Part 3:
Consumer vulnerability
Customer Mapping Tool demonstration
Stakeholders receive a Customer Mapping Tool demonstration from Simon O’Loughlin, our Stakeholder Engagement Manager with responsibility for consumer vulnerability.
## Contents

1. Introduction and Delivering our Vulnerability Strategy
2. Embedding our Customer Mapping Tool
3. Driving forward Priority Services Register provision and promotion
4. Widening our partnership network, regional engagement and collaboration
5. Expanding fuel poverty and energy efficiency initiatives
6. Ensuring our services are inclusive and accessible for everyone
7. Increased use of stakeholder feedback to inform our decisions
Introduction and Delivering our Vulnerability Strategy

Doing the right thing and looking after our customers is at the heart of all that we do, from the decisions taken at senior management and Board level, to the day-to-day support our front line advisers and field-based staff provide the 3.7m homes and businesses we serve.

However, we recognise we do not have all the answers and so working with our stakeholders is essential to help us identify the needs of our customers, and the strategic changes required to meet these needs. This is particularly true for our customers who may require extra support, such as those on our Priority Services Register.

To help us better understand the needs of our customers who may require extra support, we have established both an internal and external Inclusive Service Panel. The external panel, which met in January this year, brings together representatives with a wide range of expertise on disability, diversity and equality, and is already providing invaluable insights and practical recommendations to help us deliver a truly inclusive service. The internal panel has some of our most passionate people from right across our business, providing invaluable operational insight and feedback to help us ensure we meet the needs and expectations of all customers. As well as the establishment of the Inclusive Service Panels, we continue to build on existing partnerships and forge new relationships with a broad and diverse range of organisations to help us better support our customers. These partnerships have helped us identify some of our harder to reach customers, who we know may be more receptive to working with trusted third party intermediaries.

Another area of particular focus this year has been the way in which we have embedded the use of our innovative Customer Mapping Tool. This has helped shape how we support our customers, from the establishment of additional local relationships to the approach taken in our winter campaign, the mapping tool has allowed us to finesse our support based on known customer characteristics. We believe this tool to be sector leading.

Delivering our Vulnerability Strategy

Our core vulnerability strategy has been developed with stakeholders and is now firmly embedded into our business plan, our systems and our processes. It has helped us deliver benefits to all our customers, particularly those who are in vulnerable situations or require additional advice or assistance.

• Addressing consumer vulnerability is at the heart of our business strategy, our culture, our policy and all our services
• Identifying and responding to consumer vulnerability promptly and with empathy
• Keeping the distribution costs of our consumers’ electricity bills as low as possible
• Delivering an accessible and empathetic service to our PSR customers
• Supporting those who become temporarily vulnerable during a power cut

To ensure we are moving forward at pace, and keeping our strategic objectives relevant, we developed six key areas of focus during 2017/18. Based on stakeholder feedback, these six areas of focus support the strategic objectives allowing us to improve the efficiency of our service and widen the scope of our activities.

Our six areas of focus for 2017/18

1. Embed our Customer Mapping Tool
2. Drive forward PSR provision and promotion
3. Widen our partnership network and collaborative activities
4. Expand on fuel poverty and energy efficiency initiatives
5. Ensure our services are inclusive and accessible for everyone
6. Increased use of stakeholder feedback to inform our decisions

Key

New
Improved
Expanded
Embedded

I have worked with many businesses and organisations in regulated industries, and it’s refreshing to see SSEN’s dedication for helping customers and their willingness to listen to and act on feedback given by customers and stakeholders alike.

Richard Shakespeare
Chair of SSEN Inclusive Service Panels
Key this year is the way in which we have embedded the use of our Customer Mapping Tool. This tool is now informing a broad range of decisions, such as how we drive forward PSR promotion, identification of relevant partnerships to help expand our initiatives, shaping the delivery of service and investment decisions.

Customer Mapping Tool usage

In the 2016/17 SECV submission we spoke of the development of our Customer Mapping Tool. During 2017/18 we have embedded the use of this tool across our business.

This has been wide-reaching and included training to allow key decision makers across our business to use the tool effectively, including use in the planned supply interruption process and prioritisation of our resilience funding.

Customer Mapping Tool priorities and projects by region

Customer Mapping Tool

We asked the Centre for Sustainable Energy (CSE) to analyse the data and find the top priorities for customers across each of our seven regions. This resulted in a 38-page report giving clear strategic guidance on the key indicators relevant across our regions.

Reasons for doing this:

Stakeholder feedback, including our work with the Knowledge Transfer Partnership, suggested that we should increase our knowledge of the communities we serve. The tool also informs our day-to-day work in all five of our strategic objectives.

