



# Western Power Distribution Social Obligations Workshop

September 2020

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# 1 | OVERVIEW

On 29 September 2020, WPD held an online workshop to discuss its social obligations programme with stakeholders. Due to the Covid-19 pandemic restrictions, the workshop this year was held online (on Zoom). It included breakout rooms to enable smaller group discussions as well as Slido to allow stakeholders to vote on key questions.

The purpose of the workshop was to inform stakeholders about the company's activities in relation to the support provided to customers in vulnerable situations and in fuel poverty. The discussion sessions allowed WPD to obtain feedback on its activities and to improve joint ways of working.

The workshop was split into three sessions. Each included a presentation followed by a round-table discussion. The sessions were as follows:

1. Introduction and our current programme;
2. Our next Business Plan; and
3. A smart and fair future.

The presentation given on the day can be downloaded here:

<https://yourpowerfuture.westernpower.co.uk/downloads-view/39966>

WPD instructed EQ Communications, a specialist stakeholder engagement consultancy, to independently facilitate the workshop and to take notes of the comments made by stakeholders. Comments were not attributed to individuals to ensure that all stakeholders could speak as candidly as possible.

This report is a summary of the feedback that was gathered during the round-table discussions, the data from the online voting and the data from the event feedback survey that stakeholders were asked to complete at the end of the workshop.

## 2 | EXECUTIVE SUMMARY

The workshops gathered feedback from stakeholders on areas relating to the existing and future social obligations programme. At each workshop, a WPD representative gave a presentation, which was followed by a round-table discussion designed to collect stakeholder feedback. In the final workshop, there was also a presentation from Dr Toby Bridgeman from the Centre for Sustainable Energy. This chapter is a summary of the key findings.

### WORKSHOP ONE: INTRODUCTION AND OUR CURRENT PROGRAMME

Stakeholders were very positive about WPD's current programme and those who had worked with them before only had praise for WPD's relationship with them. When asked to vote on how well stakeholders think WPD is currently performing in the area of consumer vulnerability, they answered 4.16 out of 5 on average. When asked how much further stakeholders would like to see WPD go with regard to their current consumer vulnerability programme, they answered 3.66 out of 5 on average, expressing support for WPD going further in this area. In terms of areas for improvement, stakeholders wanted to see WPD build better partnerships with local authorities as well as social housing providers.

The Covid-19 pandemic was creating challenges for many of WPD's referral partners, particularly in terms of their ability to secure PSR registrations and build relationships with customers in vulnerable situations.

Stakeholders supported WPD's four-pronged strategy, particularly in terms of their fuel poverty work, which was seen as more important than ever given the current economic recession. However, they want to see WPD ensure that those experiencing transient vulnerability are covered by this strategy, including new vulnerabilities arising as a result of the pandemic.

### WORKSHOP TWO: OUR NEXT BUSINESS PLAN

There was broad agreement with the priorities identified by stakeholders the previous year. Stakeholders did, however, feel that the Covid-19 pandemic had impacted on these priorities, underlining the importance of affordability in particular as increasing numbers of customers struggle to pay their bills.

Overall, stakeholders supported the eight draft consumer vulnerability outputs that WPD is proposing for its next Business Plan. When asked to vote on which outputs WPD needs to do more on, stakeholders wanted to see the company do the most to 'achieve a one-stop shop service for vulnerable customers joining the PSR so that they only have to register with WPD once and give their consent to be registered automatically with their energy supplier, water company and gas distributor'. The output that received the lowest average vote, which stakeholders therefore felt WPD had got about right, was 'proactively contact 1 million Priority Services Register customers each year to provide advice and update their records', which scored 3.23 out of 5.

Stakeholders wanted to expand the scope of a number of the outputs. For example, for 'identify and engage over 30,000 hard-to-reach vulnerable customers each year to join the PSR', stakeholders wanted to see the provision of holistic support rather than a mere focus on power cuts. They also wanted to see a fuel poverty register. Equally, for the output 'support over 15,000 fuel poor customers each year to directly save on average £8.25m a year', stakeholders wanted WPD to go beyond just reducing bills and to deliver other interventions as well, such as educating customers so they understand their electricity bill.

## WORKSHOP THREE: A SMART AND FAIR FUTURE

Stakeholders supported WPD's proposal to use innovation funding to explore initiatives that aimed at ensuring a smart and fair future and considered the scope of the challenges that WPD had identified. However, concern was expressed about the uptake of these innovation projects, as it was felt communities and charities are currently focused on addressing the challenges posed by the Covid-19 pandemic.

In terms of areas that were missing from the challenges, several stakeholders wanted to see properties included in the scope of the innovation projects, particularly through working with landlords in the private rented sector and social housing providers. It was also noted that there was no mention of the collection and expansion of PSR data, which was fundamental and should therefore be referenced.

With regard to the call for ideas process itself, stakeholders wanted it to encourage collaboration and enable organisations to partner with each other. Some practical questions were also raised, such as what criteria WPD will use to assess the impact of each bid.

## EVENT FEEDBACK

After the event, stakeholders were asked to complete online feedback forms. In terms of the event, the feedback was as follows:

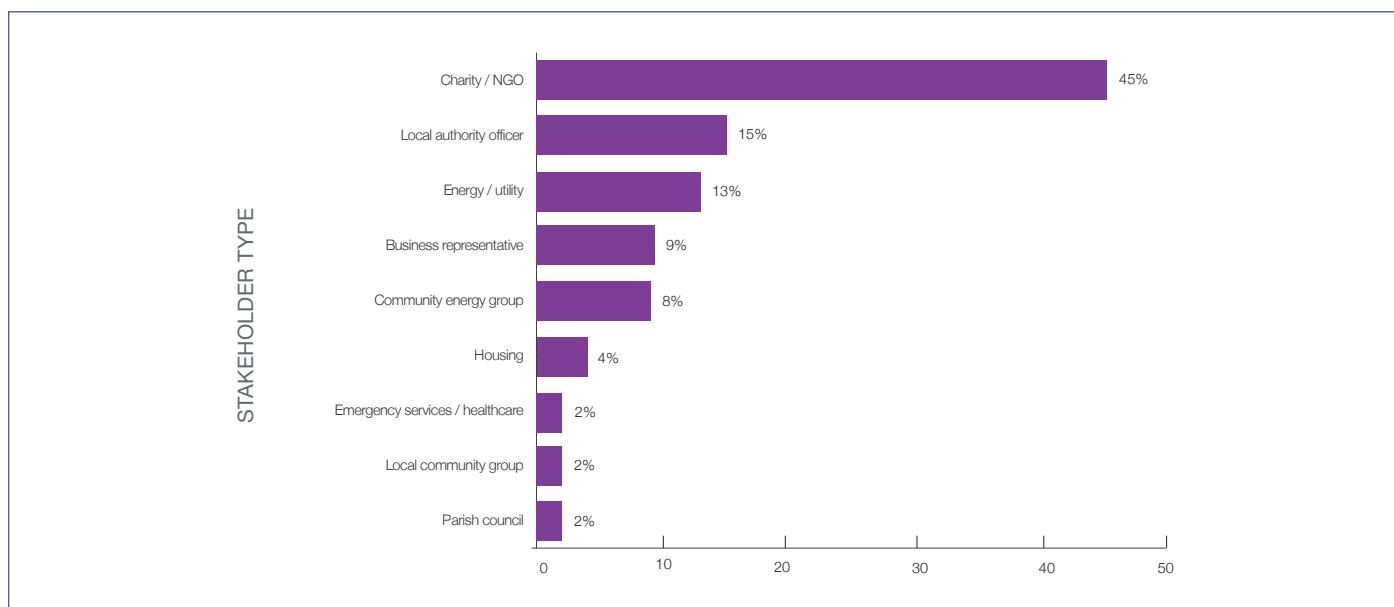
- Overall satisfaction with the online workshop was 8.06 out of 10.
- 94% of stakeholders found the event 'interesting' or 'very interesting'. 3% felt 'neutral' and 3% said it was 'not that interesting'.
- 94% 'strongly agreed' or 'agreed' that they had the opportunity to make their points and ask questions.
- 83% 'strongly agreed' or 'agreed' that WPD covered the right topics on the day, with the remaining 17% feeling 'neutral'.
- 92% of stakeholders felt that the workshop facilitation was 'very good' or 'good', with 6% rating it as 'neutral' and 3% as 'poor'.

