



EMOTIONALLY
INTELLIGENT
COMMUNICATIONS

SSEN DISTRIBUTION STAKEHOLDER WORKSHOP

READING

OCTOBER 2018



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INTRODUCTION

On 9 October 2018, SSEN hosted the last in a series of five workshops aimed at gathering feedback from its stakeholders on the following topics: stakeholders' experience of working with SSEN; SSEN's approach to keeping people safe; network investment; and the transition to Distribution System Operator (DSO) and the role of Social Constraint Managed Zones (S-CMZs).

The workshop took place at the Royal Berkshire Conference Centre in Reading. The event consisted of four short presentations given by SSEN representatives, each followed by round table discussions and electronic voting.

SSEN instructed EQ Communications, a specialist stakeholder engagement consultancy, to independently facilitate the workshops and to take notes of the comments made by stakeholders. Every effort has been made to faithfully record the feedback given. In order to encourage candour and open debate, comments have not been ascribed to individuals. Instead, notes have been made of the type of organisation that each stakeholder represents.

The full presentation can be found [here](#), with the agenda for the day on slide 6.

EXECUTIVE SUMMARY

STAKEHOLDERS' EXPERIENCE OF WORKING WITH US

The workshop began with a video and an introductory presentation given by Ian Crawley, Operational Safety Manager. He then explained SSEN's role in the energy network. Ian talked through the outcomes of the company's engagement workshops, which had been held in the spring, and outlined the actions taken by SSEN as a direct result. After this presentation, stakeholders were asked to give their feedback based on their experience of working with SSEN.

- Delegates came to Reading with a view to stepping up their collaboration in a number of ways: around the transition to DSO; between utilities; and in the area of fuel poverty and in terms of expanding the scope of the Priority Services Register (PSR).
- Many of the tables reported good working relationships with SSEN, especially in terms of collaborating and engaging with engineers on a local level. Where there was criticism, it often centred on communications; many suggested that having a dedicated account manager within SSEN would improve relations immeasurably.
- Stakeholders voiced concern about new developments in their area, and wanted to ensure that SSEN were focused on future-proofing for capacity, resilience and renewables.
- Western Power Distribution (WPD) and UK Power Networks were singled out for praise on their work with connections and technical libraries, but it was also felt that SSEN performed well in comparison to many of the other DNOs.

OUR APPROACH TO KEEPING PEOPLE SAFE

Ian also presented on SSEN's approach to safety. He outlined the company's performance in this area along with a number of campaigns, including the 105 phone number (to call in the event of a power cut); the Power Track app; and showing a video which had been aired in SSEN's network area. He then talked stakeholders through SSEN initiatives involving DIY supply chains as well as manufacturers and suppliers of farm and construction machinery.

- Most stakeholders were aware of the 105 number, but hardly any had used the Power Track app.
- Response to the app was mixed; some loved it and used it every day, while others questioned why they should clog up the space on their phones by downloading it.
- Most stakeholders felt affected by the Look Out, Look Up campaign and urged SSEN to promote it more. While some stakeholders were enthusiastic about the idea of

promoting safety messages when hiring industrial equipment, others worried that there was a culture of failing to read through, or care about, safety information when hiring vehicles; something that also needed to be tackled.

- Stakeholders suggested ways to promote SSEN's safety campaigns, focusing on universities and schools as a good starting point. The tables were divided on the idea of adding money to customers' bills to fund any campaigns; some felt that if this was itemised, it might pass muster, but others felt strongly that it was not an issue that should be funded by customers, particularly as not everyone would benefit.

NETWORK INVESTMENT

The presentation on network investment was given by Mark O'Connor and Kate Markman, System Planning and Investment Engineers. Their presentation covered the pros and cons of proactive and reactive investment to ensure reliability and availability. They then outlined their approach to rutter pole replacement and the proposed measures for reducing the visual impact of overhead lines in Areas of Outstanding Natural Beauty (AONBs), before explaining how funding for this could be used to improve reliability. The presentation also included an explanation of SSEN's current approach to customer connections and connections-driven reinforcement, which is, at present, informed by the Electricity Act legislation, which states that connections offers will be based on the 'minimum scheme'.

- Just under half of the delegates in Reading were in favour of one long power outage, provided that customers were forewarned in good time.
- Stakeholders agreed that SSEN should be investing proactively in the network, and many highlighted ways in which this could actually turn out to be cheaper in the long run than a reactive policy.
- Although most wanted to see a more collaborative approach to network investment, there was disagreement over how this should be managed, with stakeholders outlining the cases for and against DNOs and developers shouldering the costs.
- There was general consensus that a socialised cost would be a hard sell and that the benefits would be felt unevenly.
- A clear majority wanted SSEN to lobby government to amend the Electricity Act, with many stakeholders pointing out that any workable collaboration and investment rested on a national agenda.

THE TRANSITION TO DSO AND THE ROLE OF S-CMZs

Stewart Reid, Head of DSO and Innovation, presented on SSEN's transition to a DSO. His presentation began with a short video explaining what this would mean for the network and

for customers. He then outlined SSEN's recent projects, including Thames Valley Vision; My Electric Avenue; ACCESS (Assisting Communities to Connect to Electric Sustainable Sources); SAVE (Solent Achieving Value from Efficiency) and NINES (Northern Isles New Energy Solutions). Stewart then explained the concept of S-CMZs before asking stakeholders to give their feedback.

- The majority of stakeholders knew about DSO but very few were aware of S-CMZs, although once the scheme had been explained, there was a good deal of enthusiasm for it.
- It was felt that the correct challenges had been identified and various methods were mooted to tackle them, including local facilitation by a trusted party to deal with community leadership gaps; peer-to-peer influencing; and a clear, demonstrable financial benefit to mitigate the lack of interest.
- To address the lack of awareness, stakeholders advocated targeted, strategic engagement to address different sectors of communities, as bridging skills, education and economic gaps within communities was also seen as paramount.
- A good number of stakeholders were excited about getting their own communities involved with S-CMZs, although some sounded a note of caution that not all people felt a sense of permanence in their communities and would resist this kind of personal investment.

