

WESTERN POWER **DISTRIBUTION**

Serving the Midlands, South West and Wales

Social obligations

Stakeholder Workshops - Afternoon Surgery

January/February 2018

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AGENDA

- Our strategy
- Recap of Priority Service Register and our Fuel Poverty programme
- Key performance update
- **Your help:** in setting challenging targets
 - Existing schemes
 - New projects
- **Your help:** utilising WPD's 'Horizon Scan' (to identify local partners) and 'Social Indicator Mapping' (to identify geographic areas where vulnerability is high)
- Anything else you want to discuss

OUR STRATEGY

WPD's Priority Service Register (PSR)

Safeguarding our most vulnerable customers during power cuts, by providing support bespoke to their needs.

To achieve this:

1. Improve our understanding of vulnerability

2. Improve the accuracy of the data held on the PSR

3. Improve the services for vulnerable customers in relation to power cuts

4. Address fuel poverty by developing, and participating in, referral networks to provide practical support services

Partnerships

Work with local delivery experts. Collaborate with wider industry to ensure consistency

Relevant accreditation schemes & external assessments

Expert external training for WPD front-line staff

Partnerships

Increase sign-ups with WPD directly, to ensure accurate, complete records at point of entry. Build effective processes with Suppliers, Gas and Water utilities

Regular, proactive contact with WPD's PSR customers

Extensive referral networks to target hard-to-reach customers not known to WPD

Partnerships

Delivery of a range of appropriate welfare support services

Bespoke communication ahead of planned power cuts, and proactive contact during emergencies

Embed our approach with all staff including operational field staff to ensure consistency

Partnerships

Identify existing outreach schemes, and target areas with highest rates of fuel poverty

Tackle the root causes of fuel poverty

Ensure end-to-end ownership for every referral

Pilot projects initially & rapidly up-scale successes to business-as-usual

OUR STRATEGIC PRIORITIES FOR 2017/18

2016/17

- Closer co-ordination with the health sector
- Customers not known to WPD – new innovative approaches to identify hard-to-reach customers
- Customers known to WPD – a range of services are in place to support customers during power cuts and in relation to fuel poverty

2017/18

- Ensure all core projects **utilise WPD's social indicator data** to target the most in-need customers
- **Expand our programme of power cut resilience projects** to ensure coverage in all areas
- **Replicate successful fuel poverty schemes identified by our 2016/17 Local Action Fund**, particularly focussing on collaboration with the health sector
- **Set clearer targets/expectations** of what we want to achieve through each referral partnership and disseminate learning/best practice to drive greater ambition amongst less effective partners/networks

PRIORITY SERVICE REGISTER (PSR)

- Free & confidential – enabling priority assistance during power cuts

Who is eligible?

- **Medical dependencies on electricity** - *e.g. kidney dialysis*
- **Elderly or disabled**
- **Electrical equipment** - *e.g. customers with stair lifts or bath hoists*
- **Communication needs** - *e.g. Deaf or partially sighted*
- **Temporary vulnerabilities** - *e.g. recent hospital leavers*

Services we offer

- Proactive contact during power cuts
- Welfare support - warm meals and drinks
- Dedicated PSR telephone number
- Password scheme
- Periodic contact to check details and give resilience advice



- Around 1.4 million currently registered
- On average, 1 in 3 eligible customers are registered – but this is much improved due to our significant efforts
- Three years ago the average was 1 in 5

FUEL POVERTY PROGRAMME

3 APPROACHES, 15 SCHEMES

All delivering six interventions:

1. Income maximisation
2. Tariff switching
3. Energy efficiency measures
4. Boiler/heating solutions
5. Behavioural changes
6. Health & wellbeing



‘Power Up!’