### 3 | ATTENDEES

57 stakeholders representing 48 different organisations attended the online workshop. The organisations represented were as follows:

- 361 Community Energy
- Air Liquide Healthcare
- Anglian Water
- Auriga Services
- Beat the Cold
- Birmingham and Solihull Women’s Aid
- Bratton Fleming Parish Council
- Bristol Water
- Caerphilly County Borough Council
- Care & Repair Cardiff and the Vale
- Centre for Sustainable Energy
- Citizens Advice
- Citizens Advice Central and East Northamptonshire
- Citizens Advice Coventry
- Citizens Advice South Lincolnshire
- Citizens Advice South Somerset
- Citizens Advice Telford and the Wrekin
- Coastal Housing Group
- Coventry City Council
- Devon Mind
- Doncaster Metropolitan Borough Council
- Electron
- Emmanuel Group of Churches
- Energy Saving Trust
- Exeter Community Energy
- Godolphin Cross Community Association
- Harborough District Council
- Headway UK
- Homes in Sedgemoor
- Llannon Community Council
- Oxfordshire County Council
- Parenting Project
- Pathway Project
- Piparia Consulting
- Places in Common
- Rhondda Taf County Borough Council
- Sense
- South East Wales Energy Agency
- Tamar Energy Community
- Trap WI
- Wales & West Utilities
- Wattify Limited
- Wellbeing Exeter
- Wessex Water
- West Mercia Police
- Weston-Super-Mare Foodbank
- Wychavon and Malvern Hills District Councils
- YES Energy Solutions

Just under half of attendees were charities or NGOs. However, a range of other stakeholder types attended including local authorities, utilities, businesses and community energy groups.



## 4 | WORKSHOP ONE: INTRODUCTION AND OUR CURRENT PROGRAMME

The presentation provided a brief introduction to WPD's role. It then outlined the current activities that WPD is delivering as part of its consumer vulnerability strategy. The presentation concluded with a section on WPD's response to Covid-19, including In This Together – its community fund.

Many of the stakeholders in attendance partnered with WPD on the Affordable Warmth Local Action fund, the Power Up initiative and other referral schemes. A number had applied for the In This Together community fund that WPD had implemented to support communities during the Covid-19 pandemic. Other stakeholders included local authorities and social housing providers interested in fuel efficiency schemes, as well as community groups and food banks which work with those in vulnerable situations. There were also stakeholders employed in emergency services or health trusts who needed to ensure security of supply for critical health equipment. Moreover, there were several other utility company representatives who work collaboratively with WPD on the PSR.

Stakeholders were very positive about WPD's current programme, and those who currently work or partner with them felt that their relationship was good. It was noted that utilities in other parts of the country were not so forthcoming, particularly when it comes to sharing data. When asked to vote on how well stakeholders think WPD is currently performing in the area of consumer vulnerability, they answered 4.16 out of 5 on average. When asked how much further stakeholders would like to see WPD go with regard to their current consumer vulnerability programme, they answered 3.66 out of 5 on average, expressing support for WPD going further in this area.

The work WPD is doing on mental health in particular was singled out for praise. There was also praise for the PSR, although stakeholders noted that it was not without its challenges. It was further noted that customers often don't know who WPD are, which presents a challenge when it comes to getting customers signed up to the PSR. Some stakeholders pointed out that sometimes, the customers that need to be on the register are uncomfortable with divulging personal information. Furthermore, there was praise for the Social Indicator Mapping Tool, which was felt to be very useful in helping to identify customers in vulnerable situations and in fuel poverty.

In terms of areas for improvement, one local authority stakeholder encouraged WPD to work more closely with councils, reminding them of their important role in supporting those in vulnerable situations. Another suggestion was for WPD to do more work with social housing providers, which could sign up significant numbers of vulnerable customers to the PSR. One stakeholder felt the marketplace as a whole was difficult, particularly in terms of keeping up with various funding pots, although this was a more general comment about the industry rather than WPD.

Several stakeholders raised the challenge of the current Covid-19 pandemic in terms of helping to deliver WPD's partner projects, given that the crisis has created challenges for some of WPD's partners. Internally, shifting to home working had created organisational challenges for referral partners and externally, it was harder to get PSR registrations and provide support over the phone as it is much easier to build trust face-to-face. In addition, stakeholders were seeing a significant rise in mental health problems among their existing and potential clients. One stakeholder thought that the adoption of technologies such as Zoom should be something WPD's referral partners should be on top of as an efficient way of engaging with customers in vulnerable situations.

Stakeholders supported WPD's four-pronged strategy – particularly the inclusion of fuel poverty, given the current economic circumstances. One stakeholder was particularly pleased to see the inclusion of local delivery partners, noting that a holistic approach to support customers in vulnerable situations was far more effective. Another stressed the importance of taking stock of the impacts of the Covid-19 pandemic on vulnerability and ensuring this was integrated into the overall strategy. Lastly, one stakeholder wondered whether the strategy did enough to identify those experiencing transient vulnerability.

## 1. WHY HAVE YOU ATTENDED TODAY?

“We partner with WPD and get referrals for people in the Midlands with regard to income maximisation.”  
**Charity / NGO**

“We currently work with the Centre for Sustainable Energy on their Power Up delivery and Plymouth Energy Community on Affordable Warmth.”  
**Community energy group**

“We are one of the delivery partners for Power Up. We run a call centre and a PSR lead-generation service.”  
**Charity / NGO**

“We have a data centre and have been fortunate enough to be on the receiving end of some WPD grants.” **Charity / NGO**

“We have patients on oxygen, and that needs reliable energy, so we work very closely with WPD to make sure that those patients have a direct link in to assistance.”  
**Emergency services / healthcare**

“I am in customer engagement at a water utility, and so when people get signed up to our PSR, WPD gets sight of that information. So, we work closely with WPD.” **Energy / utility**

“I work on fuel poverty initiatives for a local authority in Doncaster.” **Local authority officer**

“We are providing advice to front line workers in the area but also provide individual advice to consumers.”  
**Charity / NGO**

“I work for a mental health charity.” **Charity / NGO**

“I’m from an affordable warmth and fuel poverty charity. We help vulnerable people across Stoke and Staffordshire, so we have quite a grim patch to say the least.” **Charity / NGO**

“I work for a healthcare trust. We’re responsible for equipment going into homes and want to feel reassured about the reliability of the power supply being provided to them.” **Emergency services / healthcare**

“I work in community development. We’ve been involved with the In This Together fund, which allowed us to set up a food bank.” **Parish council**

“I’m a financial abuse specialist at a refuge for women affected by domestic abuse. I’m interested in finding out more for the women when they move halfway.”  
**Charity / NGO**

“I’m a community worker. I work with our food bank and do community projects.” **Charity / NGO**

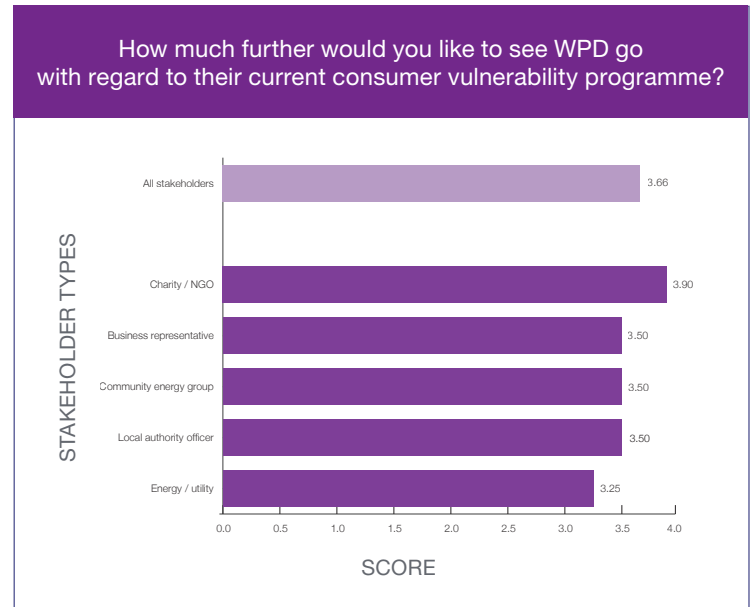
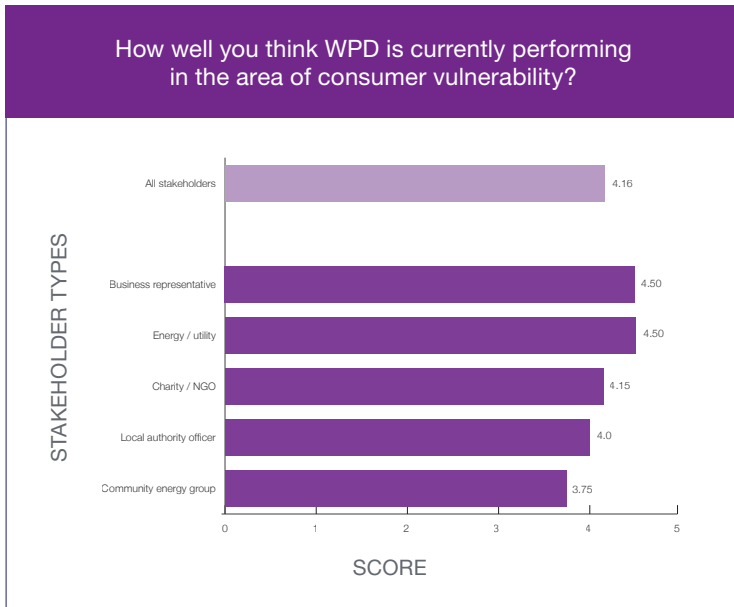
“I’m the manager of Western-super-Mare Food Bank, and energy is a concern for our clients. We will do anything we can to help more people.”  
**Local community group**

