

Stakeholder engagement
and consumer vulnerability
submission 2017/18



Part 3:

Consumer vulnerability



Scottish & Southern
Electricity Networks



Scottish & South
Electricity Network

Customer Mapping Tool demonstration

Stakeholders receive a Customer Mapping Tool demonstration from Simon O'Loughlin, our Stakeholder Engagement Manager with responsibility for consumer vulnerability.

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1 Introduction and Delivering our Vulnerability Strategy

Key
 New
 Expanded
 Improved
 Embedded



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

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

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

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

Keeping the lights on is our core purpose, but when things go wrong and our customers lose supply, how we support our customers is just as important as restoring power quickly. Our priority from a welfare perspective, is looking after our Priority Services Register customers. Working closely with our resilience partners, well in advance of adverse weather, including proactively warning Priority Services Register customers to make them aware of the potential disruption. We also offer extra support where required, from simple advice and tips, to arranging mobile generation for customers dependent on specialist electrical medical equipment, and in extreme cases, moving customers into temporary accommodation where necessary.

Looking after our customers, and providing the highest standard of service, is at the heart of what we do. Doing the right thing for our customers underpins all our activities and decisions, and whilst there is always room for improvement, providing we continue with this philosophy, we can all remain proud of the service we provide, day in, day out.



Colin Nicol
Managing Director, Scottish and Southern Electricity Networks

Delivering our Vulnerability Strategy

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

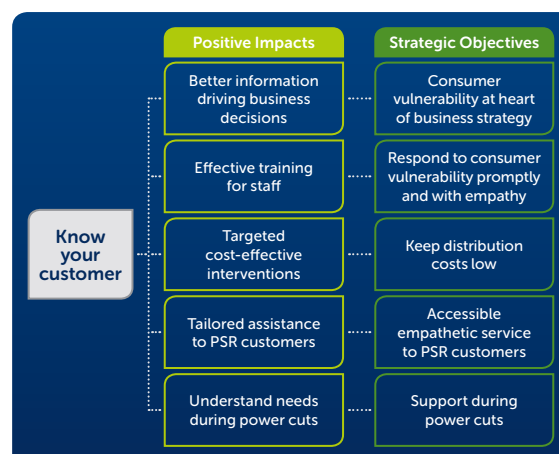
- Addressing consumer vulnerability is at the heart of our business strategy, our culture, our policy and all our services
- Identifying and responding to consumer vulnerability promptly and with empathy
- Keeping the distribution costs of our consumers' electricity bills as low as possible
- Delivering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

To ensure we are moving forward at pace, and keeping our strategic objectives relevant, we developed six key areas of focus during 2017/18.

Based on stakeholder feedback, these six areas of focus support the strategic objectives allowing us to improve the efficiency of our service and widen the scope of our activities.

Our six areas of focus for 2017/18

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



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

Richard Shakespeare
Chair of SSEN Inclusive Service Panels

2 Embedding our Customer Mapping Tool

Key



New



Expanded



Improved



Embedded

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

Mapping data explained



31 data sets over 6,009 LSOAs and Data Zones

Regional prioritisation planning



Accurately identified top priorities for each of our seven regions, 16 in total

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



Better informed decisions during power cuts and 75 additional PSI checks ahead of work covering 13,613 people

Training



Over 70 key individuals trained on mapping

Sharing our mapping



Over 45 people in 24 organisations given guest access. Many others given demonstrations at events

Geographical review of welfare response



Welfare positioning now reviewed against customer priorities from mapping

Community Resilience Funding



31 applications prioritised after mapping review with 80% of these receiving funding