WRITTEN FEEDBACK

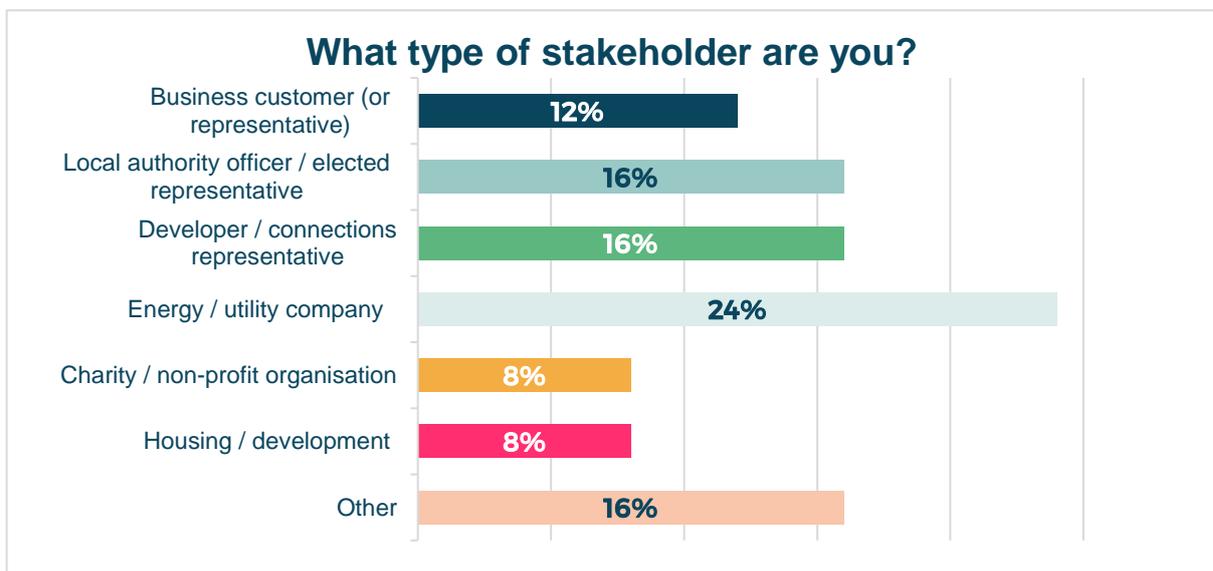
After the workshop, stakeholders were asked to complete a short feedback form. Some of the key findings are shown below:

- 97% of attendees who filled out a feedback form told us that they found the workshop 'interesting' or 'very interesting', with only one stakeholder voting 'neutral'.
- 69% of stakeholders strongly agreed that they had been given an opportunity to make points and ask questions, and 81% of attendees agreed or strongly agreed that the right topics were covered on the day.
- 88% thought EQ Communications' facilitation was 'very good', and 75% thought the venue for the day was 'very good'.
- 91% wished to receive the post-event report and would be interested in attending similar events in the future.

ATTENDEES

A total of 36 stakeholders attended the workshop, representing 29 organisations. The organisations represented on the day are shown below:

AMT-SYBEX Ltd	Levelise
Anesco Ltd	Lucy Electric
B&Q plc	Natural England
Balfour Beatty	NRSWA
Cadent	Oxfordshire County Council
Centre for Sustainable Energy	P F Cusack
Centrica	PE Systems Ltd
Community Council for Berkshire	Peter Brett Associates
Connect Reading	Prysmian Cables & Systems Ltd
CLA	Reading Borough Council
Edge Power Ltd	Tele-Fonika Kable
Elettromeccanica Tironi	Thames Water
Green Frog Connect	University of Reading
Hart District Council	West Sussex County Council
INRG Solar Ltd	



WORKSHOP ONE: YOUR EXPERIENCE OF WORKING WITH SSEN

Summary

Many stakeholders who came to the workshop in Reading were keen to discuss how they could work with SSEN in the transition to DSO, while others had their focus set on discussing vulnerable customers and the Priority Services Register (PSR).

Stakeholders had positive reports of working with SSEN, particularly in the context of collaboration and engagement with engineers on a local level. Delegates were more critical of SSEN's forecasting and the link-ups between depots and headquarters and operations and resources, with many feeling that it was not always obvious or easy to find out whom to contact within the organisation. It was felt that having a single point of contact within SSEN would significantly improve customer experience.

Delegates, particularly developers and connections representatives, reported some issues with the connections process locally, and wanted to see an improvement in the online system and procurement process. Others pointed out that once an issue was raised, SSEN dealt with it proactively and effectively. New housing developments were another local concern raised by local authorities and infrastructure representatives, who queried whether SSEN were thinking realistically and optimistically about capacity, resilience and renewables.

In terms of the other DNOs, some felt that WPD's connections process was cheaper and easier to manage. In terms of safety, UK Power Networks' Alfresco platform was singled out for praise, and it was felt that SSEN needed to update their technical library. Stakeholders also reported on the benefits of UK Power Networks' dedicated project managers, and suggested that the top thousand highest-spending customers at SSEN should have their own account manager.

1. What is your reason for attending today / what is your particular area of interest?

- "I'm interested in customer safeguarding, the PSR, looking at how the PSR and resilience can support people. We have great interest in the future plans of the network and how to support customers." Energy / utility company
- "I'm here because I'm curious to understand how this company will evolve in the transition to a DSO and how we can stay beside you." Infrastructure / engineering representative
- "I'm here to find out where the future of the grid is." Developer / connections representative

2. What has your experience been like of working with SSEN?

- “On a local engineer level, engagement is great, but further up it could still be improved. Events like this could open up opportunities for us.” Infrastructure / engineering representative
- “I’ve only got positive things to say. Very collaborative, almost to a fault, and as a customer, it’s all positive stuff.” Energy / utility company
- “For setting contracts, we don’t get enough information. There is no forecasting in my opinion. In terms of engineering, we do have great relations with them – we just don’t like surprises.” Infrastructure / engineering representative
- “There is a disconnect between depots and headquarters, as well as between everyday operations and resources. We deal with large capital projects that we pay for up front, yet timescales are not made – especially when traffic management is involved.” Local authority representative
- “You have an OK online system if you’re not using it every day, though we would like a system where we can build up and work out costs beforehand.” Local authority representative
- “The biggest gripe at an energy company is not knowing who to contact about supply, etc. We latch on to individual people as a client and trying to find someone is almost impossible.” Business representative

3. Are there any local issues that you would like to raise today – positive or negative?

- “There’s often a lack of timescales built into the process and it all feels a little open-ended. It all gets done, but it would be nice to get a clearer picture.” Developer / connections representative
- “In terms of connection engagement, normally it’s been very positive and also there’s a dialogue about continuity, which is great.” Infrastructure / engineering representative
- “We’ve had a couple of projects with you that have died. Big ones, 20MW ones. It’s such a long process with SSEN. By the time you get an offer back, it’s so expensive, and even then, sometimes you’ve given the project back after the deposit. WPD are a lot cheaper and easier. You’re hard to work with.” Infrastructure / engineering representative
- “I spoke to colleagues in Hampshire and Hart and feel there is a lack of proactivity by SSEN, but when there’s an issue and it’s raised, it’s dealt with well.” Infrastructure / engineering representative

- “Because we are one connection to the grid, we are still seen as one customer – even with 17,000 people on site, we are like a small town, so I’d like a single point of contact about network plant, etc. rather than going to random people. I want a warm transfer to the right place.” Academic
- “We need a higher level of information for what the infrastructure plans are. How are we going to be affected by solar/wind parks on a local basis, how will they be integrated into the network?” Infrastructure / engineering representative
- “In terms of new developments in Hart alone, there are 30,000 new properties coming through. There needs to be planning for this to make sure space is available and that overhead cables won’t disrupt the location.” Local authority representative

4. Are there any examples of good practice from other companies that SSEN ought to emulate?

- “There is an issue with budget connection offers. SSEN is nice to work with compared to other companies, for instance, Northern Powergrid, but with budget connection offers, the budget isn’t detailed enough, and it’s expensive to go to a full offer.” Developer / connections representative
- “From my experience, the technical library on the SSEN website still needs some work. WPD is the best one to follow here and they rewrote the rulebook. UK Power Networks are very good too. They bombard you with safety bulletins.” Infrastructure / engineering representative
- “There’s open access to all of the UK Power Networks safety procedures. There are live updates to them and engineers are available for you to talk to. You get an alert straight away. The platform is called Alfresco. They all seem to be moving in that direction now.” Infrastructure / engineering representative
- “WPD are not the best DNO. UK Power Networks is the best. I have lots of friends there now; it took five years to make friends. WPD are the cheapest, UK Power Networks are the best; it’s friends vs. money.” Infrastructure / engineering representative
- “You don’t have particular project managers with SSEN; we have our own project manager at UK Power Networks. It makes a difference.” Infrastructure / engineering representative
- “Does anyone have a dedicated relationship manager? That’s what I want. The top thousand customers on cost basis should have a dedicated point of contact.” Business representative

