

# ANNUAL VULNERABILITY REPORT

2024-25



Scottish & Southern  
Electricity Networks

Powering our  
community





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## INTRODUCTION

We are delighted to present our 2024/25 Annual Vulnerability Report, providing an update on our performance, our commitments and how we are supporting customers and communities who need it most.

Our Consumer Vulnerability Strategy sets out our approach to consumer vulnerability and how we will achieve our RIIO-ED2 (ED2) commitments alongside our wider ambition to ensure we are supporting our customers. The Annual Vulnerability Report provides an update on how we have performed for our customers between April 2024 to March 2025 against our commitments (pages 25-27) and targets (pages 23-24).

As a Distribution Network Operator (DNO), we own and operate two licence areas: Scottish Hydro Electric Power Distribution (SHEPD) in the north of Scotland – including remote island communities – and Southern Electric Power Distribution (SEPD) in south central England.

We keep the lights on and deliver electricity to over 3.9 million homes and businesses across our licence areas – including remote island communities – whilst playing a pivotal role in the transition to a lower-carbon economy. We are doing this by providing the critical national infrastructure which will enable the ongoing shift to a decarbonised energy system and electrification of transport and heat.

Our customers and communities rely on us every day to provide a safe and reliable supply of electricity, this is especially true for those customers in vulnerable situations. Being there for our customers during power cuts and adverse weather, providing communication and welfare when needed, is essential (pages 8-9 and 17-20).

The ongoing cost of living crisis means the support through our partners is more vital than ever. With an estimated 980,000 households across Scotland and 3.17 million households across England in fuel poverty, we need to ensure we are providing support with energy efficiency advice, income maximisation and benefits checking (pages 11-13).

We are seeing a significant uptake of low carbon technologies across our network.

Understanding customer’s needs, especially those who are in vulnerable situations, helps us ensure the transition to net zero is smart and fair and does not embed unfairness into the future energy system (page 22).



### SHEPD

**797,655 customers'**  
homes and businesses served

**203,134**  
households registered on the PSR

### SEPD

**3,150,112 customers'**  
homes and businesses served

**815,161**  
households registered on the PSR



# EXECUTIVE INTRODUCTION

Scottish and Southern Electricity Networks' (SSEN) core role is to ensure the near 4 million customers who live and work in the communities we serve, have access to a safe, resilient, and reliable power supply. This is a responsibility we take seriously, especially when it comes to the additional support we provide for people who are in vulnerable situations.

As more of our nation's communities turn to electricity for heating and transport, our role is becoming ever more important. Our progress during this past year demonstrates how we are doing more than ever for our customers, and these achievements are detailed in the forthcoming pages of this report.

One of the cornerstones of the support we offer is through our Priority Service Register (PSR). At the beginning of 2025, we broke through the 1 million mark for the total number of customers signed up. There was a net gain of 112,000 households added to the register during last year: that is the biggest-single increase during a 12-month period on record for SSEN.

Our focus on promoting and growing the PSR, means we are able to identify which customers may need additional support during a power cut, providing them with additional communication and advice. It also ensures we are focusing our welfare response during storms to the communities who need it most.

Along with more customers on the PSR, we are also proud to report greater satisfaction among those who are already on the PSR. We have worked hard to improve and better define our processes, enhancing the experience customers receive.

Growing the PSR enables us to identify customers in fuel poverty or who would benefit from support transitioning to low carbon technologies in the home. Last year, there was a 17% increase last year in the number of households supported

through Fuel Poverty measures and who were helped with their own Low Carbon Transition journeys. The increase in customers accessing this support highlighted the challenging winter, especially for those impacted by the change to the Warm Home Discount Scheme.

Building on the success of our existing partnerships we have forged new partnerships with Carers UK and Warm Welcome charities, the fruits of which are already helping the customers who need it.

The PSR is crucial – but it is far from being the only way in which we provide support.

One of the commitments we have made for this ED2 Price Control period is the creation of Power Cut Plans. These are tailored documents for customers on the Priority Service Register where the content is specific to their circumstances or condition. They have been compiled with the support of leading charities, such as Kindey Care UK, and organisations whose insights ensure we're providing advice relevant to the individual customer's needs.

Another commitment for our customers is the provision of home battery packs for people in our communities who are medically dependent on electricity. This is to provide an additional level of resilience for these customers in the case of an unplanned power cut. It enables them to remain in their homes during a power cut because they have the means to keep their essential medical equipment powered. During the past year, we have been running a pilot with a small number of customers to test which are the best batteries to be used for this purpose, and to assess how people might use them during a power cut. The response from customers involved has been overwhelmingly positive, and we're progressing procurement of batteries for these specific groups of customers.

Last winter was one of the most challenging in recent years across our licence areas, with Storm Éowyn bringing the strongest winds to the Argyll and Bute area in a decade. Our ever-changing climate reinforces the need for Distribution Network Operators like SSEN to do all we can support those who are in more vulnerable situations during power cuts. Our dedicated vulnerability team was on hand before, during, and after this year's storms providing dedicated advice and support, making regular check calls, and arranging home visits for customers off supply. Our teams also worked with catering providers and local business to set up welfare facilities, providing food and drink for customers without power. In total, tens of thousands of people benefited from this high-level dedicated support last winter.

The following pages will detail how we are proactively putting ever more measures in place to care for those customers in the communities we serve who are experiencing vulnerability, and how we have supported them.

The work to provide this wraparound customer care goes on - along with our partners and stakeholders - to deliver exceptional, tailored service all-year-round.



**ANDREW SCOTT**  
DIRECTOR OF CUSTOMER SERVICE





# KEY HIGHLIGHTS

We have made progress towards delivering our commitments made to customers in vulnerable situations over the last year, with one commitment delivered 3 years ahead of target.

Increasing the number of households registered on the PSR means we can support more customers during power cuts and storms. We saw this support in action throughout the year but especially during the 4 named storms we saw last winter.

We enabled more households in accessing essential support, resulting in a higher financial gain, across what was a challenging winter for our customers impacted by the change to the Warm Home Discount payments.

We have pulled out some key highlights from the last 12 months. More information on these highlights can be found throughout the report.



*"I am incredibly proud of the progress made to support our customers and communities in vulnerable situations. From our contact centre and engineering teams to our planning teams, everyone has worked to ensure vulnerability is considered in all our processes to ensure our customers are receiving the best service and the support they need."*

Andrew Bailey | Head of Customer Service Strategy and Vulnerability



**1M+ HOUSEHOLDS** registered on PSR



**58.1%** PSR Reach, SHEPD **73.6%**, SEPD **63.5%**



Increased Customer Satisfaction for PSR customer experiencing a power cut to **8.86/10**



Introduced **2 NEW PARTNERSHIPS** to deliver energy efficiency, low-carbon technology advice, and targeted support to customers facing fuel poverty



**OVER 16K+ HOUSEHOLDS** supported with Fuel Poverty, Energy Efficiency and Low Carbon Technology advice



**DELIVERED £4,311,500.18** Net Present Value through our partnership programme



**10 COLLEAGUES** achieving City and Guilds in Energy Efficiency



**76 COMMUNITIES SUPPORTED** with LCT and resilience projects with funding provided through our Powering Communities to Net Zero Fund. Over **£886K AWARDED**



Supported customers across **4 NAMED STORMS**



**8/10 ACCESSIBILITY** ranking for our website



**0%**

**RED**

A milestone that is at significant risk and highly likely to be missed

**25%**

**AMBER**

Progress is delayed but is likely to be achievable before the end of the RIIO-ED2

**75%**

**GREEN**

Progress against the milestones are on track



# CONSUMER VULNERABILITY STRATEGY

**Our commitment to our customers: Meet our obligations to treat all customers fairly, including those in vulnerable situations. Put in place a vulnerability strategy, to be reviewed and refreshed annually and our performance incentivised.**

Our approach to consumer vulnerability is deeply embedded within our business, and is centred upon the following principles that will drive improvements for our customers living in vulnerable circumstances:

1. Understanding the needs of our customers.
2. Using data to deliver tailored support.
3. Partnership and collaborative working to help deliver services.
4. Embedding knowledge and learnings and sharing best practice.
5. Tracking performance against Key Performance Indicators (KPIs) to ensure our efforts remain effective.

Every year we engage with customers and stakeholders to ensure the targets within our commitments continue to deliver value for the changing needs of the communities we serve. This means we refresh our vulnerability strategy each year giving us an invaluable opportunity to review the benefits of our work, listen to feedback and make important changes. This flexible approach means we can reach higher and be better for those that need our help the most.



*"It's critical that we review our strategy every year of ED2. The needs of our customers, supporters and partners is always changing, and with the transient nature of vulnerability its vital we consult and listen. One of the benefits of working in this way is to push ourselves to not only deliver against our commitments but to push ourselves to do more and set a high standard for future price controls."*

Olivia Worthington | Vulnerability Strategy & Welfare Implementation Manager



## VULNERABILITY WHEEL

The wheel provides a clear view of the outputs we committed to deliver to meet Ofgem's Principles/baseline standards. It also outlines the extra work we are doing to meet our own consumer vulnerability promises and go further in safeguarding our customers.

We are committed to engaging with customers in vulnerable situations, and the trusted organisations who represent them. This deepens our understanding of complex vulnerability including those who become temporarily vulnerable. We will work in partnership to deliver a wide range of services that target support where it is needed most in the communities we proudly serve.





# PSR GAP ANALYSIS

**Our commitment to our customers: Reach over 1 million PSR customers by 2028, refreshing our data every 24 months.**

## ENHANCING SUPPORT FOR PRIORITY SERVICE REGISTERED CUSTOMERS

We are committed to improving our support for Priority Service Register (PSR) customers and increasing partnerships to extend the service to more individuals. Our objectives are to:

- Raise awareness of the Priority Services Register.
- Improve service accessibility to ensure no customer is left behind.
- Ensure the data we hold is up to date.
- Provide the right support to customers before, during and after a power cut.

To meet these commitments, we:

- Conduct regular gap analysis on PSR data.
- Actively promote PSR in our communities, focusing on areas with the largest gaps.
- Promote the PSR, thepsr.co.uk and psrscotland.com at every opportunity.

## PSR PERFORMANCE

In this year we saw our biggest ever increase in the number of households registered on the PSR with 112,915 new registrations.

These new registrations take the total number of households registered to 1,018,295, meaning we have met our commitment to reach over 1 million customers 3 years early.

Whilst our PSR has grown, we know there is still more to do with an estimate of over 500k households eligible for the PSR but not yet registered.

Working with experts to carry out research and analyse social data, we aim to increase the PSR further ensuring more customers receive the support they need.

	PSR Eligible Households	PSR Households Registered 2024-25	PSR Households Registered 2024-25	Growth
SHEPD	275,881	203,134	177,698	+25,436
SEPD	1,283,506	815,161	727,682	+87,479
SSEN	1,559,387	1,018,295	905,380	+112,915

## PSR RESEARCH

### SUMMER CAMPAIGN INSIGHTS

In March 2024, we commissioned research with Create Clarity to better understand how to engage our PSR audience.

The insights gathered as a result of the mixed-methods research, led to several key insights embedded into our creative and media planning:

- Emphasising simple, clear messaging.
- Highlighting that the service is free and easy to join.
- Using testimonials to make the service more relatable.
- Demonstrating how the PSR helps customers feel more self-reliant before, during and after power cuts.

These findings informed our summer door drop campaign, which also tested the theory that customers who had a recent experience of a power cut would be more likely to respond to the campaign.

### Our campaign resulted in:

- A 4% higher response rate from households who had recently experienced a power cut.
- 799 customers using the QR code, with customers spending longer-than-average on our website and a lower-than-average bounce rate (where customers leave the website after visiting just one page).
- A 264% increase in online registrations in August 2024, compared to August 2023.

### PSR MARKETING CAMPAIGN

Building on previous successes, we refreshed our marketing strategy by incorporating insights from the PSR research.

Together with our design agency, Hydrogen, we devised a new campaign targeted at our top 3 areas with the biggest PSR Gaps. This included working with social media influencers Jess and Norma, a popular granddaughter/grandmother duo with over 2 million followers.

The campaign ran from June to July 2024. It featured a Tiktok, Instagram, and Facebook video in which Jess and Norma discussed how to prepare for a power cut, the PSR's benefits, and how to register. In addition, we ran paid ads targeting areas in which we identified as having the highest PSR gaps, both geographically and by needs-code. These included Bournemouth, Christchurch, Poole, Dundee and West London, focusing on customers over 60 and families with young children.