Informing our winter campaign

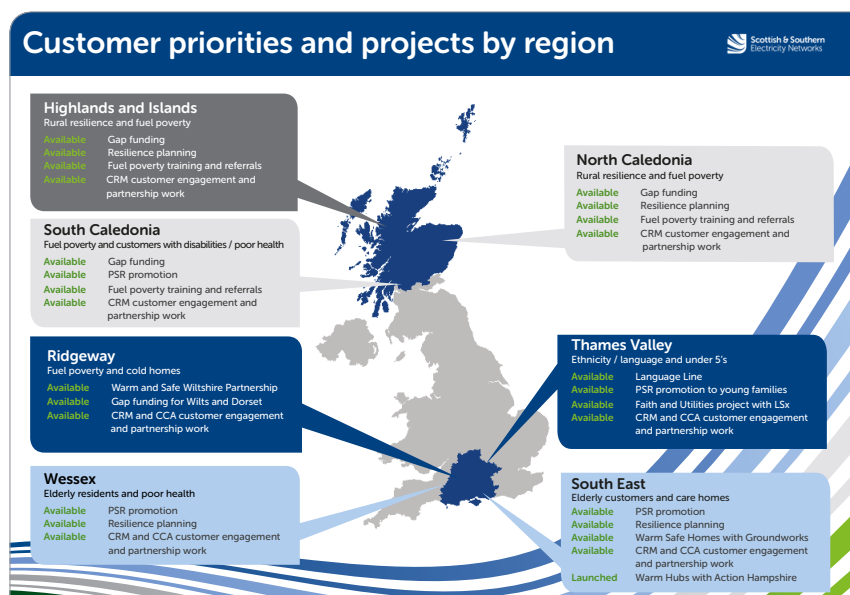


Language translation for specific areas with up to 20% higher CTRs achieved

Customer Mapping Tool usage

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

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



Customer Mapping Tool

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

Reasons for doing this:

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

Key outcomes:

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

Mapping data explained

Our Customer Mapping Tool covers both of our networks areas. Using 31 specially selected data sets displaying as 24 key indicators and four combined indices that help to simplify the complex nature of social issues.

The mapping uses Lower Super Output Areas (LSOAs) in England and Data Zones in Scotland; both are used to divide the country into roughly equal numbers of people or households. Of the 24 indicators, five relate to age categories with others including distance to service, those in poor health and/or in receipt of health benefit payments, and those who cannot speak English well or at all.

Algorithms are then used to combine all the data and give an aggregated view of four key indices:

1. Community low resilience index
2. PSR index
3. PSR gap index
4. Network investment priority index

The data contained in the mapping can be viewed at any level, distribution area, or region. Furthermore, and we believe uniquely for the industry, any dataset can be combined with any combination of other data and layered to any degree, allowing us to build accurate pictures of how social indicators combine across the communities; this in turn helps us to prioritise activities that help customers. Importantly, we can also overlay our PSR data, allowing us to identify the gaps where we believe PSR eligible consumers to be.

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

AA1000SES report, AccountAbility

Regional prioritisation and planning

Our regions have used the Customer Mapping Tool to help them promote the PSR more effectively, identify which partnerships would work and where, and highlight where customers may need additional support or help during power cuts.

The additional clarity provided by having top priorities for each region, based on the data available through our mapping tool, has also given greater focus to our work this year.

Region	Priority One	Priority Two
Highlands and Islands	Rural resilience	Fuel poverty
North Caledonia	Rural resilience	Fuel poverty
South Caledonia	Fuel poverty	Disabilities / poor health
Ridgeway	Fuel poverty	Cold homes
Thames Valley	Ethnicity / language	Children under 5
Wessex	Elderly population	Poor health
South East	Elderly population	Care homes

Example outcome on a national level:

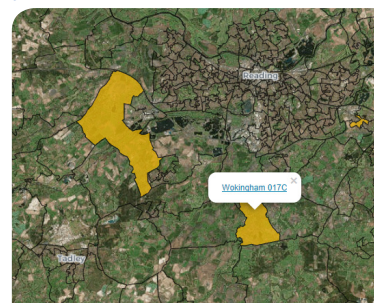
The Customer Mapping Tool has strengthened existing partnerships and identified where we can work with new partners and groups. An example of this is when looking where fuel poverty work would benefit most customers. Fuel poverty is one of the top two priorities in four of our seven regions:

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

Focusing attention on these regions, we have embedded our Warm Works gap funding project and launched a new fuel poverty referral process for our three Scottish regions. In the Ridgeway region, we have launched a new gap funding scheme to help address fuel poverty covering the areas of Wiltshire and Dorset. We have further enhanced this through continued support of the Warm and Safe Wiltshire project.