WORKSHOP TWO: HELPING TO IMPROVE OUR SAFETY PERFORMANCE

Summary

Just over half of the delegates had heard of the 105 number, but very few knew about the Power Track app. Those who were already aware of these schemes tended to be from businesses and local authorities, suggesting that more work needed to be done to broaden these initiatives' reach. Power Track was met with a mixed reception; some felt it was a great innovation, while others said that they would not download it and let it use up space on their phones and pointed out that it was unsuitable for older customers. UK Power Networks were referenced in terms of examples of best practice, such as the ability to download KPN files from their app, and publicising the 105 number on their vehicles.

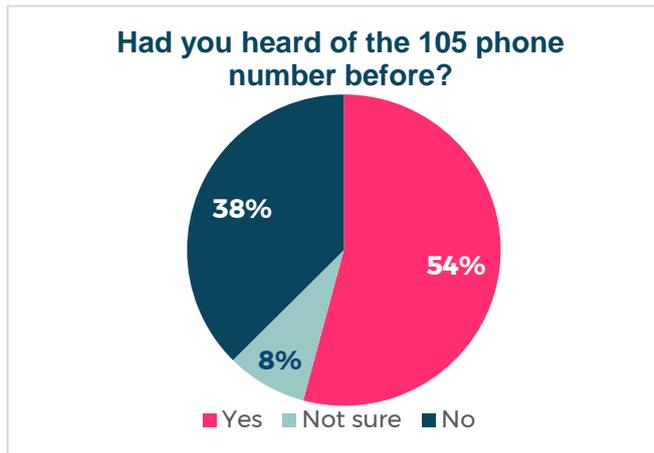
There was consensus that Look Out, Look Up was an effective campaign. Delegates suggested a Welsh version for Welsh farmers, and were in favour of promoting the video in schools. Many stakeholders, particularly from the utilities sector, loved the idea of promoting safety messages when hiring industrial equipment, while others sounded a note of caution, questioning whether people would actually take notice or scan a QR code to find the relevant information.

Stakeholders suggested a variety of methods for promoting SSEN's safety campaigns. Some wanted university students to be targeted as the energy customers of the future, while others wanted to effect behavioural change at an earlier age by taking the campaigns into schools. A particularly popular suggestion was to promote the 105 number on TV and radio when discussing an imminent weather event such as a snow storm or flooding, thus connecting the two things in people's minds. The tables had mixed opinions on adding money to customers' bills. Some felt that this could be a viable option if it was itemised, but others felt that it was not an issue that should be customer funded.

1. Had you heard of the 105 number (to call in the event of a power cut) and what more can we do to promote it?

- "This is the first I've heard of it." Infrastructure / engineering representative
- "UK Power Networks has the number all over their equipment and vans. I don't see why SSEN can't do the same." Infrastructure / engineering representative

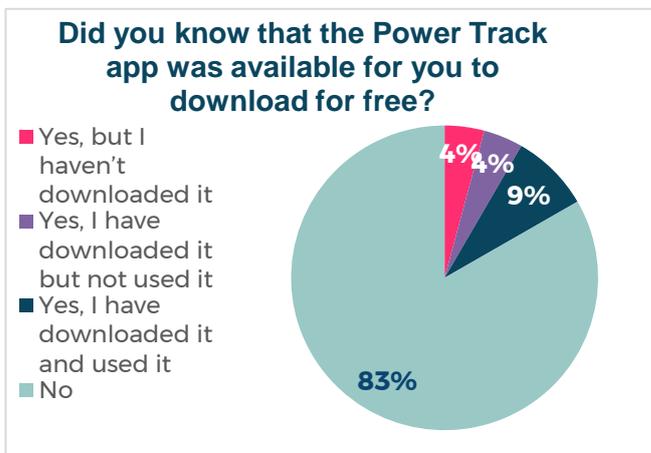
- “The problem with so much of this is that vulnerable people, by and large, are the elderly generation, and elderly people don’t use social media and aren’t smartphone savvy. Publicising 105 via YouTube is great, but it won’t hit those people. It probably is your duty to put your hands in your pockets and



publicise though normal media. The app is wonderful for me and I use social media, but my organisation’s full of grey-haired people and a third of them don’t even use email.” Business representative

- “You should use education. When you are teaching 999, teach 105; children are like sponges and it’ll stick.” Local authority representative

2. What do you think of our Power Track app?

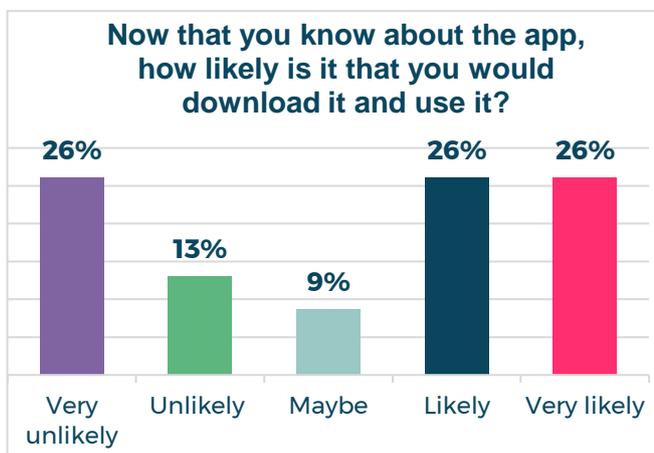


- “Why would I want it? To report a fault, I’d go online on my phone – why would I use an app?” Energy / utility company

- “I think it’s brilliant! I wasn’t aware of it, I just downloaded it. In terms of keeping residents informed, it’s great.” Local authority representative

- “I use it all the time. First thing in the morning we go on, we look at it.” Emergency services

- “I have to say that you’re already ahead of the game, compared to other DNOs. UK Power Networks are at the top because you can download KMZ files and see the poles and connections.” Developer / connections representative

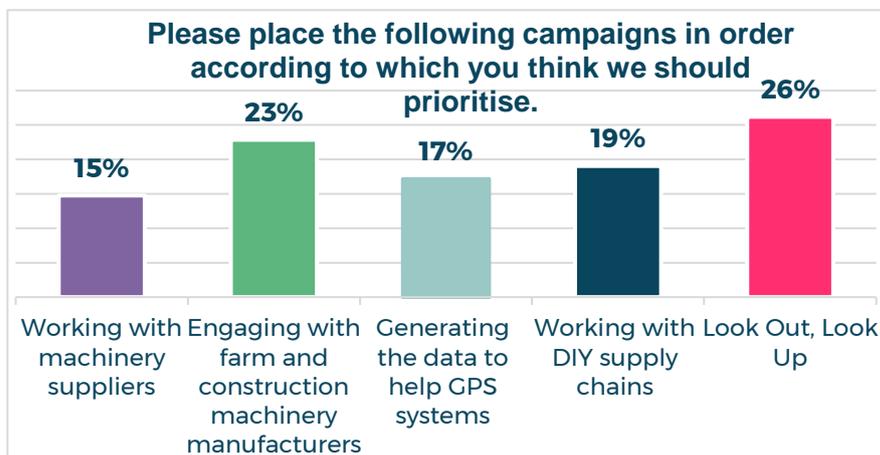


- “I think it’s good, but it doesn’t update quickly enough with faults and remedial services. I don’t think it gives a job number on it either. If it gave your job number to apply for, that would be useful.” Academic

