



EMOTIONALLY
INTELLIGENT
COMMUNICATIONS

SSEN DISTRIBUTION STAKEHOLDER WORKSHOP

DUNBLANE

SEPTEMBER 2018



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INTRODUCTION

On 24 September 2018, SSEN hosted the first 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; the transition to Distribution System Operator (DSO) and the role of Social Constraint Managed Zones (S-CMZs); and network investment.

The workshop took place at the Hilton Hydro in Dunblane. 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 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. Ian explained SSEN's role in the energy network. He then 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.

- Attendees were generally very positive with regard to their experience of working with SSEN.
- While the company is seen by most as proactive and easy to work with, some stakeholders told us that they had difficulty getting through to the right person when there is an issue and that there had been instances where communication was poor, particularly for those looking to connect to the grid.
- It was, however, noted that communication and engagement had improved in recent years.

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 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.

- More than half of the attendees had not heard of the 105 number to call in the event of a power cut, and it was thought that more ought to be done to raise awareness of this.
- There was considerable support for all SSEN's safety initiatives. In particular, the 'Look Out, Look Up' video was seen as highly impactful and effective.
- Stakeholders were also impressed with the Power Track app. For some, this was something they used in their daily work, and almost half of those who hadn't used it before said that they would download the app.

THE TRANSITION TO DSO AND THE ROLE OF S-CMZs

Frank Clifton, Bids and Losses Manager, 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 explained SSEN's innovative 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). Frank then explained the concept of S-CMZs before asking stakeholders to give their feedback.

- The majority of stakeholders had heard of the transition to DSO but very few were aware of the concept of S-CMZs.
- It was generally felt that behavioural change would be needed to encourage the take-up of S-CMZs and that challenges such as a lack of interest, limited technical expertise and low levels of trust in energy companies would need to be addressed.
- Stakeholders suggested working with third parties and incentivising communities as ways to address these challenges, and it was also felt that more ought to be done to raise awareness of energy networks and their roles.

NETWORK INVESTMENT

The presentation on network investment was given by Melanie Bryce, Lead Investment Engineer. Her presentation included the pros and cons of proactive and reactive investment to ensure reliability and availability. She then explained SSEN's commitment to reducing the visual impact of overhead lines in Areas of Outstanding Natural Beauty (AONBs) and how funding for this could be used to improve reliability. The presentation concluded with an explanation of how SSEN has worked to improve resilience in remote areas and the advantages and disadvantages of traditional reinforcement versus a more innovative approach.

- Most stakeholders were of the view that SSEN should invest proactively in the network rather than wait for faults to occur. However, it was noted that assets should be regularly monitored in order to inform these decisions.
- It was widely agreed that SSEN should prioritise applications that improve reliability in AONBs and that the company should focus on providing a more reliable service for its worst-served customers (customers suffering 12 or more high voltage interruptions over three years with a minimum of three interruptions in any year).
- Although innovative solutions were seen as preferable to more traditional reinforcement in terms of providing a reliable network, it was noted that all technology should be proven to ensure that customers' money is not wasted.

WRITTEN FEEDBACK

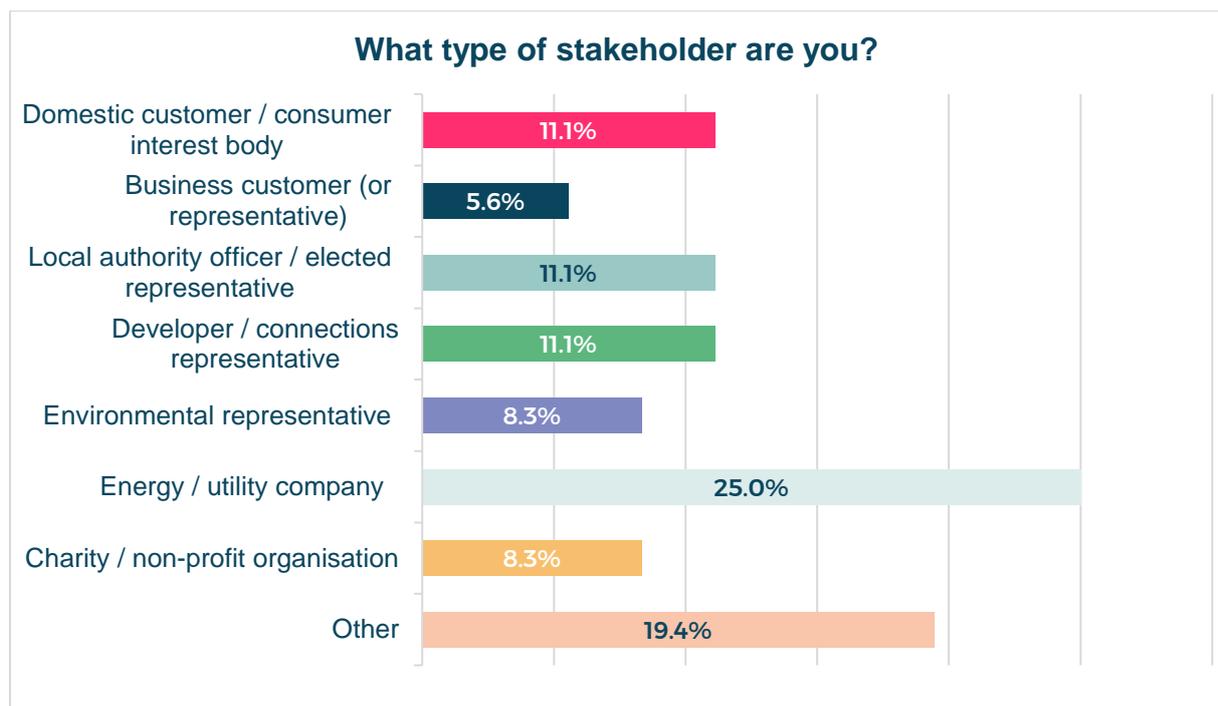
After the workshop, stakeholders were asked to complete a short feedback form. Some of the key findings are shown below:

- 36% of attendees who filled out a feedback form told us that they found the workshop 'very interesting' and 61% said they found it 'interesting'.
- 53% of stakeholders strongly agreed that they had had an opportunity to make points and ask questions, and 81% of attendees agreed or strongly agreed that we covered the right topics on the day.
- 56% thought EQ Communications' facilitation was 'very good', with 44% opting for 'good'.
- 100% of stakeholders wished to receive the post-event report and would be interested in attending similar events in the future.

ATTENDEES

A total of 39 stakeholders attended the workshop, representing 32 companies. The companies represented on the day are shown below:

Angus Council	Invisible Systems
Argyll and Bute Council	iPower Energy
BAM Nuttall	J B Corrie & Co Ltd
Bellrock Technology	Local Energy Scotland
CITA	National Energy Action
Citizens Advice Bureau	Natural Power
Citizens Advice Scotland	Omexom
Clancy Docwra	PLPC Ltd
Davidson & Robertson	Scotia Engineering
Dundee City Council	Scottish Environment Protection Agency
Energy Action Scotland	Siemens
Energy Saving Trust	Siemens Transmission and Distribution Limited
FES Support Services Ltd	SP Energy Networks
Heriot-Watt University	Warmworks
Historic Environment Scotland	West Aberdeenshire Pylon Action
Innogy Renewables UK	Wood plc



WORKSHOP ONE: YOUR EXPERIENCE OF WORKING WITH SSEN

Summary

A range of stakeholders attended the workshop. Unsurprisingly given the topics discussed on the day, the majority came from a technical background, representing energy and utility companies, infrastructure, engineering and academia. Most came to gain a better understanding of issues that affect their business and to meet with the SSEN team.

In general, stakeholders had positive experiences of working with SSEN. There was praise for the enthusiasm of SSEN's staff and their willingness to engage. Some, however, told us that there are times when it is difficult to find and speak to the right person, which was put down to the size of the company.

SSEN was praised for its social obligations initiatives, particularly those aimed at providing support to customers in vulnerable situations and those living in fuel poverty. However, examples were given of poor communication between SSEN and its stakeholders. These came from energy developers looking to connect to the grid, representatives of the housing sector and stakeholders concerned with the rollout of electric vehicle (EV) charging infrastructure. Nevertheless, it was widely felt that communication and engagement had improved in this regard in recent years.

