

DSO Incentive Stakeholder Satisfaction Survey Avoiding Bias Methodology Statement

April 2024

Purpose of statement:

The purpose of the Distribution System Operation (DSO) Stakeholder Satisfaction Survey is to drive distribution network companies to become more responsive to the needs of DSO Stakeholders and improve service levels. The scored part of the survey will be used to assess us against a target and will aid in determining a financial penalty or reward. We will also use the survey to inform our current business operations and in planning for future decision making.

We have commissioned an independent research agency, Explain Market Research, to conduct this survey on our behalf. Explain abide by the Market Research Society (MRS) Code of Conduct and further details on how Explain process stakeholder data can be found here: <https://www.explainresearch.co.uk/privacy-policy/>.

As part of the latest guidance (at the time of writing) within the DSO Incentive Governance document provided by Ofgem (pg. 13 para 3.11.), distribution network companies must maintain systems, processes and procedures as are reasonably necessary to mitigate the risk of bias in the results of the DSO Stakeholder Satisfaction Survey. Our process to mitigating bias has been set out below.

Selection Process:

For the purposes of avoiding bias, all internal colleagues who engage with DSO Stakeholders within SSEN Distribution are required throughout the year to capture all engagement irrespective of a positive, neutral or negative sentiment associated with the engagement. For the purposes of the DSO incentive, DSO Stakeholders are defined as organisations that affect or can be affected by the DSO activities of the distribution network company. They may have a direct or indirect interest in DSO activities, and their interaction could vary in frequency.

Our approach for the DSO Stakeholder Satisfaction Survey was to ensure that all stakeholders who have actively engaged with our DSO function since 1 April 2023 – 31 March 2024 are provided with the opportunity to respond to our DSO Stakeholder Survey along with the additional categories specified by Ofgem. For that reason, stakeholders who have engaged with us within the aforementioned date range have been invited to participate along with the additional stakeholder categories listed in the Ofgem guidance.

The Stakeholder Relations team selected a 'lead stakeholder' within each organisation to receive the stakeholder survey. An agreement between all DSOs was made that the most senior stakeholder from any relevant organisation would be invited to participate. If we did not hold contact information for the most senior stakeholder, or they were uncontactable due to

varying reasons (recently retired, on sabbatical leave, invalid contact details etc.) then the next most appropriate lead was identified from our data set.

Encouraging participation whilst mitigating the risk of bias:

To support and flag the opportunity to participate in the survey, our professional partner, Explain has sent an email on our behalf to our full DSO stakeholder data set. The Explain team will then follow up with all stakeholders with three reminder emails. SSEN Distribution has also taken the action of contacting all stakeholders to encourage an organisational response. In addition, our subject matter experts within the business will be highlighting the survey to all stakeholders with whom they work. Finally in the last week of the survey SSEN will be issuing our DSO Newsletter to the entire list of stakeholders with a further prompt that the survey is closing on the 31 May 2024.

Where SSEN becomes aware that stakeholder details need to be updated or corrected or where stakeholder email systems are preventing the receipt of survey invitations, these will be raised with the Explain team so they can be addressed and enable the stakeholder to participate.

More information on SSEN Distribution's Stakeholder Engagement privacy notice can be found here: [Privacy Notice \(Distribution\) - SSEN](#)

If you have any questions or concerns, please email us at stakeholder.engagement@sse.com.