3. Do you have any comments on our Look Out, Look Up campaign?

- “It’s really powerful because of the shock factor.” Business representative
- “I think it’s good. I think a Welsh version would help for Welsh farmers.” Infrastructure / engineering representative
- “There’s nothing about whether you should stay put or leap from the cab, so it doesn’t say what to do. Aside from that, it is excellent.” Energy / utility company
- “I live near a farm, so now know what to do. We should aim more of these campaigns at children, as they are great at passing on this information. They are more likely to call someone out on something. Definitely needs to involve school engagement.” Local authority representative
- “In senior schools they do work every week about car safety; you would never forget if they showed this.” Charity / non-profit organisation

4. What do you think of campaigns such as: Look Out, Look Up; working with DIY supply chains; generating data to help GPS systems; engaging with farm and machinery manufacturers; and working with machinery suppliers?



- “I love the idea, and the bit about hiring is vital. We hire lots of diggers, so keeping the message going through is essential. Between

different utilities, every hire company should have coverage.” Energy / utility company

- “Do people read the documents when they hire a vehicle? You need to make sure the person is competent enough to take out a car so they’re not merely signing something.” Local authority representative
- “If I was buying equipment to do something, I wouldn’t look at the separate safety leaflet.” Environmental group representative

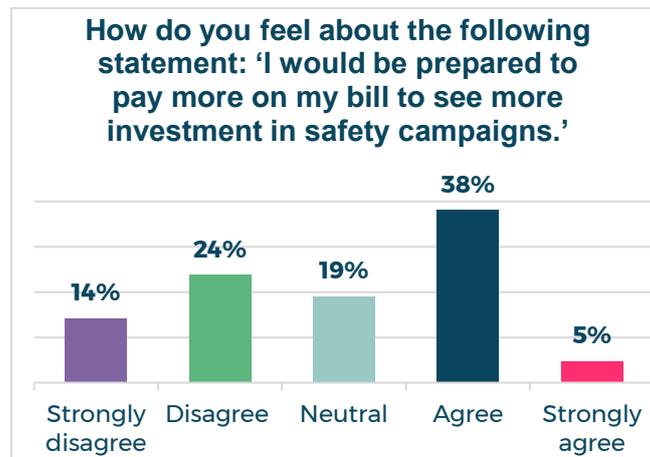
- “There is only a small percentage that is app/QR-code savvy, so there will only be a small number of people you are able to reach with that.” Infrastructure / engineering representative
- “The GPS data is a brilliant idea. There is a whole drive to start sharing data and Reading has already taken a lead in this.” Business representative
- “The more we can have access to the GPS data, the more we can use it. People talk about smart cities and smart growth, but it’s only smart if the data is accessible to us.” Infrastructure / engineering representative

5. Are there any other third parties we should be targeting / any other initiatives we should consider / any major safety issues we have overlooked?

- “University students are the householders of the future and often they’re away from home for the first time. So we should be engaging with students’ unions.” Infrastructure / engineering representative
- “Leaflets in doctors’ surgeries, or even posters, that’s a place people go to, they have the time to look round the room. Also in local communities, magazines, brochures.” Business representative
- “We have all been at school. So focus on school. I don’t know if you have some sort of safety moment at school here, but you could have something like that right from primary up to university.” Infrastructure / engineering representative
- “It’s important to get behavioural change. Is there enough content in place for apprentices and colleges about safety campaigns? If you’re doing carpentry, you should touch on the dangers posed by electricity to ensure safety.” Developer / connections representative
- “How about estate agents? This could be done with conveyancing solicitors too. You could maybe receive this information in your house welcome pack.” Infrastructure / engineering representative

6. Would you be prepared to pay more on your bill to see more investment in safety campaigns?

- “I think that if it was itemised on the bill and people thought that it would go towards that, it would be fine.” Developer / connections representative
- “It should come out of your council rates. Why can't it go there as a safety issue?” Infrastructure / engineering representative
- “Could you not pool your resources with gas suppliers to get the word out there? Gas poses dangers with explosions.” Infrastructure / engineering representative



WORKSHOP THREE: NETWORK INVESTMENT

Summary

Delegates discussed their preferred length of power interruption, and almost half of them were in favour of a long outage, as long as they had sufficient forewarning. Perhaps unsurprisingly, those representing the emergency services, charities and local authorities were concerned about the resilience of vulnerable communities and hospitals with unplanned cuts. Stakeholders from business and academia confirmed that for large users, multiple short outages were more difficult to deal with.

There was general consensus that SSEN should invest proactively in the network, with delegates from engineering and utilities pointing out that this could actually cost less in the long run than reactive investment. This was reflected in the electronic voting, where well over half of delegates wanted SSEN to prioritise innovative solutions to capacity and reinforcement.

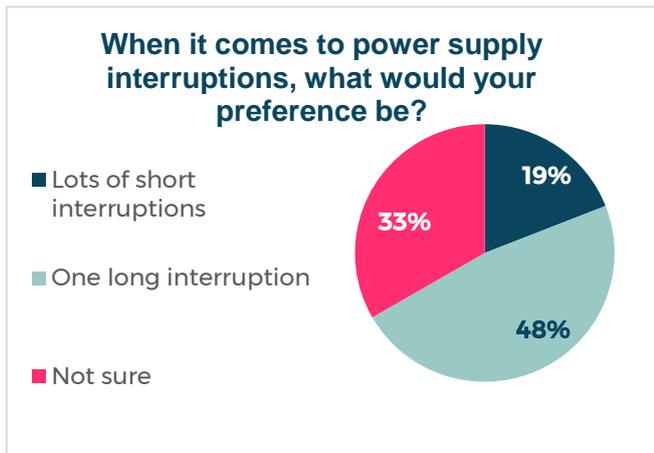
It was felt that a more collaborative approach to investment should be encouraged, but there was disagreement over how to achieve this. Some felt that the DNOs should be shouldering costs to future-proof the network, and others felt that this cost should be borne by developers. Most felt that a socialised cost was unfair, but some stakeholders felt that if the right information about the importance of future-proofing was made cogent and available, people might be persuaded. Delegates from business pointed out that the consumer paid either way: either in a drop of standards, or with a price increase. Those with an environmental background argued for a more strategic approach, with a democratic allocation of funds according to location and need.

The majority of stakeholders agreed that SSEN should lobby government to amend the Electricity Act, with many feeling that successful collaboration, investment and future planning were contingent on a centralised, national agenda. Delegates from business sounded a note of caution that the DNOs needed to be very specific as to how they would spend any extra money raised, and that it should not simply raise the share price of the company.

