

Western Power Distribution Stakeholder Workshop: Plymouth 20 January 2015



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1. Introduction

Western Power Distribution (WPD) submitted its draft Business Plan in 2013 as part of Ofgem's most recent price control, R110-ED1. The plan was produced following sustained engagement with stakeholders and was fast-tracked by the regulator in 2014.

WPD is committed to continued engagement with its stakeholders over key decisions. The company identified two areas of focus for engagement going forward:-

1. The delivery of WPD's plans and improvements to their services
2. Key, long-term priorities that will change the way WPD operate in the future

In January 2015, WPD hosted six workshops across its network area in order to get feedback from stakeholders on the two areas identified above. The first of these workshops took place at St Mellion International Resort near Plymouth on 20th January 2015.

Westbourne (WB) was appointed, as a specialist stakeholder engagement consultancy, to independently facilitate the stakeholder workshop on behalf of WPD and neutrally report back on the outputs.



Each of the workshops featured presentations by senior WPD representatives followed by roundtable discussions and electronic voting on set topics. The roundtable workshops were facilitated by trained WB facilitators and stakeholders' comments were captured by WB scribes.

Where possible, verbatim quotes have been noted by the WB scribes. However, comments were not attributed to individuals in order to ensure that all stakeholders could speak as candidly as possible. In some cases, individual tables did not answer all questions. Where this is the case, the table has not been included in that section of the report.

This report is a recording of the outputs from the stakeholder workshop. A copy of the presentation given by WPD can be found [here](#).

2. Overview of the workshop

There were three discussion sessions within the overall workshop that provided an opportunity for stakeholders to review the Business Plan and provide WPD with feedback. The discussion sessions were as follows:

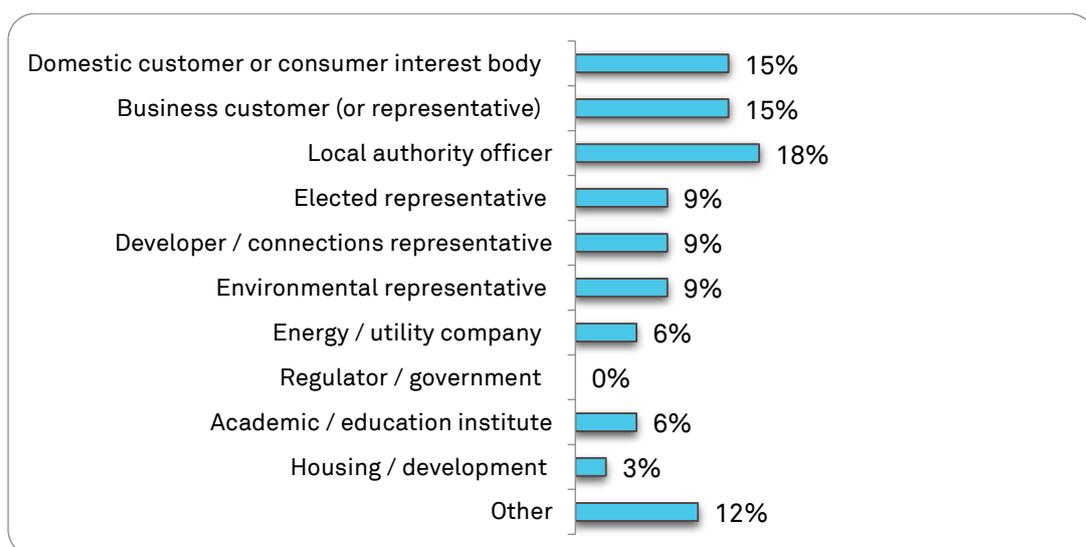
- **Workshop 1: Short – medium term – WPD’s Business Plan & reporting.** The first workshop involved a discussion on WPD’s Business Plan, specifically on which areas interested stakeholders most and how they would like to be kept informed.
- **Workshop 2: Long term – strategic priorities impacting the future of electricity networks.** The second workshop involved a discussion on the strategic priorities that impact the future of electricity networks. This included an interactive session where the group ranked the priorities as high, medium or low.
- **Workshop 3: Long term – starting to address these priorities.** The third workshop involved a more detailed look into two specific long-term priorities: *Customer Awareness of WPD* and *Affordability and Vulnerability*. Stakeholders were able to vote individually on what they believed to be the best actions in these areas.