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

- “I work for Siemens Energy Management – in transmission and distribution networks. We provide most of the substation plant.” Infrastructure / engineering representative
- “I work with the CAB around Scotland, supporting energy advisors. We want to work in partnership with SSEN.” Consumer interest body
- “We run an AI-based platform for stakeholders and SSEN to allow for better decision making and support. By using analytics and predictive models, it allows you to get engagement data back to people.” Infrastructure / engineering representative
- “We have the energy academy at Heriot-Watt uni. It's a function to bring together everyone from social scientists through to engineers. I'll be working for Edinburgh College promoting training courses. About a year ago I went to an event in Glasgow, it was very helpful. I took issues back to the university and thought we could solve some of the problems for you. So, I'm interested to see whether we can replicate that for SSEN.” Academic
- “We are a manufacturer, installer and supplier of electric car chargers. I'm here to see what the network is, what's going to go forward. Maybe the infrastructure's not there

for mains supply – I’m here to see what your thoughts are. The take-up of electric cars is on the rise.” Business representative

- “I want to find out more about DSO, specifically the cost implications.” Environmental group representative
- “I work for Historic Environment Scotland on the planning advice team, and I’m here to get up-to-date plans for SSEN.” Environmental group representative
- “I work for National Energy Action, working in fuel poverty, so I basically help consumers in the southern region who can’t afford to heat their homes.” Charity / non-profit organisation
- “I’m a community renewables manager, we do structured social enterprise and work closely with SSEN, as well as connections for renewable projects. I represent housing associations, schools and colleges, etc.” Developer / connections representative

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

- “It’s been a good year, we’ve been working with SSEN since 2002 and have built up a good relationship with all the different areas we deal with. Everything works well, from the tendering, to carrying out works, to payment, it’s smooth running.” Business representative
- “We are family-run business, we’ve been working for 45 years with SSEN. There have been good times and bad times, but overall it’s a positive experience.” Developer / connections representative
- “The people I’ve been dealing with are great, but the big challenge is it being a big company; it’s difficult to get things decided and find the people to get in touch with. I’d like to put a face to a name and understand the structure of SSEN better, especially which people you should ask for guidance and feedback.” Consumer interest body
- “I’ve worked for several organisations in the past, with Energy Watch, and my experience with SSEN has always been positive. SSEN is always willing to engage with us as an external consumer organisation. If we had a complaint, they would always be enthusiastic about resolving issues. We went to Perth and got to see the warehouse and got to go up in crane. I’ve always had positive experiences.” Infrastructure / engineering representative
- “I work with SSEN every day. We also deal with procurement. I wouldn’t say there’s duplication – I always find it better to build relationships and speak to people. I understand that it’s procurement, but it can sometimes be onerous just to ask a simple question. That’s why these events are good – you can chat to people. We’ve got a great relationship with SSEN as a DNO and on the transmission side – no issues.” Developer / connections representative

- “I’ve found them to be outstanding. I deal with a lot of small companies, they cannot deal with problems and emergencies. I’ve only had positive experiences.” Consumer interest body
- “SSEN are a closed door. Finding the door in is hard. It’s hidden and new people are not allowed in. Not good if you’re looking for value for money. They need to be more open to change.” Developer / connections representative
- “We had a very frustrating period getting in touch with SSEN. We had a very long campaign and it was rolled out very poorly, in my view. We eventually had a meeting with SSEN, which was very useful, but the communication initially was very poor.” Charity / non-profit organisation
- “I’ve been working with SSEN in the last few years on the Orkney project. Things have been good on the engagement front, which is a change from how it has been in the past. On that particular project, things have been positive.” Environmental group representative
- “My dealings were very good. We had a problem with Aberdeenshire Council, they want to alleviate fuel poverty and build lots of new houses, and they’re talking about solar, but there were grid constraints everywhere. The council called us in to help, and I found engagement with SSEN very positive, they try to really help achieve the end result.” Developer / connections representative
- “We’ve been working with SSEN for many years, they are very engaging, always trying to do more for their consumers. And access to the Priority Services Register (PSR) is great as well.” Charity / non-profit organisation

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

- “With EV charging infrastructure, the Scottish government wants us to engage with DNOs but SSEN are reluctant to engage.” Environmental group representative
- “Business and environment go together, we’ve not had a good level of engagement; when there’s lots of subcontractors, the further down the line you get, the communication gets worse.” Environmental group representative
- “I’ve had the same, they’re not open to new providers. Scottish Power is the best for DSO.” Developer / connections representative
- “When we get a new planning application, there have been no representatives from any of the electrical suppliers. There’s been no comment whatsoever about it. When they develop, they dig up the road to put the supply in. Letting people know how long the road is being dug up for would be useful, as it won’t be sprung up on them out of the blue.” Local authority representative

- “There have been issues with blackouts. Some clusters were getting too high voltages, resulting in the blackouts. They resolved this by lowering the voltages. It was a very good service.” Local authority representative
- “On a personal basis, I’m on the Priority Services Register and I get the alerts. It’s really useful. I would recommend rolling it out to all councillors. People ring me about it, but it would be helpful to have additional information out there for more people.” Local authority representative

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

- “I’ve heard that WPD are really good at consumer engagement, so you should look at what they do well. I also have experience of SP Energy; again, they are really good. I couldn’t say anything bad about them either, but WPD have a particularly good reputation.” Consumer interest body
- “We’ve found SSEN one of the better DNOs. Some are fixated with the cost, whereas SSEN have a wider perspective. Our mantra is keeping quality people continually.” Infrastructure / engineering representative
- “Scottish Power has a system for when we want to connect. SSEN does not have a system for that, they close down the application when you’re looking for a quote and they say that there were problems in the application so it can’t be processed.” Infrastructure / engineering representative
- “I was wondering whether your resilience fund is going to be extended. UKPN has quite substantially extended theirs. They were looking at community projects to help consumers.” Charity / non-profit organisation
- “UKPN have said that for a very small investment, you can get lots of organisations on the ground to help. Obviously, the challenges you have in the likes of west London, for example, will be very different to the south of Scotland, but you have to give equal consideration to them.” Charity / non-profit organisation
- “We’ve had a fairly good working relationship with SSEN, and some programmes that they are running, like the vulnerable mapping they are doing, is a big step forward. The statutory support to vulnerable consumers in Scotland – a couple of companies in England like WPD are the leading edge on that, and I think there is some learning there that SSEN could do from WPD. They’re doing well but have a bit of a way to catch up there.” Consumer interest body

WORKSHOP TWO: HELPING TO IMPROVE OUR SAFETY PERFORMANCE

Summary

Over half of those who attended the workshop had not heard of the 105 number to call in the event of a power cut. A number of suggestions were given for improving awareness of the number. Ideas included putting stickers on customers' boilers, publicising the numbers on SSEN's fleet of vans and better use of social media.

Stakeholders were generally very impressed with the Power Track app. Some, particularly those in the infrastructure and engineering sectors, use it regularly and have done for some time, but the vast majority of attendees had not used the app before. Encouragingly, almost half of the stakeholders at the event said that it was either likely or very likely that they would download it in the future.

There was a good deal of praise for the 'Look Out, Look Up' video. It was seen as incredibly impactful and it was felt that something similar should be aimed at domestic customers, rather than just those working in the farming sector.

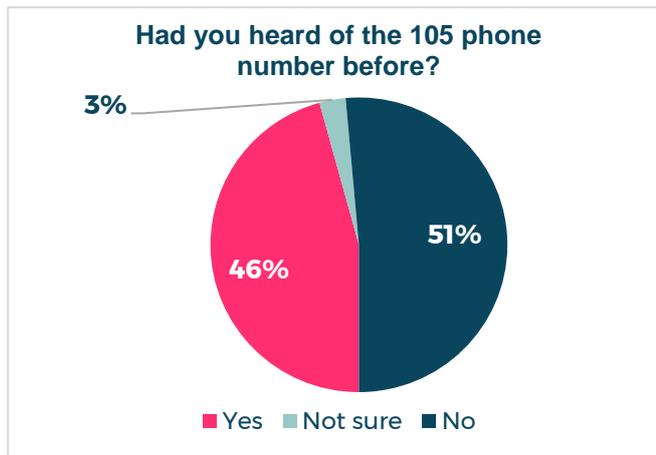
There was support for all of the safety initiatives rolled out by SSEN, although none of the attendees agreed, strongly or otherwise, that they would be prepared to pay more on their bills to fund these.

It was felt that a range of communication methods should be used to promote safety messages and target different audiences, including weekend 'DIYers', children and vulnerable customers. Suggested methods of engagement included working with schools, local authorities and the charity sector.

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?