Example outcome for local partnership decisions:

Families with children under 5 is a top priority in our Thames Valley region. Our CRMs and CCAs used the Customer Mapping Tool to find locations with the highest density of children under 5, as well as indicators suggesting low resilience before reaching out to nurseries and playgroups within the defined areas. This led to 14 specific events resulting in a reach of 2,615 people and 498 direct interactions. In Thames Valley alone households with children under 5 on our PSR has increased from 1,083 to 11,607 up 971%.



Map showing the area surrounding Reading with indicators set to highlight LSOAs that have a higher amount of under 5 year olds and lone parents (over 8% for both), a lower resilience index (4.0) and further away from services (+2.0)



One of the nurseries we worked with near Reading appears in this video: <https://player.vimeo.com/video/242213838>

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

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

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

Reasons for doing this:

To support an increased number of customers during power cuts and plan for PSIs.

Key outcomes:

On 3rd January 2018, our PSI process was changed to ensure that any planned supply interruption affecting over 100 customers must be checked against the mapping data to allow additional support and welfare to be put in place, or our services adapted, should it be necessary.

Network Area	Total PSIs >100 customers	Number of customers in the area affected	Number of existing PSR customers in these areas
North Scotland	33	6,268	936
Central southern England	42	7,345	1,145
Total	75	13,613	2,081

Training

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

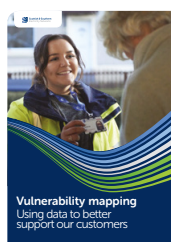
Reasons for doing this:

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

Key outcomes:

By selecting specific criteria, staff can create a 'picture' of potential needs in the following areas.

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



Sharing our mapping

Although our Customer Mapping Tool is a bespoke build for SSEN, the flexibility it offers means the tool could be adopted for use across the industry, as well as other sectors. We have showcased the mapping at a number of events including the Energy Action Scotland conference, resulting in 45 people from 24 organisations being given guest access.

These include six utilities, five councils, a GDN, a fire brigade, our regulator, and fuel poverty charities.

Reasons for doing this:

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

Key outcomes:

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

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

Jennifer Armstrong, Help to Heat Co-ordinator for SGN

3 Driving forward Priority Services Register provision and promotion

Key

- New
- Expanded
- Improved
- Embedded

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



Data driven activities

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

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

Reasons for doing this:

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

Key outputs:

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

Examples of this include:

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

- ✓ **Poole: 31,221 impressions / 1,074 clicks = 3.43% click through rate**
- ✓ **Reading: 75,562 impressions / 888 clicks = 1.18% click through rate**
- ✓ **Slough: 68,920 impressions / 938 clicks = 1.36% click through rate**
- ✓ **Bognor Regis: 21,412 impressions / 412 clicks = 1.92% click through rate**
- ✓ **Aberdeen: 98,127 impressions / 1,037 clicks = 1.06% click through rate**

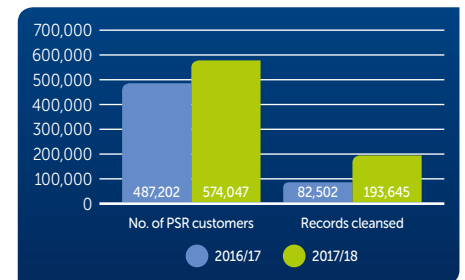
Example of PSR promotion on our Facebook page which was translated into Polish, Hindi, Punjabi, Bengali and Urdu which was seen 143,135 times and achieved higher than average click through rates



PSR data

574,047 customers registered on the PSR.