Attendees

A total of 34 stakeholders attended the workshop. There were a range of representatives from different backgrounds, including the domestic, business, local authority, developer/connections, environmental, energy/utility, regulatory/government, academic/education, housing/development, and voluntary sectors.

Stakeholders were asked to identify themselves as one of ten listed stakeholder types or select ‘other’ if none of the options matched. The results can be found below:

What type of stakeholder are you?



Alongside those attending in a personal or domestic customer capacity, the organisations represented were:

- National Farmers Union
- Boyton Parish Council
- Cornwall Chamber of Commerce and Industry
- Stephens Scown
- Diptford Parish Council
- National Energy Action
- Tamar Valley Area of Outstanding Natural Beauty
- Inazin
- British Red Cross
- Amey
- Plymouth Manufacturers Group
- University of Exeter
- Kier
- Cornwall Marine Network
- Kier
- Destination Plymouth
- Duchy of Cornwall Office
- Wave Hub Ltd
- Plymouth Citizens Advice Bureau
- Lanteglos by Fowey Parish Council
- University of Exeter
- Cornwall Council
- Dorset Association of Parish & Town Councils
- Exeter City Council
- Plymouth City Council
- NF Management Services
- Yarlinton Homes
- South Hill parish Council
- Boyton Parish Council
- Cornwall Business Partnership
- Dorset Association of Parish & Town Councils
- Teignbridge District Council
- West Country Renewables
- Tamar Valley Area of Outstanding Natural Beauty

3. Summary of feedback

Workshop 1. Short-medium term – WPD’s business plan and reporting

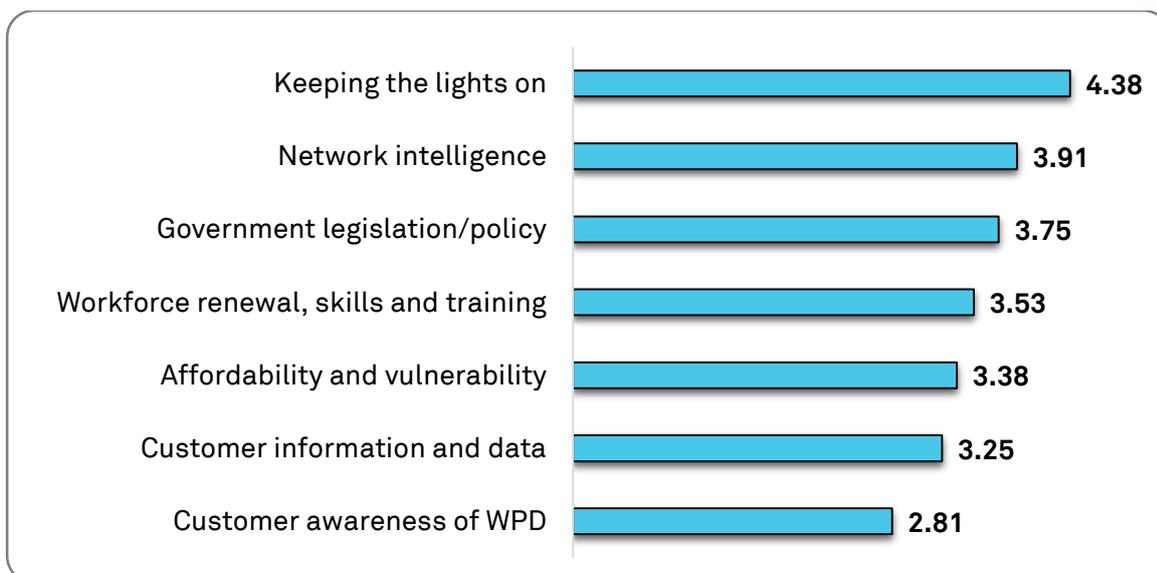
- The areas of the business plan that prompted most interest from stakeholders across all sectors were **social obligations** and **reliability**.
- **Connections** was also often identified, although this was largely raised by those who work directly with connections.
- Stakeholders were generally split on whether a **summary** or a ‘**traffic lights**’ version of the report would be more suitable, although a number of stakeholders suggested **using all methods**, allowing stakeholders to decide for themselves.
- When stakeholders were asked how they would like to be updated on the plan, the clear preference was by **email** or **online updates**.
- Similarly, a **high-level email** and **online updates** were the most popular methods for providing customers with an update on the impact on their bills.
- Some stakeholders however, questioned the level of interest customers would have in WPD’s impact on their bills.
- Some stakeholders wanted **more information** on the eight year plan and its impact on the local area so that businesses could factor infrastructure changes into their own plans.