“I’m from Citizens Advice South Lincolnshire. We run energy projects. I have worked with WPD in a previous role and recently started this new role, so I’m looking for opportunities to work together.” **Charity / NGO**

“I work for a city council. We applied for the In This Together fund and we got £10,000.”  
**Local authority officer**



## 2. DO YOU CURRENTLY WORK WITH WPD ON THEIR CURRENT CONSUMER VULNERABILITY PROGRAMME – IF SO, HOW DO YOU THINK THEY ARE DOING?



“We handle WPD referrals, and the process is going well. We are happy to register and sign up vulnerable clients. I think consumers don’t really know much about WPD but other than that we are happy with the referral.”  
**Charity / NGO**

“As a local authority, we help vulnerable people in poor housing conditions. We don’t have any relationship with yourselves. It would be good to improve the relationships so we can do more of this.”  
**Local authority officer**

“Working with WPD over the years, and being able to have those conversations back and forth, has been really helpful.” **Charity / NGO**

“We work with WPD on making sure that we can maintain power supplies to hospitals and make the company aware of power-related issues in people’s homes. Our partnership is working well, and we have had no issues.”  
**Emergency services / healthcare**

“As a partner in the Power UP scheme, I find that the Social Indicator Mapping Tool is very useful in identifying vulnerable people in communities. It also plays a vital role in pinpointing wider trends and specific personal characteristics among people in fuel poverty.” **Charity / NGO**

“Some of the people who you thought would go on the PSR actually didn’t like that you were asking about something private, so it’s difficult to get someone on it.” **Local authority officer**

“It’s about relationship building and trust. They’re more likely to engage face to face than on the phone, so that’s tricky particularly at this current time. It’s important that whatever work we’re doing is client-centred.”  
**Charity / NGO**

“Do you work with housing associations to promote the PSR? Surely that could help you reach thousands of people.” **Charity / NGO**

“We have been working hard to deal with the challenges that Covid-19 has brought. It has been very challenging – not just from an organisational perspective but also due to the decline we have seen in people’s mental health. We have been doing proactive work to contact people who are at risk from Covid-19. It’s been challenging from their point of view and from the point of view of the people advising them.”  
**Charity / NGO**

“Our struggle is that a lot of the work we used to do was face to face and now transferring it to telephone, it’s so much more difficult. Because people have been in lockdown, they’re really keen for people to come out and see them again and we have to explain that that’s not really possible.” **Local authority officer**

“What I’m finding is that delivering face-to-face help in person gives them that security, but this can also be done using technology. We can do this via Zoom.”  
**Business representative**

“Understanding the marketplace for us is quite difficult. We have no difficulty in finding the clients – the PSR is quite self-explanatory – but anything extra such as the grants is very difficult if you’re not familiar with the scheme.”

**Charity / NGO**

“We appreciate the work we’ve done with WPD to support people with enduring ill mental health. We’ve identified that there is an increased risk around financial distress and financial premiums in the energy market. They find shopping around suppliers even more taxing.”

**Charity / NGO**

“I’m still very happy with what WPD are doing. My view is that I wish it were more ‘infectious’, because in terms of the main suppliers, they could do more.”

**Community energy group**

“Echoing that: it’s a shame other providers aren’t as high quality. We have patients in the North West, where we don’t get the data shared with us. There’s a big gap.”

**Emergency services / healthcare**

“We only work with WPD on contacting priority services customers and that runs smoothly.”

**Local authority officer**

### 3. DOES OUR STRATEGY (THE FOUR PRONGS) STILL SEEMS FIT FOR PURPOSE?

“I think it’s good. I’m glad it’s got fuel poverty on there.”

**Charity / NGO**

“Again, I agree it’s good to see fuel poverty on there.”

**Local authority officer**

“I support the idea of using local delivery experts. Because we are a multi-advice agency, we will get clients in from all angles because we’re not just a fuel poverty project. We have a holistic approach to the clients we see. I just want to re-emphasise the value of talking to local delivery experts.”

**Charity / NGO**

“The strategy sounds fine and seems to be working ok.”

**Emergency services / healthcare**

“How much research is currently being done in terms of shaping the impacts of Covid-19? If people are working from home more now and on the brink of fuel poverty, their outgoings will increase. Is that being predicted and being used to inform this research?”

**Parish council**

“Your strategy is amazing. There is funding for those who are vulnerable. However, people are about to lose their jobs, and I’d like to help community groups get that resource.”

**Local authority officer**

“Is there something around how we actually find them in the first place, about how we reach out to new people, find people and locate that transient vulnerable population?”

**Charity / NGO**

## 5 | WORKSHOP TWO: OUR NEXT BUSINESS PLAN

The presentation provided an overview of the Ofgem framework and the process to develop WPD's next Business Plan. It then summarised the priorities identified by stakeholders last year for work in the area of consumer vulnerability for WPD's 2023–2028 Business Plan and concluded by setting out the proposed draft outputs.

To start the discussion, stakeholders were asked if they still agreed with the priorities identified last year for the next Business Plan, or whether there was anything missing. Stakeholders broadly agreed with the priorities, although there were some comments.

Several stakeholders emphasised the importance of increasing PSR registration, particularly at a time of increasing vulnerabilities. In the same way, stakeholders also wanted to ensure that supporting customers in vulnerable situations (e.g. those coming out of care homes or prison) remained a high priority.

In terms of new suggestions, stakeholders wanted to see smart meters added to the list of things that WPD should look to educate customers on as well as educating customers on switching suppliers or getting off pre-paid facilities. As well as educating customers about pre-paid facilities, several stakeholders wanted there to be a new priority for WPD lobbying to get rid of them altogether.

Stakeholders felt that the Covid-19 pandemic had impacted these priorities. In particular, it was felt that affordability had risen in importance given the economic recession the country is facing. Stakeholders also stressed the importance of customer resilience at this current time. There was concern that this was only going to get worse as winter approaches. In this context, the importance of understanding and capturing those with transient vulnerabilities was stressed. Two new priorities were also set out: adding digital exclusion as a potential consumer vulnerability – at a time when many interactions have to take place online – and participating in the community hubs that are being run by councils and community groups to respond to the pandemic.

Stakeholders were then asked to comment on the consumer vulnerability outputs for the next Business Plan. The comments have been captured under each of the eight outputs below. Stakeholders were also asked to vote on whether WPD needed to do more on each output. A summary graph of the results is presented at the end of this section.

### **Proactively contact 1 million Priority Services Register customers each year to provide advice and update their records**

Stakeholders expressed support for this output. Most were generally comfortable with the ambition of 1 million, although the suggestion was made to compare that target with what other DNOs are doing. One stakeholder did feel that this was less ambitious than what is already being achieved. However, when stakeholders ranked the output in terms of the level of ambition, it scored an average of 3.23 out of 5, which is 'stay the same' – and represents the lowest score of all of the eight outputs.

There was concern about the proportion of the PSR that falls into the temporary vulnerability category. The suggestion was also made for WPD to widen the scope of customer contact to include the provision of wider support at the same time.