### CAMPAIGN IN NUMBERS

#### Overall performance

**130%** increase in PSR registrations\*

**1.7m** impressions

**595.5k** reach

#### Social Media Advertising

**8,444** link clicks

**358** reactions

#### Jess and Norma

**276,00** reel plays

**8,299** reactions

\* Compared to same period 2023/24



## PSR DATA CLEANSE

Accurate data is important to ensuring we provide the right support to our customers on the PSR. Alongside the requirement to cleanse our PSR data every two years, we committed to refreshing the data we hold for our customers with the highest priority needs codes (PSR 1+) every 12 months.

In 2024/25 we proactively contacted over 339,000 PSR customers to ensure we hold the right data. We also receive updates on customers data through our data sharing with energy suppliers and water companies. Our systems also flag if we have not updated customers data in the last 24 months, ensuring our advisors are able to confirm and update PSR details when we speak with them.

Through our data cleanse process, proactive contact from customers and updates received from suppliers and water companies, we have successfully refreshed 100% of our data since April 2023, including 57,139 PSR 1+ customers in 2024/25.

### TWO-YEAR PERFORMANCE (2023-2025)



**691,126**

data cleanse letters sent to PSR customers



**146,290**

additional customer records cleansed through data sharing or customer updates

## CROSS-DNO COLLABORATION: PHARMACY AND SOCIAL PRESCRIBING

In collaboration with five DNOs, we ran an email campaign to over 100,000 pharmacy subscribers and promoted the PSR to 28 link workers and 7,000 NHS staff, including social prescribers. The campaign also featured power cut and energy efficiency advice through 250,000 printed pharmacy guides at 5,000 locations and a micro-website reaching 1.5 million pharmacy patients.

## CUSTOMER MAPPING TOOL

We've expanded the use of our Customer Mapping Tool, now accessible to over 25 new users.

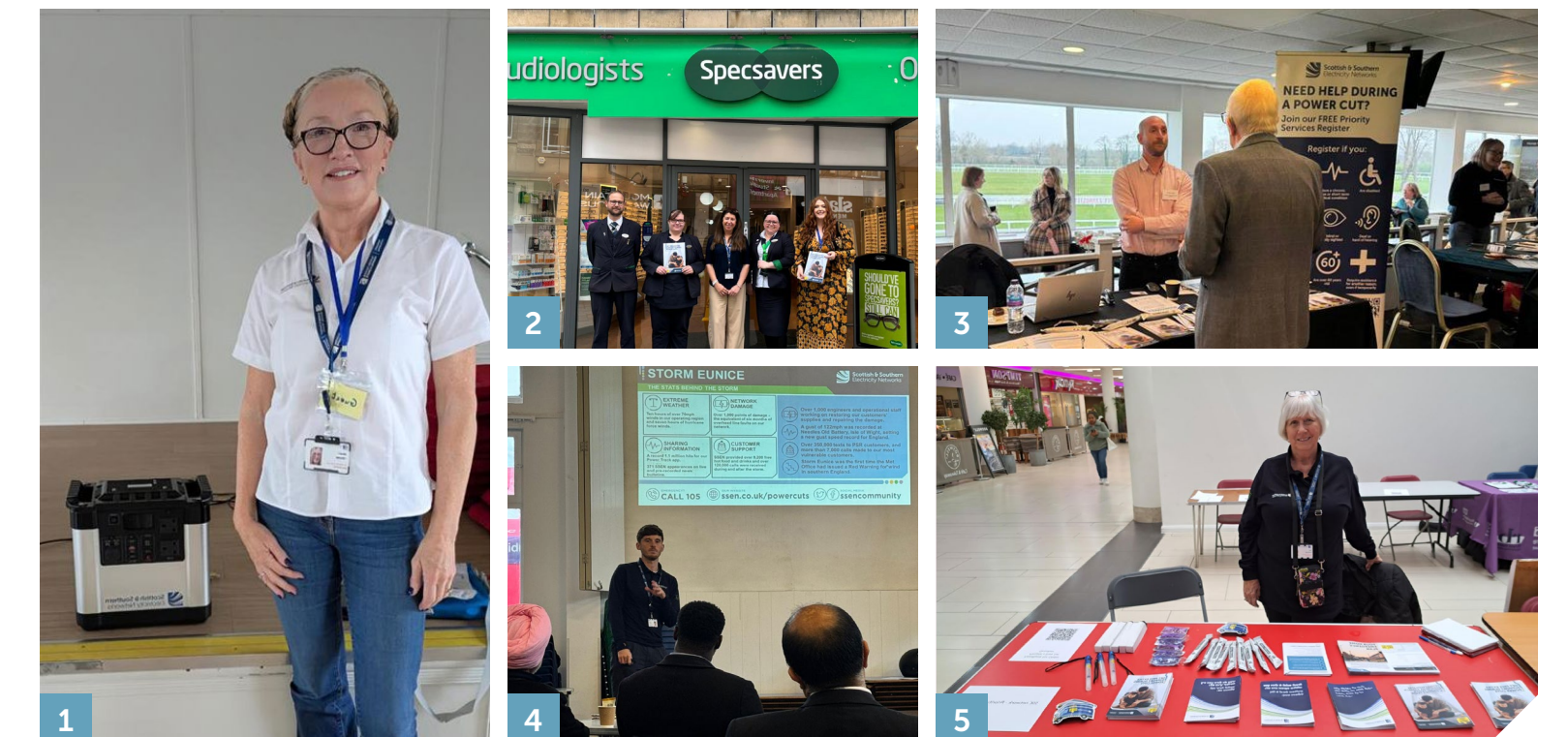
This tool has been instrumental in targeting specific projects where we can see the need is greatest. Examples of this are three courses run by National Energy Action (the project is called Empowered by Energy) which helps refugees understand how to be energy efficient, save money and become energy champions in their communities.

## COMMUNITY ENGAGEMENT AND OUTREACH

Our team has been engaging with a wide range of community groups to raise awareness of the PSR and the support available for vulnerable customers. Some key community engagements include:

- **Women's Institute (1):** Rebecca Botto and Mandy Driver, our Customer and Community Advisors (Wessex Region) have continued to build strong relationships, including with the Bramshaw branch in April 2024.
- **Highland and Island Communities:** We delivered sessions on PSR and Home Emergency Plans at the Highland Senior Citizen Annual General Meeting.
- **Specsavers Collaboration (2):** Our PSR team provided Inverness Specsavers staff with interactive PSR training, whilst we continue to improve how we support visually impaired customers. This busy store pulls in customers from across the Highlands, allowing us to reach more rural communities.
- **Utilities:** Customer Relationship Manager's Pamela Harvey and Shona Horn (Highland's and Island's) delivered a joint presentation with SGN and Scottish Water in December 2024 to over 50 care providers from the Health and Social Care sector. In June, a similar engagement was facilitated on the topic of resilience, and was held alongside Emergency Planning from Highland Council and the Scottish Fire and Rescue Service.
- **CVS Funding Fair (3):** We engaged local charities, voluntary groups, and community organisations, showcasing the SSEN Community Funding opportunities available to these groups. These include community resilience and net zero funding opportunities.

- **Warm Spaces:** We have supported the Warm Spaces initiative, where individuals can receive hot drinks and meals at 9 Warm Hubs across the Slough area. For further information please see page 12.
- **Dementia Coffee Morning:** Customer & Community Advisor, Daniel Townson (Thames Valley Region) was invited back to Botwell Library to speak about PSR and fuel poverty support at a dementia coffee morning.
- **Community Resilience Project, Ealing (4):** We presented on PSR and fuel poverty support alongside emergency services and community organisations.
- **Mental Health and Wellbeing group, Hounslow:** We collaborated with Hounslow Council to provide PSR packs to an estimated 250 health, voluntary, community and social enterprise professionals.
- **Community Roadshow's:** We attended as part of an initiative from Reading Citizens Advice Bureau and Reading Borough Council to engage vulnerable communities in conversations on the PSR.
- **The Footprint Trust:** We supported our partner with the winter preparedness event held in October on the Isle of Wight.
- **Older People's Day in Reading (5):** We reached over 1,000 attendees with information about PSR and available support services.



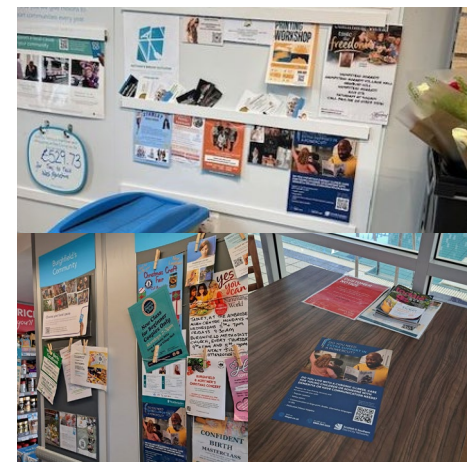


## GROWING THE PSR

Several new initiatives have been implemented to increase PSR reach.

**1. Community Toolkit:** Launched in 2023/24 with the aim of supporting charities, vulnerable customer representatives and other organisations to promote the PSR. The toolkit was updated this year with new features like a video, a digital information screen featuring PSR information and a quick guide for those in operational roles. These improvements resulted in a 46% increase in download rates between October and its re-release in November, and a boost in website traffic. Across all these PSR process improvement projects we are continuing to collaborate and expand community engagement efforts and improve internal processes. We are working toward making the PSR more accessible and impactful for our most vulnerable customers. A refresher of the toolkit is planned for summer 2025.

**2. Internal Poster Competition:** We distributed 600 PSR posters across SSEN sites and to employees, encouraging them to share information about the PSR within their local communities. Our colleagues really got behind the purpose. They spent time talking to shop owners, dental surgery receptionist and local councillors to not only get their support but empower them to share the message of the extra help available.



**3. Two-Way Data Sharing with Local Authorities:** We held an information session with stakeholders from Local Authorities and Health and Social Care Partnerships in the SHEPD area, focused on supporting vulnerable customers during emergencies. Plans are underway to set up individual Data Sharing Agreements, enabling secure and rapid data sharing to improve response times. SSEN representatives and emergency contacts reviewed a proposed process that removes the need for signed forms under the Civil Contingencies Act - helping ensure faster, more consistent support.

## COLLABORATION WITH POLICY AND PRACTICE

We are exploring a collaboration with Policy in Practice.

This partnership will enable data to be shared with us on those customers who are eligible for the PSR across 5 needs codes; Blind or visually impaired, families with children under 5, those of pensionable age, physical impairment, and those who have caring responsibilities. If successful, it will contribute to PSR growth and would mark a first in the utility industry. The pilot is expected to go live in the summer of 2025.

Across all these PSR process improvement projects we are continuing to collaborate and expand community engagement efforts and improve internal processes. We are working toward making the PSR more accessible and impactful for our most vulnerable customers.

## DATA FOR GAP ANALYSIS

We commissioned a report from Centre for Sustainable Energy into our PSR gaps to help us target which areas and needs codes we should focus on for PSR promotion.

Breaking down our PSR to local authority level and key demographics we were able to identify our core priorities for 2024/25. Using this data and the outcomes from our market research, we focused our marketing campaigns in key geographic areas.

Through the analysis of this data we were able to drive an overall increase of 53% of customers over the age of 60 registering for the PSR in the three geographic areas we focused on.

We shared this data with key teams across the business to aid with planning for community events, we are working with them to refine this process.



## PERSONAL AND SOCIAL PACKS

**Our commitment to our customers: By 2028, deliver 5,000 energy efficiency packs to fuel-poor households, and 5,000 power cut resilience packs to PSR customers, tailored to their needs.**

The packs will help customers be more energy efficient and resilient.

We will target customers already interested in saving money so we can ensure our packs are put to good use. With this in mind we have agreed to increase the energy efficiency items in the YES Energy Solutions packs so customers can insulate more doors and windows in their home free of charge. By collaborating with YES, their buying power and infrastructure means our budget will go further and not add carbon emissions by creating a new distribution process. The groundwork has been done to ensure we have the right product in place for the new Financial Year.

Personal support packs are being developed to provide vulnerable customers with emergency light, power, and warmth during power cuts. These essential packs are designed to offer immediate comfort and reassurance in difficult situations, helping customers stay safe and supported. By ensuring our regional, customer-facing colleagues are equipped with these resources, we can deliver help quickly and effectively when it matters most. The packs are being purchased and assembled in the first two quarters of the new financial year, ready for distribution ahead of the winter months.





# PSR CUSTOMER SATISFACTION

**Our commitment to our customers: Improve PSR customer satisfaction scores to 9.4.**

We continue to improve the service we provide for our customers and the training we provide for our colleagues.

Through our detailed data analysis and stakeholder engagement, we were able to focus on improving the business terminology that filters through to our customers. This aims to improve the simplicity and comprehension of our customer communications, both online and offline.

## CUSTOMER SATISFACTION PERFORMANCE

We have seen an increase in customer satisfaction scores across most segments.

Our focus on customer touchpoints and communication across the interruptions customer journey has improved the service customers receive from us during power cuts.