193,645 PSR records cleansed during 2017/18.



Increased regional activity

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

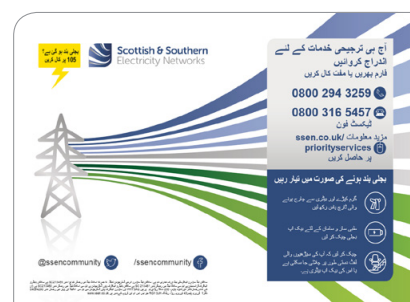
By taking a more focused and informed approach, increasing the likelihood of consumers willingness to engage, our annual engagements of this nature have risen to 53,330, a year-on-year increase of over 40%. As well as specific engagement events and helping customers, our CRMs and CCAs, based in the communities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

PSR accessibility

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

Reasons for doing this:

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



Key outcomes:

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

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

PSR leaflet page translated into Urdu

Winter Campaign

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

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

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

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

Using the Customer Mapping Tool we geo-targeted areas with higher PSR gaps. Based on the customer insight, we wanted to communicate with 'harder to reach' audiences especially customers in vulnerable situations and ethnic communities. In addition we created a 'Code Red' campaign to launch during weather events. In advance of Storm Caroline, we up-weighted specific elements of the campaign 48 hours in advance. Our digital activity included targeted weather warnings the day before the storm when 38,400 sessions were recorded on the winter campaign page alone.

Objectives of the campaign

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

Key outcomes:



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

Increased online PSR promotion

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

Increased visits for PSR pages during 2017/18

Priority Services Page		PSR Registration Form	
2016/17	8,798 views	2016/17	2,481 views
2017/18	21,554 views	2017/18	4,427 views
Difference	+145.05%	Difference	+78.44%

Solent PSR promotion pilot

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

Reasons for doing this:

To find the most effective way of promoting the PSR and reaching customers who are harder to engage with.

Key outcomes:

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

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

Working with Diverse Communities

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

Reasons for doing this:

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

Key outcomes:

14 positive actions for improvement including:

- Translating Planned Supply Interruption (PSI) letters
- CCA involvement in Visit My Mosque Day
- Translation of PSR leaflets
- A project offering guidance to better respect religious and cultural differences when carrying out work

Walking into the session with SSEN staff, I wasn't sure what to expect and was surprised to see a mixture of both people in suits and hi-vis jackets all enthusiastic and willing to improve how they engage with their diverse communities.

Ben Hudson, Programme Co-ordinator, London Sustainability Exchange

Home Energy Scotland partnership

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

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

Reasons for doing this:

This project fits with our strategic objectives.

Key outcomes:

- 1,225 PSR referrals received from Home Energy Scotland

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

Ross Barrow, Stakeholder Relations Officer for Home Energy Scotland

Pre-warning alerts

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

Reasons for doing this:

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

Key outcomes:

1,064,200 texts sent to PSR customers ahead of adverse weather. 33% of respondents in the 2018 PSR Survey remember receiving alerts, an increase of over 100%.

4 Widening our partnership network, regional engagement and collaboration



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

PSR data sharing partnerships 3,323 PSR referrals from partnerships – up from 85 in 2016/17	National fuel poverty events Improved engagement	Shared Utilities Working Group Working with water companies and GDNs
Regional PSR Promotion Partnerships Over 100 PSR promotion events with partners	Home Energy Scotland Fuel poverty and energy efficiency referrals	Dementia Friends 371 colleagues recognised as Dementia Friends

PSR data sharing partnerships

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

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

Reasons for doing this:

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

Key outcomes:

3,323 referrals in 2017/18 compared to 85 in 2016/17



Fuel poverty engagements events

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

The key outcomes from EAS annual conference and exhibition:

- ✓ Visitors attending – 190
- ✓ Attendees at SSEN speeches – 151
- ✓ Visitors to SSEN stand – 80
- ✓ People attending Subsea cables workshop – 29
- ✓ Customer Mapping Tool demonstrations – 11

Regional PSR Promotion Partnerships

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

Reasons for doing this:

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

Key outcomes:

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



Shared Utilities Working Group

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

Reasons for doing this:

We believe there is far greater scope for water and energy to:

- ✓ Work closer together
- ✓ Pool knowledge and insights
- ✓ Make better use of customer data
- ✓ Have better quality interactions with customers
- ✓ Make it easier for the consumer

Key outcomes:

During 2017/18, the working group has become embedded into working practices and achieved greater collaboration including:

- Data sharing with Thames Water and Portsmouth Water are now in place, with Wessex Water and South East Water soon to be agreed
- Three PSR promotion pilots in places, all in high fuel poverty areas identified by mapping data
- Mutual PSR referrals

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

Home Energy Scotland energy efficiency referral process

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

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

Reasons for doing this:

As well as widening our partnership network, this also meets with our key areas of focus.

Key outcomes:

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

Dementia Friends

In partnership with Eastleigh Alzheimer's Society and Alzheimer Scotland 371 colleagues have become Dementia Friends this year.



5 Expanding fuel poverty and energy efficiency initiatives



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

211

Households helped with installation of energy efficiency measures

685

Energy efficiency measures installed

83

Partners involved in delivering energy efficiency projects

679

PSR referrals as a result of energy efficiency projects

Warm Hubs

Launch event with 46 stakeholders endorsing project



Gap funding with Warm Works

£211,720 of lifetime savings for customers

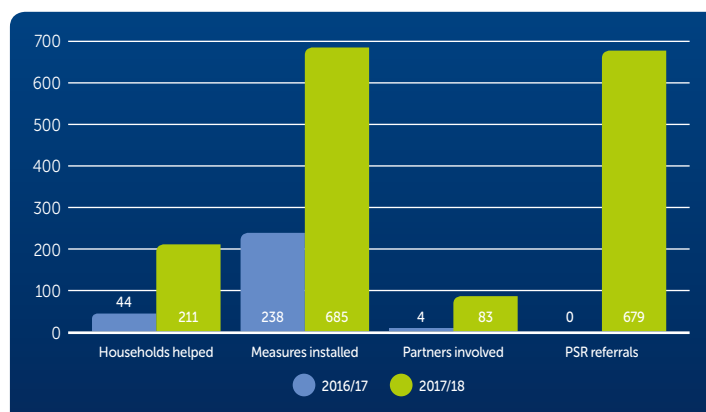


Faith and Utilities with London Sustainability Exchange (LSx)

2,780 people reached through Mosques and Khutbahs



The energy efficiency journey so far



Gap funding with Warm Works

Our Warm Works gap funding has helped 50 households access energy efficiency measures this year, six up on last year, it has also installed 307 measures, 69 more than last year.

The funding has also gone Scotland-wide with SGN, providing funding across the south of Scotland where we are unable to, and winning the Sustainability First Gold Award for 'affordability – supporting customers on low incomes and in debt'.

The key outcomes:

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

Gap funding with Warm Zones

We partnered with Warm Zones to provide gap funding in England for energy efficiency measures.

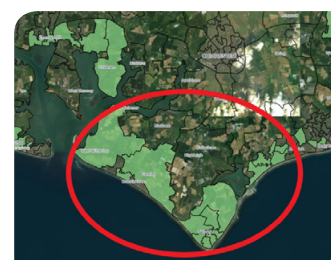
Key outcomes:

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

Warm Safe Homes

Warm Safe Homes is a collaboration between Groundworks, SGN and SSEN to help people stay safe and warm in their homes.