Workshop 2. Long term – strategic priorities impacting the future of electricity networks

- **Keeping the lights** on consistently proved the most important priority for stakeholders, coming top at every table except two (where it was still categorised as a ‘high’ priority).
- On occasion this was level with **workforce renewal, skills and training**, which was often seen as a necessary move to ensure the ‘lights stay on’.
- **Customer awareness** was very often the lowest priority with some confusion over who the customer was and how awareness was defined.
- **Affordability and vulnerability** was seen as a low priority as well, with some stakeholders saying it should be split into **two separate** priorities.
- During discussions, some stakeholders felt there should be a strong push for substantially **more undergrounding** of pylons, despite the larger initial cost, as maintenance and materials will be significantly cheaper.

Following the workshop session, stakeholders were asked to vote on the priorities, ranking them in order of importance, with 1 being of no importance and 5 being highest importance.



Workshop 3. Long term - Starting to address these priorities

Customer awareness of WPD

- A number of stakeholders made suggestions for alternative activities that were not included as part of WPD’s plan for raising customer awareness. The most popular suggestions included [partnering with other organisations](#) such as energy suppliers and [targeting community level partners](#).
- During table discussions, the most popular initiative proved to be [engaging with schools](#), with stakeholders wanting more active engagement, like encouraging careers in engineering. The second most popular activity was [expanding the website tools and leaflet information](#), although some stakeholders expressed concern over the likelihood of delivered leaflets just being thrown away.
- The idea of [traditional advertising](#) (in local newspapers and national television) was not supported. It was commented that WPD ought to look at the most cost effective way at reaching large numbers of customers.

Stakeholders were asked to cast a vote by placing a sticker next to their preferred initiative. The outcomes of this are shown below.

Initiative	Votes
Expanded schools education activities - safety plus wider information	25
Expanded website tools and leaflet information (distribution via targeted partners)	23
Expanded social media presence and smartphone apps	14
More direct mailings	13
More local media advertising (radio & newspaper)	6
More television advertising	4

Electronic voting results

Following the workshop discussions, stakeholders were asked to vote using their electronic keypads.

- The most popular action identified was [expanded schools education](#) with 34% of the vote.
- The second most popular action was [expanded website tools and leaflet information](#) with 28% of the vote.
- In a separate question, stakeholders overwhelmingly voted [more television advertising](#) as the least popular action with 55% of the vote.

Affordability and Vulnerability

- There were far fewer suggested initiatives identified by stakeholders in the affordability and vulnerability section than for customer awareness of WPD, with only two additional activities suggested. Of these, only [building partnerships \(including referral schemes\)](#) won votes from stakeholders.
- During table discussions, the most popular initiatives proved to be [improving the data held on the Priority Service Register](#) and delivering [practical support to improve vulnerable customer resilience](#).
- [Establishing a “hardship fund”](#) proved to be the least popular option, with many attendees arguing it did not address the root cause of fuel poverty and warning that it could be counter-productive.

Stakeholders were asked to cast a vote by placing a sticker next to their preferred initiative. The outcomes of this are shown below.

Initiative	Votes
Investigate the feasibility of network solutions to tackle fuel poverty	27
Improve the data held on our Priority Service Register	20
Practical support to improve vulnerable customer resilience	17
Identify fuel poverty hotspots and existing initiatives/schemes	13
Fuel poverty referral schemes	8
Establish an 'affordable warmth innovation scheme' for not-for-profit agencies	8
Establish a "hardship fund" for qualifying domestic customers	2

Electronic voting results

Following the workshop discussions, stakeholders were asked to vote using their electronic keypads.