### **Achieve a 'one-stop-shop' service for vulnerable customers joining the PSR so that they only have to register with WPD once and give their consent to be registered automatically with their energy supplier, water company and gas distributor**

There was support for this output as stakeholders felt that cross-industry collaboration and sharing best practice is important. Stakeholders were interested in ensuring that organisations such as their own could have access to this 'one-stop-shop' database, as well as in ascertaining what data would be available – for example, whether the database would list which customers have been approached and by whom. There was support for making this collaborative and involving the whole of the industry, as well as ensuring it is a nationwide database. It was recognised that having one single database would save time and money. When asked to vote, stakeholders wanted to see WPD go further with this output, giving it an average of 4.38 out of 5 – the highest score of all eight outputs.

## **Identify and engage over 30,000 hard-to-reach vulnerable customers each year to join the PSR**

There was support for this output, particularly for ensuring personal engagement with customers who find themselves vulnerable. However, stakeholders recognised the challenging nature of this target, particularly if vulnerable customers have issues such as anxiety, ill mental health, don't speak the English language or are not digitally literate. Equally, many customers do not want to label themselves as vulnerable. As a result, stakeholders wanted to see WPD set up a referral process with partner organisations.

Several stakeholders sought to expand the scope of this output. For example, several wanted to see the provision of holistic support, whether by including broader questions about other interventions that may be required during WPD's engagement or by obtaining cross-referrals from healthcare providers. One stakeholder suggested that as well as a Priority Services Register, there should be a fuel poverty register. When asked to vote on the scale of ambition of this output, stakeholders gave it 4.29 out of 5, indicating that they want to see WPD do more.

## **Work with expert stakeholders, including our Customer Collaboration Panel and referral partners, to annually refresh our understanding of 'vulnerability' and co-create an ambitious annual action plan (incl. staff training)**

Stakeholders supported this output, as they regarded a virtuous circle of ongoing review and improvement as important, although they had less to say about it. Several put forward suggestions of vulnerabilities that should be included, such as loneliness and digital exclusion. One stakeholder said that there ought to be a definition of fuel poverty that evolves over time. When asked to vote on it, stakeholders gave it an average of 3.96 out of 5, meaning they wanted to see WPD do a little more.

## **Support over 15,000 fuel poor customers a year to directly save on average £8.25m per year**

There was discussion on whether this output was ambitious enough in terms of the numbers WPD are proposing to help. Stakeholders stressed that the number of customers in fuel poverty is increasing rapidly and therefore questioned whether helping 15,000 per year was sufficient in this context. Some even wanted to see a target of reducing the number of people living in fuel poverty altogether. When asked to vote on whether WPD needs to do more than this, stakeholders gave it 4.28 out of 5 on average, meaning they want WPD to do more in this area.

Several stakeholders commented that it should not just be about reducing bills but there should be other interventions as well, such as educating customers, so they have a better understanding of their energy bill. It was also pointed out that WPD should consider adopting different terminology, as 'fuel poverty' has a stigma attached to it and may prevent people from getting help. In addition, stakeholders wanted to see WPD collaborate with others on fuel poverty including landlords and energy suppliers, particularly around pre-paid meters.

## **Develop a model to identify the capabilities of vulnerable customers to participate in a smart, low-carbon future. Use this to maximise participation, remove barriers to entry and encourage collaboration with the wider industry**

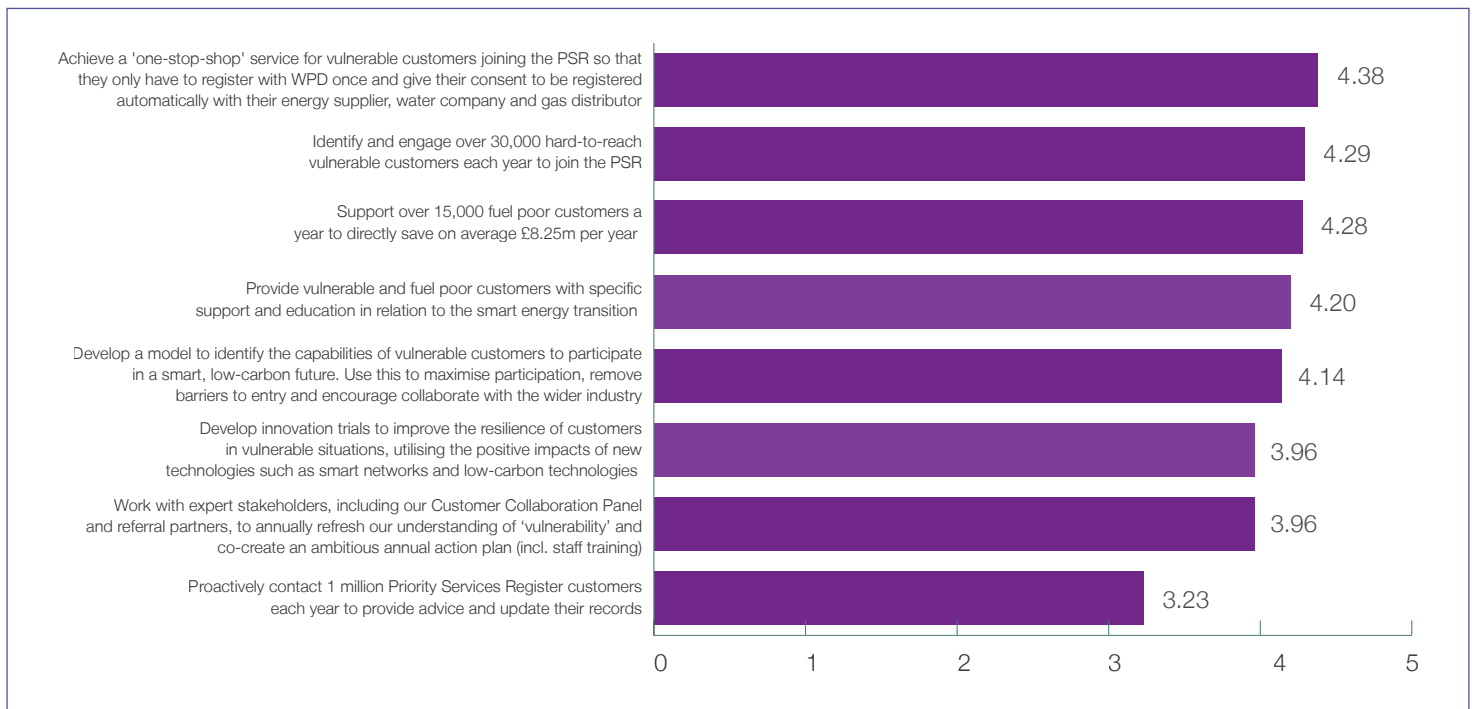
Stakeholders did not have many comments on this output. One delegate was keen to understand more about it, such as whether similar models have been done before. Another was concerned that a lack of capital is a barrier to vulnerable customers being able to participate in a smart future and wondered whether the investment required to deliver Net Zero could come from those customers who will benefit most. When asked to vote, stakeholders voted 4.14 out of 5 on average, meaning they wanted WPD to do more in this area.

## Develop innovation trials to improve the resilience of customers in vulnerable situations, utilising the positive impacts of new technologies such as smart networks and low-carbon technologies

Stakeholders were supportive of WPD identifying innovation projects in this area, although one stressed that there also needs to be an emphasis on turning trials into business as usual. Another said that WPD should be reviewing all of their innovation projects to establish whether there is some benefit for vulnerable customers. One stakeholder suggested partnering with National Energy Action, which runs lots of innovative projects in this area. When asked to vote on this output, stakeholders scored it 3.96 out of 5 on average, meaning they did want to see WPD do a little more.

## Provide vulnerable and fuel poor customers with specific support and education in relation to the smart energy transition

Stakeholders did not provide many comments on this output except to stress that it is important not to exclude those who struggle with digital technology. They also wanted to see lots of partnerships in this area to ensure a holistic approach. When they were asked to vote on this output, stakeholders answered 4.20 out of 5 on average, meaning they want WPD to do more in this area.



When asked to review the additional areas raised by stakeholders to see whether any of them should be raised to high level outputs, the only one that received any comments was smart meters – and there was disagreement as to whether it should be promoted to an output or not. Several wanted to see the inclusion of smart meters, as it was felt to be a critical technology for smart networks. However, there was some disagreement as to whether now was the right time to introduce vulnerable customers to smart meters given the poor roll-out and technological issues.