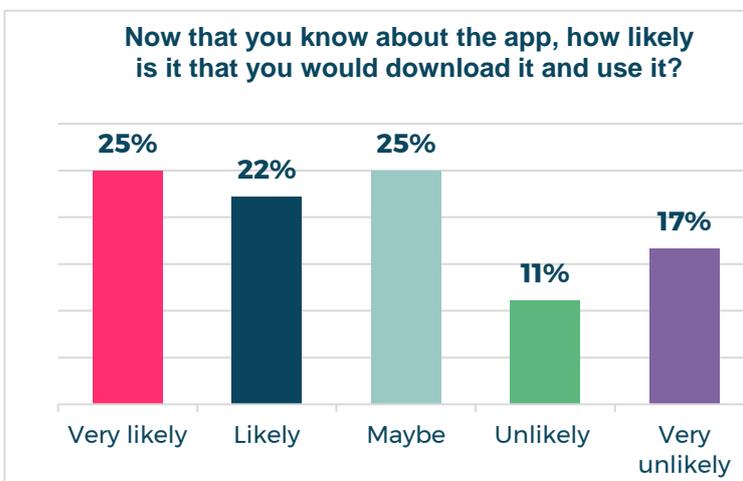
- “Even on your electronic bills, it should be somewhere on there, even if it's just a branding logo. I know you don't get a physical bill, but the 105 logo should be on the PDF that you get, to get it out there.” Infrastructure / engineering representative
- “It's simple, put it on stickers next to the meter, power board or fuse box – that's the first place I go to in a power cut. At the moment they'll call the supplier, not the DNO.” Infrastructure / engineering representative
- “When you get your boiler done, put a sticker on there. I've been in the UK for ten or eleven years and I've never heard of it.” Infrastructure / engineering representative

- “For the 105 number, give contractors stickers for their vans. If all the contractors had stickers on their vans, it would be great.” Developer / connections representative
- “I’ve just done a UK-wide safety course – it wasn’t mentioned.” Energy / utility company
- “It’s aimed at the public, so social media is a good way to get an audience.” Developer / connections representative
- “You could create a leaflet and put it in libraries... thousands of people use libraries during the week. If it’s on the counter, the information is right there in your face. It could be put in a council newsletter. I’d happily see it put in there. You could reach many people.” Local authority representative
- “When you go around checking meters, can’t you just put a sticker on the meter with the number on?” Local authority representative
- “Maybe the idea of having a sticker to put on the box for PSR customers? Some people don’t read the bill, and won’t have the app.” Consumer interest body



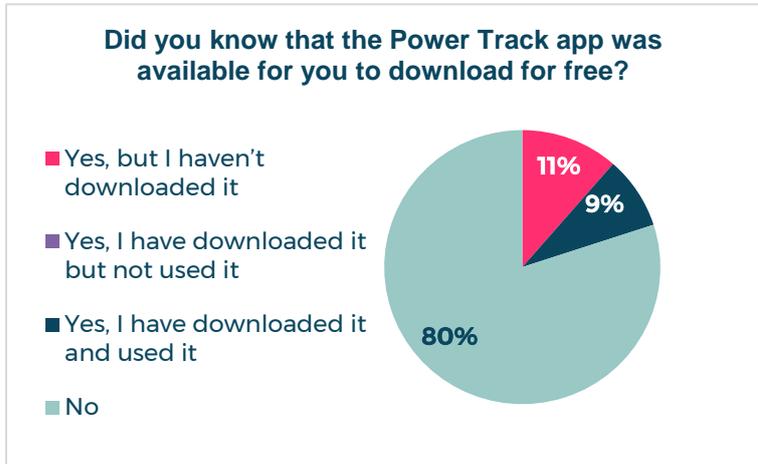
2. What do you think of our Power Track app, and what more could we do to promote it?

- “I use it all the time because I can see where the guys are going and what they’re going to be doing. I wake up in the morning and if it’s covered in dots, I can see it’s going to be a busy day. I’ve used it for a couple of years. The guys love it because they can see what they’re going to be doing.” Developer / connections representative



- “If you had a power cut in your house, you could access the app if it’s on your phone; if it was on your computer, you couldn’t use it. I wouldn’t want to drain my battery though. I would look at the power cuts in the area bit, the map.” Infrastructure / engineering representative

- “The fact that there is no paper bill causes issues. Social media is more important for communication nowadays.” Academic
- “The location is an issue, a lot of consumers don’t know what network they are on, so they won’t know about an SSEN app.” Developer / connections representative
- “Could you have location-based safety alerts, if entering a dangerous area? Warnings that come to you rather than the customer having to seek it out.” Consumer interest body
- “An app is what I would go to now. I don’t use leaflets anymore.” Infrastructure / engineering representative
- “The problem is that everyone has so many apps. Would they have space on their phones?” Local authority representative
- “Will you be able to speak to someone through the app? Is there a chat/messenger function or a link to the 105 line?” Infrastructure / engineering representative



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

- “It’s a powerful film, but it needs a wider audience so that it hits everyone, not just farming communities.” Infrastructure / engineering representative
- “It should be pushed towards more different associations like young farmers.” Developer / connections representative
- “You should be using stickers here as well when you are fitting new machines. If SSEN give them to contractors as well, they could put them on old machines which probably wouldn't have the information.” Developer / connections representative
- “The film is great. We should have more information like this from the beginning of when we are working with SSEN. What to actually do in that situation, for example, bunny hopping. I’m from a farmer background – it’s relevant.” Infrastructure / engineering representative
- “We have inductions to do as a contractor. We should also have a look at that video before we go on site.” Infrastructure / engineering representative
- “Most accidents happen in the home, so there should be another campaign relating to that. In domestic life, you don't encounter overhead lines as much, so you need to be

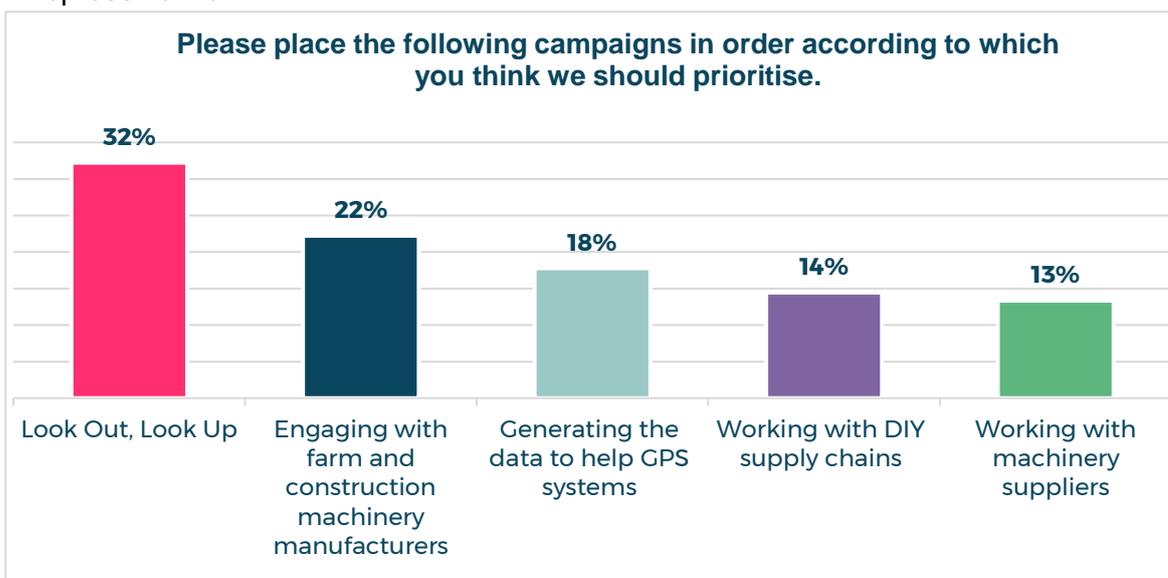
told and see how it relates to you, like in the garden, with hedge trimming, etc.”
Infrastructure / engineering representative

- “I remember ten years ago, they had a similar campaign. It’s a powerful campaign, especially for farmers. It’s the younger generation you get more interaction with.”
Business representative

- “It was only reaching out to southern England. I didn’t see any evidence of it in Scotland.” Local authority representative

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?