		SHEPD	SEPD	SSEN
<b>Planned Supply Interruptions</b>	PSR Customers	— 9.25	▼ 8.72	▲ 8.99
	All Customers	▲ 9.20	▲ 8.43	▲ 8.82
<b>Unplanned Agent</b>	PSR Customers	▲ 9.40	▲ 9.06	▲ 9.23
	All Customers	▲ 9.38	▲ 8.98	▲ 9.18
<b>Unplanned Message</b>	PSR Customers	▼ 8.26	▲ 8.49	▼ 8.38
	All Customers	▼ 8.91	▲ 8.54	▲ 8.73
<b>Overall Power Cuts Performance</b>	PSR Customers	▲ 9.28	▲ 8.84	▲ 9.06
	All Customers	▲ 9.18	▲ 8.65	▲ 8.92

Scores in green have increased, scores in red have decreased compared to 2023/24

## NEEDS-SPECIFIC TRAINING

We continue to offer training that deepens staff knowledge of vulnerable customers circumstances, allowing us to provide better service to those who need extra support.

### TRAINING 2 CARE UK

We remain focused on raising awareness of dementia and developmental conditions through the provision of training facilitated by Training 2 Care UK.

In June and September 2024, a total of 43 advisors in our North and South license areas participated in training experiences focused on autism and dementia to better support customers living with these conditions.

### CARERS UK TRAINING SESSIONS

In August 2024, we partnered with Carers UK, a charity that provides information, advice and support to carers in the UK. With 7,850 Carers UK members across SSEN's license areas, we believe it's essential for colleagues to have a strong understanding of the challenges carers face.

We noticed early in the year that more customers were registering with dementia under PSR need-codes - a trend that led to a 29% increase in 2024. In response, we continued to provide dementia-focused training to help colleagues confidently support customers living with dementia and their carers.

As part of this exciting new partnership, the charity facilitated 3 training sessions for 35 colleagues in our PSR team and North and South Customer Contact Centre (CCC) teams. Carers UK trainers discussed how to recognise and assist unpaid carers. As some SSEN colleagues are carers themselves these were very thought provoking and powerful sessions.

## BETTER WORDS

This year, we have focused on the communications we have with our unplanned customers.

We focused on sending timely, personalised messages when a customer has an unplanned power cut. By using clearer language, cutting down on unnecessary words, and thinking about what each customer really needs to know, we've made our messages more helpful. Using 'Better Words', our methodology to ensure our communications easy to understand, has led to improved customer satisfaction in unplanned outages.

### BETTER WORDS 5 PRINCIPLES



Better words don't need padding



Better words are written in full



Better words usually aren't technical



Better words are direct



Better words are informal

## INCLUSIVE SERVICE KITEMARK



At SSEN we are proud to have continued to achieve the ISO 22458 certification, but it's not the end of the journey. It's a reminder that excellence is a moving target, and we cannot rest on our laurels.

To truly make a difference for vulnerable customers, we must keep challenging ourselves, driving change, and pushing forward to continuously improve our services. BS ISO 22458 is a framework that helps businesses put systems and processes in place to better identify and support vulnerable customers.



## HR HUB & ASK HR

In December 2024, we began working with our HR team to better signpost the PSR to our employees.

The HR Hub, is an online resource for all colleagues to self-serve across key personal situations. A number of these mean colleagues are eligible for the PSR like bereavement or parental leave, so the HR Hub now signposts the PSR. If colleagues need support from HR directly, we trained the ASK HR team on the eligibility and benefits of the PSR and where to go to register.

## PLANNED SUPPLY INTERRUPTION (PSI)

Customer feedback highlighted that our communication about planned power cuts could be improved. We reviewed this feedback and found that previous letters were unclear and lacked important information on how customers can prepare for a power cut.

To address this, we introduced the PSI Update App, which allows engineers to send real-time updates to customers via text. We also implemented critical journey milestones, enhancing the quality of information customers receive during planned power cuts.

### New enhanced customer communications:

- We improved customer communication with a clear, concise letter using 'Better Words' to explain when the power will be turned off, accompanied by a leaflet to explain why the work needs to be carried out.
- Customers now receive a phone reminder a week before the power cut, a reminder text the day before with a helpful video, and a midpoint update on the progress of the work.
- Once the power is restored, we send a 'your power is back on' text, followed by a follow-up communication.

By working with our customers, engineers and contract partners, we have transformed the Planned Power Cut customer journey.

Since July 2024 121,000 PSI text reminders and PSR text updates have been sent to customers. Our Customers said:



*"Excellent communication all round!"*



*"I was very grateful for being reminded of the planned power cut and then being kept up to date with progress- thank you"*

## ACCESSIBILITY AND INCLUSIVITY OF WEBSITE

One year on from the launch of our new SSEN website, our commitment to enhancing accessibility continues to grow.


In partnership with Mando and Sitemorse, we have not only maintained high accessibility standards but have expanded these efforts across all our digital products. This ensures that accessibility is embedded into every customer interaction.

We remain focused on delivering the best possible online experience for our customers. As a result, we have risen from being the fifth highest-performing website in the utility sector in 2022 to being the top-ranked site across the UK and Ireland. This is a testament to our dedication to meeting the highest standards of accessibility and inclusivity.

Our use of the ReciteMe toolbar continues to play a vital role — offering users personalised accessibility and language options. We are actively working to integrate similar features more widely, enhancing the user experience across all digital touchpoints.

This year, we also introduced new informative videos on our website, helping customers understand what to expect during planned power cuts. Developed in close consultation with our Inclusive Service Panel, these videos are designed to be accessible and inclusive. The panel, which includes individuals with lived experience of disability, plays a vital role in shaping content that is truly user-friendly and representative. Customers have feedback that the information is useful and quick to provide help and guidance.

As of April 2025, we are rated as the number 1 utilities website for performance and accessibility. Our Sitemorse accessibility rating is 8 out of 10 — recognised as industry-leading among energy websites. This rating reflects our ongoing commitment to continuous improvement and leadership in digital inclusivity within the utilities sector.

 These additions have led to our highest Sitemorse accessibility score, ranking us first for digital accessibility with a score of **8/10**

## NEW CONTACT CHANNEL MANAGEMENT SOLUTION

In November 2024, following a competitive procurement exercise, we appointed a new contact channel management provider to replace our current telephony platform.

Work is ongoing to implement Amazon Connect, with an implementation of phase 1 expected to complete in June 2025.

Amazon Connect provides a flexible platform for us to engage with our customers using various channels, including:

 **Voice calls**  **Webchat**  **SMS**  **Video calls**

Implementation of this platform means customers can speak to us in the method they prefer and empower our teams to deliver an improved service to our customers.



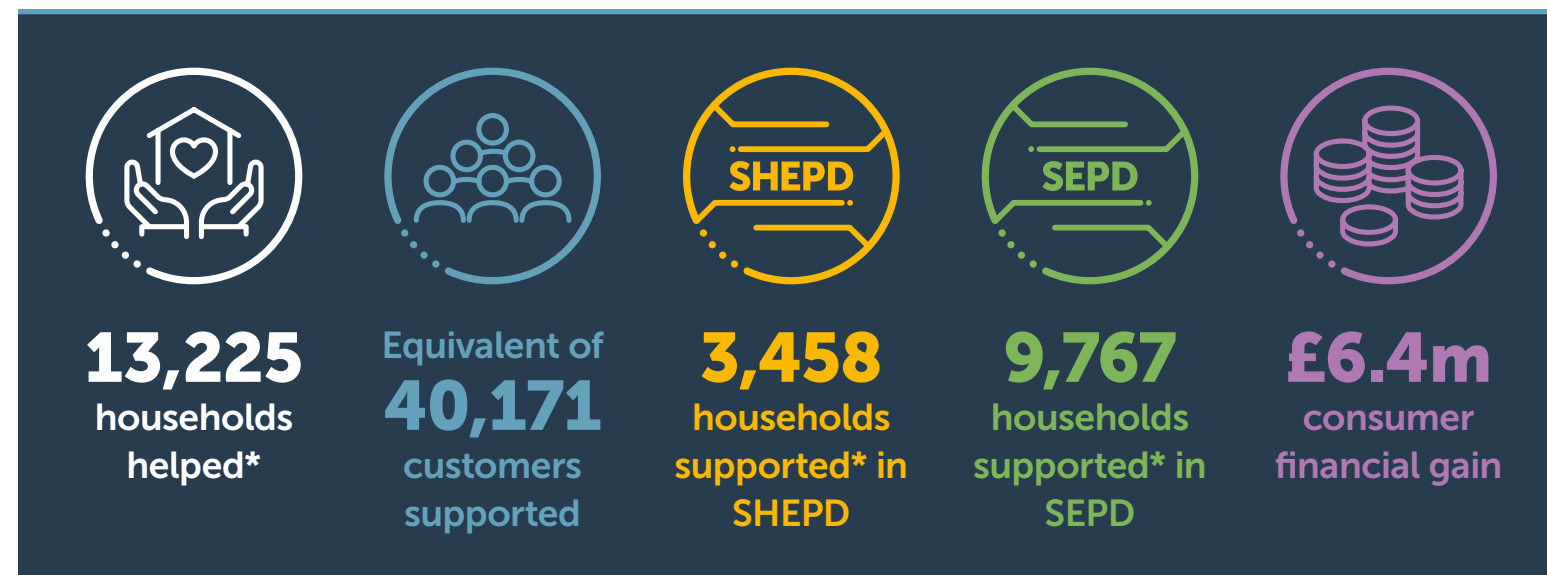


# FUEL POVERTY SUPPORT

**Our commitment to our customers: By 2028 support 50,000 households (equivalent to 114,000 customers) with fuel poverty.**

To ensure we meet our 2028 target, our focus in 2024/25 was to work with our partners to ensure they were able to provide help where it's most needed.

In 2024/25 we focused on 13,225 households through our partnership programme. This resulted in a financial net gain of over £6.4 million for some of our most vulnerable households.



\*Across our full partnership programme

Operating across diverse network areas, we are committed to ensuring all our partnerships deliver equal and accessible services.

We fund national partnerships which operate across both North and South licence areas, as well as local partnerships which support customers in specific regions. Working with a variety of partners helps us provide tailored support that meets the unique needs of our customers.

We regularly meet with our partners to review performance and customer case studies. We also engage directly with the advisors who provide face-to-face support, gaining firsthand insight into the challenges our customers experience.

On the right are some examples of the invaluable work our Partners carry out to tackle fuel poverty.

## PARTNER ORGANISATIONS AND COLLABORATION CASE STUDIES

### WARMWORKS

The client, who was able to complete her installation after receiving funding support to lift her flooring, was initially concerned about managing the preparation work needed to replace her broken heating system. Without nearby friends or family to help with the costs or logistics, she feared she might not be able to proceed.

Warmworks reassured her that support was available and coordinated with her to organise the necessary work, aligning it with the installers' schedule to ensure the entire process went smoothly. The client later wrote to thank the Warmworks team, expressing her appreciation and sharing that she now feels much more comfortable in her warm home. This is something she's especially grateful for as she approaches her first winter with a functioning heating system in over ten years.

### THE FOOTPRINT TRUST

Tina\* was in financial hardship after her seasonal job ended. She was referred to The Footprint Trust through a local foodbank. While awaiting Universal Credit, her husband's income covered only the rent, leaving no money for other essentials. She could afford to heat her home for just 1–2 hours a day and struggled with damp and condensation issues. With no savings and in arrears, Tina was under significant stress.

During a home energy advice session, The Footprint Trust provided her with practical tips on managing heating and reducing energy costs. Tina found the advice actionable and empowering, immediately planning to implement some of the suggestions. The session left her better informed and more confident in making her home more comfortable with limited resources.

\*Name changed.

### FUEL POVERTY WORKSHOP

In November we attended a Fuel Poverty workshop on 'Supporting our customers this winter and beyond' hosted by NGED. This included sessions on supporting customers struggling to pay their bills, improving our programme to help organisations supporting those in fuel poverty, and building stronger community links this winter.

### CITIZENS ADVICE SCOTLAND

A digitally excluded pensioner in all-electric local authority housing faced unaffordable energy bills due to complex dual metering and poor advice about their heating system. Despite having Solar PV panels, their billing was based on inaccurate estimates, and they were not eligible for the Winter Fuel Payment due to a small widow's pension.

The Citizens Advice Bureau provided home visits, explained how to use the heating and hot water more efficiently, and supported a supplier switch to replace the complex metering with a simpler Economy 7 setup. They also ensured the client was registered for the Priority Services Register and helped secure the Warm Home Discount.

Fearful of high costs, the client was severely underheating their home - boiling the kettle only once a day and considering moving away from their community. They had been advised to run the hot water tank continuously, further driving up bills.