## 1. DO YOU STILL AGREE WITH THE PROPOSED CONSUMER VULNERABILITY PRIORITIES AS SUGGESTED BY STAKEHOLDERS LAST YEAR? WITH THE IMPACT OF COVID-19, HAS THERE BEEN ANY CHANGE IN PRIORITIES OR EMERGING ISSUES WHICH WILL NEED TO BE ADDRESSED?

“Educate people about smart meters. Especially now we’re talking about new technologies; it’s not doable until we have a smart meter installed.” **Charity / NGO**

“Yes, I would say that affordability has risen. How do people access the right advice? There’s a lot of signposting rather than getting to the actual advice.” **Housing**

“Especially now you’re going to be getting a lot more people falling into this category, they won’t have used the system before, so more hand-holding is needed over signposting.” **Charity / NGO**

“I think affordability has shifted into a different client base recently. Given the substantial loss of jobs and income, there’s been a shift in the people that come under the category from six months ago.” **Housing**

“I’m just wondering whether Covid-19 will result in an extra vulnerability for people who can’t access digital services, whether that’s because they don’t have adequate broadband or they just struggle to use that technology.” **Local authority officer**

“The list is probably correct and covers all of the right areas.” **Emergency services / healthcare**

“Our concern is that when something goes wrong, the PSR becomes an afterthought. It should be quite high on the list.” **Local authority officer**

“People are falling into fuel poverty more and more and local authorities are facing issues with drops in tax and rent payments.” **Community energy group**

“I participated last year and I was quite pleased that education was at the top. What we’re finding is that we’re getting more desperate customers who are facing multiple vulnerabilities.” **Charity / NGO**

“The second priority [increasing PSR registrations] is probably higher than it was last year, but there are still longer-term needs of the smart transition.” **Charity / NGO**

“I do agree, but I’d like to give greater emphasis to supporting customers in vulnerable situations, such as coming out of care and coming out of prisons.” **Local community group**

“Extra education is needed on swapping suppliers or getting rid of the pre-paid facilities.” **Charity / NGO**

“Covid has taught us that we need to be more resilient, whether we’re vulnerable or not. Resilience is something I’d expect to be coming up the agenda.” **Business representative**

“Maybe the role of heat pumps and electric heating has changed since last year; people didn’t realise how important it was going to be. Councils want us to recommend electric heating from a carbon perspective, but it may be more expensive.” **Charity / NGO**

“WPD should be lobbying hard to get providers supplying pay-as-you-go meters to reduce their tariffs. It’s disgraceful that the majority of people using them are already likely to be in fuel poverty and cannot choose a better charging system.” **Emergency services / healthcare**

“What part does WPD intend to play in dealing with metering issues? The prepayment meters provide the worst value for money for the most vulnerable people and are responsible for the worst instances of fuel poverty.” **Charity / NGO**

“One of the key items for us is a renewed awareness of the vulnerability of geographical and digital exclusion, including Internet connection. Many don’t use smart phones.” **Local authority officer**

“Covid has made it more urgent to address the issues around pay-as-you-go meters, as more people will be driven to them with the upcoming redundancies caused by Covid.”

**Emergency services / healthcare**

“Local authorities may have active community hubs running as a result of Covid. It would be good for WPD to be involved with these hubs to provide a strong and joined-up approach to assisting vulnerable individuals. This may also assist with targeting community groups with grant funding.”

**Local authority officer**

“Transient vulnerability needs to be captured in light of Covid and people’s changing circumstances. Even if it doesn’t last long.”

**Parish council**

“We’re also worried about things getting worse as winter goes on. People have been given their warm home discount early, so they won’t be getting it when they need it most.”

**Charity / NGO**

## 2. IN TERMS OF THE EIGHT DRAFT OUTPUTS, HAVE WE INTERPRETED STAKEHOLDER FEEDBACK CORRECTLY AND WHAT IS MISSING? WHAT ARE THE SPECIFIC TARGETS, MEASURES AND PERFORMANCE LEVELS REQUIRED FOR THESE EIGHT DRAFT OUTPUTS?

The responses to this question have been set out under the eight draft output headings.

### Proactively contact 1 million Priority Services Register customers each year to provide advice and update their records

“Contacting 1 million customers a year is great as it would keep the PSR fresh.”

**Local authority officer**

“It seems a little like you’re setting yourself a lower bar than you’re already achieving.”

**Charity / NGO**

“I just wanted to go back to basics: what is the outcome of this? What advice are you providing in terms of reaching those 1 million people? Do you want to make it wider? The advice you’re giving is about giving support tailored to their needs.”

**Local authority officer**

“Doing 1 million a year and cleansing every 2 years is reasonable. I’d be interested in comparing with other DNOs. It’s fundamental for organisations like Citizens Advice; you need to have the right customers coming through. The issue is how big a proportion the temporary vulnerability group is.”

**Charity / NGO**

“We contact 9,000 a year, though we have fewer customers. We have to contact around half of our PSR.”

**Energy / utility**

## Achieve a 'one-stop-shop' service for vulnerable customers joining the PSR so that they only have to register with WPD once and give their consent to be registered automatically with their energy supplier, water company and gas distributor

"Is there some way that we can have a database that would list what individual has been approached and by what organisation?" **Charity / NGO**

"In reference to the 'one-stop shop' output, partnership, investment, funding and collaboration really need to be considered. What can be done in the industry to get everyone involved?" **Charity / NGO**

"I was just thinking when we were talking about the shared 'one-stop shop' – it could end up being a regional one. WPD could take a lead on having a one-stop shop right across the industry." **Charity / NGO**

"We're working hard to identify people who are in fuel poverty and/or who are living in hard-to-insulate homes, but it seems that the information is already there. Is there a sanitised version of the PSR that could be made available to me? Can best practices be shared?" **Parish council**

"It's really valuable to recognise when people need additional support. Sharing ideas between different utilities and sectors is very helpful." **Energy / utility**

"Having one PSR is a priority for us, and one that is up to date, too. Having us all join forces would save time and money." **Local authority officer**

## Identify and engage over 30,000 hard-to-reach vulnerable customers each year to join the PSR

"Once you have a contact, you can get everything done and it all gets simpler. So having personal engagement for vulnerable customers, that will be great." **Charity / NGO**

"Identifying those who need support is increasingly challenging. Particularly if they're not digitally literate." **Community energy group**

"Anxiety and language are huge barriers. People may not identify as having an issue if they haven't been diagnosed and this can be a massive barrier to asking for help." **Charity / NGO**

"Jargon may be a barrier for vulnerable users. People may not like to be identified as vulnerable as it can make them feel weak. Mental illness and anxiety may not be things that people can personally identify with. There's often trigger words that people want to dissociate themselves from." **Charity / NGO**

"People's individual circumstances are so complex. It's difficult when people feel vulnerable being contacted by organisations over the phone." **Local community group**

"Terminology can be a problem, especially when language barriers are involved. Perhaps a referral process would be helpful." **Charity / NGO**

"When people sign up to the PSR, perhaps have a question as to whether people need additional support to facilitate immediate intervention." **Community energy group**

"The PSR is aimed at supporting people during power cuts. A fuel poverty register should sit separately from the PSR." **Charity / NGO**

"Clinical commissioning groups have started to do social prescribing. If someone comes to them with a health issue, they may also be vulnerable to power cuts." **Local authority officer**

"The PSR is a great idea, but not necessarily everyone in fuel poverty is on it, and you're probably missing a huge amount that are. I think the scope of vulnerability needs to be widened." **Local authority officer**



## Work with expert stakeholders, including our Customer Collaboration Panel and referral partners, to annually refresh our understanding of ‘vulnerability’ and co-create an ambitious annual action plan (incl. staff training)

“It’s a continuous virtuous circle on making things better. Keep on pushing and thinking what we could do better and faster. Refine and share.”  
**Charity / NGO**

“Countering loneliness has had a worthwhile focus recently. Sometimes our technicians can be the only face they see that week. So, work to tackle that.”  
**Emergency services / healthcare**

“I think that digital exclusion for a lot of people needs to be highlighted in WPD’s thinking. Some people either can’t afford it or don’t have strong enough broadband. However, they are often the ones that need it most and we need to make sure that people don’t get left behind.”  
**Housing**

“The impacts of loneliness and mental health issues. Families are becoming more isolated and unable to access support because they don’t know how.”  
**Charity / NGO**