- “Go into schools, get them early – teach kids.” Developer / connections representative
- “I think it’s a growing problem; machines are getting bigger and bigger all the time, but the equipment is at the same height. These initiatives might help, but you can’t put too much faith in them, in case they don’t work one day.” Developer / connections representative



- “I think the stickers are a great idea. We could put them on our vehicles as well, as contractors.” Infrastructure / engineering representative
- “Farming machines are getting bigger and many lines are old, on lower poles, or sagging – that’s going to be a problem.” Business representative
- “Plant hire companies should be encouraged to have these notices on machines and check them before they go out on hire.” Business representative
- “I’ve never seen any of that DIY stuff – I’m aware of the dangers though.” Developer / connections representative

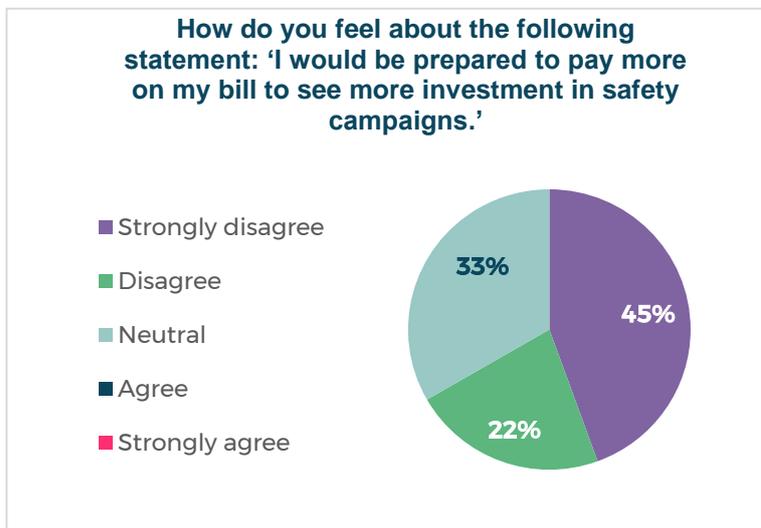
- “You just expect to bring something home [from a DIY chain] and it works. You don’t think about safety. You have to be really overt nowadays – like warnings on cigarette packets. We see people dying in front of us every day.” Academic
- “Prevention is more important. People shouldn’t be encouraged to do their own safety checks; they should be encouraged to have a professional do the job if it’s dangerous.” Environmental group representative
- “We need to get to the person; go to colleges, get campaigns to the people directly.” Business representative
- “Radio would be better than TV; people don’t watch TV in a tractor.” 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?

- “We are looking at collaborating more with SSEN on vulnerable consumers. It’s important that when they are digging in the garden, they are aware of the dangers. Both where cables are located and that it’s possible they can shift in the ground.” Consumer interest body
- “I would say just start with the Citizens Advice Bureau.” Consumer interest body
- “Old public information films should be brought back, the substation one and pylon one, we all remember them.” Developer / connections representative
- “I would speak to the 31 integrated authority services across Scotland, because not everyone goes to GP surgeries. There are lots of vulnerable people who do not go to these services. You need to reach out to them so that they get the message about this.” Infrastructure / engineering representative
- “There were safety banners on the road for a roadworks construction project through an area where I was commuting. For example, there was ‘Please let my daddy come home safe tonight’ and ‘100,000 hours without an accident’. Is there any way of developing similar banners in the house?” Local authority representative
- “Rolling out safe practices to your subcontractors is essential too. They’re working under different pressures. You need to keep tabs on what they’re doing.” Charity / non-profit organisation
- “There will be a demographic that won’t be online and won’t be able to see the app though. It’s always difficult to try and engage with that group. Every organisation will tell you that there isn’t one single method that’s suitable for all demographics. You’ve got to do a variety of methods to hit everyone.” Charity / non-profit organisation

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

- “It’s contentious in the north of Scotland, there are already higher distribution and transmission costs. I don’t think extra cost would go down well.” Consumer interest body
- “Surely you save money if you save damage to the network. Would that not save enough money to spend on the campaign?” Developer / connections representative
- “You can’t really put a cost on damage to people, but you can on damage to the network.” Developer / connections representative
- “Your costs will come down, use them [to invest in safety campaigns].” Infrastructure / engineering representative
- “It’s a fixed price, the DNO charge.” Infrastructure / engineering representative



- “With taxes and levies and stuff already, they’re growing more, it’s too much. With Brexit, companies don’t know what’s going to happen, so they’re already raising prices.” Consumer interest body

- “These campaigns should already be happening. We shouldn’t have to pay more

for something that should already be there.” Developer / connections representative

- “I would say, SSEN should pay for it out of their profits. If you’ve got farmers going around causing faults, it is going to cost you more to sort out those faults than to do a safety campaign.” Local authority representative
- “It’s down to SSEN. It’s in your duty of care, so you should do it. It’s your responsibility. Every other industry is doing it already without having to tax their customers.” Environmental group representative

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

Summary

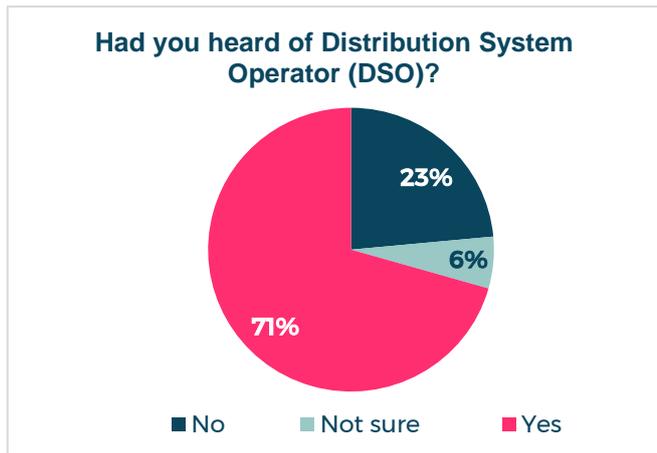
Over two thirds of those in attendance had heard of the term DSO, although the majority were not fully aware of all of its implications. Far fewer people (21%) had heard of the concept of S-CMZs. While there was support for S-CMZs, there was a certain amount of scepticism about whether communities would embrace the concept. It was felt that take-up of S-CMZs would be more likely in rural, affluent areas, where there is a more defined sense of 'community'.

It was agreed that a number of challenges would need to be addressed in order to encourage people to become part of a S-CMZ, from a lack of awareness and limited technical know-how to a shortage of community leadership and low levels of interest. It was also noted that there is a lack of trust in energy companies and limited understanding of the role of DNOs. In order to address these challenges, it was felt that there should be a campaign to raise awareness of the benefits of S-CMZs and that trusted third parties should promote the concept, rather than energy companies. It was also noted that behavioural change is required and that the best way to foster this would be through incentivisation.

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

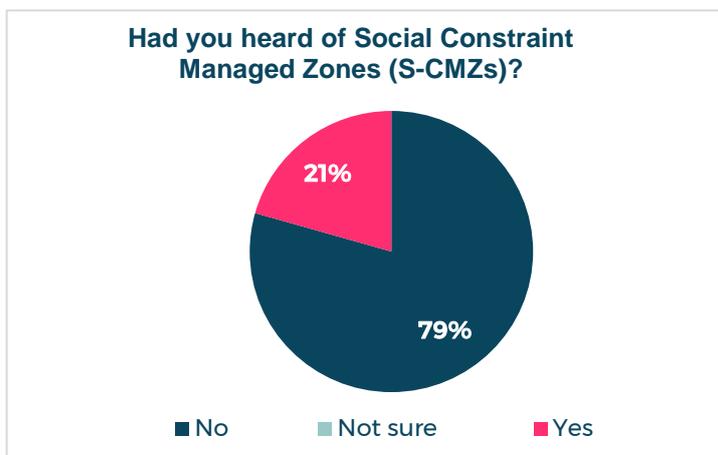
- “Yes. I have heard of it, but I really don't think anyone I know outside of work will have done.” Infrastructure / engineering representative
- “The way I see it is that the network is more lines and cables and DSO is more management of the system.” Infrastructure / engineering representative
- “I wasn't aware of it.” Local authority representative
- “I was somewhat aware of it but don't really understand all the implications.” Infrastructure / engineering representative

- “Historically, being a DNO, the guidelines are to keep the power on. DSO gives you a lot more flexibility, but I’ve always wondered if there must be a conflict of interest here? People are taking power and income out of your hands if they are producing energy.” Developer / connections representative



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

- “I think [delivering social benefits] would be easier in a rural community than in a big town. There is already a sense of community.” Developer / connections representative
- “The social side of this is new to me. I’m a bit sceptical about it. It might work for 18 months, then there’ll be more demand and people will revert back to standard behaviour.” Developer / connections representative



- “I’m not sceptical. We have done projects where we’ve tried to influence behaviour, usually with respect to communities with access to renewable energy. Innovate UK have spent money on research trying to encourage people to reduce their energy use. I’m not