- The most popular action identified was [investigating the feasibility of network solutions to tackle fuel poverty](#) with 26% of the vote.
- The second most popular action was [improving the data held on the Priority Service Register](#) with 23% of the vote.

- In a separate question, stakeholders overwhelmingly voted **establishing a “hardship fund”** as the least popular action with 64% of the vote.

Written Feedback

- 67% of attendees found the workshop **very interesting** while 33% found it interesting.
- 57% of attendees **strongly agreed** with the statement that they had the opportunity to make their points and ask questions. 43% agreed with it.
- 25% of attendees **strongly agreed** that the right topics had been covered, while 70% agreed and only 5% (one attendee) disagreed.

Stakeholders were also given a chance to make additional comments on the feedback form. These included *‘a good mix of delegates on my table and the supporting information was well presented. It was good to hear other points of view and priorities’*; *‘good timings which stuck to the schedule. It was fun to have audience participation’*; *‘I was particularly impressed by the electronic voting’*; and *‘WPD need to be better engaged with the local/regional economic growth agenda.’*

4. Workshop 1: Short-medium term – WPD’s Business Plan & Reporting

The first workshop involved a discussion on WPD’s Business Plan, specifically on which areas interest stakeholders most and how they would like to be kept informed.

4.1 Which Business Plan areas interest you the most?

This question referred to the key areas of focus for WPD’s Business Plan. The following areas were discussed:

- Safety
- Reliability
- Environment
- Connections
- Customer Satisfaction
- Social Obligations

Table 1:

- An academic/education institute representative said *‘as a university, we are most interested in research, like upgrading future supply and what the supplies are. It’s about how you go about developing your system in the future. I’m based in Cornwall as well, so social obligations are very important to me. These are the ones I’m most concerned about.’*
- An environmental representative saw environmental impact as the most important issue, adding *‘it’s an area of concern – growth of suppliers and number of solar farms. With very little to distinguish the boundaries, we are keen to raise the bar for future connections. Social obligations are important for communities, particularly working on energy saving and fuel poverty.’*
- A business customer/representative stated *‘you need to make sure your business is reliable and cost effective. Environment is increasingly important, but interestingly businesses are becoming more aware of their carbon footprint and they want to be more sustainable. They want to see what WPD is doing to help them get to that goal. Social obligations is important as well as we have very deprived areas in the city and we need to understand what can be done to help people living there.’*
- A developer/connections representative added *‘I agree with everyone entirely. I would like more transparency from distribution network operators (DNO), who hide behind Ofgem. We need to work together to find different forms of energy.’*
- An environmental representative however, felt *‘the engagement with DNOs has been quite positive, I don’t feel there is a lack of transparency.’*

“ I would like more transparency from DNOs.”

- An academic/education institute representative stated *'what I sense is that one of the challenges that the energy market has is that it's not a very well respected sector at the moment. I was speaking to one of the big six utilities, and they said there is a job to do in terms of image - the energy market has a lower image than banks. It comes back to who is responsible and how you link it to things like social responsibility. It's a supplier challenge rather than a DNO challenge so there needs to be a clear line in responsibility. You've actually got to future proof your system so you can facilitate whatever the power input source is.'*
- A developer/connections representative however, argued *'I just don't think the system is set up for that.'*

Table 2:

- A housing/development representative said *'social obligations is the most important issue for me. Many thousands of vulnerable customers are affected more and more by fuel poverty.'*
- A housing/development representative pointed out that *'safety, environment and customer satisfaction are things I would be looking at. WPD is very clear that they will give number one customer satisfaction in the country, and that is relevant because if Western Power has failed, the other companies in the production line have failed.'*
- A developer/connections representative brought up connections saying *'it would be useful if there was a system so that one could find out how much spare capacity one has.'*(S)he added that *'another issue is storage. I am not sure where WPD is in terms of providing storage which could decongest the grid.'*
- A developer/connections representative highlighted that *'social obligations are tied up very much with opportunity and technology for villagers.'*



Table 3:

- A developer/connections representative felt that *'continuity of the supply and the need for it to be stable'* was the most important part of the business plan.
- A local authority officer highlighted that *'land owners want to make sure equipment is safe. Connections are important.'*
- An energy/utility representative however, emphasised the role of social obligations, explaining that they *'are important especially for the elderly.'*