Key outcomes:

- Use of the Customer Mapping Tool has led to an increase of local engagement across all our regions
- Our Customer Relationship Managers (CRMs) and Customer Community Advisers (CCAs) are able to take a more focused approach when undertaking PSR promotional activities, supporting fuel poverty initiatives, designing resilience plans and helping customers during power cuts
- This has led to 233 targeted events across our seven regions, many specifically aimed at meeting customer needs in the top two priorities for their areas

SSEN’s Customer Mapping Tool demonstrates a good practice example of an analytical tool that provides accurate, detailed and valuable demographic and social needs information for the geographies served by SS EN. The tool is effective in helping the organisation make informed strategic, organisational and operational decisions on where to allocate resources and develop actions to meet customer needs. For example, to determine which regions should be prioritised during planned or unplanned supply interruptions, and which communities would benefit from additional promotion of the Priority Service Register (PSR) or dedicated vulnerability services. Furthermore, the enhancement of the analytical data provides a robust foundation to support SS EN’s efforts to scale up existing, and develop new partnerships, with credible external organisations to offer services to vulnerable consumers.

AA1000SES report, AccountAbility
Regional prioritisation and planning

Our regions have used the Customer Mapping Tool to help them promote the PSR more effectively, identify which partnerships would work and where, and highlight where customers may need additional support or help during power cuts. The additional clarity provided by having top priorities for each region, based on the data available through our mapping tool, has also given greater focus to our work this year.

Example outcome on a national level:
The Customer Mapping Tool has strengthened existing partnerships and identified examples of where fuel poverty work would benefit most customers. Fuel poverty is one of the top two priorities in four of our seven regions:

- Highlands and Islands
- North Caledonia
- South Caledonia
- Ridgeway

Example outcome on a local level:
The Customer Mapping Tool has strengthened existing partnerships and identified examples of where fuel poverty work would benefit most customers. Fuel poverty is one of the top two priorities in four of our seven regions:

- Highlands and Islands
- North Caledonia
- South Caledonia
- Ridgeway

Help for customers during power cuts and PSIs (Planned Supply Interruptions)

Losing power, whether planned or unplanned, is inconvenient at the best of times, but for priority customers it can be far worse. Our Customer Mapping Tool allows us to plan ahead so we can better help communities and customers who may be in vulnerable situations. Having a well maintained PSR is essential as it allows us to help customers who have registered. However, we know that not all PSR eligible consumers would identify as being vulnerable. The mapping tool is an effective way in which we can identify areas with high populations of customers who are eligible for the PSR, but who haven’t yet signed up, allowing us to create partnerships and new relationships.

Using the PSR Gap, alongside local knowledge, allows us to be far smarter about how we use resource. For example, we are able to better identify where and when welfare may be required and the times at which it is most likely to be used, thus ensuring we support as many customers as possible.

Reasons for doing this:
To support an increased number of customers during power cuts and plan for PSIs.

Training

To maximise the benefits for customers, we trained over 70 key members of staff.

Reasons for doing this:
To ensure key staff have the skills to confidently use the mapping to best effect. It does not replace local knowledge but validates and enhances it.

Key outcomes:
By selecting specific criteria, staff can create a ‘picture’ of potential needs in the following areas:

- Priority Services Register
- Assistance during power cuts
- Planned supply interruptions
- Community resilience funding
- Partnership planning
- Network investment prioritisation

Sharing our mapping

Although our Customer Mapping Tool is a bespoke build for SSE, the flexibility it offers means the tool could be adopted for use across the industry, as well as other sectors. We have showcased the mapping at a number of events including the Energy Action Scotland conference, resulting in 45 people from 24 organisations being given guest access. These include six utilities, five councils, a GDN, a fire brigade, our regulator, and fuel poverty charities.

Reasons for doing this:
We believe in sharing best practice and helping other organisations who work with people in vulnerable situations. Sharing of the tool has also helped us to create new and enhance existing relationships, as well as providing feedback on further improvements.

Key outcomes:
We know from feedback that other organisations have used the mapping to good effect with some now developing their own mapping tools.

It’s a wonderfully helpful tool and quite easy to use and understand, considering the vast amount of data it has.

Jennifer Armstrong, Help to Heat Co-ordinator for SGN
3 Driving forward Priority Services Register provision and promotion

Our Customer Mapping Tool has been key to the enhanced focus with which we have driven PSR provision and promotion throughout 2017/18.

Data driven activities

- **Data used to reach:** young families, diverse communities, areas with high PSR eligibility, PSR gaps, areas of high fuel poverty

**Increased regional activity**

- Regional engagements, events and partnerships reach 53,330 people, over 40% up on 2016/17

**Data cleansing activity**

- 193,645 records cleansed
- 134% up on last year

**Winter campaign**

- Higher engagement: 58% increase in visits to website; over 5m opportunities to see advertising; translation of key messages with our campaign

**PSR language accessibility**

- Key content now available in 11 languages on website and 6 in print

**Working with diverse communities**

- 14 new improvement actions

**Home Energy Scotland partnership**

- 1,225 PSR referrals

**Solent PSR promotion pilot**

- New PSR Partnership Agreements

**Healthcare PSR campaign**

- PSR promoted through 700 healthcare locations; 25,000 healthcare professionals reached online

**Pre-warning alerts**

- Over 11m proactive contacts made ahead of weather events. Over 100% rise in customers recalling warning

**Storm process reviewed**

- The key output being the creation of a Lead Welfare role

**Increased online PSR promotion**

- 145% year-on-year increase of PSR webpage views

Data driven activities

Based on regional priorities highlighted through the Customer Mapping Tool, we have tailored PSR promotional work across five categories:

- Young families/under 5s
- Diverse communities and language translations
- High PSR eligibility
- Large PSR gap
- High fuel poverty

Reasons for doing this:

To meet our strategic objectives and be efficient at promoting the PSR, making best use of available resources.