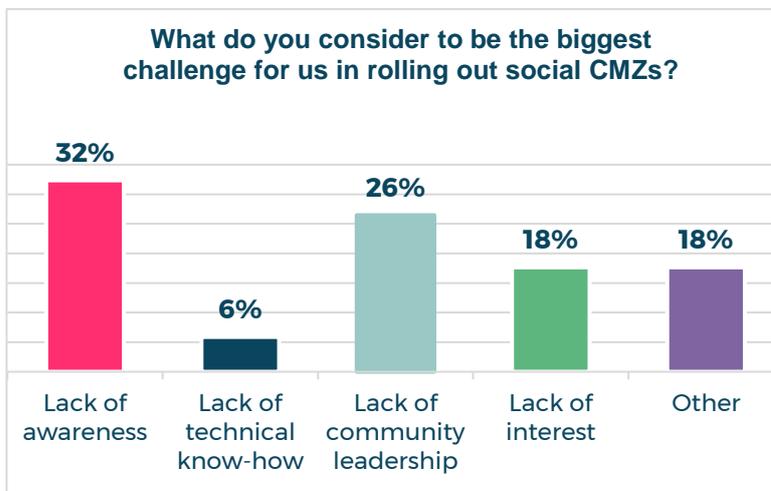
sceptical, because change happens because of necessity. For example, in rural areas, we’ve seen projects work that involve a change of attitude.” Academic

- “I’d argue that you’re trying to do too many things with one scheme. Yes, promoting energy efficiency is good, but it depends on where you are trying to do these things. If you are doing it in an affluent area and want them to reduce their energy, I would agree with that, but if you are asking people living in less affluent areas to reduce their energy usage, it might not be the right message, as maybe they don’t use enough already.” Charity / non-profit organisation
- “People are choosing to keep the heating off or lights off because they can’t afford it, so it does depend on demographics.” Charity / non-profit organisation

- “There is something to be said about who does pay for it – there will be people who can’t afford it or can’t engage. It’s about making sure they’re not paying for something that benefits others.” Charity / non-profit organisation.

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

- “Can I be contentious and put another challenge in: lack of trust in the energy company. I think in the public domain, when people see electricity companies making a profit and their bill goes up the next month, they don’t trust it.” Infrastructure / engineering representative



- “If it was a local DNO that was much smaller, then more people would try and help. SSEN is a massive organisation, so people think ‘why should I change my lifestyle to help this big company?’” Developer / connections representative

community, there’s no sense of responsibility.” Academic

- “In Dumfries, we were knocking on doors. There are communities, but there are outlying customers without neighbours. How do they become a community and get power?” Energy / utility company
- “Changing behaviours is one of the huge challenges, it’s a cultural change. How to make it a better place for people to be, allowing for opportunities that people don’t have, bringing it to life.” Environmental group representative
- “There’s a real problem with lack of financing. It costs £3 for an LED bulb or 68p for a standard bulb. Most people are going to go for the cheaper one. People don’t see the tangible cost against the intangible benefit. These communities need to see something tangible. Maybe a ‘golden hello’ at the start of a project?” Local authority representative
- “I did work with a group of local energy developers and they’re working with local communities to find out their uses and how they would like to move forward. They’re acting as community energy facilitators to talk about where to put local plants and how to create power in future. They got in touch with lots of local councils and the solution from them was taking initiative. There’s great interest at first, but then it peters out.” Environmental group representative

- “I think a lot of it, if there’s going to be bespoke solutions for localised areas, the messaging is really different for affluent versus non-affluent areas.” Consumer interest body
- “I think the Scottish government are already very proactive. They’ve made very ambitious targets, and if they want us to achieve these targets, things like this have to be done immediately, not in five years’ time.” Developer / connections representative
- “The vision has to come from government, but the solutions are coming from the local level. As long as it’s joined up, that’s fine.” Consumer interest body

4. What solutions do you propose to overcome these challenges?

- “Regarding lack of awareness, I think a lot of domestic consumers don’t understand the difference between distributors and suppliers. I find it difficult in my job to get consumers engaged in switching – it is really difficult.” Consumer interest body
- “There’s a strong case that maybe the local authorities should take this on and interact directly with utility companies.” Developer / connections representative
- “Use local and national campaigns and trusted intermediaries. Consumers might not always trust the supplier.” Consumer interest body
- “Lack of awareness is linked to lack of interest as well and drawn out by a lack of trust. We don’t understand the network and we don’t really care. We just pay more every six months, so there’s an apathy to the industry as a whole.” Infrastructure / engineering representative
- “You have a national road safety campaign which is run by the government. There should be something similar in this area.” Infrastructure / engineering representative
- “The rewards should be for the community, not an individual benefit. This is key to overcoming these challenges.” Infrastructure / engineering representative
- “Working with existing groups like Community Energy Scotland would be a good start.” Academic
- “It’s about getting community groups to spread the word. But they need to know what the message is you want them to spread!” Energy / utility company
- “You could get tradesmen who go into homes to communicate on how to reduce energy use.” Developer / connections representative
- “Tradespeople won’t do it. Community liaisons are better because they’re trained in how to talk to people.” Environmental group representative
- “A liaison officer has got time and communication skills. An elderly customer learned how to use her smart meter and when it was cheapest to boil the kettle. It’s small things like this that make a difference, that’s because someone had time to sit down and explain everything.” Environmental group representative
- “Education around energy use is needed; get into schools, teach young kids how it works.” Infrastructure / engineering representative
- “Use grassroots methods, as the most vulnerable people will not go to these services or use the helplines. Go to people’s houses and see what they have and what their problems are. For example, you could advise them about different light bulbs to enable them to use energy more efficiently. Think about local services rather than umbrella services.” Infrastructure / engineering representative

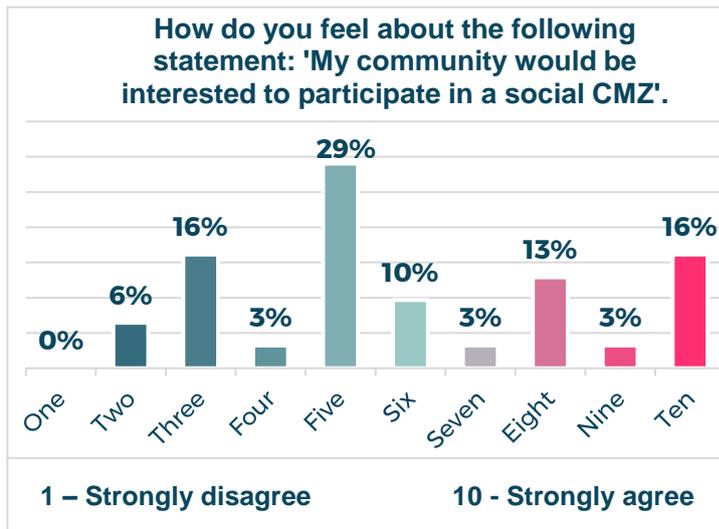
- “Concentrate on short-term thinking. They will only go for it if they will see results now, rather than in 20 years’ time.” Charity / non-profit organisation

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

<h2 style="text-align: center;">Social CMZs</h2> <h3 style="text-align: center;">Challenges and Solutions</h3>		
Challenge	Solution	
Lack of awareness	<i>Local authority & government assistance Technological efforts – apps, to guide behaviour Face-to-face work, door knocking efforts</i>	<i>Academic partnerships on studies Financial incentives</i>
Lack of technical know-how	<i>Working with trusted third-parties Supplying LEDs Tailored advice to specific groups</i>	<i>Gamification</i>
Lack of community leadership	<i>Working with [already existing] community / neighborhood groups including schools Investing money in communities</i>	
Lack of interest	<i>Incentives. Clear benefits communicated</i>	
Lack of funding	<i>Government role in DNO investment</i>	
Lack of trust (of energy companies / suppliers)	<i>Message delivered through retailer not supplier Communications relayed through community leaders</i>	
Lack of community	<i>Face-to-face, hands on assistance / advice</i>	

5. Can you see yourselves / your community participating in an S-CMZ?

- “I would like to think they would, but who knows.” Business representative
- “If you could see what usage is like in your community, this might work. For example, if there was an app showing me what usage was in our community and if it was colour coded, red for when peak times were, you’d learn when to use the network more. When your phone is on red, you don’t use it as much, and it’s the same with the network.” Developer / connections representative
- “Smart meters are good for this because you start thinking about energy use more and your consumption drops.” Infrastructure / engineering representative