- An academic/education institute representative commented that *'connections, transparency and security of supply are of most interest in the business plan.'*
- A voluntary organisation representative stated *'understanding the importance of the groups like British Red Cross for vulnerable people'* is of interest in the business plan.
- An environmental representative commented that *'detail on how you prioritise landscape and visual impact'* are important.
- A developer/connections representative commented that the *'current reports from WPD are sufficient. I like the time-scales, the detail is significant, giving information on faults and repair dates. That's what I need.'*
- A representative of an academic/education institute said *'I would like details on the eight year plan and what it would mean to the local area, and as a business I want to know where that money is going to go so we know how to treat our own infrastructure.'*
- A voluntary organisation representative added that (s)he is *'interested in the number of deployments, as part of an approach on vulnerability. If we do have to deploy and provide support, who is providing the follow up report. Would it be WPD?'*

Table 4:

- A domestic customer/representative stated *'the thing that affects most people whether public or private is reliability.'*
- An elected representative questioned *'most important to whom? You refer to customers - who exactly are they? Doesn't how much information you give them depend on who you are presenting to?'*
- A domestic customer/representative remarked that *'as a domestic customer, I would say if you send hard copies go for the summary, but at least have a more detailed version available online. I can't see why they are not all online already though.'*
- A business customer/representative commented that *'I would have thought you need the option to see all of them online too, most of the paper I get goes into the bin.'*
- A housing/development representative agreed, *'yes that way you can boil it down to simple information, but make it available online too so that you can still drill down to any important detail.'*
- A voluntary organisation representative highlighted *'certainly the answer would be customer satisfaction and reliability. Social obligation is aimed at the customer base along with reliability, as everyone wants the lights on. Customer satisfaction is crucial too as if something goes wrong they want it fixed fast.'*

“ The thing that affects most people whether public or private is reliability.”

- A business customer/representative felt that *'the environment is very important too. These improvements can't always come at the cost of the environment. A genuine partnership between the two is needed.'*

Table 5:

- An elected representative felt *'reliability is most important'* and the point was met with general agreement on the table.
- A business customer/representative raised the role of the media and the impact of *'media scaremongering.'*
- An elected representative said *'there are lots of power cuts in my area (rural) which is inconvenient for residents, and sometimes they are not informed.'*
- A business customer/representative made clear they were *'concerned that in the South West, we're at the end of the line. If there's a national demand we will be the last to be supported.'*
- A business customer/representative agreed *'this is a general concern for the West Country because we're far from Westminster.'*
- There was general agreement for this point.
- A housing/development representative suggested *'it would be interesting for the report to summarise what the key reliability issues are, I would like more details about what's at stake.'*
- An elected representative agreed *'more detail is needed. What causes the little power cuts?'*
- A local authority officer added *'this detail should depend on the areas, it should be regionalised, on a local level.'*
- A business customer/representative asked *'when will the new power come online? There are power stations closing down.'*
- An elected representative said *'recently there was a blow-out of a power line, with a fireball going up the post and back down again. This is a problem caused by power lines getting old and giving up. This has happened twice to the same set of telegraph poles, which has caused quite a lot of problems and I would like to know how often that's happening across the region.'*

Table 6

- A voluntary organisation representative said that they *'needed clarification regarding enhancement services.'*
- A local authority officer pointed out that *'safety, reliability and environment should be considered core responsibilities'*, although another local authority officer disagreed.
- A local authority officer pointed out that *'all categories are down to semantics.'*

- A voluntary organisation representative asked *'how do you measure vulnerable areas?'*

4.2 How would you like to be kept informed of the progress of the Business Plan?

The stakeholders were asked how they would like to be kept informed. Specifically, what level of detail they would like, how frequent the communication should be, and how the information should be relayed.