Key outputs:

Tailoring promotion of the PSR maximised our return on investment, minimised waste and reached traditionally hard to reach customers.

Examples of this include:

- Engaging with large ethnic communities and areas where English is not spoken as widely, led to a social media campaign with messages translated into Polish, Hindi, Punjabi, Bengali and Urdu, which was seen 143,135 times and achieved higher than average click through rates (4.08% for Punjabi, 4.10% for Urdu – 20% higher than for English messages) with 2,984 visits to our PSR and Power Track pages, as well as 198 engagements. Within our Thames Valley region alone, there has been a 94% increase in customers registering as English not being their first language.

- We’ve also used the PSR gap data to drive engagement activity and events, upweighting our online promotional activity in these areas, most notably:

  - Poole: 31,221 impressions / 1,074 clicks = 3.43% click through rate
  - Reading: 75,562 impressions / 886 clicks = 1.18% click through rate
  - Slough: 68,920 impressions / 938 clicks = 1.36% click through rate
  - Bognor Regis: 21,412 impressions / 412 clicks = 1.92% click through rate
  - Aberdeen: 98,127 impressions / 1,037 clicks = 1.06% click through rate

Example of PSR promotion on our Facebook page which was translated into Polish, Hindi, Punjabi, Bengali and Urdu which was seen 143,135 times and achieved higher than average click through rates

Data cleansing activity

193,645 records cleansed
- 134% up on last year

Winter campaign

Higher engagement: 58% increase in visits to website; over 5m opportunities to see advertising; translation of key messages with our campaign

PSR language accessibility

Key content now available in 11 languages on website and 6 in print

Working with diverse communities

14 new improvement actions

Solent PSR promotion pilot

New PSR Partnership Agreements

Healthcare PSR campaign

PSR promoted through 700 healthcare locations; 25,000 healthcare professionals reached online

Pre-warning alerts

Over 11m proactive contacts made ahead of weather events. Over 100% rise in customers recalling warning

Storm process reviewed

The key output being the creation of a Lead Welfare role

Increased online PSR promotion

145% year-on-year increase of PSR webpage views

Increased regional activity

Our CRMs and CCAs work all year round helping customers and promoting the PSR.

By taking a more focused and informed approach, increasing the likelihood of consumers willingness to engage, our annual engagements of this nature have risen to 53,330, a year-on-year increase of over 40%. As well as specific engagement events and helping customers, our CRMs and CCAs, based in the communities they serve, engaged on resilience planning, PSR promotion, safety, fuel poverty, creating new partnerships, and working with existing partners.

PSR accessibility

We are passionate about ensuring customers have equal access to our services, especially the PSR. With that in mind, we have produced translated versions of our PSR leaflets and application forms. While this is a positive step forward, we recognise we still have more to do in the area. During 18/19 we intend to deploy a translation tool bar service on all of our webpages, allowing consumers to access all content in a range of languages, font sizes and colours.

Reasons for doing this:

Using our Customer Mapping Tool, along with results from our 2017 PSR customer survey, we identified an increased requirement for additional language materials. Further evidence came from diversity work in our West London Depot.

Key outcomes:

PSR information is now available in the top 11 languages our customers speak.

The full PSR leaflet is available in print for the top six languages spoken across our networks.
Winter Campaign

Our integrated campaign delivered between November and March had three key messages:

- The PSR is there to help people who need extra assistance
- Call freephone national 105 to report power cuts
- Download our free Power Track app

Based on feedback from surveys undertaken in 2016/17, the campaign made increased use of social media and digital advertising. A survey of stakeholders also told us that:

- Campaign recall was lower among groups with a disability, with medical needs and those whose first language is not English
- 34% believed the best way to promote the PSR is via healthcare professionals, and 41% believed that being prompted by a doctor or healthcare worker is most valuable
- Promotion in a public space scored highly to promote the PSR (24%)
- Only 1% of those asked in our annual brand survey knew to call 105 to report power loss. Some consumers were unclear that 105 was free to call

Using the Customer Mapping Tool we geo-targeted areas with higher PSR gaps. Based on the customer insight, we wanted to communicate with ‘harder to reach’ audiences especially customers in vulnerable situations and ethnic communities.

