continued growth and innovation. The event reinforced the industry's essential role in driving the nation's transition to a sustainable energy future, while fostering the partnerships and knowledge sharing vital for achieving our net-zero ambitions.



SEUK at Events

Amidst the rapid advancements within the solar industry in 2024, Solar Energy UK hosted a variety of events and celebrate the achievements of our members. These events provided valuable platforms for networking, knowledge sharing, and advancing the solar energy sector in the UK.

Summer Reception

ashfords SHIRE LEASING LONGi

Members’ Summer Reception 2024 was more than just an event – it served as a platform for dialogue, partnership, and advancement within the industry. As the sun went down and revealed a warm summer evening, we celebrated the progress of the industry and reaffirmed our commitment to nurturing innovation.

Hosted on the rooftop of The Conduit in the heart of Covent Garden, this event brought together influential solar and storage industry business leaders. As the evening progressed, meaningful conversations and shared insights became a driving force in shaping the future of solar energy.



Winter Reception

Segen SHIRE LEASING SOLARPORT UKSOL

The Members’ Winter Reception was more than just an event; it served as a vibrant platform for dialogue, collaboration, and progress. It also provided the perfect occasion to celebrate industry wins and future milestones as the year drew to a close.

Held at The Conduit's Forum in Covent Garden, this inspiring gathering united leaders from the solar and storage sectors in engaging discussions, facilitating the sharing of valuable insights, and collectively driving progress in shaping the future of solar energy.

Throughout the evening, members celebrated their achievements over the year, fostered collaboration, and made new contacts. The event provided an enjoyable way to wind down after a busy year.



In 2025

Afterword from Chris Hewett

In many ways, the world heading into 2025 seems to be splitting into two. There is one which people experience in real life, and the one which we are increasingly being told about on social media by those who wish to distort the truth for their own ends.

The clean energy transition is accelerating worldwide in response to the real threat of climate change and equally real economic opportunities of technologies like solar, wind, batteries, electric vehicles and electric heating. These opportunities and challenges are where Solar Energy UK's focus will remain. But we all now have to operate in a media, and increasingly political, environment where lies and misinformation have become routine and powerful. The central communications challenge for our sector is that the speed of the clean energy transition is such that, for many outside of our industry, the truth can seem less plausible than lies designed to trigger deep fear, reinforce old myths and maintain established vested interests.

The prospects for growth in solar and energy storage for 2025 are very strong in the UK.

Residential and commercial-scale markets have remained buoyant ever since the gas crisis of 2022, and a higher proportion of new build homes are now being built with integrated solar. The Government's new Clean Power Action Plan foresees a trebling of solar in the UK by 2030 and the utility-scale pipeline shows that many of the projects needed to get there have already got planning permission, so will be prioritised for grid connection. The role of energy storage will become even more important to ensure the country can use as much solar and wind power as possible, minimising the expensive option of firing up a gas power station when the wind drops or the sun goes down.

With the strategic direction set, 2025 will see the development of important details in the grid connection process, power market reform, speeding up planning and making rooftop solar and small scale batteries accessible to all. The smart energy system will start to take shape.

Technical, legal and regulatory challenges will remain, particularly for the power networks to become fit for purpose for the roll out of solar and energy storage at scale. The other main challenge for the sector will be to ensure we have a workforce equipped with the right skills to deliver the transition at pace. We will be publishing a report in early 2025 to outline the economic opportunity for the UK in jobs and value added for reaching the 60GW target. We will also have a programme, Solar Careers UK, to support our members to recruit into the industry and provide the right training.

Though there will be global economic and political uncertainty in 2025, the fundamentals of the energy transition are still very strong. Solar's role in that transition is absolutely secured. The global race to replace the fossil fuel economy is underway and the best repost to those who would want to deny this is to stay in the real world and get ahead in the race. In doing so we will create jobs, cut bills, increase energy security, help prevent climate change, restore nature and revitalise rural economies. This is the true story we will tell all year, one not just based on hope but also hard-headed science and economics.

Meet the Team

In 2024, we focused on utilizing our diverse membership to create a sustainable energy future. Our team, with its unique skills and collaborative spirit, drove innovation and achieved significant progress in developing impactful solutions.



Chris Hewett
Chief Executive



Gemma Grimes
Director of Policy and Delivery



Stephen Wilding
Commercial Director



Veronica Magoja
Head of Marketing and Communications



Alysha Ratansi
Head of HR and Governance



Jacklin French
Head of Finance



Sturge Mazzocchi
Head of Solar Careers Programme



Rachel Hayes
Consents and ESG Policy Manager



Kara Davies
Policy Manager – Economic and Network Regulations



Steven Carter
Marketing Manager



Ellie Paden
Finance Manager



John Davies
Senior Policy Analyst – National and Regional Strategy



Gareth Simkins
Senior Communications Adviser



Aodha O'Carroll
Political and Legislative Adviser



David Arent
Membership/Business Development Adviser



Harvie Agnew
Policy Analyst – Consents and ESG



Jose Lopez
Senior Economics Analyst



Daroon Ramadani
Policy Analyst – Economic and Network Regulations



Noku Sunduza
Marketing Officer



Stephanie Wong
Data Officer



Yoana Balukova
Junior Data Analyst



Maria Kalaydzhieva
Membership and Events Officer



Masha Matakova
Membership and Business Development Adviser



Madgalena Miteva
Marketing and Communications Officer



Cole Chiu
Policy Assistant



Joshua Lester
Senior Finance Assistant



Kezia Eccles
Executive Assistant

Acknowledgements

We want to thank those who worked and supported us in 2024 and wish them the best on their new career paths.



Leonie Porter
HR Assistant

Our Sponsor Members

Solar Energy UK is proud to partner with industry leaders who share our commitment to driving positive change in the UK solar sector. Their support strengthens our advocacy, enables strategic collaboration, and fosters knowledge-sharing to advance solar energy and storage technologies.

Together, we are shaping a more sustainable future by tackling regulatory challenges, enhancing industry visibility, and championing innovation.

Thank you to the following sponsor members for their invaluable support in helping us build a thriving UK solar industry:








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