The project used our Customer Mapping Tool to identify the best location, finding areas around Selsey with high levels of fuel poverty, poorly insulated homes, an ageing population and a high percentage of people eligible for the PSR.



Screen shot showing a cluster of areas around Selsey that have high levels of fuel poverty, poorly insulated housing stock and a large population of people who are eligible for the PSR

Reasons for doing this and all our energy efficiency projects:

Feedback from the SECV panel in 2016/17 suggested we should increase our scale and ambition by rolling out initiatives to more customers, as well as increasing the number of partnerships.

Key outcomes:

- ✓ 8 Carbon Cafés
- ✓ 21 local groups engaged
- ✓ 68 homes with energy efficiency measures fitted
- ✓ PSR and 105 promotion
- ✓ 367 energy efficiency measures fitted
- ✓ 100 resilience planning bags distributed
- ✓ 5 loft and 3 cavity wall insulations recommendations
- ✓ Over £46,000 estimated lifetime savings for customers

Warm Hubs project

Warm Hubs is an award-winning fuel poverty initiative, originally undertaken by Community Action Northumbria and Northern Gas Networks.

SSEN and SGN have partnered with Action Hampshire to bring Warm Hubs to our communities and help with fuel poverty, promotion of the PSR and 105, and safety advice.

Key outcomes:

The launch event was attended by 46 organisations, many with the shared objective of helping people who are elderly and combating isolation.

A survey of attendees shows there is support for Warm Hubs.

- ✓ 88% had heard of SSEN and SGN
- ✓ 100% think there is a need for Warm Hubs in Hampshire
- ✓ 94% are interested in becoming involved

5 Expanding fuel poverty and energy efficiency initiatives



Faith and Utilities with London Sustainability Exchange

Our Customer Mapping Tool highlighted the most culturally diverse communities we serve.

It also showed many of these areas have an above average PSR eligibility and experience high levels of fuel poverty. We knew of the great work London Sustainability Exchange (LSx) and UKPN have done with their 'Faith and Power' programme, and wanted to use this model.

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



Colleagues discussing how best to serve our diverse communities

Reasons for doing this:

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

Key outcomes:

LSx led a team of champions from organisations and Mosques to deliver events and tailored advice centred on four locations:

- Islamic Integration Community Centre in Hounslow
- Education & Skills Development Centre in Southall, Ealing
- Ashford & Staines Community Centre, Hounslow
- Central Jamia Masjid Southall Central Mosque in Southall, Ealing

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

The project in West London will run until May 2018. The outcomes below represent the successes to 30 March 2018 in the West London area of the Faith and Utilities programme:

- ✓ 2,780 people reached through Mosque engagements and Khutbahs
- ✓ 82 households supported through in-depth advice
- ✓ 41 households signed up for PSR
- ✓ 31 People helped with gas and water advice
- ✓ 6 people given power-cut advice
- ✓ 17 people informed about WHD, ECO, Smart Meters or supplier advice
- ✓ 81 behavioural pledges recorded
- ✓ £2,086 combined estimated savings from pledges
- ✓ 222,781 people reached online (combined reach of full programme)