In addition we created a ‘Code Red’ campaign to launch during weather events. In advance of Storm Caroline, we up-weighted specific elements of the campaign 48 hours in advance. Our digital activity included targeted weather warnings the day before the storm when 38,400 sessions were recorded on the winter campaign page alone.

Objectives of the campaign

- Reach a greater number of our customers and reduce the PSR gap by using broader, targeted communication
- Timely warnings as bad weather approaches
- Awareness of support to help people stay safe and be prepared
- Increase the number of PSR sign-ups
- Increase downloads of the Power Track app
- Raise awareness of the PSR within the healthcare industry

Key outcomes:

- 8.3m users reached across campaign
- 23,112 clicks generated from translated ads
- 2.97% CTR
- £0.61 Avg Cost Per Click
- 2,934 clicks through to site
- 728 radio spots
- 700 ads in medical practices, physiotherapists and occupational health centres across our network areas
- 58% increase in visits to ssen.co.uk

**Digital campaign**

- Nov 17 - Feb18
- 2,53 CTR
- 700 PSR sign ups
- 700 PSR
- 578.5k TV ad streams
- 35k Linked In
- 46k clicks
- 7m impressions
- 80% of visits via advertising routes are first time visitors
- 2.97% click through rate
- £0.61 Avg Cost Per Click across all platforms

A winter campaign video can be seen here: https://vimeo.com/244086318

**Increased online PSR promotion**

In 2016, 45% of respondents to our annual survey said they expect to find out about PSR online. During 2017/18 we increased social media advertising, use of SEO [search engine optimisation] and improved content.

**Increased visits for PSR pages during 2017/18**

<table>
<thead>
<tr>
<th>Priority Services Page</th>
<th>PSR Registration Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016/17</td>
<td>2016/17</td>
</tr>
<tr>
<td>8,798 views</td>
<td>2,481 views</td>
</tr>
<tr>
<td>21,554 views</td>
<td>4,427 views</td>
</tr>
<tr>
<td>Difference</td>
<td>Difference</td>
</tr>
<tr>
<td>+145.05%</td>
<td>+78.44%</td>
</tr>
</tbody>
</table>

**Increased online PSR promotion**

In 2016, 45% of respondents to our annual survey said they expect to find out about PSR online. During 2017/18 we increased social media advertising, use of SEO [search engine optimisation] and improved content.

**Increased visits for PSR pages during 2017/18**

<table>
<thead>
<tr>
<th>Priority Services Page</th>
<th>PSR Registration Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016/17</td>
<td>2016/17</td>
</tr>
<tr>
<td>8,798 views</td>
<td>2,481 views</td>
</tr>
<tr>
<td>21,554 views</td>
<td>4,427 views</td>
</tr>
<tr>
<td>Difference</td>
<td>Difference</td>
</tr>
<tr>
<td>+145.05%</td>
<td>+78.44%</td>
</tr>
</tbody>
</table>

**Solent PSR promotion pilot**

We worked with Neighbourhood Economics in two communities with differing characteristics to assess how PSR promotion is received.

**Reasons for doing this:**
To find the most effective way of promoting the PSR and reaching customers who are harder to engage with.

**Key outcomes:**
We found people are more engaged when the PSR is presented by local community groups, followed by a third party, and finally, by the DNO.

During 2018/19 we will create ‘PSR Promotion Partnerships’ to formalise existing local arrangements.

**Working with Diverse Communities**

Working with London Sustainability Exchange (LSe) we identified common barriers to engagement in the communities we serve. A broad range of colleagues including operational, project managers and our Director of Customer Relationship Management attended the initial workshop.

**Reasons for doing this:**
Working with LSe we pinpointed areas of greatest diversity. When overlaying other social data, it is evident that PSR eligibility was also higher in areas where over 30% of the population is from an ethnic minority.

**Key outcomes:**
14 positive actions for improvement including:
- Translating Planned Supply Interruption (PSI) letters
- CCA involvement in Visit My Mosque Day
- Translation of PSR leaflets
- A project offering guidance to better respect religious and cultural differences when carrying out work

**Walking into the session with SSEN staff, I wasn’t sure what to expect but soon realized it was an obvious, and very worthwhile additional service for us to promote in collaboration with SSEN.**

**Ben Hudson,** Programme Co-ordinator, London Sustainability Exchange

**Home Energy Scotland partnership**

Home Energy Scotland (HES) is a Scottish Government programme managed by the Energy Saving Trust to help people become more energy efficient.

We partnered with HES to allow us to increase awareness of, and sign up to, our PSR service for those seeking energy efficiency advice.

**Reasons for doing this:**
This project fits with our strategic objectives.

**Key outcomes:**
1,225 PSR referrals received from Home Energy Scotland

Helping keep people safe in their homes during a power cut seems an obvious, and very worthwhile additional service for us to promote in collaboration with SSEN.

**Ross Barrow,** Stakeholder Relations Officer for Home Energy Scotland

**Pre-warning alerts**

We enhanced our alert system to pre-warn PSR customers ahead of storms.