Table 1:

- An environmental representative said *'I guess none of us have time to read detailed reports, so if there are shortened summaries with the option to read the detailed summaries, that would help. The traffic light system helps to flag up how you're doing. Sometimes when there are areas of best practice, case studies can work quite well.'*
- An academic/education institute representative replied *'we want to know what your challenges are and access information regarding that. I would like openness with the plan and some level of detail to interpret your challenges and sometime even contribute.'*
- A business customer/representative said *'keep it simple. There is a lack of time, so drip-feeding information and being able to access the detail is the name of the game. The headline message needs to be succinct as we don't want to give them too much all in one go.'*

Table 2:

- A housing/development representative said their preferred option would be *'online and sending us a report through email.'*
- A housing/development representative added *'the best way is up to date and accurate online reporting, as everyone can get access to it. I think continually updating as things change is better than waiting for a 12 month period and then taking time to update it.'*
- A housing/development representative stated *'I prefer proactive engagement, so would rather WPD send the information to me.'*
- A housing/development representative raised the point that *'It is important for face to face engagement to be integrated with online engagement as well, such as an annual event with an opportunity to network and ask questions.'*

“ We want to know what your challenges are and access information regarding that. ”

- A developer/connections representative made the point that *'there is a vast amount of jargon and all sorts of weird procedures in the Business Plan which can be hard to understand.'*

Table 3:

- A local authority officer made the point that *'I'm looking for periodic reports. The most useful format is electronic.'*
- A local authority officer felt that *'covering the basic points and making it easy to digest is the best way to be kept informed.'*
- An energy/utility representative stated *'I'm used to lengthy detailed reports, from my view point a summarised report would make it easier.'*
- A local authority officer made the point that *'it would be helpful to have different levels of detail so that you can dip in and out of levels of information. I'd like a regular six month update, in different levels of detail.'*

Table 4:

- An elected representative mentioned that *'you're going to be talking about things that Joe Public is not going to be fascinated about. Their eyes will glaze over, so if you have the A4 digest for the public but still have the web addresses there for anyone who wants extra detail that would be ideal. I suppose from our point of view a digest would be best, and if there are any extra issues, we can go and check the website.'*
- A housing/development representative agreed, adding *'for those that want more information they can maybe click on a link via an email. But make sure it's a simple email with the link, instead of having all this junk within the email.'*

Table 5:

- An elected representative commented *'traffic lights are a bit too facile. For my needs, I'd like the short summary.'*
- A housing/development representative added *'it should be split into what we (WPD) said we've done and what we've actually done.'*
- An elected representative was concerned that *'it shouldn't just be a PR exercise.'*
- A housing/development representative added *'it should be reasonably summary-level.'*
- An elected representative asked *'can't there be a link on the internet for more details?'*
- There was general agreement that the reports should include but be more detailed than the traffic lights, with a degree of regionalisation and a link for more detail.

Table 6:

- A law firm representative said *'keep links to information on the web.'*
- A local authority officer pointed out that *'you don't always need a large level of detail.'*
- A voluntary organisation representative said that *'you need to be able to drill down into the data should you want to.'*
- A law firm representative said that *'quarterly or biannually would be best.'*
- A voluntary organisation representative pointed out that *'if you're reporting quarterly, will some metrics not change?'*
- A local authority officer asked *'who are we talking about when we're talking about handing information out? I would prefer to have information yearly and published online.'*
- A voluntary organisation representative said that (s)he *'would need an electronic copy, with the ability to request a hard copy.'*
- A local authority officer highlighted *'how do you identify who you want to communicate with?'*



4.3 How would you like to be kept informed of the impact of the delivery of the Business Plan on customer bills?

Stakeholders were asked to discuss what level of detail they would like to see on their domestic customer bills, what method of communication is most effective, and whether WPD should be responsible for the breakdown of this information.

Table 2:

- An elected representative said *'for people who want to know, a website is the place to have it though I suspect not very many people would be bothered.'*
- A developer/connections representative pointed to the *'immense ignorance in the general population about DNOs in general, as it is actually quite hard to explain. The role of DNOs needs to be explained in a simpler way.'*
- A housing/development representative agreed and added that *'when you are in the industry, you understand to a certain extent. But, for other people who just get an electricity bill, it's complicated. As you say, there should be a simpler way to explain that, perhaps in the form of a diagram on the website.'*

- A local authority officer felt that *‘for everyday customers, perhaps interaction should be wider. There should be a clearer role for WPD in the eventual energy bill a member of the public will get.’*
- A housing/development representative commented *‘frequency should be annually. Twice a year would be the very most.’*
- A housing/development representative said *‘engaging with social networks is important as well. Being online and engaging with customers such as through messaging them would be great.’*
- A developer/connections representative agreed and added that *‘texting would be a good option as well.’*

“ The role of DNOs needs to be explained in a simpler way.”