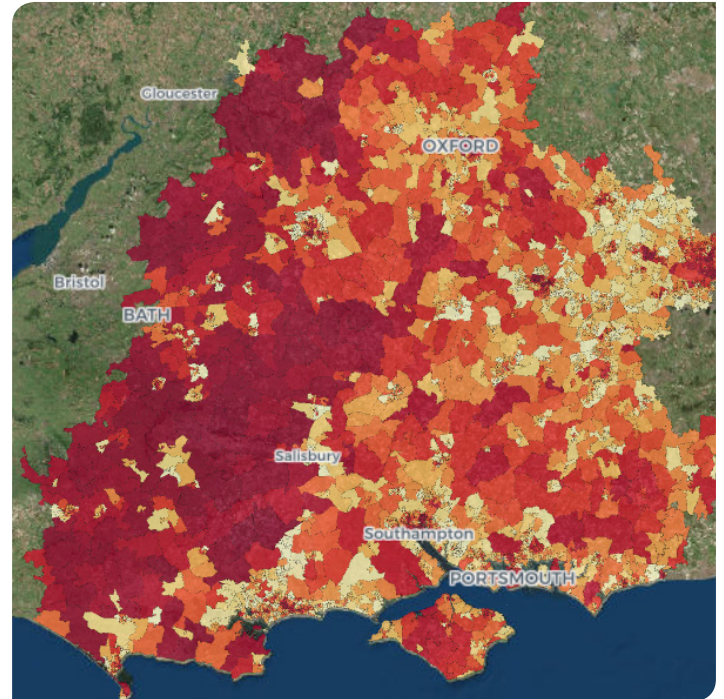
Allah bless and reward you... Insha'Allah (God willing), we will work together more in the future with such good initiatives.

Imam Nisar, Ashford & Staines Community Centre, Hounslow

Warm and Safe Wiltshire

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

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



Areas with the highest levels of fuel poor homes are shown in the darker red

This scheme will be widened into Dorset this year.

Key outcomes:

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

Wiltshire Gap Funding with CSE

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

Key outcomes:

For the period, June 2017 – March 2018:

- ✓ 9 households applied for funding
- ✓ £2,629 awarded
- ✓ £40,187 of energy bill savings

6 Ensuring our services are inclusive and accessible for everyone

Key



New



Expanded



Improved



Embedded

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

British Standard for Inclusive Service



Accreditation attained for 3rd consecutive year
Only UK energy company to be represented on the panel for ISO 22458

Website accessibility



No.1 website for accessibility as rated by Sitemorse

Inclusive service review and employee focus groups



Over 50 employees, 36 observations and 9 actions put to panels

Inclusive Service Panels



14 actions, 5 specifically to improve inclusivity and accessibility

Language translation



Translated PSR leaflets, online material and social media campaign

British Standard for Inclusive Service



BS 18477 recognises organisations who can demonstrate that their policies, procedures and services are accessible and fair to all customers. We're proud to have achieved this for three consecutive years.

Our Social Obligations Manager, Julie Walker, has joined the working group developing an International Standard for Inclusive Services ISO 22458: identifying and responding to consumers in vulnerable situations. The committee met for the first time in February, with Julie being the only committee member from the UK energy industry.

Further BSI information here: <http://news.ssen.co.uk/news/all-articles/2018/february/ssen-recognised-for-commitment-to-service-accessibility-for-all/>

Website accessibility



Sitemorse®

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

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

Internal Inclusive Service Panel (IISP)



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

Reasons for doing this:

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

See a video for more information here: <https://vimeo.com/263349649>

Key outcomes from both panels:

Both panels followed similar agendas and all panel members now:

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

Between the External and Internal Inclusive Service Panels we have identified 16 approved actions for areas for improvement including:

- PSR Data Cleansing changes
- Using further alternative formats for documents
- Improvements to PSR prioritisation
- Accessibility improvements to our website
- Further vulnerability training including mental health
- Making better use of videos content
- PSR promotional changes

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

Reason for doing this:

BS 18477 is the recognised UK standard of providing inclusive service. Not only does the external accreditation give comfort for our consumers, it also allows us the ability to learn and grow through the feedback gained during assessment.

Key outcomes:

- Improvements to inclusivity recognised
- Three consecutive years of BS 18477
- Only UK energy company working with BSI on the international ISO 22458: identifying and responding to consumers in vulnerable situations

External Inclusive Service Panel (EIPS)

The first panel to meet was the External Inclusive Service Panel (EIPS) in January.

The panel is chaired by Richard Shakespeare and includes four additional members who, between them, have a vast range of work-life experiences including mental health, inclusivity, resilience, physical disability, equality, occupational health, religious diversity, BME and healthcare specific recruitment, and LGBT topics.