**Reasons for doing this:**
99% of respondents in the 2017 PSR survey found warning of potential disruptions to power suppliers helpful, however, only 16% could recall receiving a call.

**Key outcomes:**
1,064,200 texts sent to PSR customers ahead of adverse weather. 33% of respondents in the 2018 PSR Survey remember receiving alerts, an increase of over 100%.
Widening our partnership network, regional engagement and collaboration

Working with an ever growing network of partners, we have been able to significantly increase the scale of our PSR promotion and energy efficiency referrals. This approach has also led to enhanced service provision.

**Key outcomes:**
- **PSR data sharing partnerships**
  - 3,323 PSR referrals from partnerships – up from 85 in 2016/17

**Regional PSR Promotion Partnerships**
- **Over 100 PSR promotion events with partners**

**Shared Utilities Working Group**
- **Improved engagement**
- **Working with water companies and GDNs**

**Home Energy Scotland**
- **Fuel poverty and energy efficiency referrals**

**Dementia Friends**
- **371 colleagues recognised as Dementia Friends**

**Expanded**

### PSR data sharing partnerships

We have increased our data sharing partnerships and now have agreements in places with Wales and West Utilities, Home Energy Scotland, SGN, Portsmouth Water and NHS Highland.

We have also partnered with Thames Water for a joint PSR leaflet, resulting in us sending 235 referrals to them.

**Reasons for doing this:**
From research we know that working with partners and trusted intermediaries is one of the most effective ways to engage with customers about the PSR.

**Key outcomes:**
- 3,323 referrals in 2017/18 compared to 85 in 2016/17

### Fuel poverty engagements events

We are active members of both National Energy Action (NEA) and Energy Action Scotland (EAS) and exhibited at both their annual conferences. During 2017, we co-sponsored the EAS Conference in collaboration with SP Energy Networks. This was a unique opportunity to engage relevant stakeholders when making investment decision pertaining to Subsea cables for the Scottish Isles.

**The key outcomes from EAS annual conference and exhibition:**
- Visitors attending – 190
- Attendees at SSEN speeches – 151
- Visitors to SSEN stand – 80
- People attending Subsea cables workshop – 29
- Customer Mapping Tool demonstrations – 11

### Regional PSR Promotion Partnerships

Our CRMs and CCAs are firmly embedded into all seven regions. Over the last year many have focused on promoting the PSR through building partnerships.

**Reasons for doing this:**
Stakeholder feedback through a number of surveys, combined with the results of PSR promotional pilots, indicate that customers are more likely to listen, and respond favourably to, trusted third parties promoting the PSR.

**Key outcomes:**
- Increase in regional PSR registrations; an example being a 971% increase in registrations for households with children under 5 in our Thames Valley alone.

### Shared Utilities Working Group

Our Shared Utilities Working Group, set up and chaired by SSEN, covers both distribution areas and comprises of six water utilities and two gas transporters who operate in central southern England, with Scottish Water and SGN in Scotland.

**Reasons for doing this:**
We believe there is far greater scope for water and energy to:
- Work closer together
- Pool knowledge and insights
- Make better use of customer data
- Have better quality interactions with customers
- Make it easier for the consumer

**Key outcomes:**
During 2017/18, the working group has become embedded into working practices and achieved greater collaboration including:
- Data sharing with Thames Water and Portsmouth Water are now in place, with Wessex Water and South East Water soon to be agreed
- Three PSR promotion pilots in places, all in high fuel poverty areas identified by mapping data
- Mutual PSR referrals

We have also taken a lead role on the Informed Consent work stream, where some members of the Energy Networks Association, Customer Safeguarding Working Group, are working with the water industry to share best practice and work towards sharing data electronically.

### Home Energy Scotland energy efficiency referral process

We’ve expanded our existing partnership to include referring customers for energy efficiency advice.

Our teams have been trained to maximise contacts with customers and refer people for services including energy efficiency, grants, loans, supplier switching, and benefit entitlement checks.

**Reasons for doing this:**
As well as widening our partnership network, this also meets with our key areas of focus.

**Key outcomes:**
Our teams have a better understanding of fuel poverty, know what help is available and how to make referrals. Starting in March 2018, only one referral has been made to date. During 2018/19, we expect to refer at least 150 customers.

### Dementia Friends

In partnership with Eastleigh Alzheimer’s Society and Alzheimer Scotland 371 colleagues have become Dementia Friends this year.
Expanding fuel poverty and energy efficiency initiatives

Following on from the introduction and learnings of our Warm Works gap funding programme in 2016/17, we have increased the scale of our fuel poverty and energy efficiency initiatives significantly.