“Does WPD have a definition of fuel poverty and does it evolve over time? Obviously both English and Welsh government have different definitions for it. More people are staying at home, so the percentage of income that people are spending on electricity is going to affect the fuel poverty category.”  
**Charity / NGO**

## Support over 15,000 fuel poor customers a year to directly save on average £8.25m per year

“I suppose I would say that one of the targets ought to be to get a progressive reduction in people living in fuel poverty.”  
**Charity / NGO**

“Work with landlords. When people move somewhere temporary, make sure they don’t start with heating that will swallow up all the money they have.”  
**Local community group**

“It’s about getting people out of fuel poverty at a time when the numbers are increasing. I think somebody really needs to understand the base numbers because if you’ve helped 15,000 but 30,000 have fallen into poverty...”  
**Charity / NGO**

“It’s not just about reducing bills. We’ve expanded our advice to deal with other kinds of issues.”  
**Charity / NGO**

“Fuel poverty isn’t something that our clients tend to identify with. ‘Affordability’ or ‘fuel priority’ might be a nicer way of putting it.”  
**Charity / NGO**

“If you’ve got 2 million people on your PSR, then 15,000 is less than 1% that you’re helping to save energy and money. 1% seems quite low considering the climate emergency we are in and the desperate rush to insulate homes.”  
**Charity / NGO**

“There is a stigma attached to being labelled fuel poor. You should phrase it in the context of the whole transition to a low-carbon community. They may be keen to reduce their carbon footprint and you could refer them to people to help them do that.”  
**Charity / NGO**

“Be more ambitious. You’re supporting them to save energy at the moment, but you could put your money where your mouth is and say you aim to save x pounds for x number of poverty-stricken customers.”  
**Local authority officer**

“Collaborate with suppliers. The more vulnerable are more likely to have pre-paid meters, they’re in a no-win situation, so writing off debt would put them in a better position moving forwards.”  
**Local authority office**

“It’s about understanding your bill and what you’ve been charged. The vulnerable are fearful of debt and bills. It’s the education side, as well as the support on moving away from higher cost energy.”  
**Charity / NGO**

“We are likely to see more and more people in or near fuel poverty. The sharp rise in redundancies will only make things worse.”  
**Local authority officer**

## Develop a model to identify the capabilities of vulnerable customers to participate in a smart, low-carbon future. Use this to maximise participation, remove barriers to entry and encourage collaboration with the wider industry

“I just want to know more about this. Have similar models been done before? What this will include? And how are you thinking about collaboration with the wider industry, as surely there is only so much that WPD can do?” **Business representative**

“What strikes me is the barrier of having the capital to afford it. In addition, WPD are making huge investments to move to zero carbon, but that investment is probably only going to benefit the better-off. Is there an option so that those that benefit pay?” **Charity / NGO**

## Develop innovation trials to improve the resilience of customers in vulnerable situations, utilising the positive impacts of new technologies such as smart networks and low-carbon technologies

“We want to see innovation, and WPD are by far the best DNO for this. Trying to speed up the process of innovation trials into business as usual is really important as there is often fatigue at the end of them.” **Business representative**

“National Energy Action are very good on innovative projects. They’ve done a few things around renewables and smart meters, so I think they’re a good partner to talk to a bit more.” **Local authority officer**

“You should be reviewing all your innovation programmes to see whether they are benefitting vulnerable customers.” **Charity / NGO**

## Provide vulnerable and fuel poor customers with specific support and education in relation to the smart energy transition

“We face some big challenges with the poorer people in our communities. Educational attainment and technology issues - the move to low carbon will leave them behind. There are people who adopt new technology quickly but it’s not true for most.” **Community energy group**

“Lots of partnerships. Gives a smoother transition to connect all sufferings (mental health, finance, etc.) for vulnerable people’s concerns. Connecting all the dots so to speak. A holistic approach would be best.” **Charity / NGO**

### 3. SHOULD ANY OF THESE AREAS BE RAISED TO HIGH LEVEL OUTPUTS?

“I think it’s critical that the smart meter is included. We need to progress with smart technology and innovation. If you don’t have a smart meter, then I think you are behind.” **Charity / NGO**

“If you ask a vulnerable customer to read a standard meter then it’s very easy, but if you ask them to read a smart meter it’s a lot more difficult. The technology is still not working. This should not be a priority until we get it right.” **Charity / NGO**

## 6 | WORKSHOP THREE: A SMART AND FAIR FUTURE

This workshop began with a presentation from the Centre for Sustainable Energy about exploring social justice in the future energy system. It was then followed by a presentation from WPD on their new call for innovation projects seeking to address the challenge of ensuring no one is left behind in a smart energy future.

Support was expressed by stakeholders for WPD's proposal to use innovation funding to explore initiatives that would ensure that the future is smart and fair. In general, stakeholders were also supportive of the three challenges identified.

However, concern was expressed as to the uptake of the innovation projects as it was felt communities and charities are focused on the significant issues they face today, rather than in the future, particularly in terms of fuel poverty. It was also noted that, due to funding cuts, many of the organisations that would bid for this funding are rapidly disappearing. One stakeholder felt it wasn't for WPD to come up with innovative solutions but, instead, that this was the role of energy suppliers and community energy groups.

WPD presented three 'key challenges' that it was calling for ideas to respond to.

### **Challenge one: How can we improve access to smart solutions for all of our customers? Can we develop new solutions to enable the fuel poor to directly benefit from smart technologies and network flexibility opportunities?**

Support was expressed for challenge one, as it was felt smart meters have an important role to play in terms of supporting customers in vulnerable situations. However, the point was made that it should not just address today's customers but should also look to involve future customers, particularly younger generations. One stakeholder highlighted that it is the cost of electric vehicles that presents the biggest accessibility challenge. It was felt that any solution should also take into consideration the benefits that they can bring to communities.

### **Challenge two: Can you help us better understand how the needs of our vulnerable customers will change in the future? What new processes or systems do we need to create to be able to continue offering excellent customer service to our vulnerable customers as their needs change?**

With regard to challenge two, stakeholders started making some suggestions as to how to support customers in vulnerable situations in the future. For example, it was felt there was a real opportunity to support vulnerable customers by using battery storage to help those that are worst served by the electricity network or saving money for fuel poor customers by installing solar PV on social housing. It was also suggested that smart meters need to be better promoted among those customers.

### **Challenge three: Can we create novel ways of supporting our vulnerable customers through the transition to Net Zero and how can community groups play a role in that?**

With regard to challenge three, the suggestion was made that WPD should look at projects that consider alternative pricing systems for customers in vulnerable situations. It was also suggested local authorities should have a role in this and should be included in addition to community groups.

In terms of areas that were missing from the challenges, several stakeholders made the point that the call for innovation projects needs to include projects that address properties, particularly those owned by landlords in the private rented sector. In that regard, they called for collaboration with councils and social housing providers.

It was also noted that there was no mention in the challenges of the collection and expansion of PSR data, which was seen as essential. Several stakeholders felt that there needed to be specific reference to the challenge of electric vehicle charging infrastructure, particularly with regard to working with local businesses to ensure there are charge points available at the workplace.

The point was made that there could perhaps be reference to the new vulnerabilities created by the Covid-19 pandemic, particularly the proliferation of customers that are now working from home. Another stakeholder felt that the challenges focused primarily on supporting the individual customer and that there needs to be an opportunity for these projects to support a multi-agency whole system approach to the transition.

In terms of the call for ideas process, several stakeholders said they assumed there would be a greater level of detail on the challenges set out on the slide. Others wanted to see WPD take a proactive approach to involving community organisations in this call for ideas, as it was noted that most of these would be unlikely to be engaged otherwise.

Several stakeholders said that the process should encourage collaboration and enable organisations to partner with each other as this is often a flaw in the process of securing bid funding. It was noted that it is often hard to keep up with WPD's innovation projects, so they should do more to communicate these, and that WPD's innovation team should work collaboratively with the social obligations team, in particular by making use of their networks in this field.

One stakeholder asked whether these challenges had been tested with customers in vulnerable situations, as their views would be important in shaping the projects.

It was felt that the innovation funding needs to acknowledge that charities rely on volunteers and that there needs to be some funding available to cover volunteers' time to enable them to deliver these projects.