- “I think there’s about 12 million domestic smart meters, they can be used to encourage people to use energy at a different time of day, but there needs to be a financial incentive. If you can get lower costs, you’ll get more people doing it – it needs to be price linked.” Consumer interest body
- “It would depend on the marketing. Everyone wants

something from it.” Business representative

- “It can be difficult to get communities active. The energy make-up of people is different from one community to the next.” Charity / non-profit organisation
- “If you have many different little communities in a village (church, bowling etc.) it could work, but it can be difficult to get people together.” Local authority representative

6. How could we spread awareness?

- “Maybe when you log in to see your bills. If something could pop up before you see your bill online.” Infrastructure / engineering representative
- “People change their behaviours if it lowers costs. But it has to be factually correct and use real ways to get reductions; most people are boiling the kettle and filling it all the way up.” Consumer interest body
- “People don’t talk much about their bills any more. It’s much more private. People need to talk about their bills, so they know what’s normal.” Infrastructure / engineering representative
- “People need clear and simple guidance. In our experience, when people realise that they need to put a bid in and all the work that’s involved, they lose interest.” Environmental group representative
- “Maybe an advisory clinic to help communities with this would help them feel more confident?” Infrastructure / engineering representative

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

- “We’re all fairly affluent. So, you’re asking the wrong audience the questions about money. For us, it’s about time and convenience.” Academic
- “You have to find out what the community actually needs to get the message across. Don’t assume you know all the answers.” Environmental group representative

- “That’s the thing about humans; if it’s hot, they’ll open the window rather than turning off the heating. Maybe use gamification. Someone was doing this thing where they put letters through the door saying that neighbours are spending less, as a way to advertise. First Utility have a good readable system with colours to show the different use. People need to see and believe it to change their behaviour.” Consumer interest body

WORKSHOP FOUR: NETWORK INVESTMENT

Summary

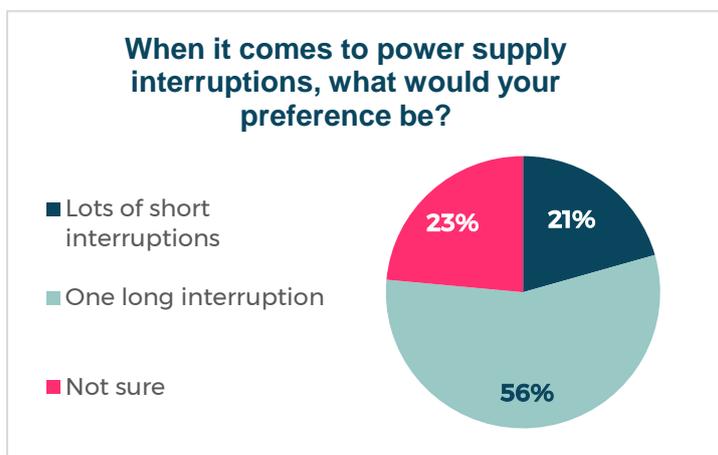
The majority of stakeholders were of the view that one long power cut is preferable to lots of short interruptions, although it was noted that for some customers, such as those on the Priority Services Register, the impact of a power cut could be serious or even, in some cases, life threatening. While most stakeholders thought that SSEN should take a proactive approach to asset management, it was commented that effective monitoring would ensure that assets are replaced at the most appropriate, and therefore cost-effective, time.

With regard to undergrounding cables in AONBs, stakeholders were generally of the view that priority should be given to schemes that improve the reliability of the network. In fact, many thought that reliability should take precedence over aesthetic considerations. When stakeholders were asked to vote on which applications SSEN should prioritise, the most prevalent answer given was that applications which benefit worst-served customers should be prioritised. However, in the discussions, a number of stakeholders made the point that it made economic sense to prioritise those applications that benefit the greatest number of customers instead.

It was widely felt that SSEN should prioritise innovative solutions rather than traditional reinforcement in order to provide a resilient network. However, some believed the answer was more nuanced and urged caution over using untried technology that may not be cost effective for customers.

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?

- “It depends when it is, doesn’t it, it doesn’t matter in the night.” Infrastructure / engineering representative

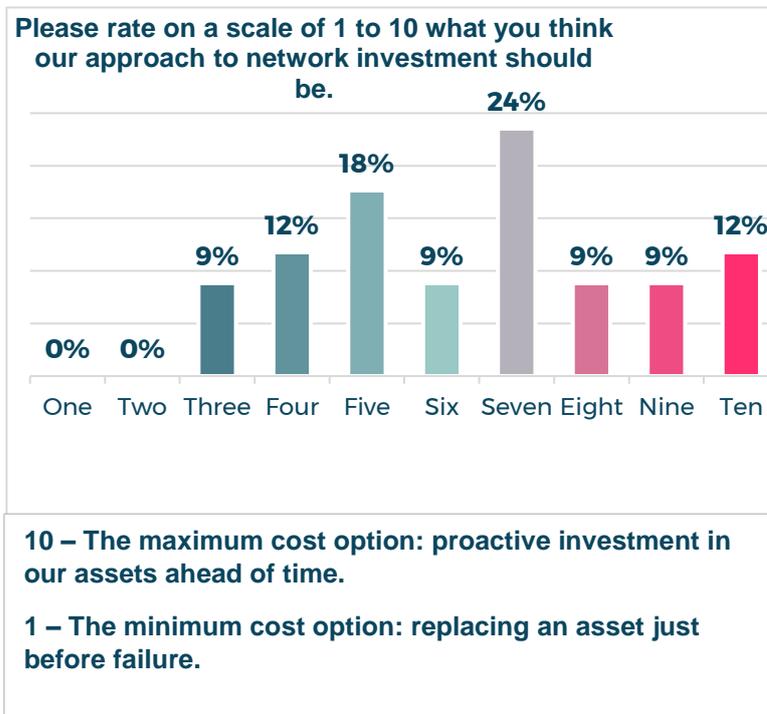


- “I think frequent ones are more disruptive and annoying – but neither are good.” Consumer interest body
- “It’s based on a rural network. I’ve had six power cuts in 40 years. So it depends where you are.” Energy / utility company

- “It depends what time it is. I think I have quite a lot, but because they’re usually during the day when I’m out, you don’t notice them.” Infrastructure / engineering representative
- “The biggest concern that people have is a long outage during winter. We had an outage of six days due to a storm recently. It’s a major worry, which is potentially life-threatening.” Charity / non-profit organisation
- “I’m quite surprised that people are so tolerant. Personally, if I got any interruptions, that is an annoyance, as I have to go reset all the clocks, etc. You pay your electricity bill, so you expect to get it supplied.” Local authority representative
- “My question would be whether or not it’s planned. If it’s a planned outage, I can deal with that, but if it’s the weather or something like that, that’s more difficult to deal with. If I was using an oxygen machine or had sleep apnoea or something, then that becomes life-critical.” Charity / non-profit organisation

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

- “I think it depends on whether you have a backup transformer at your substation. If you have a radial feed, you need a different solution. You should probably take a different approach according to what the structures are.” Infrastructure / engineering representative



- “You’ve got to do automation, but if you don’t keep up with asset replacement, it will become too much to get it back again. If something goes wrong, you can’t just keep patching it up.” Infrastructure / engineering representative

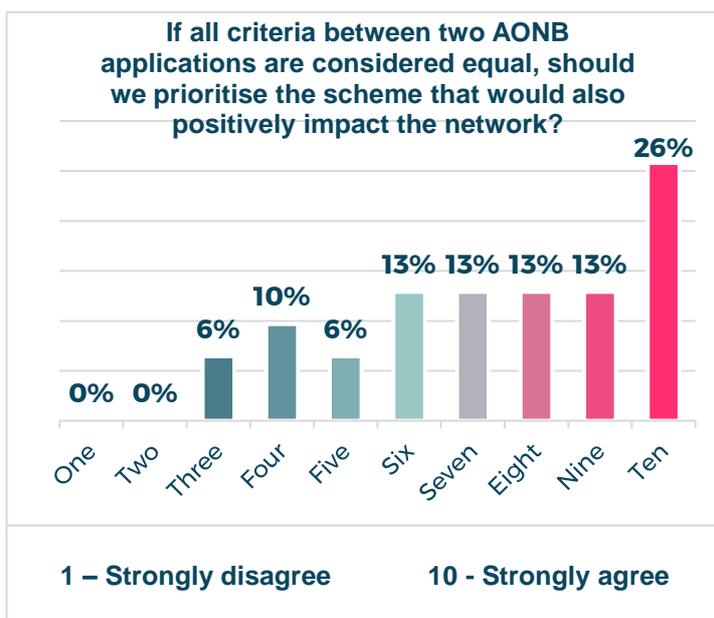
position to make an informed decision.” Infrastructure / engineering representative

- “It’s better to be proactive rather than reactive.” Business representative

- “They’re strategic assets, like transformers. But the cables have been there for 80 years in the ground. They will be replaced as they deteriorate.” Infrastructure / engineering representative
- “You maybe get 40 or 50 years from a transformer, but it depends on how hard a life it has had. It varies. You have diagnostics and monitoring. So, do you add new tech to something that’s older?” Infrastructure / engineering representative
- “Condition monitoring is really useful. You can easily predict when an asset will come to the end of its life. If you’re monitoring it correctly and maintaining it, it should run and run.” Developer / connections representative
- “You need more information to decide which projects to prioritise. By doing more distribution work in terms of transformers, you could move forward more successfully.” Developer / connections representative
- “Proactive, generally. That’s what we pay our electricity bills for, otherwise we’d all have diesel generators in our gardens and forget about the grid.” Local authority representative
- “I think we’ve got used to a higher level of service with electricity networks, so to have any route that would let that service slip wouldn’t be acceptable. But of course, the cost has to be measured to make it as efficient as possible.” Consumer interest body

3. If all criteria between two AONB applications are considered equal, should we prioritise the scheme that would also positively impact the network?