### Warm Hubs
- **Launch event with 46 stakeholders endorsing project**

### Gap funding with Warm Works
- **£211,720 of lifetime savings for customers**

### Faith and Utilities with London Sustainability Exchange (LSx)
- **2,780 people reached through Mosques and Khutbahs**

#### The energy efficiency journey so far

<table>
<thead>
<tr>
<th>17/18 Budget Year</th>
<th>Value of Fund Allocated</th>
<th>£15,507</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households receiving assistance</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Measures installed as a result of fund intervention</td>
<td>307</td>
<td></td>
</tr>
<tr>
<td>Average annual saving for households receiving funding</td>
<td>£264</td>
<td></td>
</tr>
<tr>
<td>Total lifetime savings for households</td>
<td>£211,720</td>
<td></td>
</tr>
</tbody>
</table>

#### Warm Safe Homes
- **Warm Safe Homes is a collaboration between Groundworks, SGN and SSEN to help people stay safe and warm in their homes.**
- The project used our Customer Mapping Tool to identify the best location, finding areas around Selsey with high levels of fuel poverty, poorly insulated homes, an ageing population and a high percentage of people eligible for the PSR.
- **Key outcomes:**
  - 88% had heard of SSEN and SGN
  - 100% think there is a need for Warm Hubs in Hampshire
  - 94% are interested in becoming involved

#### Gap funding with Warm Zones
- **The fund has been used in Stanwell for electrical works and scaffolding, totaling £1,029. The limited take up of gap funding in central southern England is in part due to a reduction of overall domestic energy efficiency funding**

#### Warm Hubs project
- **Warm Hubs is an award-winning fuel poverty initiative, originally undertaken by Community Action Northumbria and Northern Gas Networks.**
- SSEN and SGN have partnered with Action Hampshire to bring Warm Hubs to our communities and help with fuel poverty, promotion of the PSR and 105, and safety advice.
- **Key outcomes:**
  - The launch event was attended by 46 organisations, many with the shared objective of helping people who are elderly and combating isolation.
  - A survey of attendees shows there is support for Warm Hubs.
  - 88% had heard of SSEN and SGN
  - 100% think there is a need for Warm Hubs in Hampshire
  - 94% are interested in becoming involved
Faith and Utilities with London Sustainability Exchange

Our Customer Mapping Tool highlighted the most culturally diverse communities we serve. It also showed many of these areas have an above average PSR eligibility and experience high levels of fuel poverty. We knew of the great work London Sustainability Exchange (LSx) and UKPN have done with their ‘Faith and Power’ programme, and wanted to use this model.

We joined the 2017/18 Faith and Utilities programme with UKPN, Thames Water and SGN. With our additional funding, we helped increase the reach of the project by nearly 17%, allowed the project to reach 2,780 additional people, and three additional West London Boroughs.

Reasons for doing this:
As well as our mapping indicating this work was required, previous research by LSx and UKPN shows this is beneficial.

Key outcomes:
LSx led a team of champions from organisations and Mosques to deliver events and tailored advice centred on four locations:
- Islamic Integration Community Centre in Hounslow
- Education & Skills Development Centre in Southall, Ealing
- Ashford & Staines Community Centre, Hounslow
- Central Jamia Masjid Southall Central Mosque in Southall, Ealing

Working within the Islamic community, we were able to successfully increase support to vulnerable households with 50% of people who received a personal contact being eligible for the PSR.

The project in West London will run until May 2018. The outcomes below represent the successes to 30 March 2018 in the West London area of the Faith and Utilities programme:
- 2,780 people reached through Mosque engagements and Khutbahs
- 82 households supported through in-depth advice
- 41 households signed up for PSR
- 31 People helped with gas and water advice
- 6 people given power-cut advice
- 17 people informed about WHD, ECO, Smart Meters or supplier advice
- 81 behavioural pledges recorded
- £2,086 combined estimated savings from pledges
- 222,781 people reached online (combined reach of full programme)

Allah bless and reward you… Insha’Allah (God willing), we will work together more in the future with such good initiatives.
Imam Nisar, Ashford & Staines Community Centre, Hounslow

Warm and Safe Wiltshire

We have further embedded our partnerships with Wiltshire Council, Dorset Fire and Rescue, and the Centre for Sustainable Energy, to help residents with energy, power cut and PSR advice and fire safety.

The area was chosen as Wiltshire has high levels of fuel poverty, older people in poor health, and rural isolation. The mapping tool indicated that the average levels of fuel poverty in Wiltshire is 12.6% but went as high as 23%. Referrals from trusted partners, such as professional health workers, and within bus pass and blue badge mailings, helps to extend the support for hard to reach individuals.

This scheme will be widened into Dorset this year.

Key outcomes:
- 638 households registered for PSR
- 21% also received energy saving advice
- £38,407 saved on energy bills or grants awarded
- 54% of referrals via flyer with bus pass renewals

Wiltshire Gap Funding with CSE

This project brings gap funding to our most fuel poor English region, as identified by mapping data, to help customers access energy efficiency measures they wouldn’t be able to otherwise.