There were then some practical questions that stakeholders wanted answers to. These included:

- whether contact details will be available if bidders have queries;
- what bidders should bring along to the meetings;
- and what criteria WPD will use to assess the impact of each bid.

## 1. DO YOU AGREE WITH THE CHALLENGES HIGHLIGHTED AS THE PRIORITIES FOR INNOVATION AND ARE THEY CLEARLY ARTICULATED?

“Just to say: I really recommend WPD. They’re very forward-thinking. I can commend them for asking people for ideas.” **Charity / NGO**

“I don’t know whether, at the moment, energy companies have a different pricing system? When I generate quotes, I don’t recall being asked. I think that relates to [the third challenge].” **Charity / NGO**

“Smart meters could be expanded to capture data on vulnerable customers with their permission.” **Charity / NGO**

“[Challenge one is] about access to smart solutions for all of your customers. What about future customers, and our youth of today? The youth of today are being excluded from these important conversations.” **Local community group**

“I don’t see it as WPD’s role to come up with innovative solutions; that’s for energy suppliers and community energy groups.” **Charity / NGO**

“I think there’s a real opportunity to do some work with vulnerable customers who are vulnerable to power cuts, especially in areas where the grid is not so resilient. You could be helping them look at battery storage so that people aren’t left without electricity for too long.” **Local authority officer**

“We are funding National Energy Action, which are doing a massive project for us looking at social housing with PV on it and ensuring that the tenants understand how to maximise the PV that’s being generated on their own roofs.” **Charity / NGO**

“I’d like to see solutions that take into account the benefits that these communities can bring.” **Business representative**

“The entry costs for electric vehicles are an accessibility barrier.” **Parish council**

“There was a lot of marketing on smart meters a couple of years ago, and it’s been forgotten. Perhaps show an example of a smart meter in community centres in areas where there are a lot of vulnerable customers.” **Local authority officer**

“I’d agree that it’s a really difficult situation and on the face of it these look like the right things to do, but the work we’ve done in communities shows that people are not really going to be interested in this. People are making decisions about whether to eat or heat their home. How do you organise interventions when the organisations who would carry these out are diminishing?” **Charity / NGO**

“I think those are the right questions. We are finding it hard enough to contact people, and with smart meters, if they introduce barriers, it will get tougher.” **Community energy group**

“As community energy groups, I think this is something that we’re excited about.” **Community energy group**

“On the third challenge, local authorities would also be useful in tackling these distributional issues by working in partnership with NGOs and so on. So, is there a way that local authorities can be drawn in?” **Local authority officer**

## 2. ARE THERE ANY AREAS WE HAVE MISSED?

“Do you think we should be targeting landlords? Especially for privately rented properties. We can keep targeting people, but it may make it even more beneficial in the long run to focus on landlords.”

**Local authority officer**

“The idea of addressing the properties is a good idea. If you contact property owners, then the customer can be taken out of it and we can have a more efficient home.”

**Charity / NGO**

“I’m broadly supportive of the statements but it all comes back to data and the validity of the data that WPD have got on its vulnerable customers. There’s nothing in there that says improve our data collection and ensure the robustness of it.”

**Charity / NGO**

“I feel that smart solutions are a much bigger challenge than just vulnerable customers. An education piece is required.”

**Energy / utility**

“My personal issue is being able to recharge my vehicle easily. When I speak to my colleagues in rural Wales, they say that they are very worried about this issue too due to the lack of charging points there.”

**Local authority officer**

“Our charging infrastructure is woefully inadequate here in North Devon too. If you are able to work remotely and have solar panels on your home, in theory, you can charge your vehicle during the day. However, if you need to go to the office, there needs to be charging points installed. WPD can work with businesses on getting them put in place.”

**Parish council**

“I agree that work needs to be done to set up chargers at businesses at the moment. My office has a capacity of 800 people and we have one charging point, which is dire.”

**Local authority officer**

“I would look at the council and social housing – can you target them as priorities for smart meters, or give them better tariffs? You’re in a unique position as you work with all of those suppliers. It would be a target you could work on collaboratively.”

**Local authority officer**

“You’ve got the gaps for the older generation in terms of their ability to use technology. They perhaps can’t read the meter and aren’t sure about smart meters, or maybe they’re shielding and are nervous about visitors.”

**Local authority officer**

“We’re all working from home now, and if the power goes off now it would affect a lot more people than usual. What about the people who are made vulnerable by this? What can WPD do to help the vast numbers of people working from home to protect their potential vulnerability?”

**Business representative**

“One thing that struck me was that it’s very much looking at customers as atomised individuals. And it would be good to think about agency. So, in a sense, the sorts of services we’re seeing. The transition to natural gas, for example, was done collectively, where authorities and governments took big decisions.”

**Charity / NGO**

### 3. CAN THE PROCESS FOR THE CALL FOR IDEAS BE IMPROVED?

“The immediate question is to reach out. Obviously among those of us in the charity sector, WPD should be encouraging collaboration. We’d get more value. It is one of the flaws on funding, because we end up with issues on potential partners.”  
**Local authority officer**

“I think the thing with any bid is the ability to shape projects. But one would hope there is more information than what was presented on the slide.”  
**Local authority officer**

“I was expecting the next level of detail. What does that consumer look like in terms of profile or circumstances? Surely that has to dictate the strategy of how you reach that particular person.”  
**Business representative**

“You need to think about how you engage community organisations and community groups.”  
**Charity / NGO**

“I think a question I have is what would we need to bring along? What is WPD expecting the meeting to look like? It could be a presentation or a forum.”  
**Charity / NGO**

“If we have any queries about the process, will there be contact details?”  
**Charity / NGO**

“How do you assess the projects’ impact? What must we demonstrate?”  
**Charity / NGO**

“Only one thing for me to ask is how much engagement WPD have with the vulnerable, particularly in getting feedback from them? Because in terms of what they feel is important, that can be taken into consideration.”  
**Emergency services / healthcare**

“The open LV project was interesting, though it didn’t include funding for our time, so there must be a recognition, sadly, that many of us volunteers at least have to cover our time. Otherwise we can’t give it our all.”  
**Community energy group**

“I think that the best way would be to make it easier for people to club together ideas and work together on projects.”  
**Business representative**

“One thing is that I find it hard to keep track of the different WPD innovation projects. You profiled some of your portfolio, and that was interesting. Hold a workshop so that people can hear about projects that are in the pipeline. Maybe put calls out when you are testing something or developing a project saying that you’re looking for partners.”  
**Charity / NGO**