- “Should there not be another option, the one that will give the best benefit to the network. There’s no point spending heaps of money without any benefit to the network. That should be the priority.” Infrastructure / engineering representative



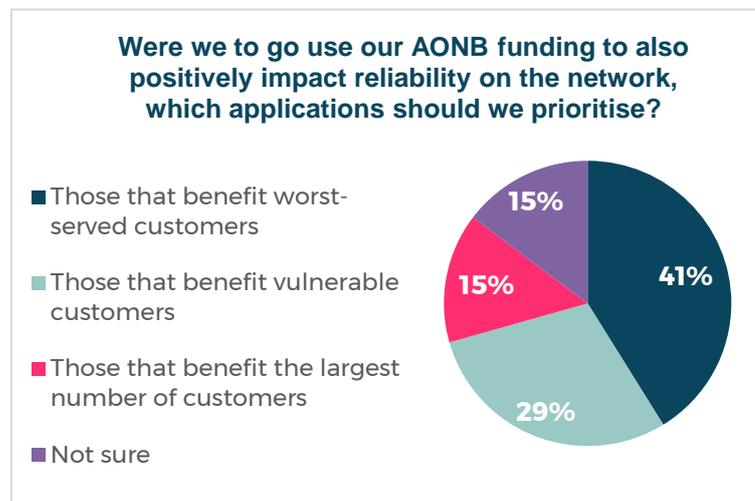
- “Going underground isn’t really better anyway because it’s harder to maintain and there’s more joins in the cable, also you have to put roads in for maintenance anyway, which disrupts the landscape.” Infrastructure / engineering representative
- “The story isn’t there showing that it’s benefitting communities. They’re not seeing

cheaper energy.” Consumer interest body

- “You need to look at how the underground cables are put in place. I saw one project where there was a huge trench left, which was an eyesore.” Local authority representative
- “How you implement putting these cables in place will affect how people react to a project. The area dug up for the underground cables requires much more work. Think of the stress.” Charity / non-profit organisation
- “Would people not see reliability as more important than aesthetic considerations?” Developer / connections representative
- “If it’s going to be of benefit to the wider network, surely you should be doing it anyway, regardless of visual impact? If there’s going to be greater reliability by putting a cable there, then just do it anyway.” Local authority representative

4. Were we to use our AONB funding to also positively impact reliability on the network, which applications should we prioritise?

- “I think we should prioritise worst-served areas, because everybody deserves to get the best service regardless of where they live. They are all paying for it.” Business representative
- “For the worst served, there’s an expectation that that will happen; you make that choice for poor electricity when you choose to live there.” Consumer interest body
- “I would go for the largest number, I think that’s the best investment.” Infrastructure / engineering representative
- “Prioritising your highest numbers of customers is key. Would your most vulnerable customers be near the AONB? You should look at geographical regions.” Environmental group representative
- “I’d probably say prioritise the most people that can get an advantage.” Developer / connections representative
- “Every customer’s important, even if it’s just a few – so I’d say prioritise worst-served customers.” Business representative
- “Aren’t most things done on the basis of economics? What about the impact on the local economy? Often

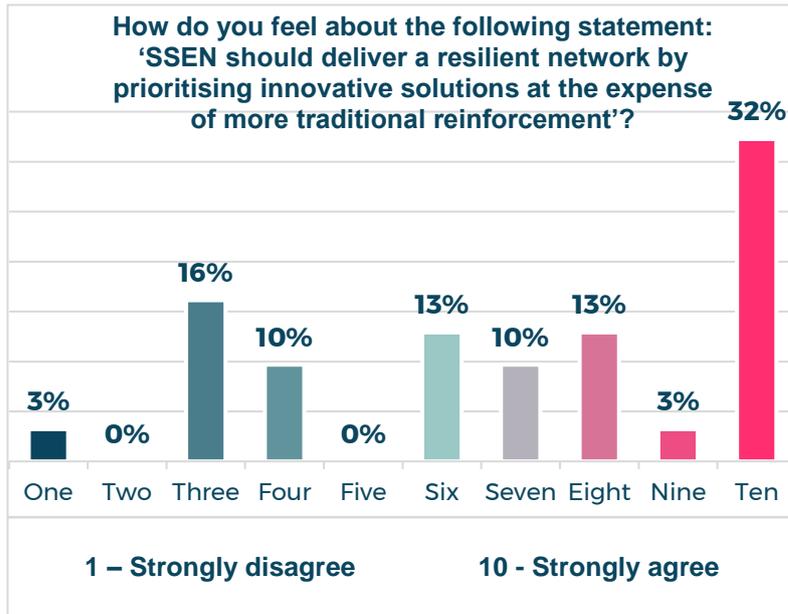


economic drivers determine what we do.” Academic

- “Those that have the biggest direct environmental impact.” Environmental group representative
- “I absolutely appreciate vulnerable customers are a priority, but strategically a vulnerable customer will move around, whereas the worst-served customers will always be in the worst-served areas.” Local authority representative
- “It depends what sort of line you’re undergrounding. It’s a lot cheaper for a smaller domestic line than a 400kV line.” Environmental group representative
- “I think the fact that the decisions are made on a case-by-case basis is the important fact. You need to make sure when those decisions are being made that the correct people are being consulted, and it’s not just an internal business decision. It needs to be justified and the community has to be okay with it as a whole.” Consumer interest body

5. Do you think SSEN should deliver a resilient network by prioritising innovative solutions at the expense of more traditional reinforcement?

- “I think we should go for the innovation option. That’s what we do as a company.” Developer / connections representative
- “You’re going to spend loads of money putting off the inevitable, so just bite the bullet and do it now. I don’t think demand will go down, so you’ve got to do it at some point and you’re currently spending money to try and save it. Do it now, then you have the asset there for the future.” Infrastructure / engineering representative
- “It’s got to be a balance of value. You need to not fall into the regulator trap. Don’t just work from one business plan to the next one, to the next one. Don’t just try and reduce cost and sweat the asset; you’re not thinking on the long-term and you aren’t looking at the wider view. Avoid the regulatory framework.” Infrastructure / engineering representative
- “More and more businesses are providing demand-side response. But as a larger organisation, would you provide relatively untested technology, and how do you incorporate an innovation like that? There’s a lot of funding for demonstrated projects. It’s not a black-and-white answer. Innovation will happen, and once the technology is proved, it will be adopted.” Academic



- “It’s all about the bottom line, in the end.”

Business representative

- “It has to be a twin-tracked approach. Don’t compromise one for the other. It’s a balancing act.”