A news item and video posted following this event can be seen here:

<http://news.ssen.co.uk/news/all-articles/2018/january/ssens-inclusive-service-panel-is-driven-by-passion/>

Inclusive service review and employee focus groups



We recruited Richard Shakespeare to conduct an inclusive service review of our business and Chair focus groups and Inclusive Service Panels.

During 2017, Richard conducted focus groups with over 50 employees across both our network areas. Most groups met without a managerial presence to ensure participants felt confident they could talk openly about the business, what works well and what should be improved.

Reasons for doing this:

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

Key outcomes:

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

Working with SSEN has given me a real insight into just how much commitment the business has to the diversity and inclusion agenda. Often, we come across organisations for whom inclusion is just a buzz word or part of a tick box exercise to meet compliance obligations.

Upon commencing the Inclusive Service Panel project, I wanted to get under the skin of the business to see what was going on, and to understand the challenges they faced. My first step in this process was to undertake a detailed business orientation exercise; this allowed me to meet the staff on the frontline of customer service, engage with the decision makers and gauge the level of passion and commitment for the diversity and inclusion agenda.

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

Richard Shakespeare, Chair of SSEN Inclusive Service Panels

7 Increased use of stakeholder feedback to inform our decisions

Key

-  New
-  Expanded
-  Improved
-  Embedded

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

PSR Customer Survey  <p>Opinions from 600 PSR customers lead to changes</p>	Independent Living  <p>892 direct interactions</p>	Resilience pack focus groups  <p>Overhaul of customer resilience packs</p>	Stakeholder events  <p>Over 80 external stakeholders reviewing PSR and Community Resilience Fund</p>	Inclusive service review/focus groups  <p>36 observations and 9 actions</p>
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PSR Customer Survey

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

Reasons for doing this:

To continue improving services it is essential that customers and stakeholder views shape our thinking.

Key outcomes:

The 2017 survey provided many positive results such as:

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

2017 Survey Finding	Action	Outcome
16% remember a call alerting bad weather or a PSI 100% found advice helpful 99% got information to stay safe	Increase the volume of PSR customers pre-warned	Over 1m pre-warned in 2017/18
12% stated they needed information in another format or language	Signpost consumers to translated materials	Translated documents now on our website. Translated winter campaign adverts seen 143,135 times
Torch was the most useful item in pack – 56%	Focus groups to review the current PSR pack	Contents refined in line with feedback, including better quality torch
66% aware they could phone to update circumstances – highest percentage saying they prefer contact via letter	We reviewed the methods used to cleanse PSR data	We increased the volume of PSR data cleansing via letters
Most respondents want 3-4 days' notice of PSI (40%) but 21% preferred 1-2 days' notice	Introduced an additional step texting 1-2 days before as well calling earlier	

Independent Living Scotland

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

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

Reasons for doing this:


In the 2016 Distribution Survey, 40% said they'd expect to hear about the PSR through medical professionals and trusted 3rd parties. With over 2,500 delegates attending, this gave us an opportunity to engage these groups.



Independent Living Scotland event

Key outcomes:

Total interactions: 892	
91 General discussion	378 PSR awareness
37 Focus Group Participants	449 Resilience Plans distributed
161 Referrals to other utilities (SPEN, SGN and Scottish Water)	
13 Staff undertook the autism and dementia reality experiences, including our Managing Director, Colin Nicol, and members of our leadership team	
Over 37,000 opportunities to view our PSR promotional video over 7 day period	

 A video made following the event can be seen here:
<https://vimeo.com/237912794/433c2e383e>

Resilience pack focus group research

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

Reasons for doing this:

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

Key outcomes:

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

Stakeholder events

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

Reasons for doing this:

To seek a wide range of stakeholder opinions.

Key outcomes:

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

Inclusive service review and focus groups

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

Reasons for doing this:

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

Key outcomes:

We've recruited:

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