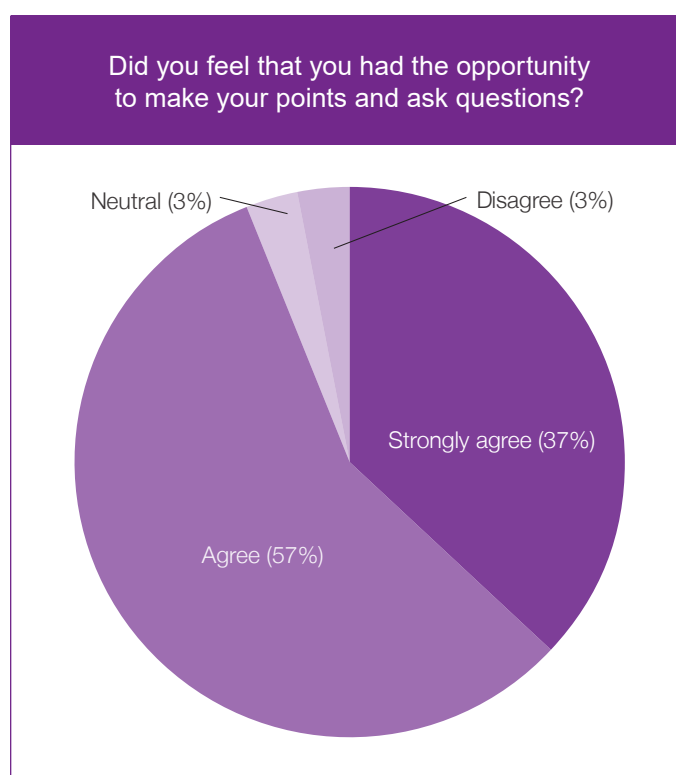
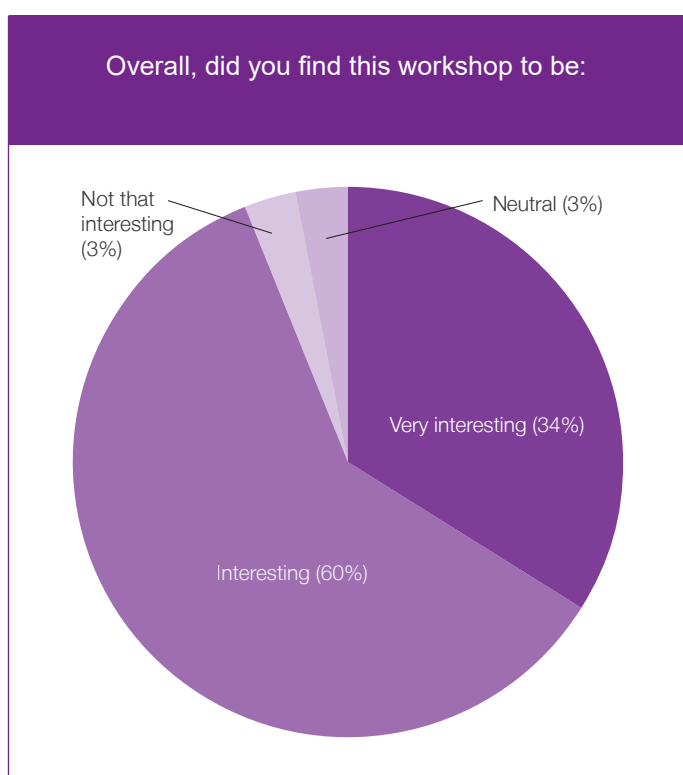
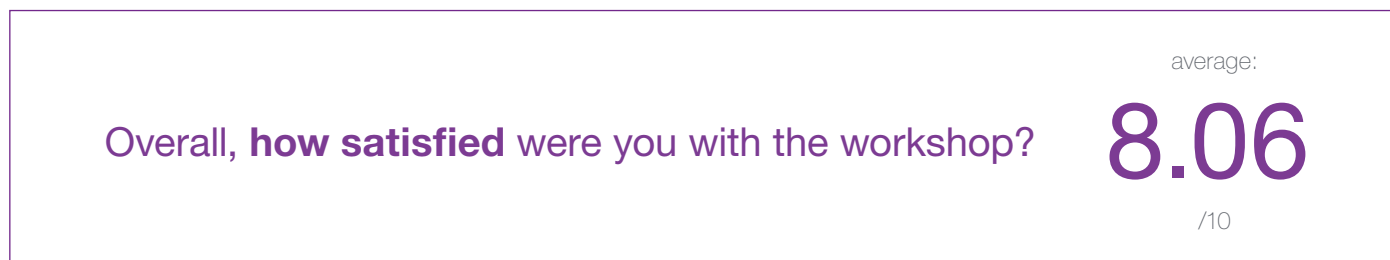
“The social obligations team and the innovation team are different. They collaborate, but they need to do that more. Also, the innovation team should make sure of the great networks and links with people working with vulnerable people that the social obligations team has.”  
**Charity / NGO**

“There are certain communities that are going to be able to come up with an idea but might not be engaged in this process. To hear from those people, you will need to take a proactive approach.”  
**Charity / NGO**

“I think it’ll be the ones that are already engaged that come forward, but often it’s the one person that’s got the cure for cancer who hasn’t been asked for the cure for cancer that we have to find.”  
**Business representative**

## 7 | EVENT FEEDBACK

At the end of the workshop, stakeholders were asked to provide their feedback on the format of the workshop itself via an online survey. The feedback is summarised below.

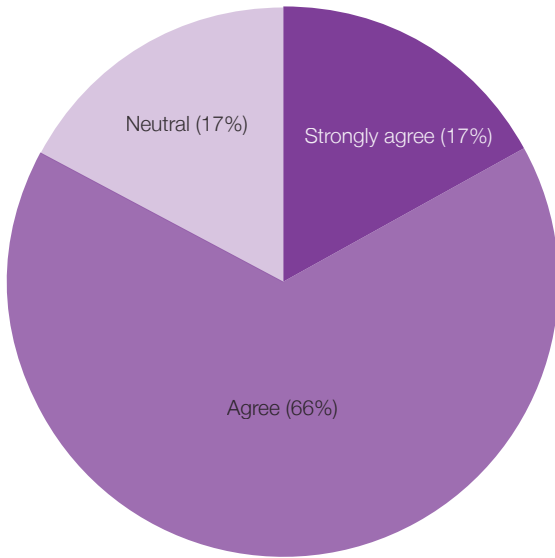


“Management of the breakout group worked very well.”

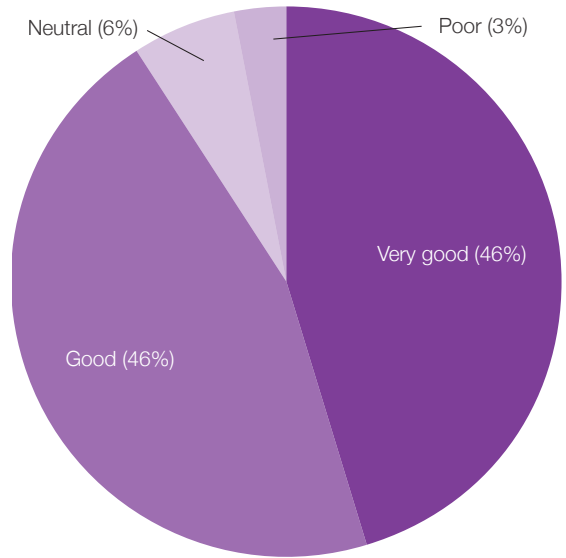
“A good mix of participants and being able to contribute whilst also receiving informative info – thank you.”



Did we cover the right topics for you on the day?



What did you think of the way the workshop was chaired by your facilitator?



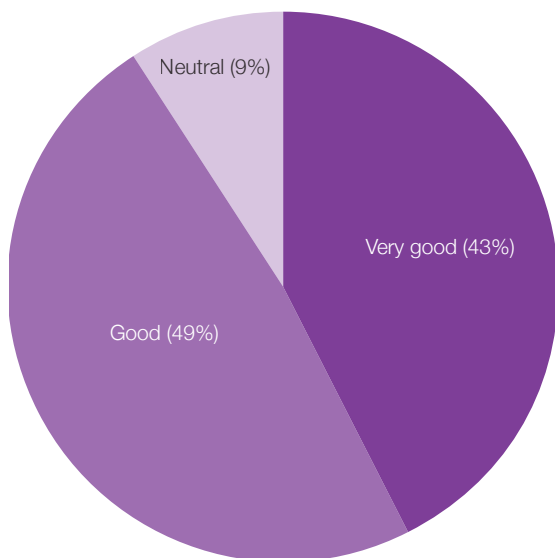
“Would have liked more time to hear about your innovation work and how we might take part in some of the projects, e.g. raising awareness, education.”

“The innovation and the energy transition presentations were very informative.”

“[The facilitator] was excellent... and included all participants.”

“Very interesting to observe how it was facilitated.”

### How well do you think the online format worked?



“As good as it can be online but less chance for wider discussion and networking and inevitably not as good as WPD’s usual stakeholder engagement events.”

“Face to face teases out other points from quieter participants.”

### Any other comments?

“Good to see the innovation team adapting to the additional needs of vulnerable and post-Covid disadvantaged.”

“In-person is good but online works well.”

“Thank you, I found the workshop very interesting.”

“Thank you for today’s workshop, which I found interesting and enlightening. It was a pleasure to contribute today and most encouraging to hear about the vast amount of thought, work and effort that is clearly being invested into this crucial area.”

“I always find these stakeholder engagement workshops productive but found this format even better. It really allowed effective engagement.”

“This workshop was excellent.”

“It is all about the right balance between presentation and discussion, although the discussion was ‘very managed’.”

“Useful session.”

“Very good presentations and workshops.”

“Generally worked well. Not sure if we lost some stakeholders in the Net Zero conversation.”

“Thank you for running the workshop.”

“I think you need to do more work with energy organisations as you are in a unique position to drive innovation and partnership forward. For example, targeting all large local authority social housing for smart meters and running alongside fuel support projects. That way you will not be leaving people behind.”

“I would have liked to see representatives from the vulnerable fuel poverty sector, as well as young people from schools, universities and workplaces.”

“This workshop was good.”

“A very enjoyable event – thank you.”

“I really enjoyed the event. There was a lot of information to digest – it would be worth doing a follow up.”