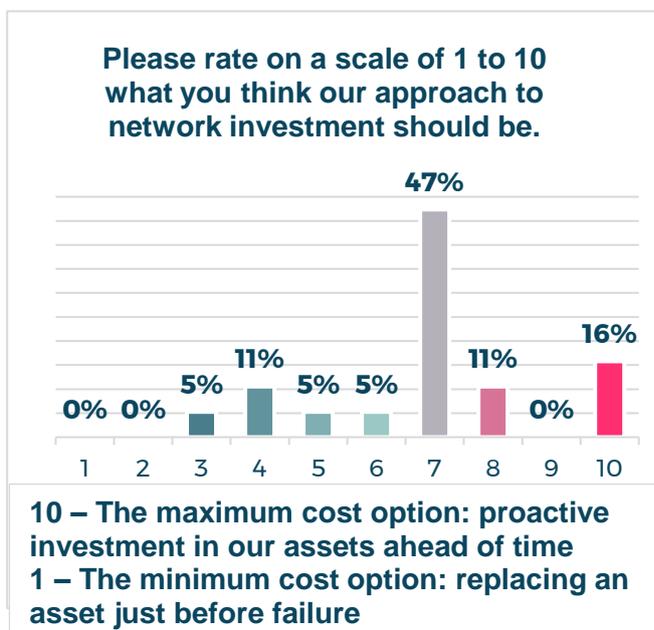
1. When it comes to power supply interruptions, what would your preference be – lots of short interruptions or one long one every now and again?

- “Shorter, as you wouldn’t really notice it if it was a few minutes at a time.” Local authority representative

- “Planned interruptions can be coped with, but unplanned interruptions are difficult.”
Business representative
- “What is the impact of a very short cut on hospitals, traffic lights, emergency services, etc.? If they say, no, it’s fine, they’re resilient, then that’s fine. But important to bear in mind.”
Emergency services
- “If someone was on dialysis and knew about it, then they could forward plan, so it’s about planned and unplanned ones.” Local authority representative
- “It’s probably better from both a domestic and business point of view to have longer planned outages with as much advance notice as possible.” Infrastructure / engineering representative
- “More of a risk of plant damage; it’s much worse for the plant with lots of short ones.” Academic



2. What approach do you think we should take to asset management on the network?



- “Typically, cables will have a 40-year lifetime, depending on how the asset is used. There are technologies that are relatively low cost, if they are built into the asset as it is installed. This means you can start to be more in tune with it and have a proactive approach without such a high cost.” Infrastructure / engineering representative

- “It’s about saving costs by trying to replace assets at similar times so as to avoid having to dig up areas more often. But this requires coordination

between assets. It’s about communication.” Infrastructure / engineering representative

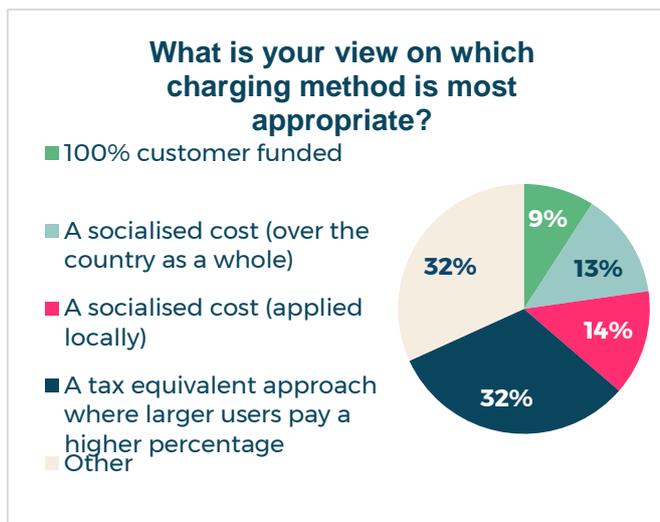
- “I think you’ve got to be proactive. The cost of cable installations and digging compared to reworking is not a major issue.” Infrastructure / engineering representative
- “If it’s done properly, in the long term it would incur less costs.” Infrastructure / engineering representative

3. Do you agree that the industry should work to change the charging mechanism for customer connections and connections-driven reinforcement in a way that will encourage a more collaborative approach to network investment?

- “If SSEN is a nationalised industry, the profits that are made would be the money that’s rolled back into future-proofing the assets.” Emergency services
- “I would say yes if it leads to cost saving on customer base; I don’t think it’s fair that we as customers pay for something that we won’t benefit from.” Business representative
- “Surely the company has an element of common sense, why would you not do the speculative investment? Just up the development cost.” Infrastructure / engineering representative
- “I’m not sure I’m happy to contribute for a housing estate in another area; if it was local to me, I’d be happy, but to help the guy down the road building a housing estate that I don’t want; I don’t want to see that on my bill.” Academic

4. Do you have a view on which charging mechanisms might work?

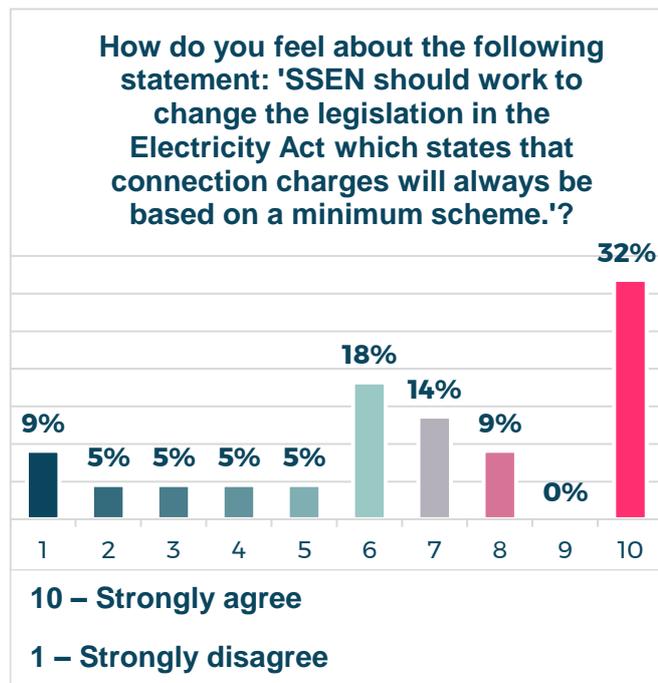
- “Perhaps the DNOs should actually invest in it for the future.” Infrastructure / engineering representative
- “It’s about striking a balance between money, the risk and sweating assets. When you ask a customer whether they want to pay more to future-proof, most will say no. The issue is about how you get the message across that by investing a certain amount of money, they will get a certain benefit.” Energy / utility company



- “Why should I subsidise the hardware? I don’t own it. The shareholders do.” Infrastructure / engineering representative
- “Do you think it is fair for the current customers to pay for future customers to have better infrastructure?” Business representative
- “There is no legislation to make it a more fairly spread cost.” Business representative
- “Developers make so much profit on housing when they are building it; they should pay.” Charity / non-profit organisation
- “For some developers, that might tip the balance and make it unviable. If you are building a school, should the developer still pay? If the threat of climate change is serious enough, should you build more solar farms? You need to pay off things that are necessary for the future.” Environmental group representative
- “The consumer pays anyway; either housing standards drop, or the price goes up for the property on the punter. The danger is that it will just inflate prices; developers will always want a 30-40% margin.” Business representative
- “More democratic allocation of funds would be awarded on the basis of the location of the development. Democratic decision making would be about whether it is needed in that area so that the improvement is for the whole area, not case by case. It should be more strategic.” Environmental group representative