The advisor's intervention reduced annual energy costs from £3,000 to £900. The client now understands their energy use, feels confident managing bills, and can heat their home safely- staying warm and well through winter.

### SAFETY AND ENERGY EFFICIENCY SCHOOL VISITS

By January 2025, we ran workshops for 152 Year 4 students at two South East primary schools, with more visits planned. Activities included network exploration, PPE demos, and fuse studies. Pupils made safety posters (with prizes), and all received certificates and power cut safety leaflets. The sessions promoted energy efficiency and electrical safety in a fun, engaging way.



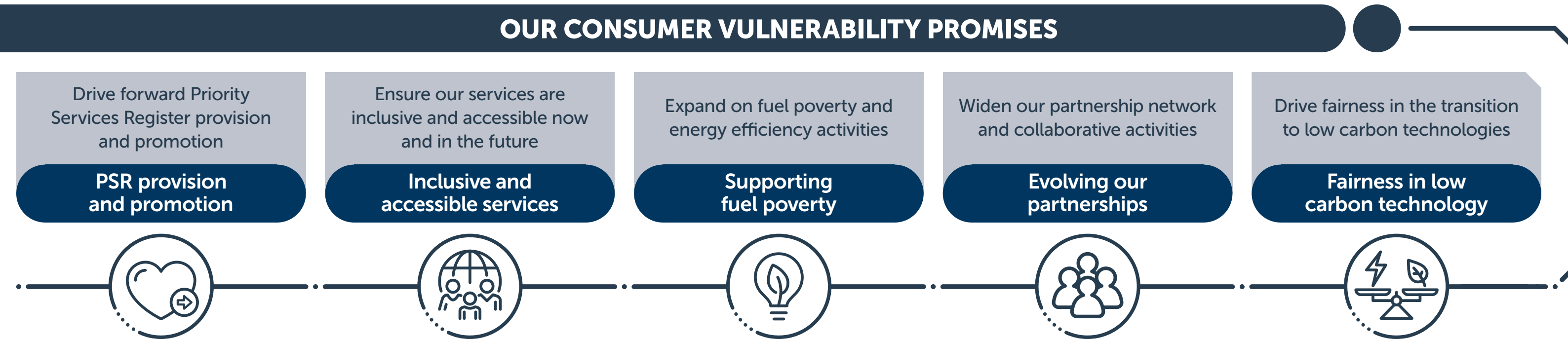




# OUR APPROACH TO PARTNERSHIPS

Partnerships are key to the successful delivery of our Vulnerability Strategy and ensuring we are providing support to those who need it most. Our embedded approach to Consumer Vulnerability is underpinned by our stakeholder-led consumer vulnerability promises and Partnership Framework.

## OUR CONSUMER VULNERABILITY PROMISES



## OUR PARTNERSHIP FRAMEWORK

Our partnership framework is based on the belief that partnerships can deliver better outcomes than if we acted alone and is underpinned by the following principles:



Having the two-year commitment to our partners has meant they can plan, prioritise and promote their support for our vulnerable customers in several ways.

- Some partners have been able to extend the contracts of their staff, allowing more customers to be supported across our license areas.
- Projects and ideas that were in a test or pilot phase have been extended showing more results over longer periods of time. This provided more reportable evidence in areas of fuel poverty and energy efficiency measures.
- The joint partnerships have created increased awareness in local communities, meaning better collaboration and an enhanced level of trust.

- We have expanded our support of enabling funds in the North and South where more households could be helped to access grants and ensure they no longer had cold damp homes.
- Regular contact with our partners provides us with further invaluable insight from customers which allows us to quickly review and tweak available support altered to suit the rapidly changing energy climate.
- Social Return on Investment is a calculation used to identify the effectiveness of each partnership to ensure we are investing in the right areas.







# OUR PARTNERS

## CITIZENS ADVICE SCOTLAND (CAS)

**Programme Name:** SSEN Energy Advice Project  
**Number of households helped:** 881  
**PSR sign-ups:** 404  
**Client Financial Gain:** £540,560

### Spotlighting:

Five specialist SSEN Energy Advisers supported 881 households across Citizens Advice Bureaus in northern Scotland.

The service addresses crises through grants and benefit signposting. While energy concerns were most common, advisers also helped with benefits, debt, housing, and charitable support. This offers a holistic approach to those in need across diverse communities.

**SROI: £1.74**

## CSE: CENTRE FOR SUSTAINABLE ENERGY

**Programme Name:** Cosier Homes Energy Advice Line and Enabling Works Fund  
**Number of households helped:** 1,528 (Cosier Homes Advice Line) and 44 (Enabling Works Fund)  
**PSR sign-ups:** 140 through the Cosier Homes Advice Line  
**Client Financial Gain:** £440,386 (Cosier Homes - Advice Line) and £477,723 (Enabling Fund)

### Spotlighting:

The experts at Cosier Homes provide day-to-day energy-saving advice, helping people navigate complex issues with energy suppliers, and offer on-going and in-depth support for people living in cold homes who struggle to afford their bills.

**SROI: £2.13**

## ARUN & CHICHESTER CITIZENS ADVICE

**Programme Name:** Tackling Fuel Poverty Together (TFPT)  
**Number of households helped:** 102  
**PSR sign-ups:** 37  
**Client Financial Gain:** £43,219

### Spotlighting:

Working in collaboration with SGN and Southern Water, Arun & Chichester Citizens Advice supported households with a wraparound service. This included income maximisation advice, helping customers ensure they are receiving all the benefits, grants, and discounts they are entitled to.

As part of this collaboration, individuals accessed warm spaces in community venues such as churches, libraries, community pantries, and more, where they received advice on income maximisation and Priority Services.

**SROI: -£0.01**

## WARM WORKS

**Programme Name:** Enabling Fund (Scottish Government)  
**Number of households helped:** 105

### Spotlighting:

Warmworks delivers the Scottish Government's national fuel poverty scheme, Warmer Homes Scotland. This year, 105 households received assistance including grants for insulation, efficient heating and renewable technologies in the homes of those struggling with high energy bills, making them more affordable to heat. Through the partnership 241 measures have been installed because of fund intervention, with an average annual saving of £363.70 for households receiving assistance under the fund.

## MAGGIE'S

**Programme Name:** Cost of Staying Alive  
**Number of households helped:** 2,481  
**PSR sign-ups:** 107  
**Client Financial Gain:** £3,420,300

### Spotlighting:

- Maggie's advisors helped 2481 households across Aberdeen, Dundee, Southampton, and Oxford with energy efficiency and income maximization support.
- Maggie's are determined to alleviate the additional financial pressures felt by those living with cancer. Support has included advice and signposting on topics including benefits, maximising income, grants and household bills. A total of 107 people with cancer have signed up to the PSR because of their conversations with Maggie's.

*"Over the last year Maggie's has continued to work with SSEN to raise awareness of the support available to people with cancer and their families through the Priority Services Register. Thanks for this partnership Maggie's has also been able to provide vital practical and emotional support to over 2,481 people with cancer and their families leading to over £2.3m in financial gain for them."*

Adam Feder | Head of Corporate Partnerships, Maggie's

**SROI: £8.22**

## WARM WELCOME

NEW PARTNERSHIP

**Programme Name:** Warm Welcome Hubs/Campaign

### Spotlighting:

In January, SSEN partnered with the Warm Welcome Campaign, which provides free access to welcoming community spaces. SSEN contributed a £10,000 award to support 550 hubs across the north of Scotland and central-southern England, offering warm, safe spaces like community centers, libraries, churches, and cafes. These hubs, run by volunteers, create a sense of belonging, especially in the colder months. SSEN is one of the first utilities to support the campaign, helping vulnerable communities access the PSR. For example, volunteers in Slough provide hot drinks and meals across 10 Warm Hubs, fostering connection and support.



## NATIONAL ENERGY ACTION

**Programme Name:** Empowered by Energy  
**Number of households helped:** 26

### Spotlighting:

Working with partner agencies, NEA's 'Empowered by Energy' programme provides energy awareness workshops, delivered via three interactive sessions in small groups. Covering a range of energy awareness topics, the programme aims to support refugees to understand the UK's energy systems and save money. This provides opportunities for participants to develop the understanding needed to take control of energy use and supports communities in achieving warm and safe homes for their families.

**SROI: £0.98**

## YES ENERGY SOLUTIONS

**Programme Name:** Energy Advice Service  
**Number of households helped:** 1,485  
**PSR sign-ups:** 359  
**Client Financial Gain:** £147,478

### Spotlighting:

Yes Energy Solutions advised 1,485 households in 2024/25 through a two-tier Energy Advice Service. The first tier involves assessing customer needs and providing general energy efficiency advice along with an energy-saving pack (e.g. window insulation, torch, thermometer). The second tier offers tailored, in-depth support based on individual circumstances, energy use, and property characteristics.

**SROI: £2.56**

## ACTION HAMPSHIRE

**Programme Name:** Warmth Matters  
**Number of households helped:** 500  
**PSR sign-ups:** 199

### Spotlighting:

Action Hampshire delivered Warmth Matters projects and joined with colleagues from Surrey Community Action to ensure SSENs distribution area in Surrey and across Hampshire was covered. They delivered awareness sessions to the health and social care sectors and the voluntary, community and social enterprise sector promoting the PSR

## KIDNEY CARE UK

**Programme Name:** Cost of Staying Alive  
**Number of households helped:** 720  
**PSR sign-ups:** 8,777  
**Client Financial Gain:** £226,863

### Spotlighting:

Kidney Care UK's patient support team and advocacy officers (PS & AO's) support kidney patients across the UK on topics including income maximisation, welfare claims and debt advice. Through the programme, those living with kidney disease can access practical, emotional, and financial support, in addition to SSEN Personal Resilience Plans (see page 16).

*"It has been wonderful to continue to work in close collaboration and partnership with SSEN across the North of Scotland and the South in support of 627,460 people living with chronic kidney disease, awarding £54,000 in financial grants and providing direct support to 46,287 patients in Aberdeen, Dundee, Portsmouth, Oxford and Northern Scotland. As a charity that receives no statutory funding, we are only able to provide transformational emotional, financial and practical support to kidney patients because of partnerships like ours."*

Laurie Cuthbert | Director of Marketing, Fundraising and Communications

**SROI: £1.23**

## FOOTPRINT TRUST

**Programme Name:** Energy Crisis Action Plan  
**Number of households helped:** 2,425  
**PSR sign-ups:** 385  
**Client Financial Gain:** £800,000

### Spotlighting:

The Footprint Trust helped 2,425 households this year with personalised energy advice and Energy Action Plans to improve home efficiency and lower bills. Outreach sessions reached vulnerable groups through community centres, food banks, and libraries. Eligible households received practical support such as draught-proofing kits, energy-efficient appliances, and pre-payment meter top-up vouchers. In total, nearly £70,000 worth of energy-saving measures were distributed. The project also aimed to boost PSR sign-ups and give people the skills to reduce energy costs long term.

## CITIZENS ADVICE HAMPSHIRE

**Programme Name:** Home and Well  
**Number of households helped:** 2,550  
**PSR sign-ups:** 1,296  
**Client Financial Gain:** £361,032

### Spotlighting:

Home & Well supports residents of Hampshire and the Isle of Wight to return home as quickly and easily as possible after a stay in hospital. The project aims to ensure individuals return to a comfortable home environment that will help them continue to recover. Over 2,550 households assisted with debt advice and energy related tools including the Winter Fuel Payment. Common issues reported by clients include benefits and tax credits, utilities and communications, and charitable support and food banks.

**SROI: £3.21**

## CARERS UK

NEW PARTNERSHIP

**Programme Name:** Supporting Unpaid Carers

### Spotlighting:

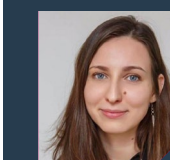
In August, SSEN partnered with Carers UK to support unpaid carers in the north of Scotland and central-south England. With 3,028 Carers UK members in the north of Scotland and 4,822 in central-south England, many carers face challenges balancing caregiving with work, family life, financial strain, and health issues.

Through Share and Learn sessions, SSEN promoted the PSR, Home Emergency Plans, and winter preparedness. Carers UK trained SSEN colleagues on carer awareness. This partnership ensures carers have access to essential services and are better prepared for emergencies, improving their well-being and reducing stress.

A recent example of success occurred during a storm when a carer's husband, reliant on an inflatable mattress, lost power. SSEN's PSR advisor suggested inflating a lilo as a temporary solution, which the carer successfully implemented with her son's help until the power returned. This highlights the value of our collaboration in supporting unpaid carers.