⇒ *Customers known to WPD*

1. **West Midlands** (Coventry CAB)
2. **East Midlands** (Northants CAB)
3. **South Wales** (Energy Saving Trust)
4. **South West** (CSE)

‘Affordable Warmth’

⇒ *Customers unknown to WPD*

5. **West Midlands** (Warm Zones)
6. **East Midlands** (Nott’m Energy Partnership)
7. **South Wales** (Care & Repair)
8. **South West** (Plymouth Energy Community)

Innovative projects

9. **Derby City Healthy Homes**
10. **Derbyshire Healthy Homes**
11. **Cornwall Rural Community**
12. **Devon Rural Community**
13. **Off-gas fuel poverty outreach** (Cadent & YES Energy)
14. **Power Outage Devices** (Walsall Housing)
15. **Power up Health** (Air Liquide)

KEY PERFORMANCE UPDATE

2016/17

Proactively contacted 691,499 PSR customers

- 1.2 million customers on the PSR
- 9.13/10 customer satisfaction

11,776 customers supported to save £3 million a year. Examples include:

7,205 customers referred to Power up!
- 1.4m saved for customers

3,528 fuel poor customers helped by WPD affordable warmth partners

- 1,863 Customers added to PSR
- £1m saved for customers

2017/18 (on track)

Proactively contacted 800,000+ PSR customers

- 1.4 million customers on the PSR
- 9.19/10 customer satisfaction
- 325,000 customers removal letters sent

15,000 customers supported to save £3.5 million a year. Examples include:

8,500 Customers referred to Power up!
- 1.8m saved for customers

5,000 fuel poor customers helped by WPD affordable warmth partners

- 2,000+ Customers added to PSR
- £1.4m saved for customers

ACTING ON LAST YEAR'S FEEDBACK

You said:

We should carry out a one off data removal exercise on PSR to remove records over three years old, where the customer has not responded to our data cleanse attempts

If one or more of the four innovation schemes funded by our 2016 fuel poverty Local Action Fund prove successful, we should use the £60k fund to renew and replicate these schemes, rather than re-run the competition

Expand/renew four Affordable Warmth Fuel Poverty outreach projects for 2017/18 using social indicator mapping to target customers

Include PSR in schools programme

We did:

We wrote to 325,048 customers explaining we would remove them from the register unless they contacted us. Clear instructions on how to remain registered were included. We implemented a new policy to continue on a rolling three year basis

We used 60k fund to replicate and expand successful affordable warmth local action schemes extending the geographical reach

Expanded and renewed Affordable Warmth schemes, all now utilise WPD's social indicator mapping data to target customers most in-need

Added power cut resilience advice and PSR joining information to schools programme

YOUR INPUT – SETTING CHALLENGING TARGETS

POWER UP

- Receive referrals from WPD (identified via our PSR)
- All partner agencies capable of delivering six key interventions but have individual areas of expertise
- Outcome recorded for every referral
- Operate cost effectively Cost per referral < saving for customer
- Work with one lead partner
- Number of 'local services/schemes' to support delivery



Current targets:

- Every successful referral has a measurable outcome & every referral is reported on
- All referrals should be phoned within three weeks
- At least 80% of cases partners should make successful contact with the customer
- 85% of referrals should result in customers receiving advice on one or more interventions

Questions

- **Are these targets covering the right service areas – is there anything missing?**
- **Are the targets sufficiently challenging? Should they be revised?**
- **Should we set targets for the average savings to be achieved per customer?**

YOUR INPUT – SETTING CHALLENGING TARGETS

POWER UP HEALTH *new*

- Launched December 2017
- New fuel poverty referral programme in partnership with Air Liquide and Centre for Sustainable Energy
- South West only
- Any customer taking receipt of an oxygen concentrator in our region who are on pre payment meters and/ or who are unable to afford their energy bills will be:
 - Signed up to WPD’s Priority Service Register
 - Offered practical support measures to help reduce the cost of their energy, which they critically depend on for medical needs



Current targets:

- Current target is minimal as this is a pilot:
 - 250 Referrals in 6 months

Questions

- **Is our approach to target setting fair at this stage?**
- **If the pilot is successful should we roll this scheme out across all licence areas?**
 - **What targets should we introduce?**
 - **Should we include the same targets as the other ‘Power Up’ targets?**
- **Should we target other oxygen providers to join the scheme?**

YOUR INPUT – SETTING CHALLENGING TARGETS

AFFORDABLE WARMTH

- Four fuel poverty projects identifying and engaging hard to reach customers via a range of relevant frontline services
- Customers provided with practical fuel poverty support measures and referred back to WPD's PSR
- No specific targets set on cost savings for customers but projects must each cost benefit (requiring savings c.£75-£110 depending on the scheme)