Business representative

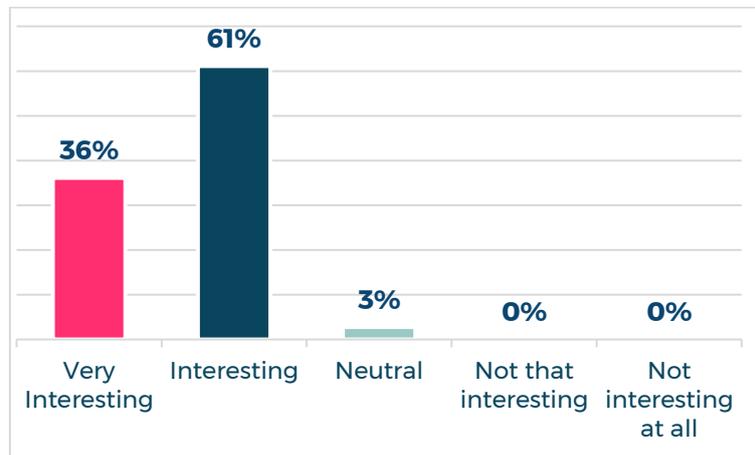
- “It depends what you mean by ‘innovative’. I suppose when I mentioned the 400kV overhead power

lines being around for hundreds of years, that technology hasn’t really moved on, and so it depends what you mean by ‘innovative’. We’ve had computers invented since then. This industry is very backward generally, so ‘innovative’ is really just what everyone else is already doing.” Environmental group representative

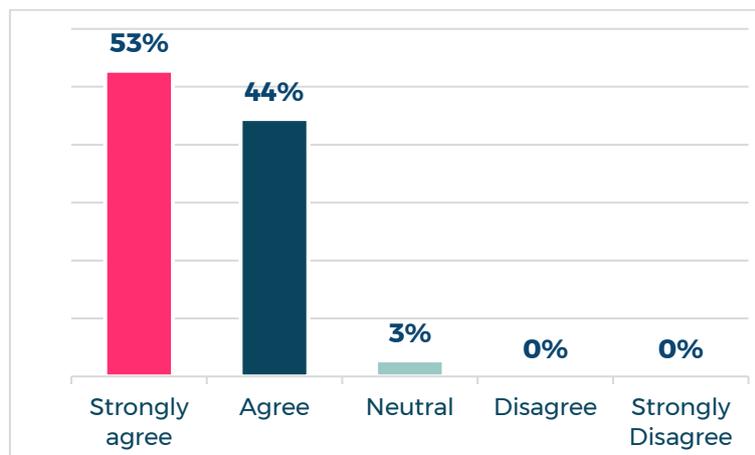
WORKSHOP FEEDBACK

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?



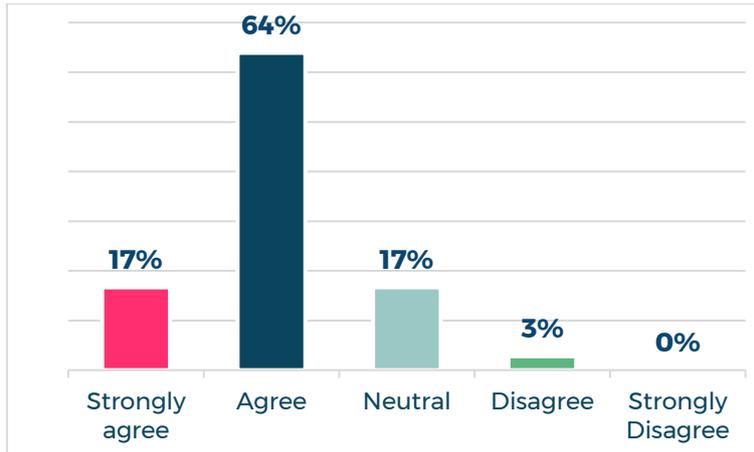
Q2: DID YOU FEEL THAT YOU HAD THE OPPORTUNITY TO MAKE YOUR POINTS AND ASK QUESTIONS?



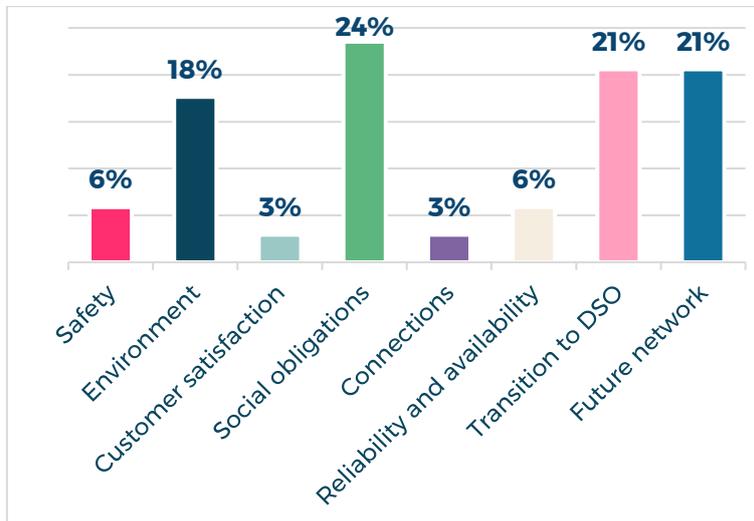
Comments:

- “Very engaging.”

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



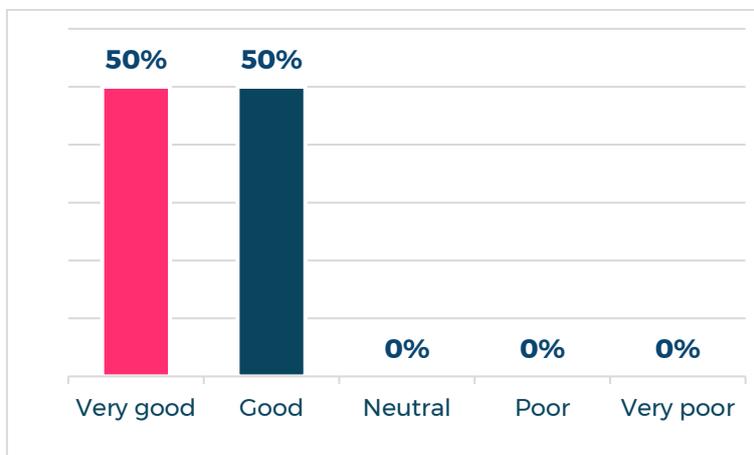
Q4: WHICH OF THE FOLLOWING TOPICS DO YOU THINK WE SHOULD BE ENGAGING ON IN THE FUTURE?



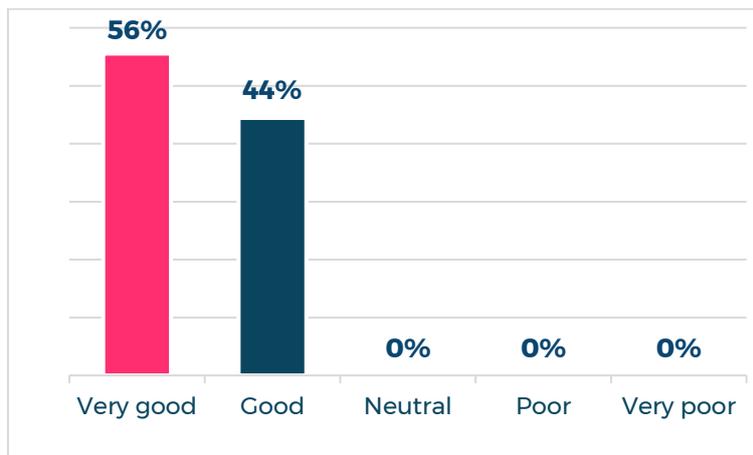
Comments:

- “Grid flexibility technologies.”

Q5: WHAT DID YOU THINK OF THE VENUE?



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



Comments:

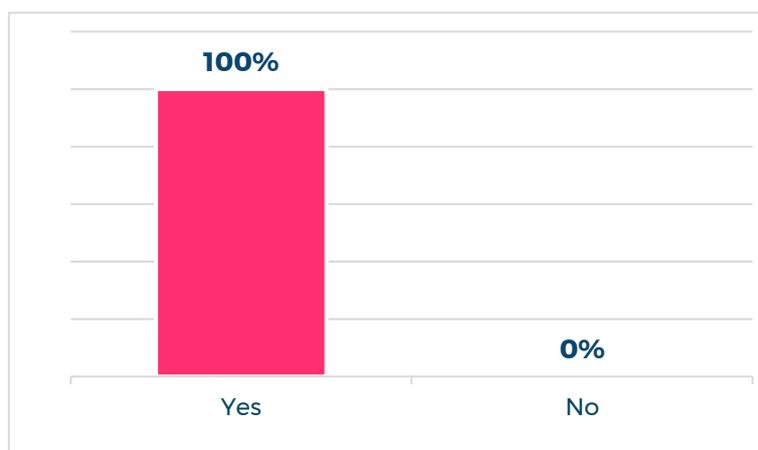
- “EQ Communications [were] excellent.”

Q7. ANY OTHER COMMENTS?

Comments:

- “Table very engaged, very good conversations.”
- “Voting questions [were] quite binary.”
- “This workshop was very interesting and helpful as I've been able to gain insights and views from other stakeholders that we do not normally have a chance to engage with at other events [...] aimed at ICPs and the distribution network.”

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





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