*"We are delighted to be working with Carers UK to support unpaid carers across both regions. This partnership ensures carers have the services and confidence they need to manage power cuts and other emergencies."*

Susan Duncan | Partnerships and Vulnerability Engagement Manager



*"Hearing about the invaluable work of Carers Scotland was humbling, and it reinforced the importance of supporting and advocating for carers."*

Angelika Gorczynska | Customer Vulnerability Manager





# TRAINING AND DEVELOPMENT

**Our commitment to our customers: Train 30 employees to the City & Guilds energy efficiency qualification and introduce 200 Vulnerability Champions across the business from the start of ED2.**

We continue to raise the profile of vulnerability internally, through a range of programmes and events.

## VULNERABILITY ALLIES

Vulnerability Allies at SSEN ensure the voice of customers in vulnerable circumstances are heard and considered.

They challenge the business to act inclusively, helping to shape services that meet all customers' needs. This year, the group grew from 48 to 73 members and made a meaningful impact across the organisation.

### Key highlights include:

- Supporting company events and SSE Belonging Communities.
- Hosting drop-in sessions with partners like Carers UK and YES Energy Solutions.
- Engaging in call listening with the Customer Contact Centre.
- Promoting the Community Toolkit and running an internal poster competition.
- Raising awareness of vulnerability and encouraging a culture of inclusion within their teams.

### Allies benefit from:

- Monthly learning sessions with guest speakers from partner charities and internal teams.
- Access to tailored vulnerability training materials.
- Opportunities to attend external events and campaigns.
- Selected online resources, including blogs and social media influencers, to understand the lived experience of vulnerability.



*“Becoming an Ally has made me much more aware of how many people depend on consistent electricity supply – and the wide variety of needs out there. I now actively share information about the PSR with friends, family, and community contacts. I’ve used the Community Toolkit to help spread the word and familiarised myself with local support organisations, which has expanded both my understanding and my network.”*

Athena Buchan | Graduate Trainee (SSE) and Vulnerability Ally

## CITY AND GUILDS

The City and Guild Level 3 energy efficiency course has so far had 9 colleagues pass with 10 still studying towards the qualification.



A challenging course for those balancing work, home and study, so we’re enormously proud of our graduates so far. We’ve tracking in place to monitor how they’re putting their new skills to good use and will use this to help access the effectiveness of the choice of course but also the type of colleagues selected to qualify.

## NATIONAL AWARENESS DAY CALENDAR

Our National Awareness Day calendar went live in March 2025 and began by raising awareness of Multiple sclerosis awareness week, followed by World Kidney Day, World Parkinson’s day, and Autism Awareness Day.

Content regarding these issues was shared on social media, creating a total of 10,090 views. Every month we continue to learn which posts are most effective, and how we can reach the customers and communities who would benefit the most from this content. The purpose is to show solidarity for customers affected by these issues and signpost to the PSR.

## VULNERABILITY WEEK

SSEN’s inaugural Vulnerability Week (July 1st – 5th 2024) featured a packed agenda, engaging every part of the business.

This event provided a platform to introduce our strategy and highlight key projects. Throughout the week, we shared daily blogs from external speakers and internal experts, along with personal stories on Yammer showcasing the impact of our work. We hosted a Lunch and Learn session focused on our marketing campaigns and collaborated with Kidney Care UK and our Inclusive Service Panel to highlight the power of partnership to our directors. The week sparked increased internal interest and helped raise awareness of the vital role everyone plays in supporting all our customers.

## MENTAL HEALTH FIRST AIDERS

Mental Health First Aid England trains individuals to support mental health in the workplace and beyond.

At SSE, 591 staff are now trained Mental Health First Aiders (MHFA), offering vital support through listening, guidance, and crisis response. In 2025, they’ve engaged in 87 support interactions, totaling 67 hours. MHFA training benefits businesses by creating a safer environment, reducing mental health stigma, fostering connection, and potentially saving lives. The course equips participants with practical skills to recognise mental health issues and builds confidence to provide immediate reassurance and assistance to those in distress.



*“After struggling with mental health and getting to a dark place, I was brave and asked for help. SSEN assisted me with this. I had therapy sessions which was amazing help and time out of work. Once I came back, I always wanted to give back after the help and advice I received. I applied to be placed on the course and found this life changing and learnt so much more. I feel that I have so much better understanding of mental health and able to help others. I would suggest that everyone attends this course.”*

Ryan Day | Customer Service Advisor, SSEN





# POWERING COMMUNITIES TO NET ZERO FUND

As part of our ED2 commitments, we have established a £2.5 million fund to support community organisations in improving resilience and adopting Low Carbon Technologies (LCTs).

The fund is open to not-for-profit and community groups across our North and South licence areas, with at least £1.25 million allocated to each region over the course of ED2.

This year, over £900,000 was awarded to 76 projects across the north of Scotland and central southern England. Of these, 47 projects received a total of £497,658 under the Resilience category (£164,247 in the North and £333,411 in the South), helping communities better withstand the impact of storms and power outages. A further 33 projects were supported under the Low Carbon Technology category, receiving £421,791 (£233,759 in the North and £188,032 in the South), enabling communities to decarbonise their operations. Applications were received from across both regions, highlighting the strong interest in building a more sustainable and resilient future.



*"We're delighted that this first year of our Powering Communities to Net Zero fund has been met with such a positive response. The variety of applications has been particularly impressive, and whether it's taking the initiative and making plans to become more resilient or thinking of how they can decarbonise their day-to-day activities, all of the communities who submitted their applications are to be commended."*

Andy Smith | Operations Director for the north of Scotland



**£900,000+**  
was awarded to  
**76 projects**  
across our licence areas

## CASE STUDIES

### THE MULL AND IONA COMMUNITY TRUST

To install solar PV and battery storage on two social houses in Ulva Ferry on the Isle of Mull.

**Funds Awarded: £19,110**

This project will provide clean, reliable energy, reducing reliance on external power sources and enhancing energy resilience for residents. By cutting energy costs, it directly tackles fuel poverty—an ongoing challenge in isolated rural areas. The installation will also contribute to environmental goals by lowering carbon emissions. Overall, the project supports sustainable living, improves quality of life for residents, and demonstrates how renewable energy can benefit remote communities.

### ABBOTSWOOD COMMUNITY ASSOCIATION

To install a 5kW air source heat pump and air conditioning/heating units at its multi-use community centre.

**Funds Awarded: £12,000**

This project, part of a broader sustainability initiative, will eliminate gas use and maximise solar energy efficiency through added battery storage. The upgrade will significantly lower energy costs and carbon emissions, helping the Centre operate as a fully electric, low-carbon facility. Serving over 2,500 residents, the investment ensures long-term financial savings that can be redirected into community services, while promoting environmental leadership and inspiring similar sustainable practices across the wider community.

### THE HAWK CONSERVANCY TRUST

To install a 32.56kW solar PV array on its bird hospital, workshop, and visitor centre in rural Hampshire.

**Funds Awarded: £19,100**

This upgrade will generate clean energy on-site, lower operational costs, and support the long-term sustainability of a vital local charity. Welcoming 65,000 visitors annually, the Trust offers conservation education, community events, and a peaceful space for wellbeing and learning. The project will generate clean green energy on site and exporting excess to the grid, reduce overhead and make the centre more sustainable, and will support the local economy through eco-tourism and job creation.







# CUSTOMER VULNERABILITY PROPOSITION

**Our commitment to our customers: Proactively provide PSR customers with Personal Resilience Plans (communicated to customers as 'Your Power Cut Plan') which contain specific advice tailored to a customer's individual needs, helping them know what to do during a power cut.**

## CUSTOMER VULNERABILITY PROPOSITION

To deliver on customer needs, the Customer Vulnerability Proposition was created which involves:

1. Provision of 20,000 battery packs to our medically dependent customers (PSR1+) during ED2 price control.
2. Provision of 'Your Power Cut Plan' to our PSR customers, which we have begun. This is tailored to customer circumstances and provides advice and guidance on how to prepare and stay safe during a power cut.

We recognise the role we play in keeping people safe. Electricity is critical and even more so to our customers who are registered on the PSR.

### BATTERY PACKS: SUPPORTING MEDICALLY DEPENDENT CUSTOMERS

Over the past year, we've engaged extensively with a wide range of stakeholders to develop a robust strategy for delivering this essential service.

We successfully completed a Request for Information (RFI) procurement process, which provided valuable insights into market offerings and helped shape our approach. Building on this, we launched an Invitation to Tender (ITT) exercise, which will continue into the next financial year. From this exercise we will appoint battery vendors to support the delivery of the batteries, with delivery expected to start in Winter 2025.

In parallel, we've conducted a six-month resilience trial with 20 medically dependent PSR customers who had recently experienced power disruptions due to storms or planned supply interruptions. These trials have been instrumental in gathering invaluable feedback from our customers.



Overall, customers reacted positively to the batteries, finding them easy to charge, use and store.

We identified some areas in improvement which will be taken forward to the full battery rollout starting in late 2025 and will be shared with the battery provider. This included the clarity of some information in the user manual and how easy to read the text on the battery is.

Further feedback has been used to develop our processes for making battery offers to customers and the communications we send regarding the use and maintenance of the batteries.

### CUSTOMER AND COLLEAGUE FEEDBACK



*"I experienced firsthand the impact of backup batteries for those medically dependent on electricity. A customer with a home dialysis machine had faced multiple power cuts over the past year. After arranging a delivery date, I attended with the battery, talked through how to charge and operate the battery safely."*

*"I don't think I have ever been so warmly welcomed a customers home before. The customer and his wife openly shared their challenges, highlighting how crucial this battery is for their peace of mind. Since receiving the battery, the customer has tested it and feel more prepared for future outages."*

Emma Merritt | Customer Vulnerability and Communities Lead

*"When we rolled these batteries out, the ask was for customers to consider what was important for them during a power cut and how they would get through the first 24 hours, over a storm. We have completed our first round of customer feedback, and the results have been exceptionally positive."*

Rosemary Butcher | Networks Priority Services Manager

*"I did have a mini power cut, and the battery performed well. I now have a plan in place if the power cut did last longer than 24 hours."*

PSR Customer, SEPD

### YOUR POWER CUT PLANS

Following the initial rollout of Power Cut Plans to customers in 2024, we created a suite of advice specific to each PSR needs code.

Working with health care experts, charities, and people with lived experience, we reviewed each needs code in detail to ensure we were providing advice relevant to each customers situation.

We redesigned our communications – including the letters – with accessibility and inclusivity in mind, working with communication experts Better Company, and using our Better Words methodology to refine the language and format. This year has focused on setting up internal processes to ensure the letters are ready to be offered to all new PSR customers. Our Power Cut Plans will be launching in April





# PREPARING FOR WINTER

## RESILIENCE

Resilience remains a core priority for our customers, communities and SSEN. Working with resilience partners and experts, we test our processes each year to ensure they remain effective.

We never know what the winter will bring but we always plan for a busy winter. Following the learnings taken from the 2023/24 winter storms and to prepare for upcoming weather events we:



Increased the number of Customer and Community Advisors (CCAs) and Volunteers (CCVs) to provide door to door support to our customers.



Increased the number of advisors to take customer calls with 378 colleagues receiving training to take calls.



Increased the number of colleagues trained to support queries received through our digital channels with 147 colleagues receiving social media training.



106 storm helpers received specific PSR training to provide additional support to customers.



Carried out engagement with Local Resilience Forums (LRFs) and Partners (LRPs), sharing our plans for the winter.



Participated in exercises with LRFs and LRPs to test our plans and responses.

### EVERYONE HAS A ROLE

To enable us to respond and support customers quickly during an emergency event, we provide training to colleagues to take customer calls and provide face to face support to our customers and communities. This year we introduced additional training on how to support PSR customers to those who do not have a customer facing role.



*“The PSR session was introduced to widen understanding and enhance the support we provide both our storm volunteers and our customers. Since its introductions, colleagues have a better understanding of what’s available to a PSR customer and how to register their vulnerable characteristics correctly.*

*Vulnerability can be a difficult topic to navigate, and the session allows time for questions and provides the opportunity to share best practice.”*

Natalie Clare | Customer Contact Centre Trainer

### WORKING WITH LOCAL RESILIENCE PARTNERS

Events including the Aberdeen City and Aberdeenshire Resilience Conference, held on the 3rd of October 2024, provided valuable opportunities to build upon the strong relationships we have with groups who really help our customers during weather events. The annual event, hosted jointly by Aberdeen and Aberdeenshire Councils and funded through SSEN grants following Storm Arwen, provided a collaborative forum to discuss resilience and find solutions to common problems and how, in an area particularly impacted by storms, we may continue to improve their personal and community resilience.

As well as contributing to these invaluable discussions around resilience and cascading learnings to other groups in areas including Angus, our PSR team shared information with the local community groups. Topics which were covered included Home Emergency Plans, Power Track and the ‘Empowering Communities to Net Zero Fund’.