5. Do you think SSEN should lobby to change this legislation to future-proof the network?

- “I think so, yes. This should come from central government, especially given that they are pushing electric charging points.” Local authority representative
- “It has got to be collaborative, and it needs to be a national agenda.” Energy / utility company
- “Councils should say what sites they are going to work with in future so there can be long-term planning.” Energy / utility company



- “Got to be careful that it’s not seen as another way to get more investment.”
Academic
- “It sets a dangerous precedent if you are allowed to put aside large sums of money to do something non-specific with. Seems to be just aiding shareholder margins too much.” Business representative

WORKSHOP FOUR: THE TRANSITION TO DISTRIBUTION SYSTEM OPERATOR (DSO) AND THE ROLE OF SOCIAL CONSTRAINT MANAGED ZONES (S-CMZs)

Summary

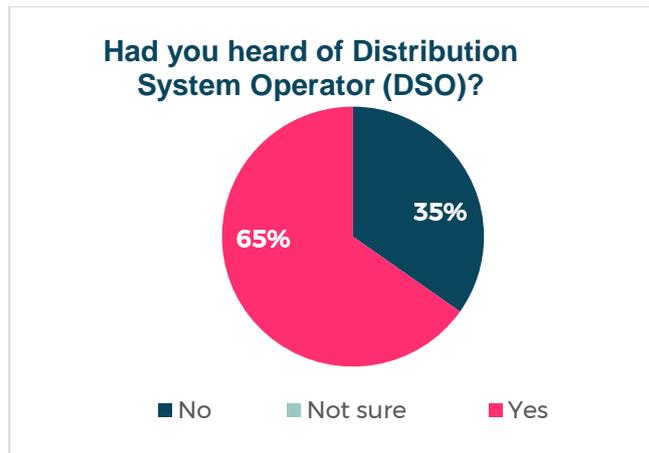
Around two thirds of the delegates knew about DSO, but very few were aware of S-CMZs, although there was general agreement that they were a positive idea. There was consensus that the correct challenges had been identified, with some adding fear and misinformation as other obstacles that would need to be overcome.

To tackle the lack of community cohesion, some delegates suggested facilitation at a local level by a community champion, and others mooted local services and councils as obvious bodies to take a lead; instinctively, it was felt this could not be a top-down initiative. Others suggested subtler modes of peer-to-peer influence, and tactics like gamifying energy saving to build excitement among the younger community. To grow interest, it made sense to delegates to emphasise a clear monetary benefit.

Many felt that strategic engagement was crucial for winning over hearts and minds. Delegates from business and utilities urged proper financial investment in the scheme, and connections and utilities representatives felt that the environmental message could also have some weight. Many pointed out that a range of expertise was needed, from the grassroots of parish councils to technical specialists and central government.

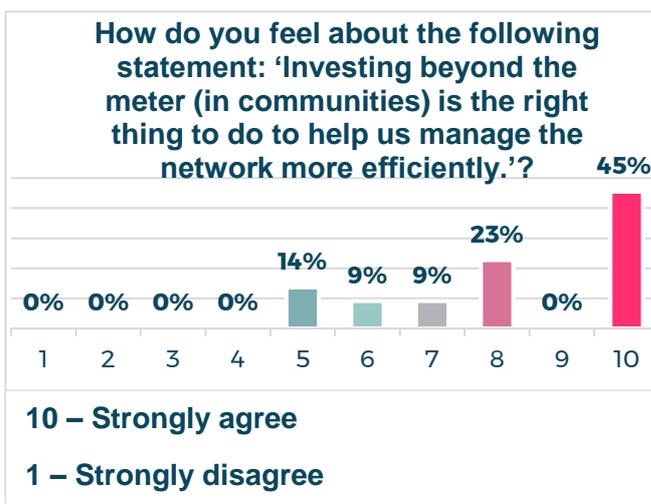
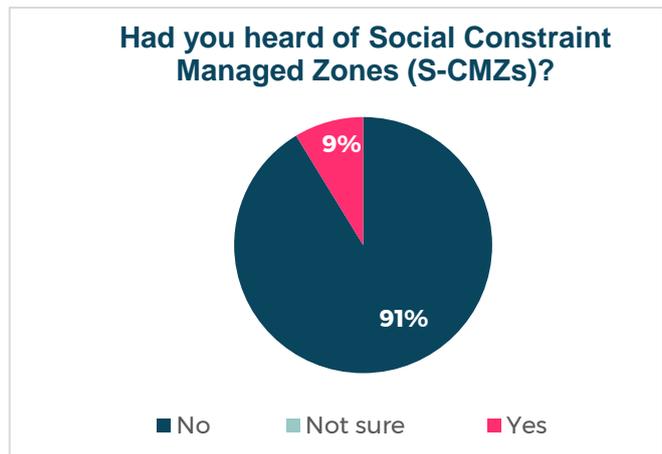
Many delegates were enthusiastic about the prospect of their own communities getting involved with S-CMZs, and some even offered to spearhead initiatives. Some representatives from business pointed out that while the idea was nice in theory, the transience of many parts of the population meant that there might be understandable reluctance to invest in a community that one would not stay in forever. To ensure everyone benefitted from S-CMZs, many saw no other option but to nationalise the scheme, while emphasising that this idea would naturally meet with some resistance.

1. Had you heard of the transition to DSO before today?



2. Had you heard of Social Constraint Managed Zones (S-CMZs) and do you agree with the social benefits that we have identified?

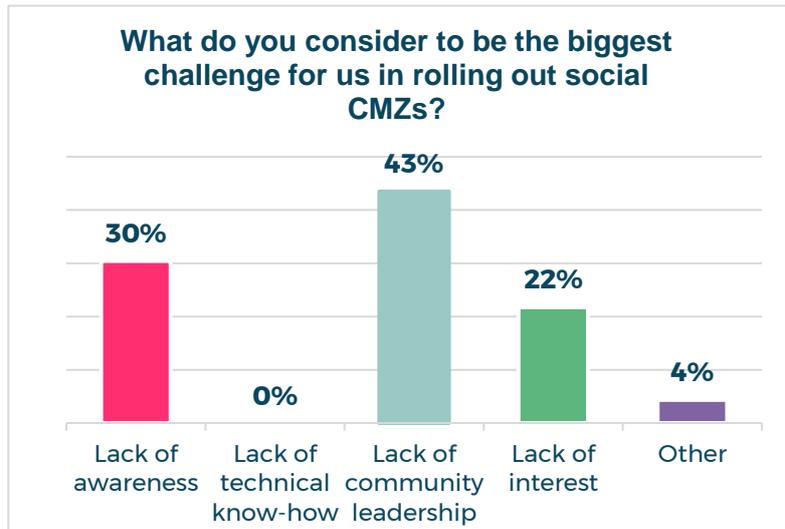
- “People are always attracted by cost savings, so it is the more appealing aspect of any project that a DNO can transmit in the domestic market. I’m very positively impressed by CMZs, it’s a good way to look forward.” Infrastructure / engineering representative



- “Use the chamber of commerce, saying this is fuelling the local economy, explaining that there’s an opportunity to make money. That there are many ways to manage and generate enthusiasm, and it’s incredibly powerful.” Energy / utility company

3. Do you agree with the challenges we have identified? Are there any we've missed and what can we do to overcome these?

- “Another thing is, people don’t understand what the benefits are, also they think, ‘what’s in it for me’.” Energy / utility company
- “I’d add fear. Because there’s too little information, it’s about having less control.”