Key outcomes:
For the period, June 2017 – March 2018:
- 9 households applied for funding
- £2,629 awarded
- £40,187 of energy bill savings
Ensuring our services are inclusive and accessible for everyone

It is our ambition to be the most accessible DNO in the UK.

**British Standard for Inclusive Service**

BS 18477 recognises organisations who can demonstrate that their policies, procedures and services are accessible and fair to all customers. We’re proud to have achieved this for three consecutive years. Our Social Obligations Manager, Julie Walker, has joined the working group developing an International Standard for Inclusive Services (ISO 22458): identifying and responding to consumers in vulnerable situations. The committee met for the first time in February, with Julie being the only committee member from the UK energy industry.


**Website accessibility**

Every three months, Sitemorse undertake an industry-wide audit on all Distribution Network Operators. During 2017/18 our website has achieved the highest overall score, making us top in every audit during this period. The feedback from each of these audits helps us make improvements on the accessibility of our website.

Whilst we are proud of this achievement, we recognise there is more to do. That’s why a focus for 2018/19 will be the implementation of a translation toolbar which ensures greater accessibility for all through language translation, ability to change font size and colour, as well as an audio facility.

**Internal Inclusive Service Panel (IISP)**

Our Internal Inclusive Service Panel (IISP) comprises 16 members drawn from across our business areas, but all sharing a passion for inclusivity and helping customers. The panel met for the first time in March 2018 in Reading and Perth.

Reasons for doing this:
Previous stakeholder feedback received advised that we should have increased evidence of why we undertake activities. We also recognise that there is a wealth of knowledge, expertise and passion both externally and within our workforce. We need to ensure we’re making the right changes for the right reasons, and ensure stakeholders inform our decisions.

See a video for more information here: [https://vimeo.com/263349649](https://vimeo.com/263349649)

Key outcomes from both panels:
- Have a good knowledge of our business and the industry, along with the regulations and legislation that apply
- Recognise our aims and objectives
- Understand the difference between equality, diversity and inclusion from an HR and Customer Service perspective
- Know about the PSR and what we do for customers
- Understand the Equality Act, protected characteristics, and what inclusivity means
- Understand the results of the focus groups and the inclusive service review
- Are committed to making a difference for customers

Between the External and Internal Inclusive Service Panels we have identified 16 approved actions for areas for improvement including:
- PSR Data Cleansing changes
- Using further alternative formats for documents
- Improvements to PSR prioritisation
- Accessibility improvements to our website
- Further vulnerability training including mental health
- Making better use of videos content
- PSR promotional changes

Inclusive Service Panels are already embedded into our wider engagement activity, with outputs and engagement being shared within the business at other panels and with senior management.

**External Inclusive Service Panel (EIPS)**

The first panel to meet was the External Inclusive Service Panel (EIPS) in January. The panel is chaired by Richard Shakespeare and includes four additional members who, between them, have a vast range of work-life experiences including mental health, inclusivity, resilience, physical disability, equality, occupational health, religious diversity, BME and healthcare specific recruitment, and LGBT topics.


**Inclusive service review and employee focus groups**

We recruited Richard Shakespeare to conduct an inclusive service review of our business and Chair focus groups and Inclusive Service Panels. During 2017, Richard conducted focus groups with over 50 employees across both our network areas. Most groups met without a managerial presence to ensure participants felt confident they could talk openly about the business, what works well and what should be improved.

Reasons for doing this:
We want to provide the most inclusive service for our customers and be industry leading in this area. We recognise that to do this we must include a range of views and opinions.

Key outcomes:
The review led to 36 observations and nine actions taken forward to the Inclusive Service Panels for review to gain internal and external opinions on change.

Working with SSEN has given me a real insight into just how much commitment the business has to the diversity and inclusion agenda. Often, we come across organisations for whom inclusion is just a buzz word or part of a tick box exercise to meet compliance obligations. Upon commencing the Inclusive Service Panel project, I wanted to get under the skin of the business to see what was going on, and to understand the challenges they faced. My first step in this process was to undertake a detailed business orientation exercise; this allowed me to meet the staff on the frontline of customer service, engage with the decision makers and gauge the level of passion and commitment for the diversity and inclusion agenda.

It became clear to me just how committed everyone in the business is to do the right thing for their customers.

Richard Shakespeare, Chair of SSEN Inclusive Service Panels

---

Stakeholder engagement and consumer vulnerability submission 2017/18

Part 3: Consumer vulnerability
Increased use of stakeholder feedback to inform our decisions

During 2017/18 we have used a number of engagement methods to ensure the views of our stakeholders and consumers are heard and are acted upon. These include focus groups, surveys, attendance at industry and consumer facing events, bi-lateral meetings, specialist panels and wider engagement events.

PSR Customer Survey

In 2017, 600 PSR customers took part in our survey.

Reasons for doing this:
To continue improving services it is essential that customers and stakeholder views shape our thinking.