The Moray Council Community Resilience Conference was held in November 2024. It brought together community resilience groups to share ideas, experiences, good practice and learning to develop plans, practice, and activities

to reduce vulnerability in the community. These events have led to the formation of 12 Active Community Resilience Groups across Moray. Co-branded Household Emergency Plans and resilience leaflets were also created with Moray Council.

Flooding was a high priority for some resilience groups following the winter 2023 storms. In summer 2024, we worked with New Forest Council to carry out resilience exercises and provide guidance to 20 parish councils in the area identified as at risk from flooding. SSEN also held meetings with 2 communities in Hampshire. Hayling Island and Gosport, to discuss the impact of flooding, what SSEN were doing to mitigate against the risk of flooding and how to stay safe.

Educating our resilience partners on SSENs processes and how we operate during an emergency event is important to an effective partnership. In Wiltshire, SSEN hosted exercises to walk-through real-life situations taken from Storm Bert to highlight how quickly situations can change and the impact of events like flooding can have on our customers.

### IMPROVING OUR DATA SHARING IN EMERGENCIES

From our work with LRFs and LRPs, we identified the need to improve how we share data during weather or other emergency events.

Whilst we share data under the Civil Contingencies Act, we identified moving to a data sharing agreement framework with a standardised format and timings for data would improve the how we respond in emergencies.

In September 2024, we started a project working with the local authorities and agencies in our SHEPD licence area to agree the process for sharing data and to set up the agreements. This included clear roles and responsibilities for the data with SSEN and the groups as well as timings for when the data would be shared.

Whilst this project is ongoing, 4 agreements were in place by the end of March 2025, with 9 in progress.

Plans are in place to start working with local authorities and resilience groups in our SEPD licence area from May 2025.

This is in addition to our Resilience Partner Mapping Portal which has been in place since November 2023.



## WINTER CAMPAIGN

Each year, our winter campaign raises awareness of the PSR and helps our customers prepare for possible power cuts which could impact our network.

The theme of the 2024/25 campaign “Turns out we do need extra help in a power cut. Do you?”, emphasised how easy it was to sign up for the PSR whilst highlighting the reasons why customers may need support.

We carried out consumer research in April 2024 (see page 5) to review our approach to the winter campaign and how we promote the PSR.

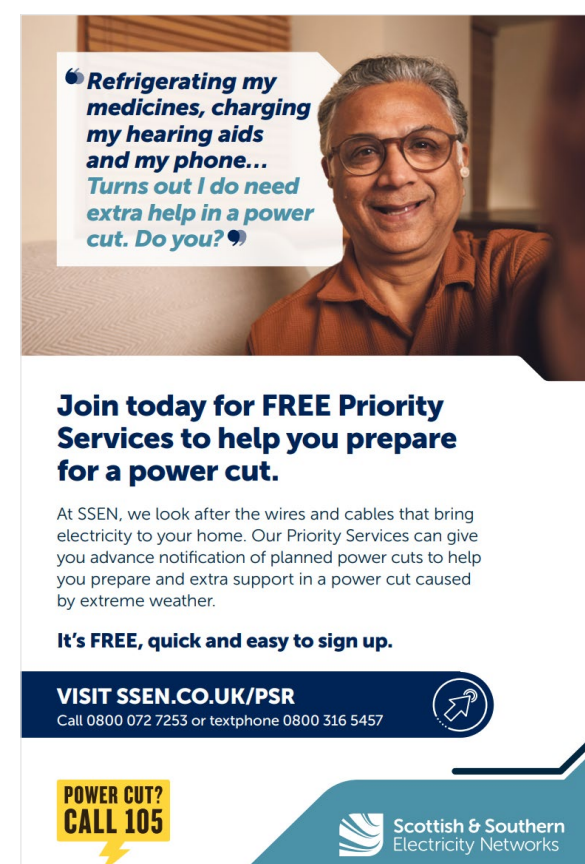
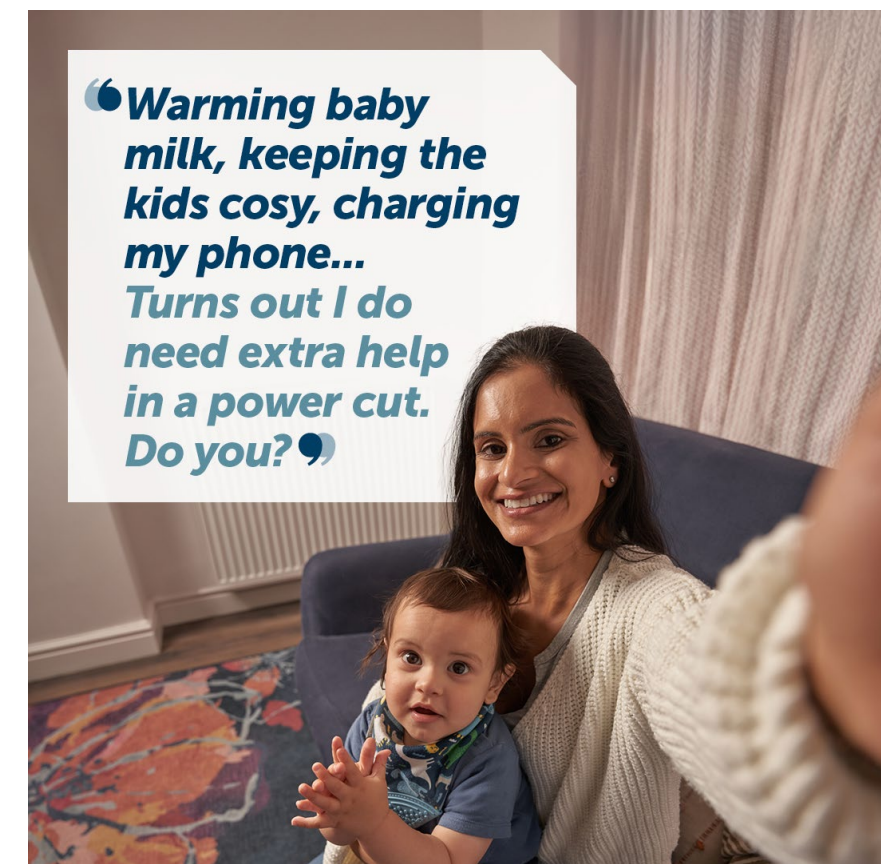
### You Said:

*“Our messages were not single minded enough.”*

Customers felt having multiple messages in one leaflet cause the PSR to become diluted and undermines the trust we are aiming to build.

### We Did:

- We streamlined the messaging, focusing on the benefits of the PSR,
- highlighting how quick and easy it is to sign up as well as it being a free service.



### You Said:

*“The title was not seen as powerful/eye catching enough.”*

The previous campaign “Powering On Together This Winter” did not make it clear what the leaflet was about.

### We Did:

Having used a variation of the ‘Powering On’ campaign for the last couple of years, we created a new campaign alongside new imagery, designed to draw the customer in and help them think about their own situation during a power cut. The 2024/25 campaign was built using feedback from multiple adverts shown to customers during our focus groups.

### You Said:

*“The adverts seem very disease/medically focussed.”*

Customers told us by listing out only some of PSR categories without saying why customers with those needs require support, they couldn’t see the benefit of registering.

### We Did:

We included scenarios of why customers need help in the new campaign, including refrigerated medication, charging medical equipment or customers needing additional updates.

We tested some of these changes in our PSR Summer campaign (see page 5). We also trialled focusing the door drop campaign on areas which have had power cuts in the 2 months before the campaign launched alongside areas which show a higher PSR gap.

## WINTER CAMPAIGN IN NUMBERS

**946k+**  
Radio Reach\*

**306k**  
Print Readership

**480k**  
Door Drop Leaflets

**211k**  
Digital out of Home (DOOH) Impacts

**14m**  
Digital Impressions

**53.6k**  
Clicks to the Website

**29k+**  
new registrations  
between  
Oct 24 – Feb 24

**3x**  
higher engagement  
in areas where  
customers have  
recently experienced  
a power cut

\* Does not include SIBC, Isles FM, Oban FM, Radio Skye, RNIB Connect Radio.

## REVIEWING THE CAMPAIGN

We commissioned Social Market Research (SMR) to carry out an evaluation of our winter campaign. This was done using an online panel survey of 203 respondents combined with fieldwork between 1st – 31st March 2025.

Overall, the research showed the campaign was effective in raising awareness of the PSR and the support offered to customers, including the service being free and quick to register.

### OUR RESEARCH

**41%** Campaign awareness (unprompted)

**76%** Likely to change behaviour

**7.6/10** Effectiveness

### Understanding benefits:

**51%** Free, easy and quick to sign up

**90%** Easy to understand

**45%** Help prepare for a power cut

**57%** Took action / plan to take action

### Comments from customers:

*“As a disabled adult that needs to keep warm it is good to be on a protected list and know that someone can help.”*

*“I’m 73 years old, disabled and I live on my own. Luckily, my last power cut happened when I was asleep. I have candles and torches but it is reassuring to know I can get professional, reliable help should I need it.”*

Whilst the research provided positive results, it did identify that one in three believed they would not qualify for the PSR and only a minority of respondents believed they need extra help during a power cut.

The findings from this research will be used to improve the effectiveness of future campaigns.



## RESPONDING TO STORMS

Winter 2024 saw another period of challenging weather conditions, with 4 named storms impacting our customers. Our 24-hour helpline remains critical to our customers, including those in vulnerable circumstances.

Our teams work throughout the year to support our customers, helping them be ready for any weather events which could impact our network.

Between October 2024 and January 2025, we experienced 4 named storms. Alongside this we saw isolated days of high winds and heavy rains which impacted our customers.

In 2024-25, our network was impacted by:

**Storm Ashley**  
20-21 October 2024





**Storm Darragh**  
6-7 December 2024

**Storm Bert**  
22-25 November 2024

**Storms Éowyn**  
24 January 2025



### Across these weather events, we:

-  Sent 300,227 pre-warn messages to PSR customers.
-  Received 557 PSR escalations from customers needing additional support, including home visits and additional updates.
-  Provided catering vans to provide additional welfare support to customers.
-  Developed bespoke Estimated Time of Restoration communication strategies to help customers plan.

## CASE STUDY STORM DARRAGH

In December 2024, our SEPD licence area was impacted by Storm Darragh when a yellow weather warning for wind was issued for South Central England, with a red weather warning impacting areas close to our network boundaries.

As soon as our Control Room issued the weather alert, we enacted our tried and tested storm plans to ensure we were able to respond quickly to any faults which were caused by the wind. We also started contacting Priority Service customers to warn them of the incoming weather and providing advice on how to stay safe.

To ensure we were supporting customers, we worked with Russell's Catering, our longtime partner in providing welfare to customers, to rollout 8 catering vans to areas worst impacted by the storm. This was alongside our Customer and

Community Advisors and Volunteers who provided doorstep support to customers, checking on their welfare and providing updates on our restoration efforts.

Following restoration of all customers, we provided support to National Grid Electricity Distribution with engineering operatives and sourcing mobile catering units.

*“Storm Darragh was one of a number of named storms that tested our established resilience plans during the last winter. As always response to such events is challenging knowing we have vulnerable customer off supply. Diligent collaboration with resilience partners both in advance and during the event along with applying lesson from past storms put us in a strong position to support our customers.”*

Bryan Puszkas | Customer Relationship Manager

-  **87,000** Customers interrupted
-  **472** Faults (all voltages)
-  **20,000** Incoming calls
-  **73,000** PSR pre-warn texts
-  **196** PSR escalations
-  **3,584** Meals served
-  **37** E vouchers

## CASE STUDY STORM ÉOWYN

Storm Éowyn was described by the Met Office as “the strongest storm in a decade” and it caused the worst damage parts of our network have seen in many years, particularly in Argyll and Bute.

Working with G&M Whyte Event Catering, we deployed catering vans across the Argyll and Bute peninsula over 5 days, with up to 8 units available each day to provide support. We also worked with local businesses to provide welfare, with 17 businesses opening to provide food to customers in areas such as Campbeltown, Dunoon and the Isle of Gigha.



## ISLE OF GIGHA

Heavy winds and rough seas meant getting support to the Isle of Gigha was a challenge, with boats not able to safely reach the Island.

We kept in contact with the local community to provide them with updates and create a plan to provide welfare. As soon as it was safe for ferry crossings to the island, we dispatched engineers to assess and start repairing the faults. We also sourced an electrician who would be able to connect the island's café to their back-up generator to start providing food to those on the Island whilst repairs were ongoing.

-  **92,000** Customers interrupted
-  **763** Faults (all voltages)
-  **24,000** Incoming calls
-  **169,000** PSR pre-warn texts
-  **347** PSR escalations
-  **7,000+** Meals served
-  **58** E vouchers



## LEARNING FROM STORMS

With every storm, we encounter new challenges and new ways we can improve our services for our customers. Winter 2024 was no exception, with storms Darragh and Éowyn bringing opportunities to change our processes.