Business representative

- “It’s about planning intervention. I come from Southampton, it’s got a district heating system in the city centre, but it only happened because of the city council mandating that the new development be connected to the heating system. So it comes back to local leadership.” Business representative
- “Are we engaging vulnerable customers or middle England? I suggest the way we target different groups is massively different. For poorer families, cost efficiency is expensive, and so grant schemes need to be available. The target audience is hugely diverse, so this is a major challenge.” Energy / utility company
- “Social divide. If you put a project forward to a community, you will get so many members who are up for it and the others who are not interested. There is always going to be a social divide within these projects and it tends to be the wealthier or more educated who understand it and grasp it and those without won’t buy into it.” Local authority representative
- “I think the lack of community leadership is a big one. It needs to be facilitated at a local level by someone who is trusted by that neighbourhood, not someone from SSE. You have to work with a community that already has other projects going on, not isolated ones.” Local authority representative
- “There should be an incentive for the community to improve the area where they live. Demand would be reduced, so money could then go towards a community centre or café.” Local authority representative
- “If everyone got the benefit if not everyone was on the standard electricity rate at peak times, then there would almost be peer pressure or peer encouragement.

Community benefit will get a larger number of people on board.” Local authority representative

- “We should try and cooperate with respected community members, for instance, councils or fire and rescue departments.” Energy / utility company
- “It is useful to contact councillors, seeing as they represent communities, and the incentive for them is that they actually get paid because that’s their job.” Local authority representative
- “You can’t underestimate gamifying things. Gamifying saving energy could be very effective with children.” Infrastructure / engineering representative

Stakeholders were asked to help complete the following table during the discussion of this question. The answers from all tables have been summarised below:

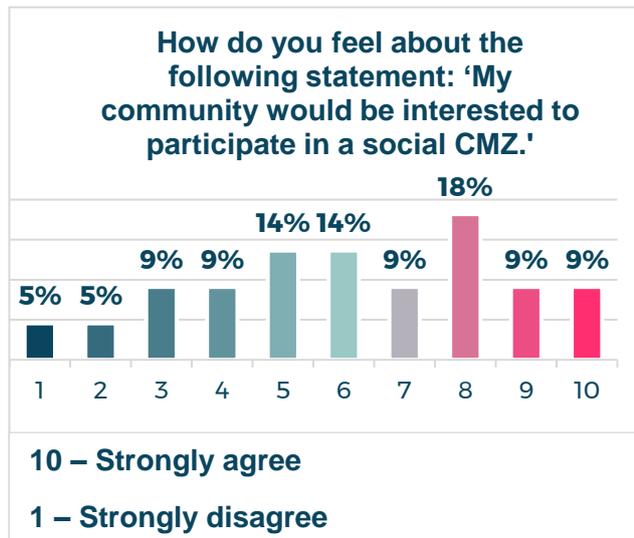
Social CMZs Challenges and Solutions		
Challenge	Solution	
Lack of awareness	Apps and technology to show when network is constrained Pioneer projects with case studies	Target communities on their specific interests
Lack of technical know-how	Information packs delivered through chambers of commerce Engage with the highly skilled	
Lack of community leadership	Use 'community champions' e.g. public, emergency services Facilitate work at a local level, e.g. councils	Engagement through tenants' and housing associations
Lack of interest	Emphasise a moral obligation Demonstrate financial benefit with case studies	Gamification Partnership working
Taking energy for granted	Community champions Direct financial incentives	
Diverse populations	Target different communities with specificity	
Driving down demand	Energy efficient lightbulb schemes	

Reading 1-6

4. Can you see yourselves / your community participating in this (S-CMZ)?

- “I could if a tangible benefit is possible, and I’d be willing to spearhead it.” Infrastructure / engineering representative
- “As someone who lives in a village, I can imagine people participating.” Energy / utility company
- “We did a solar farm project in an explosion area that used to be for munitions testing; it had a brownfield section that couldn’t be used for housing or a school. Now

money flows into the community from the solar farm and because of that there's zero local opposition. It's about finding the right people and the right sites. We've all seen bad development, which gives it a bad name, where the community benefit hasn't materialised." Environmental group representative



5. How could we spread awareness?

- “Slowly, everyone is realising the implications of their actions because people will become in tune with the idea that they will affect their planet. It’s not all about financial implications.” Developer / connections representative
- “We need planning from the Ministry of Housing, Communities and Local Government.” Energy / utility company
- “It’s about the engagement. It’s how you strategise your engagement. For me and others around the table, it’s easier because we understand the benefits. In a housing estate where people have more pressing things to worry about, it may not go down as well. You need to think about how you pitch it.” Infrastructure / engineering representative

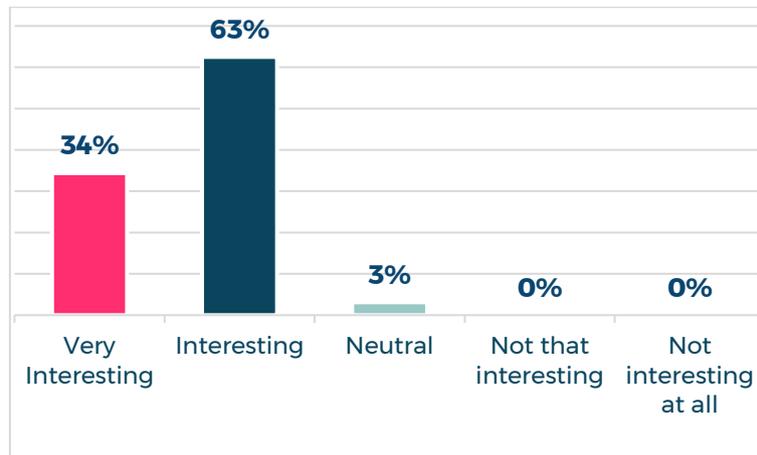
6. How can we ensure that everyone benefits from this, not just more engaged communities?

- “Nationalise the whole system, it’s the only way you can equally divide whatever you get. I can’t believe I just said that.” Business representative
- “It’s the only way to do it fairly. I can’t see a way round nationalising it, but I can’t see everyone would be up for it.” Academic
- “I think for islands and ring-fenced communities, I think people can definitely benefit, and perhaps university towns can, too.” Energy / utility company

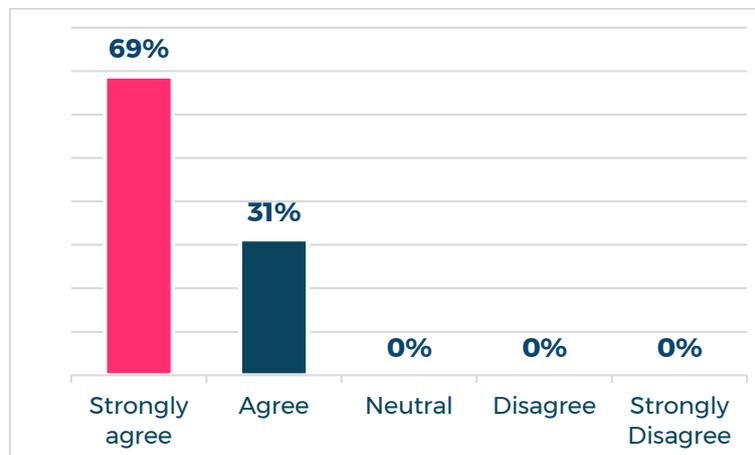
WORKSHOP FEEDBACK

After the workshop, stakeholders were asked to complete a short feedback form. The feedback was as follows:

Q1: OVERALL, HOW INTERESTING DID YOU FIND THE WORKSHOP TO BE?



