



Serving the Midlands, South West and Wales

Social obligations

Stakeholder Workshops - Afternoon Surgery

January 2016

Alex Wilkes, Stakeholder Engagement Manager
Telephone: 01332 827647 Email: awilkes@westernpower.co.uk

This session

- Recap our strategy
- Key developments in 2015
- How we are performing
- Priorities and actions for 2016

Recap – our social obligations strategy

Core focus:

WPD Priority Service Register (PSR)

- Relevant eligibility criteria
- Clear range of services offered
- Variety of methods to identify customers & promote the PSR

Driving 4 key objectives:

Improve our understanding of vulnerability

Improve the accuracy of the data held on the PSR

Improve the services for vulnerable customers in relation to power cuts

Address fuel poverty by helping customer to access support

Non-traditional area, therefore further developed in 2014/15:

WPD will develop, and participate in, referral networks to provide fuel poverty services for vulnerable households

5 key areas:

- Identify **expert partners** & existing fuel poverty schemes
- Target projects to areas with **highest fuel poverty rates**
- Ensure projects **tackle the root-causes** of fuel poverty
- **Ensure end-to-end ownership** and defined outcomes for referrals
- Pilot projects before upscaling to **business as usual**

Key developments in 2015

Improve our understanding of vulnerability

- **Full compliance against the British Standard for ‘Inclusive Service Provision’ (BS18477) for the second year running**
 - Recognises the complex nature and multi-faceted aspects of vulnerability
 - It specifically describes vulnerability not just in terms of consumer groups – e.g. the elderly, the deaf, disabled people – but also in terms of risk factors and social issues that might cause vulnerability, such as illness, the loss of a job, or a recent bereavement
- ☑ Led to WPD enabling customers with temporary vulnerabilities to join our PSR
 - 6-18 month registrations

“WPD have been pioneers in developing practices and processes to support vulnerable consumers. It has been a pleasure to witness the headway and progress they are making”
Director for Professional Services, BSI

Key developments in 2015

Improve the accuracy of the data held on the PSR

- **Expanded PSR data cleanse teams**
 - Now 25 call handlers (2 locations)
 - Supplemented by c120,000 proactive calls to vulnerable customers during power cuts
 - ☑ In 2015 WPD contacted over 350,000 customers, successfully updating 215,000 records
- **New PSR additions – trusted partners who gain “informed” consent from customers**
 - Conscious move away from “sign-posting” and leaflets
 - E.g. British Red Cross – via medical equipment loan service
 - ☑ 2,250 customers in 3 years
 - E.g. Gas networks trial with National Grid Gas and Wales & West Utilities – via gas field works
 - ☑ 347 customers in 4 month trial (Cardiff & Gloucester)
- **Ongoing industry engagement on data**
 - To agree new common PSR codes
 - Automatic two-way data flows between suppliers & networks



Key developments in 2015

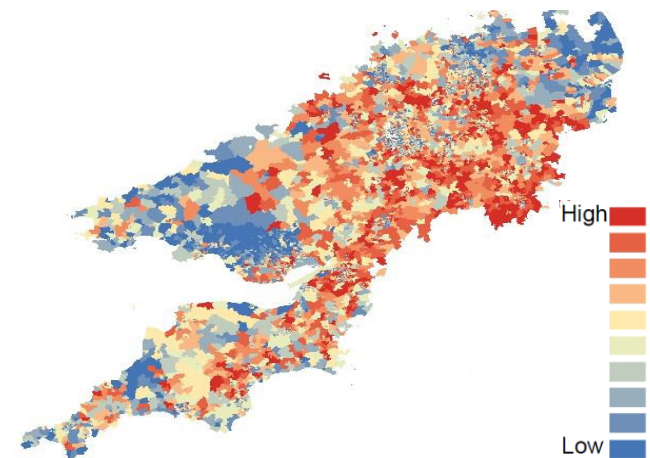
Improve the services for vulnerable customers in relation to power cuts

- **New internal PSR policy**
 - Clearly setting out services offered to customers
 - Including monitoring of 12 hour faults impacting vulnerable customers
- **Agreement with Nationwide Caterers Association**
 - 24/7 contract for hot food and drinks during prolonged power cuts and severe weather
- **Data-sharing arrangements with Category 1 responders during emergencies**
 - Enable co-ordinated assistance from relevant services

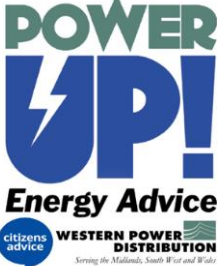
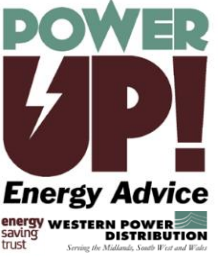
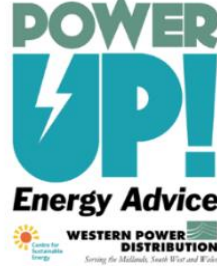
Key developments in 2015