Key outcomes:
- Our communications meet a good standard
- We provide the advice customers need

2017 Survey Finding | Action | Outcome
--- | --- | ---
16% remember a call alerting bad weather or a PSI | Increase the volume of PSR customers pre-warned | Over 1m pre-warned in 2017/18
100% found advice helpful 98% got information to stay safe | Signpost consumers to translated materials | Translated documents now on our website. Translated winter campaign adverts seen 143,135 times
12% stated they needed information in another format or language | Focus groups to review the current PSR pack | Contents refined in line with feedback, including better quality torch
Torch was the most useful item in pack – 56% | We reviewed the methods used to cleanse PSR data | We increased the volume of PSR data cleansing via letters
66% aware they could phone to update circumstances – highest percentage saying they prefer contact via letter | Introduced an additional step texting 1-2 days before as well calling earlier
Most respondents want 3-4 days’ notice of PSI (40%) but 21% preferred 1-2 days’ notice | Signpost consumers to translated materials | Translated documents now on our website. Translated winter campaign adverts seen 143,135 times

Independent Living Scotland

This is the largest Scottish event for individuals with disabilities, families, carers and health professionals, aimed at enabling people to remain independent for longer.

Working closely with event organisers, a ‘Utility Village’ was formed raising awareness of how utilities support people during the loss of services. SGN, Scottish Water and SP Energy Networks joined us to give an enhanced customer experience.

Reasons for doing this:
In the 2016 Distribution Survey, 40% said they’d expect to hear about the PSR through medical professionals and trusted third parties. With over 2,500 delegates attending, this gave us an opportunity to engage these groups.

Key outcomes:

<table>
<thead>
<tr>
<th>Total interactions: 892</th>
</tr>
</thead>
<tbody>
<tr>
<td>91 General discussion</td>
</tr>
<tr>
<td>37 Focus Group Participants</td>
</tr>
<tr>
<td>13 Staff undertook the autism and dementia reality experiences, including our Managing Director, Colin Nicol, and members of our leadership team</td>
</tr>
</tbody>
</table>

A video made following the event can be seen here: [https://vimeo.com/237912794/433c2e383e](https://vimeo.com/237912794/433c2e383e)

Resilience pack focus group research

During the Independent Living event, we ran nine mini focus groups, consisting of 37 participants with direct experience of health issues or working with those in vulnerable situations. During these sessions we asked them to review the contents of the PSR packs.

Reasons for doing this:
Customers told us in the 2017 PSR Survey they liked the pack, although what they valued varied. 56% valued the torch most, 31% the contact numbers, 17% said everything. Just 1% valued the glow stick.

Key outcomes:

<table>
<thead>
<tr>
<th>Finding</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fridge magnet is most valued but could be improved</td>
<td>New fridge magnets procured that include 105 number and the thermometer card</td>
</tr>
<tr>
<td>Thermometer repeated information from the letter</td>
<td>Incorporated the thermometer into the redesigned fridge magnet</td>
</tr>
<tr>
<td>Torch – too small and lack of instructions</td>
<td>New torch procured that also acts as a glow stick and whistle and can be worn around the neck for those who require walking aids</td>
</tr>
<tr>
<td>Glow stick is least valued and seen as a ‘gimmick’</td>
<td>This was included in our winter campaign and on social media</td>
</tr>
<tr>
<td>The pack concept is good but the packaging is hard to open for elderly or frail people</td>
<td>Packaging changed to include a rip tape opening</td>
</tr>
<tr>
<td>Not knowing 105 is free to call</td>
<td></td>
</tr>
</tbody>
</table>

Stakeholder events

Over 80 stakeholders were consulted on PSR and Community Resilience Funding during our February and March stakeholder events.

Reasons for doing this:
To seek a wide range of stakeholder opinions.

Key outcomes:

<table>
<thead>
<tr>
<th>Finding</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>65% of stakeholders told us they supported the creation of a higher PSR category to prioritise help customers most at risk during power cuts</td>
<td>We now work to implement this in 2018/19</td>
</tr>
<tr>
<td>79% think we should focus PSR promotion on the most vulnerable customers</td>
<td>We will continue to work in this manner</td>
</tr>
<tr>
<td>84% of stakeholders favoured prioritisation of resilience funding to areas where emergency services find it difficult to respond</td>
<td>This has been included in the guidance notes for this year’s fund which was launched in late March</td>
</tr>
</tbody>
</table>

Inclusive service review and focus groups

To ensure our current practices remain fit for purpose and aligned to our customers needs, we undertook an independent review of our processes. This also allowed us to challenge our thinking and inform future decisions.

Reasons for doing this:
In order to achieve our ambition to become the most inclusive DNO, we understand we need to regularly review and challenge our ways of working.

Key outcomes:

- Leading diversity and disability expert, Richard Shakespeare, who has conducted inclusivity reviews, Chaired focus groups and Inclusive Service Panels
- An external panel of “Individuals who are passionate about equality, diversity and inclusion”
- 16 employees who demonstrated the greatest passion for inclusivity were recruited for our Internal Inclusive Service Panel