Following each storm, we completed an exercise to identify what went well and where we need to improve our storm response.

### WHAT WENT WELL

#### Welfare van locations

One of the key learnings taken from Storm Babet in 2023 was around mobilising catering vans whilst the storm was ongoing, especially in rural areas. To prevent the same challenges, we moved catering vans to key strategic locations safely before the storm hit, ensuring we were able to quickly move vans when it was safe to do so. This meant we were able to let customers know earlier where vans would be situated and what times they would be operating.

#### Social Media

Whilst we can't rely on social media as a sole means of communication for customers during storms, we changed our approach by sharing welfare van updates directly to community Facebook groups as well as our social media pages. This meant more customers were aware of our welfare locations.

#### Using Local Businesses

We worked with local businesses to set up welfare facilities in cafes, hotels and restaurants to provide support where we were not able to situate a catering van. Across these additional sites, we were able to provide over 1,000 customers with welfare during Storm Éowyn.

### AREAS OF IMPROVEMENT

Across the 2024/25 winter storms, we identified 12 areas of improvement ranging from customer communication, internal processes and better working practices with resilience groups. All actions are due to be completed by September 2025.

AREA	ACTION	STATUS
<b>Communication</b> Including digital exclusion and internal communication	Update PSR pre-warn messaging in advance of PTSN switch off and how to contact us.	IN PROGRESS
	Update welfare communication to ensure all resilience groups, operational teams and customer support teams are aware of locations to share with customers, including times for when welfare is being redeployed or closed.	IN PROGRESS
	Explore alternative methods of communicating welfare locations for customers without access to phones or digital communication.	IN PROGRESS
	Investigate options for PowerTrack to show welfare locations for customers.	IN PROGRESS
	Update process for sharing welfare locations with internal teams, broken down by operational region. Potentially to include 'live map' of locations.	COMPLETE
<b>Planning and Processes</b>	Additional training on hotel booking to reduce backlog and time taken to provide customers with hotel bookings.	NOT STARTED (DUE Q1 2025/26)
	Full end to end review of Welfare Framework, including definition of what will be covered by reimbursement process. Customer comms to be developed once framework updated.	IN PROGRESS
	Welfare Directory of all welfare facilities, including recipients of community funding and local businesses previously used in storms.	IN PROGRESS
	Redefine roles and responsibilities by operating region. To include a new rota to ensure clear handovers.	COMPLETE
	Identify additional welfare providers to support, including options for dietary requirements	IN PROGRESS
<b>Resilience Groups</b>	Increased engagement with Local Resilience Groups / Forums ahead of winter 2025 to set out expectations, identify challenges and agree plan for setting up warm hubs during storms.	IN PROGRESS
	Identify additional resilience / humanitarian response groups to support during storms.	IN PROGRESS





## A COLLABORATIVE APPROACH

Challenging our way of thinking and our approach is vital in ensuring we do the right thing for the customers and communities we serve. Working with our three specialised groups, consisting of experts in their fields, we are able to identify innovative solutions across a range of topics and issues.

Whilst supporting customers in vulnerable circumstances is the primary focus of our Inclusive Service Panel (ISP), we also engage with the Powering Communities to Net Zero Group and Distribution System Operator (DSO) Advisory Board throughout the year.

## THE ROLE OF ENERGY EFFICIENCY IN NET ZERO

The DSO Advisory Board challenged energy efficiency not being considered as an option in the Strategic Network Plans for areas to help reduce the amount of electricity being used across our network.

### WE DID

In February, we started work to create a plan to promote energy efficiency services offered by our partner YES Energy Solutions in areas where demand for electricity may be greater. We expect to put this plans into place in the summer 2025.

## INCLUSIVE SERVICE DESIGN

The Inclusive Service Panel plays a vital role in shaping how SSEN supports customers in vulnerable situations.

Under the independent leadership of Carolyn Delehanty since January 2024, the Panel has strengthened its focus on challenge, collaboration, and practical impact. Our approach to inclusive service design was presented to the ISP to ensure we were taking the right approach to ensure our services remain inclusive and accessible for all customers across our licence areas. This included a summary of our customer personas and how these are used across the business.

### WE DID

The Panel influenced the refinement of customer personas and their integration into transformation programmes. We provided insight on the emerging ED3 vulnerability lens, encouraging a shift away from age-based assumptions and towards more meaningful indicators of vulnerability. We supported a battery storage pilot by improving take-up and defining success criteria. We challenged the innovation programme to engage earlier and more deeply with vulnerable customers through co-design. We also helped bridge the gap between employee inclusion and customer inclusion, and influenced improvements to customer communications, such as de-jargoning letters.

The Panel continues to support SSEN to deliver inclusive services that are rooted in lived experience and responsive to customer needs.



## APPROACH TO OUR STRATEGY AND PERFORMANCE

Our strategy and performance was presented to all three panels across the year. Data sharing was a common theme across all panels, and whether we were doing enough to increase data sharing agreements to grow the PSR.

Whilst our approach to our Vulnerability Strategy was commended, we were challenged by the PCNZ Group as to whether our strategy should look beyond ED2.

### WE DID

We have undertaken a review of data sharing opportunities to identify where we should focus data sharing. We are currently working with Scottish Fire and Rescue to set up a data sharing agreement. Automating the data sharing process is essential to ensure these are effective, we are working with our Data and Analytics team to identify how this can be achieved.

We will be including this feedback into our strategy refresh in Autumn 2025 and into our planning for ED3.





# SMART, FAIR, NOW

Ensuring customers and communities in vulnerable situations are not left behind in the transition to Net Zero remains a core priority for SSEN. Vulnerability focused innovation projects ensure we are including the current and future needs of customers across our business.

## VULNERABILITY FUTURE ENERGY SCENARIOS

EMBEDDED

The last year has seen our award-winning Vulnerability Future Energy Scenarios (VFES) become fully integrated into our business and is a key component of our strategic development plans.

VFES accurately predicts where communities are less resilient, less affluent, and more seriously affected by prolonged or frequent power cuts.

We are constantly investing in our networks, upgrading capacity and improving resilience. At a High Voltage (HV) level, this is driven by upgrades to our Grid Supply Points (GSP), where the transmission networks meet our distribution networks. All GSP planning now includes VFES data, enabling benefits from improved resilience in areas of high vulnerability to minimising disruption during upgrade works.

### AN AWARD-WINNING INNOVATION:

Our groundbreaking VFES project was recognised for its use of data and AI, picking up 3 awards.

In November 2024, VFES won 2 awards in two categories at the DataIQ awards for Best Use Of AI For The Public Good and Most Innovative Use of AI. This was followed by the Utility Week Award for Unlocking Data.



## VULNERABILITY IDENTIFICATION VIA INFORMATIVE DATA (VIVID)

IN PROGRESS

We are regularly challenged to find the 'missing vulnerable' households; the people who are eligible for priority services, but who are unaware of this extra support.

Energy suppliers, local authorities and the third sector also struggle to find the most vulnerable, or hard to reach, people in society. VIVID developed advance, secure and GDPR compliant data sharing protocols to combine efforts across these sectors and prevent people slipping through the net.

VIVID is now being embedded into a new project along with VFES. This new project will be called Vulnerability Evaluation for Resilience, Investment and Flexibility (VERIFY). We are currently awaiting a decision on funding for this project.



*"Putting customer and community needs at the centre of network investment planning is a massive step forward. This is an industry first and we are already supporting other networks to follow our lead for the benefit of communities GB wide. Recognition outside of the energy industry is always welcome, but winning awards for the 'Best use of AI for Public Good', and the 'Most Innovative use of AI' at the DataIQ Awards was exceptional, especially when VFES won the Utility Week Award for 'Unlocking Data' in September too. Using this acclaimed and proven process, alongside the potential of VIVID, will unlock even more opportunities to deliver resilience, fairness and exceptional support for customers."*

Simon O'Loughlin | Innovation Project Manager

## EQUALLCT

IN PROGRESS

We have now started a second phase of the EqualLCT project, a project designed to enable access to Low Carbon Technology (LCT).

This phase focuses on how to make heat pumps more accessible to more people through more affordable commercial offerings whilst also delivering network benefits. These benefits include aligning heat pump installations with energy efficiency measures so that smaller heat pumps can be installed while keeping people just as warm. This means that people can adopt heat pumps and lower their carbon footprint whilst saving money on their bills as well as our network not requiring as many costly upgrades.



*"This project has real potential to make heat pumps an affordable option for more people, accelerating the transition to Net Zero, while also limiting the amount of network upgrades that we need to carry out."*

Ross Bibby | Innovation Project Manager

More information on our DSO activities can be found on our website: [ssen.co.uk/dso](https://ssen.co.uk/dso)





# CUSTOMER VULNERABILITY INCENTIVE PERFORMANCE

## OUR PERFORMANCE

We have seen improvement across all our Vulnerability targets in 2024/25 however the average customer satisfaction for fuel poverty remains below target.

The feedback we receive through our customer satisfaction surveys have highlighted communication could be better, particularly around the benefits of the service. We worked with our partners to make improvements to the service, which saw an increase in the survey scores. We continue to work with our partners to make further improvements where required.

2024/25 saw our first customer satisfaction surveys being carried out for our Low Carbon Transition services, with customers highlighting the helpfulness of our partners. We continue to expand this service with our partners.

Our PSR Reach continues to increase year on year, identifying customers who require extra support during a power cut whilst ensuring the service we offer meets those customers needs.

A review into the Social Return on Investment Rulebook, used to calculate the Net Present Value of our Fuel Poverty and Low Carbon Transition Programmes took place this year. The review, carried out with all DNOs and our assurance partner Sirio Strategies, resulted in an updated list of activities and associated values which is used to calculate this metric. This has ensured the metric is accurately reflective of the support provided to our customers.

The performance in the second year of ED2 has built on the foundations set out in year one, which we are continuing to build on into the remainder of our price control.

## SHEPD PERFORMANCE CV-ODI ONGOING PERFORMANCE

Metric	Year 1	Year 2	Year 2 Target	Year 3	Year 4	Year 5	Year 5 Target
PSR Reach	64.4%	73.6%	59.6%				69.5%
Social value of Fuel Poverty Services Delivered (NPV)	£0.627m	£1.094m	£0.478m				£1.13m
Social value of Low Carbon Transition Services Delivered (NPV)	£0.03m	£0.083m	£0.027m				£0.297m
Average Fuel Poverty Customer Satisfaction Survey score	8.81 / 10	8.91 / 10	9 / 10				9 / 10
Average Low Carbon Transition Customer Satisfaction Survey score	N/A*	10 / 10	9 / 10				9 / 10

\*No customers surveyed in year 1.

## SEPD PERFORMANCE CV-ODI ONGOING PERFORMANCE

Metric	Year 1	Year 2	Year 2 Target	Year 3	Year 4	Year 5	Year 5 Target
PSR Reach	56.7%	63.5%	59.6%				69.5%
Social value of Fuel Poverty Services Delivered (NPV)	£1.370m	£2.756m	£0.726m				£2.124m
Social value of Low Carbon Transition Services Delivered (NPV)	£0.132m	£0.377m	£0.051m				£0.559m
Average Fuel Poverty Customer Satisfaction Survey score	8.38 / 10	8.76 / 10	9 / 10				9 / 10
Average Low Carbon Transition Customer Satisfaction Survey score	N/A*	9 / 10	9 / 10				9 / 10

\*No customers surveyed in year 1.





# ACCOMPANYING PERFORMANCE

## SHEPD REGULARLY REPORTED EVIDENCE (RRE)

RRE	Expectation	Year 1	Year 2	Year 3	Year 4	Year 5
Frequency of PSR Customer Data Cleanse	Licensee has attempted to contact all PSR customers to verify their data every 24 months.	42.16%	100%			
CSS score for PSR customers who have experienced a power cut	9.01 target.	9.24 / 10	9.28 / 10			
Volume of Fuel Poverty Services delivered	3,500 households supported across ED2.	1,685	1,965			
Volume of Low Carbon Transition Services delivered	186 households supported across ED2.	52	103			

## SEPD REGULARLY REPORTED EVIDENCE (RRE)

RRE	Expectation	Year 1	Year 2	Year 3	Year 4	Year 5
Frequency of PSR Customer Data Cleanse	Licensee has attempted to contact all PSR customers to verify their data.	41.95%	100%			
CSS score for PSR customers who have experienced a power cut	9.01 target.	8.62 / 10	8.84 / 10			
Volume of Fuel Poverty Services delivered	6,500 households supported across ED2.	3,989	7,531			
The volume of Low Carbon Transition Services Delivered	344 households supported across ED2.	1,234	524			

## OUR PERFORMANCE

Building on the foundations set out in year one, we saw significant improvement in our performance, especially in our Data Cleanse process. We also saw a higher number of customers using the energy efficiency services provided by our partners than the previous year

In April 2024, we made changes to our Data Cleanse Process to ensure we met the target of 100% of customers being contacted to update their data every 2-years. A process which has been tested to ensure we continue to meet this target going forward. Further improvements are expected to be implemented in 2025/26 to make it easier for customers to update their data.