Address fuel poverty by helping customer to access support

- **Developed three fuel poverty referral schemes (called 'Power Up')**
 - 4,721 referrals completed
 - Over £750k in annual savings for fuel poor customers
- **Developed 'Affordable Warmth' collaboration with existing fuel poverty schemes**
 - Target customers not already known to WPD's PSR
 - 665 customers, £127k savings
- **Completed 'Horizon Scan' of existing fuel poverty schemes & partnership opportunities**
 - Identified 177 existing fuel poverty schemes & expert partners. 85 surveyed
- **Detailed social indicator mapping**
 - Identify areas with highest concentrations of vulnerability, using multiple definitions



More about our fuel poverty referral schemes

Midlands: Birmingham	South Wales: Cardiff	South West: Bristol
		
978 referrals	1,669 referrals	2,074 referrals
55% had an in-depth assessment (36% re: tariffs; 24% re: income maximisation)	90% had an in-depth assessment (45% re: behaviour change; 22% re: income)	53% had an in-depth assessment (34% re: tariffs; 22% re: behaviour change)
Est. saving £224k	Est. saving £354k	Est. saving £174k
Av. referral cost = £114 Av. referral saving = £229	Av. referral cost = £71 Av. referral saving = £212	Av. referral cost = £48 Av. referral saving = £84

Partners currently involved in WPD's 'Power Up' projects include:

*Warm Zones,
Age UK,
Shelter,*

*Fire Service,
Care & Repair,
Talking Money,*

*Charitable Trusts,
Money Advice Service,
Health Through Warmth,*

*Local Authorities (Social services,
energy efficiency schemes,
Disabled Facilities Grants)*

How we are performing

- WPD ranked 1st in Ofgem's trial assessment of 'consumer vulnerability'
 - 10pg written submission and an audit visit and interview by Frontier Economics

Rank	DNO	Score out of 10
1 st	WPD	8.8
2 nd	DNO 2	8.1
3 rd	DNO 3	7.9
4 th	DNO 4	7.4
5 th	DNO 5	7.1
6 th	DNO 6	6.3

The decision in depth:

Criterion	Sub-criterion	DNO 6	DNO 3	DNO 5	DNO 4	DNO 2	WPD
Strategic understanding and commitment	<i>Understanding of the definition of 'vulnerable'</i>	7	10	8	7	10	10
	<i>Awareness of the range of social issues</i>	7	8	7	8	8	8
	<i>Recognition of role in relation to social issues</i>	6	8	6	7	8	8
	<i>Awareness of impact/effectiveness of chosen actions</i>	5	8	8	8	8	9
Engagement to improve data held on vulnerable customers	<i>Acquisition</i>	6	6	6	6	6	7
	<i>Management</i>	6	7	7	7	7	9
	<i>Use</i>	5	9	8	8	10	10
Approach taken to management and use of PSR	<i>Eligibility for the PSR</i>	9	8	8	8	8	9
	<i>Take up of the PSR</i>	6	6	7	7	8	9
	<i>Services offered to customers on the PSR</i>	6	7	7	6	7	9
Approach to develop partnerships (e.g. referral networks)	<i>Overall partnership strategy</i>	4	8	5	8	7	10
	<i>Developing partnerships</i>	6	7	6	6	7	7
	<i>Utilising partnerships</i>	5	9	8	8	10	10
Embedding their strategy	<i>Embedding strategy in managing customer interactions</i>	9	9	8	8	10	8
	<i>Embedding strategy in general systems and processes</i>	6	8	7	8	7	9

2016 priority – Expand & scale-up successful fuel poverty schemes towards ‘business-as-usual’

Proposed actions

- Expand referral project capabilities to include interventions relating to ‘Health & Wellbeing’
- Renew and expand existing ‘Power Up’ fuel poverty schemes (with Citizens Advice, Energy Savings Trust & Centre for Sustainable Energy)
- Set up a 4th ‘Power Up’ fuel poverty scheme in East Midlands (ensure one per licence)
- Trial ‘Affordable Warmth’ fuel poverty projects with local authorities and other existing schemes (incl. receiving referrals onto WPD’s PSR)

Current project interventions:

1. Income maximisation

e.g. debt management

2. Tariffs

e.g. switching

3. Energy efficiency measures

e.g. Loft and cavity wall insulation

4. Boiler replacements and heating technologies

e.g. boiler replacements

5. Behavioural changes

e.g. optimising your heating system

Group discussion

- **What are your views of WPD’s proposed approach? More? Less? About Right?**
- **Are there additional actions we should consider?**
- **Can you assist our delivery?**