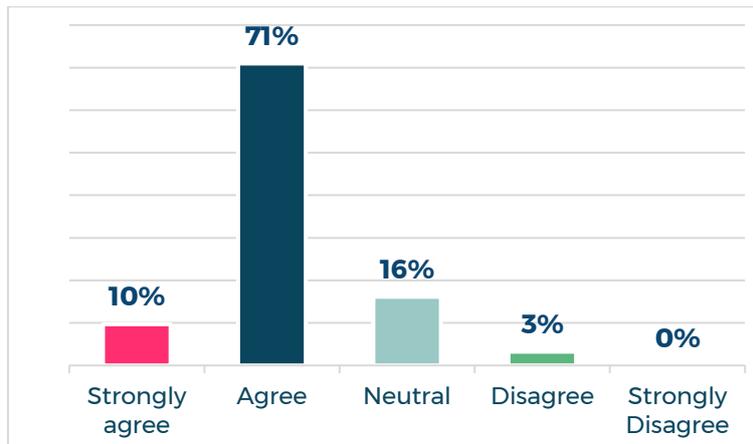
Q2: DID YOU FEEL THAT YOU HAD THE OPPORTUNITY TO MAKE YOUR POINTS AND ASK QUESTIONS?



Comments:

- “Fantastic facilitation and presentations.”

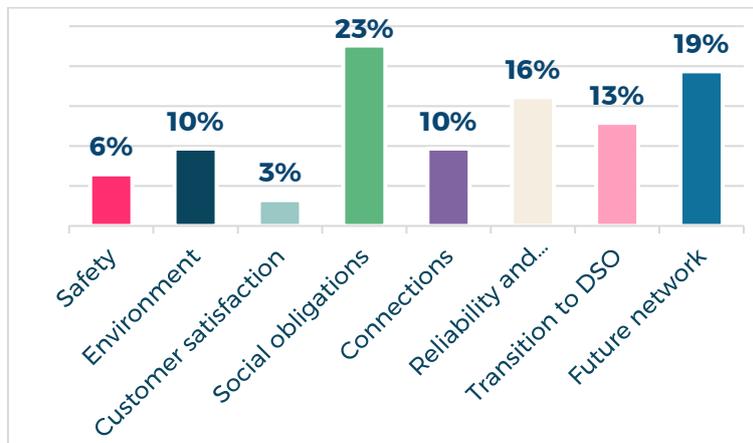
Q3: DID WE COVER THE RIGHT TOPICS FOR YOU ON THE DAY?



Comments:

- “Would like to have seen more focus on managing vulnerability.”
- “Good strategic discussion.”

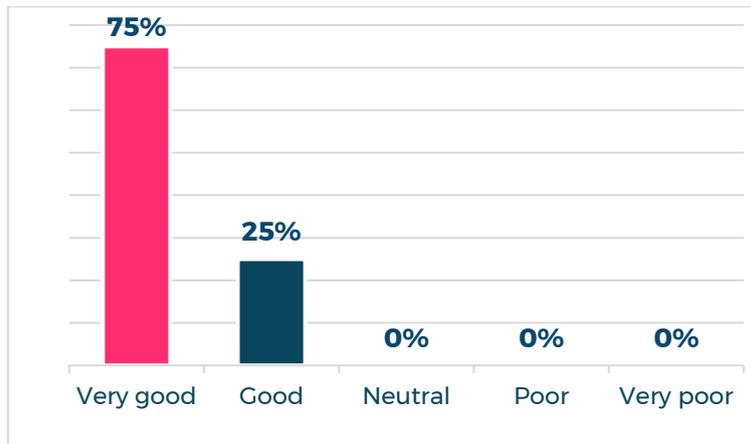
Q4: WHICH OF THE FOLLOWING TOPICS DO YOU THINK WE SHOULD BE ENGAGING ON IN THE FUTURE?



Comments:

- “Connections & future network.”

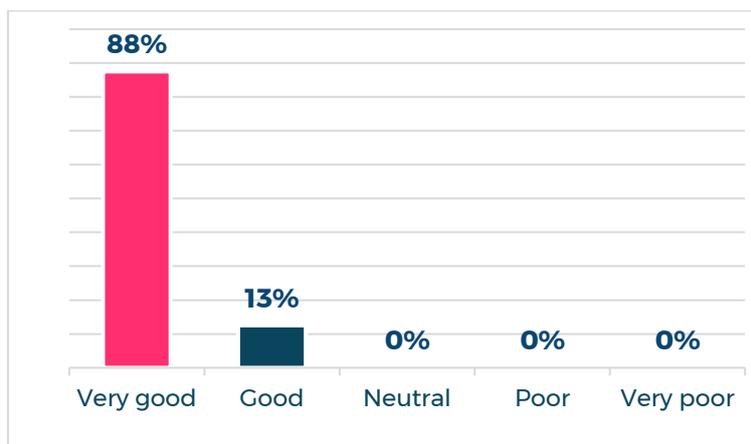
Q5: WHAT DID YOU THINK OF THE VENUE?



Comments:

- “Easy to get to, easy to park and get into.”

Q6: WHAT DID YOU THINK OF THE WAY THE WORKSHOP WAS CHAIRED BY YOUR FACILITATOR?



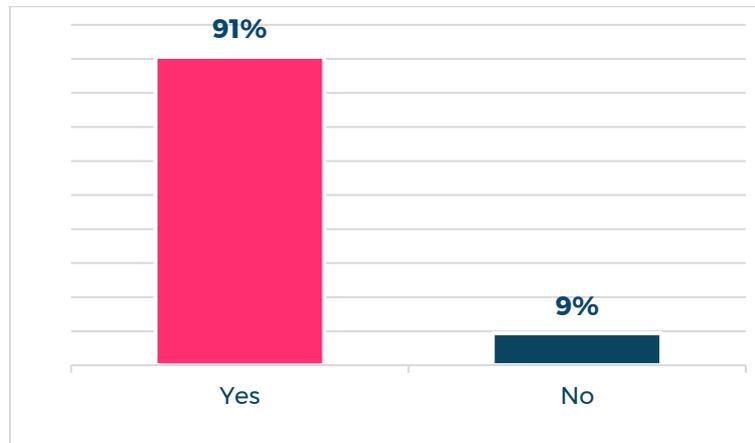
Comments:

- “EQ Communications was very effective and knowledgeable.”

Q7: ANY OTHER COMMENTS?

- “Would be good to [...] feed back in the future.”

Q8: WOULD YOU LIKE TO RECEIVE OUR POST-EVENT REPORT AND INVITES TO SIMILAR EVENTS IN THE FUTURE?





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