Current targets:

	Target reach	Target PSR referrals
2014/15 - Pilot Warm Zones project (1 area)	665 customers	300 referrals
2015/16 - Replicated to become BAU (1 area)	946 customers	450 referrals
2016/17 - All licence areas covered (all 4 areas)	4,000 customers	2,000 referrals
2017/18 - All licence areas covered (all 4 areas)	5,000 customers	2,500 referrals

Questions

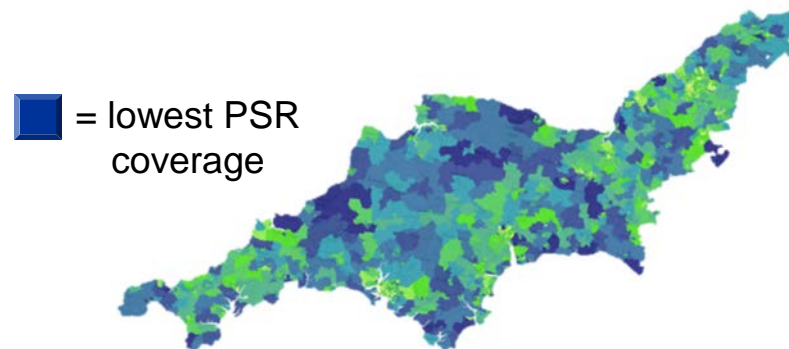
- Are there additional service areas we should set targets for?
- Are the existing targets sufficiently challenging? Should they be revised?
- Should we set targets for the average savings to be achieved per customer?

YOUR INPUT – WPD’S ‘HORIZON SCAN’ NEXT STEPS

- **‘Horizon Scan’** (to identify existing local partners) first conducted 2015 & identified 177 fuel poverty outreach schemes
- Updated in December 2017 and broadened to include potential PSR referral partners, as well as fuel poverty schemes
 - 159 charities and local authorities identified
 - 55 completed an in depth survey about the services they offer
 - We will cross check agencies against our social indicator mapping to explore potential new projects
- **‘Social Indicator Mapping of vulnerability’** (to identify geographic areas where vulnerability is highest) updated every 2 years (following your feedback)
- Combines WPD network and PSR data with 41 sources, on benefits, disability, health and socio-demographic s
- Enables us to target areas of greatest need, address most prevalent issues and work with most appropriate agencies

Steps taken to date

- Social indicator data “open sourced” online
- Interactive map (easier to interrogate data) in development
- PSR E-learner for agencies in development



Questions

- **Should we: send all agencies our referral partner e learner?**
- **Publish the list of agencies on our website alongside our social indicator mapping?**
- **Continue to update this information every two years?**
- **Host workshops for the identified partners (e.g. one in S.West/S.Wales; one in Midlands) to promote availability of social indicator mapping, invite new partnership ideas/innovations?**
- **Launch another innovation competition to target worst hotspot areas?**
- **If so how much should we spend?**

ANY THING ELSE YOU WANT TO DISCUSS / AREAS YOU RECOMMEND WE LOOK INTO

Our other ongoing projects include....

- Duke of Edinburgh 'Power Cut Resilience' award – students share resilience advice and sign customers up to the PSR (National Energy Foundation)
- One-stop-shop PSR referrals with water companies
 - Data share agreement in place with Welsh Water
 - Where customers have consented for us to share their data
 - 7,040 customers sent to date
 - WPD have offered to share with all water companies
- New Affordable Warmth fuel poverty collaboration with Scotia Gas - support customers in high deprivation areas with both electricity and gas interventions
- PSR staff awareness and promotion
 - internal promotion to encourage all staff to register PSR eligible customers
 - training *all* customer facing staff on PSR eligibility/joining
 - 'Keep Me' credit cards to be issued to field staff

**Should you be on the
Priority Services Register?**

**Medically dependent on electricity?
Elderly? Disabled?**

If you need extra help in a
power cut you can register with us:

Call **0800 096 3080** or visit
www.westernpower.co.uk/PSR

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