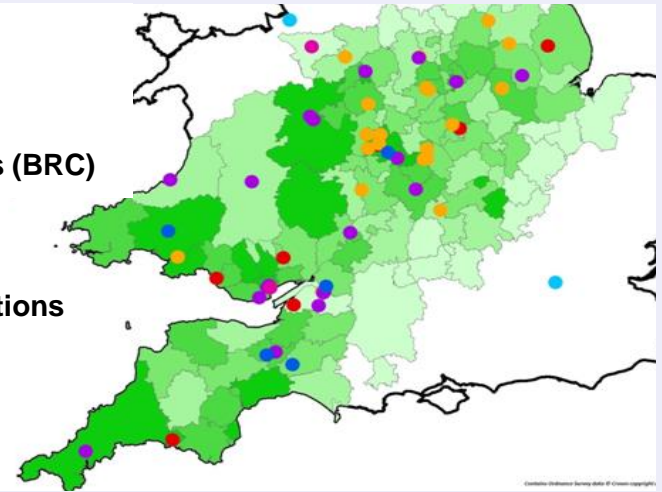
2016 priority – PSR referral networks - Engage agencies to gain ‘informed consent’ to directly sign-up customers via their relevant front-line services

Proposed actions

- Create PSR referral partnerships where partners sign-up customers to the PSR directly via their front-line services (initially 1 per licence area, per partner (4 in total))
- Develop links between key relevant services – e.g. Fire Service home fire safety checks
- Count and report the number of customers we have informed consent from to share data
- Expand WPD’s PSR data cleansing teams to ensure contact with c.500,000 PSR customers annually
- Lead industry changes to PSR (e.g. common needs codes, 2-way data flows between suppliers & DNOs)
- Initiate PSR data sharing trials with other industry members (e.g. suppliers, gas networks, water)

For example:

Age UK
British Red Cross (BRC)
Fire Service
Health services
Local authorities
Housing Associations



Group discussion

- **What are your views of WPD’s proposed approach? More? Less? About Right?**
- **Are there additional actions we should consider?**
- **Can you assist our delivery?**

2016 priority – Establish area-wide ‘affordable warmth’ services that expand existing pilots (customers not already known to the PSR)

Proposed actions

- Expand the existing ‘Affordable Warmth’ project in West Midlands
- Develop new ‘Affordable Warmth’ projects (e.g. x3 E.Mids, S.Wales, S.West)
- Develop a competition for existing schemes to bid for partnership funding
- Install devices to automatically notify WPD of power cuts in potentially vulnerable/fuel poor households, in areas of above average power cut levels

Group discussion

- **What are your views of WPD’s proposed approach? More? Less? About Right?**
- **Are there additional actions we should consider?**
- **Can you assist our delivery?**

2016 priority – Train all front-line staff on vulnerability and support services WPD can provide

Proposed actions

- Vulnerable customer training to field staff. 3 key goals to enable staff to:
 - Arrange for customers to be signed-up to the PSR
 - Call-out welfare support (catering or British Red Cross)
 - Distribute Crisis Packs
- Monitor 12 hour faults impacting vulnerable customers specifically
- Introduce a WPD standard to ensure no vulnerable customer is off supply >12 hours (in normal weather)

Group discussion

- **What are your views of WPD's proposed approach? More? Less? About Right?**
- **Are there additional actions we should consider?**

Back-up information

WPD RIIO-ED1 OUTPUTS - SOCIAL OBLIGATIONS

Improving understanding of vulnerability

- Work with expert partners to improve understanding of the needs of vulnerable customers.
- Train staff to recognise the signs of vulnerability.

Improve the data held on the Priority Services Register (PSR)

- Proactively contact vulnerable customers at least once every two years to check the details on the PSR.
- Improve the quality of PSR data by working with other agencies and sharing information.
- Co-ordinate meetings with suppliers to agree criteria for vulnerability.

Improve the services provided for vulnerable customers

- Raise awareness of the PSR.
- Make 10,000 crisis packs available.
- Contact all medically dependent customers every three hours during power cuts.
- Continue to provide practical support via the RVS and British Red Cross.
- Seek feedback from vulnerable customers to improve service.
- Develop mechanisms for sharing information with local resilience forums.

Address fuel poverty by supporting customers to access key information

- Build a database of regional agencies we can refer customers to for assistance.
- Work with partners to develop links to / from WPD's website.
- Develop joint information, awareness campaigns and co-ordinate assistance with partners.
- Provide bespoke training to WPD front line staff.
- Use data analysis to help identify localities with a high concentration of vulnerable households.
- Develop local outreach services.

'Power Up' fuel poverty schemes - case studies

**£2,865
saved
a year**

- *Client suffers from heart problems, has mobility problems and needs help washing and dressing.*
- *CAB benefit check found they qualified for 'Attendance Allowance'. Client helped to make successful applications.*

**£682
saved
a year**

- *Client lives alone and is on low income. Energy costing £207 a month. EST did tariff comparison to enable a switch.*
- *Client also advised on Warm Home Discount, British Gas Energy Trust and Care & Repair as well as changing to a water meter.*

**£2,758
saved
a year**

- *Client recently had a serious back operation which restricts mobility. CSE assisted successful Attendance Allowance application.*
- *A tariff comparison check also showed a potential saving on her energy bills of £80 per year.*