Changes in the Warm Home Discount and rising energy costs, saw over customers asking for support in 2024/25, an increase of over 3k. on the previous year. We worked with our partners throughout the year to ensure the service was still meeting customers needs and was able to meet customer demand. A review of the 2025/26 programme was carried out over winter 2024 to identify any changes which might be needed going forward to ensure our customers in fuel poverty were being supported.

The focus on customer journeys saw an improvement in our PSR Customer Satisfaction Score (CSS), whilst the score in our SEPD licence area remains below the target of 9.01, we continue to make changes to improve the service for our PSR customers experiencing a power cut.





# OUR COMMITMENTS

This Annual Vulnerability Report provides our customers, partners, stakeholders and Ofgem with an update on our performance and progress against our vulnerability commitments. This table provides an overview of performance for 2024/25.



A milestone that is at significant risk and highly likely to be missed



Progress is delayed but is likely to be achievable before the end of the RIIO-ED2



Progress against the milestones are on track.

Vulnerability strategy Commitment	Description	Expected outcome/benefit	Key milestone	RAG status	Status update
<b>Vulnerability Strategy</b> (Go to page 4 for more information)	Meet our obligations to treat all customers fairly, including those in vulnerable situations. Put in place a vulnerability strategy, to be reviewed and refreshed annually and our performance incentivised.	<ul style="list-style-type: none"> <li>• Our data-driven approach will help target our activities and register more customers who will benefit from our services.</li> <li>• Improved support delivered through our partnership approach as required.</li> <li>• £17.2m financial benefits delivered through targeted fuel poverty support and energy efficiency measures.</li> <li>• £3.7m societal benefits delivered through quality-of-life improvements, health benefits and carbon emission reductions.</li> </ul>	Annual Stakeholder Review of strategy & feedback.	GREEN	Stakeholder engagement took place in October 24. Additional engagement planned for summer/autumn 2025.
			Annual strategy refresh & publication.	GREEN	Strategy launched in October 2024 with a refresh due by end of October 2025.
			Customer survey on our strategy, factoring in arising issues faced by our customers and communities by March 2026.	GREEN	We will be starting to plan this engagement following the release of our 2025/26 strategy refresh.
<b>PSR Gap Analysis</b> (Go to page 5 for more information)	Reach over 1 million PSR customers by 2028, refreshing our data every 24 months.	<ul style="list-style-type: none"> <li>• Our data-driven approach will help target our activities and register more customers who will benefit from our services.</li> <li>• Improved support delivered through our partnership approach as required.</li> <li>• £17.2m financial benefits delivered through targeted fuel poverty support and energy efficiency measures.</li> <li>• £3.7m societal benefits delivered through quality-of-life improvements, health benefits and carbon emission reductions.</li> </ul>	Achieve 1 million PSR customers by March 2025.	GREEN	Last year we increased the PSR by 112k households through, exceeding our target of 1m PSR customers.
			Refreshed Customer Mapping Tool to further enhance PSR identification to be in place by March 2025.	AMBER	We identified some further updates were needed before a full roll takes place in 2025 however some users are in place
			PSR 1+ customer data refreshed annually with all other customers refreshed every 2 years.	GREEN	We contacted 100% of PSR customers registered pre-April 2023 to refresh their data. This included customers with PSR 1+ markers.

Continues overleaf



Vulnerability strategy Commitment	Description	Expected outcome/benefit	Key milestone	RAG status	Status update
<b>PSR Customer Satisfaction</b> (Go to page 8 for more information)	Improve PSR customer satisfaction scores to 9.4.	<ul style="list-style-type: none"> <li>• Our data-driven approach will help target our activities and register more customers who will benefit from our services.</li> <li>• Improved support delivered through our partnership approach as required.</li> <li>• £17.2m financial benefits delivered through targeted fuel poverty support and energy efficiency measures.</li> <li>• £3.7m societal benefits delivered through quality-of-life improvements, health benefits and carbon emission reductions.</li> </ul>	Implement 'Brilliant Basics – Meeting the Growing Needs of our Customers programme' to a achieve score of 9.2 by March 2025.		We have implemented a set of 'Brilliant Basics' which provide our teams with critical steps in the customer journey they must complete. This has resulted in an increase in score but we remain below target.
			Implement Improved Channel Management programme to achieve a score of 9.3 by March 2026.		We have appointed a contact channel partner to create a long-term solution which will make it easier for our customers to contact us. Our teams are working with our new provider to implement the first phase of the solution in June 2025.
			Implement An Empowered Workforce programme to achieve a score of 9.4 by March 2027.		We have completed the first phase of our Empowered to Care Programme, with more than 1,000 customer facing employees taking part in a 5-module training programme.
<b>Fuel Poverty Support</b> (Go to page 11 for more information)	By 2028 support 50,000 households (equivalent to 114,000 customers) with fuel poverty.	<ul style="list-style-type: none"> <li>• Our data-driven approach will help target our activities and register more customers who will benefit from our services.</li> <li>• Improved support delivered through our partnership approach as required.</li> <li>• £17.2m financial benefits delivered through targeted fuel poverty support and energy efficiency measures.</li> <li>• £3.7m societal benefits delivered through quality-of-life improvements, health benefits and carbon emission reductions.</li> </ul>	Set up 5 new partnerships to support customers over ED2.		In 2024, Carers UK and Warm Welcome joined out partnership programme.
			Introduce new 2-year partnership frameworks for strategic partnerships by March 2025.		All existing partners moved to a 2 year partnership agreement lasting until March 2026.
			Consult with stakeholders on 'partnership' fund for potential partners to bid for funding to support customers in key areas.		Review of new partnership format to take place in 2025, ready to launch in April 2026. This review will create one holistic programme ensuring all customers have access to fuel poverty and LCT support.
<b>Training and development</b> (Go to page 14 for more information)	Train 30 employees to the City & Guilds energy efficiency qualification and introduce 200 Vulnerability Champions across the business from the start of ED2.	<ul style="list-style-type: none"> <li>• Our data-driven approach will help target our activities and register more customers who will benefit from our services.</li> <li>• Improved support delivered through our partnership approach as required.</li> <li>• £17.2m financial benefits delivered through targeted fuel poverty support and energy efficiency measures.</li> <li>• £3.7m societal benefits delivered through quality-of-life improvements, health benefits and carbon emission reductions.</li> </ul>	20 employees to have completed City and Guilds Energy Efficiency Training by March 2025 with all 30 in place by March 2027.		Nine colleagues had achieved the qualification by March 2025.
			80 Vulnerability Allies to be in place by March 2025 with all 200 in place by March 2028		Our Vulnerability Allies community has grown to 73 colleagues with engagement plans in place for 2025/26 to grow the community further.

Continues overleaf



Vulnerability strategy Commitment	Description	Expected outcome/benefit	Key milestone	RAG status	Status update
<b>Personal and Social Support Packs</b> (Go to page 7 for more information)	By 2028, deliver 5,000 energy efficiency packs to fuel-poor households and 5,000 power cut resilience packs to PSR customers, tailored to their needs.	<ul style="list-style-type: none"> <li>Improving the resilience for customers during a power cut, and through the use of energy efficiency measures driving financial benefits.</li> <li>£0.5m benefits delivered to customers in vulnerable situations.</li> </ul>	Using customer insight to design and develop packs with zero single use items/plastics by March 2025.	GREEN	We have agreed the contents of the packs, with an expected order date in April 2025 for delivery in July/August ready for winter.
			Issue 4,000 packs to customers by March 2026.	GREEN	Rollout plan in place for delivery of packs across our licence areas.
			Issue 6,000 additional packs to customers ahead of winter 2027.	GREEN	Following the rollout of the initial packs, we will review the plan to distribute the remaining 6,000 packs by November 2027.
<b>Personal Resilience Plans</b> (Go to page 16 for more information)	Proactively provide PSR customers with PRPs containing specific advice tailored to a customer's individual needs, helping them know what to do during power cuts.  Provision of 20,000 battery backups to customers who depend on electricity for medical reasons.	<ul style="list-style-type: none"> <li>Increased service to customers in vulnerable situations through bespoke Personal Resilience Plans and battery provision, providing £3.9m net consumer benefits.</li> </ul>	Work with stakeholders and vulnerability experts to create bespoke advice for Personal Resilience Plans by August 2024.	AMBER	We engaged with our partners, stakeholders and experts to create advice for each needs code with the plans now expected to launch April 2025
			1,000 batteries and 5,000 Personal Resilience Plans issued with customer feedback gathered by March 2025.	AMBER	The procurement activity to identify battery providers was delayed until February 2025. This is expected to complete by July 2025 to start issuing batteries ahead of winter. Personal Resilience Plans will be launching in April 2025.
			15,000 batteries and 250,000 Personal Resilience Plans issued by September 2027.	GREEN	Whilst the start of these projects have been delayed, we have created plans to deliver 15,000 batteries and 250,000 Personal Resilience Plans ahead of September 2027.
			20,000 batteries and 374,691 Personal Resilience Plans issued by March 2028.	GREEN	Our refocused plans have us on track to deliver all batteries and Personal Resilience Plans by the end of the ED2 price control.
<b>Shareholder Fund</b> (Go to page 15 for more information)	Introduce a shareholder-financed £500,000 annual 'Powering Communities to Net Zero' fund to support LCT accessibility initiatives for those in vulnerable situations, and community-led environmental and resilience schemes.	<ul style="list-style-type: none"> <li>£8.2m financial benefits and £1.4m societal benefits enabled by ensuring customers in vulnerable situations can access energy transition benefits.</li> </ul>	Scope fund and launch initial round of funding by end of September 2024.	GREEN	First round of funding took place in Summer 2025 with second round of funding expected to be launched by May 2025.
			Ahead of round 2 of funding in June 2025, complete stakeholder engagement and review of fund, including SROI benefits of funds allocated to date.	GREEN	Review of fund completed with round 2 of funding due to launch May 2025. Societal benefits completed for round 1 of fund.
			Four rounds of funding completed by December 2027.	GREEN	Further rounds of funding are expected to launch in May/June of each year during ED2





# THE YEAR AHEAD: OUR YEAR OF DELIVERY

Now in the middle year of ED3, our focus will be on delivering of key programmes to improve the service our customers receive, ensuring we are meeting our ED2 Commitments. We have included some highlights of our 2025-26 plan in our look ahead to next year.

## QUARTER 1 (APRIL – JUNE 2025)

### Personal Resilience Plans:

- Our tailored Personal Resilience Plans will be launching for our PSR customers in April 2025. The initial rollout will be available to all newly registered customers and customers with a PSR +1 needs code.

### Sprint Shakespeare:

- A full review of the end-to-end communications we issue to customers will take place between April – June 2025. This will include introducing a new communications framework and ensuring all communications are accessible, easy to understand and informative.

### Contact Channel Management:

- The first phase of our new Contact Channel Management system will be rolled out. This first phase will focus on making it easier for customers when contacting us by phone.

## QUARTER 2 (JULY – SEPTEMBER 2025)

### Power Cut Resilience Packs:

- Our Power Cut Resilience Packs will start to be rolled out in Q3, providing support to customers during power cuts. These packs will include torches and items to help keep customers warm.

### Promoting the PSR:

- Initial We will be working with influencers to promote and grow the PSR, following on from the success of our Summer 2024 campaign.

### New Partnerships:

- A new partnership will announced to help support customers.

### Personal Resilience Plans:

- Following the launch in April 2025, we will be reviewing the Power Cut Plans with customers to identify any potential improvements.

## QUARTER 3 (OCTOBER – DECEMBER 2025)

### Battery Rollout:

- Following the completion of our procurement process, we will start to issue batteries to customers homes before the end of 2025.

### Strategy Refresh:

- Our annual refresh of our Vulnerability Strategy is scheduled for autumn 2025, providing an update on how we are supporting customers in vulnerable situations now and in the future.

### Fuel Poverty:

- Review of partners performance so far to ensure the right support is in place for the winter.

## QUARTER 4 (JANUARY – MARCH 2026)

### Contact Channel Management:

- Further phases of our Contact Channel Management will be rolled out across the business.

### Fuel Poverty Partnership Review:

- A full review of existing partners, ensuring we have the right support in place for customers for the last two years of ED2.

### Winter Preparedness:

- Ongoing review of performance over the winter period.





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