Table 3:

- A local authority officer stated *‘working within the council, there is a political interest in the customer bill. It would be nice to have something that is available periodically, is not complex and is short and quite consistent.’*
- A voluntary organisation representative commented that *‘you can’t solely rely on electronic sources. Large amounts of the community still don’t have access to it, so you need diverse options.’*
- A local authority officer argued that *‘you need to have options for people to be informed, like a phone or website on different levels of details.’*
- An academic/education institute commented that *‘the difficulty we have is the price breakdown and getting the message across that 60% of the bill comes from the generation cost.’*
- An environmental representative added *‘this is very true because you can create green or brown energy. There needs to be greater transparency.’*

Table 4:

- An elected representative questioned *‘do you send this out on the back of a customer’s bill or is it mailed out independently?’*
- A domestic customer/representative remarked *‘does Power for Life go to all seven million customers? Because I’m not sure I’ve seen it!’*
- A domestic customer/representative pointed out *‘the profile of WPD within the network and relating to the public really isn’t known.’*
- An elected representative complained *‘you get a lot in the post, but sadly if it’s not the bill you really don’t bother reading it!’*
- A housing/development representative agreed *‘yes exactly, does it affect you? If it does, you want to find out more and maybe look online but if it doesn’t, you will just stick it in the bin.’*

- A voluntary organisation representative asked *'is there value in doing it? From a customer's perspective is it just confusing?'*
- A business customer/representative added *'when we actually receive it, we will be able to comment on it!'*
- A domestic customer/representative stated *'if you do an email it's likely to be deleted. I think for the moment you have to stick with a hard copy, but then maybe I am just more cavalier with my emails. It should at least direct you to the website, my marketing people say if you put something in the window you've got less than 3 seconds to tempt people and it's much the same scenario!'*

Table 5:

- An elected representative said *'this is quite important and residents are concerned about bills.'*
- A housing/development representative added *'the information should give price information relative to the plan.'*
- A business customer/representative suggested that *'this should show what your money has been spent on.'*

Table 6:

- A local authority officer said that *'high level detail needs to be fed through to the supplier.'*
- Another local authority officer however, questioned this, saying *'it would be difficult to give this information to all of the providers.'*
- A local authority officer asked if WPD were *'talking about every customer you've got?'*
- A law firm representative thought *'it would be best to make it available on your website.'*

5. Workshop 2: Long term – strategic priorities impacting the future of electricity networks

The second workshop involved a discussion on the strategic priorities that impact the future of electricity networks.

5.1 Do you agree with the priorities identified?

The long-term priorities identified were as follows:

- Customer awareness of WPD
- Network intelligence
- Government legislation/policy
- Affordability and vulnerability
- Keeping the lights on
- Workforce renewal, skills and training
- Customer information and data

Table 1:

- An environmental representative stated that *'it's a little disappointing to not have the all-encompassing words – future sustainability and the impact on the environment. The disjointedness of the sector means that everyone has their responsibility for their particular section and the distortion is between the existing network and previous supply.'*
- An academic/education institute representative agreed saying *'I'm with sustainability. But keeping the lights on is the same sort of level of priority.'*
- A developer/connections representative stated *'for me affordability is a big issue, along with vulnerability. However you pretty much covered it. There are some things that are going to come out of the woodwork, and you can't predict everything, but you've done well.'*
- An academic/education institute representative felt that *'in terms of a long-term priority, there are things that need to be communicated better. However, it is covered broadly.'*
- A business customer/representative stated *'I have no idea if the businesses I help would know to call WPD if there is a power outage. That's why I'm here, trying to help and figure out the best way to help these businesses. I don't think the consumers would think about who to ring until the lights actually go out.'*
- (S)he added *'you have an issue with the way the communication is changing. We communicate using digital media, but we also have a street team of people on foot who literally go around speaking to people, post leaflets and get signatures. It is a challenge for businesses and even more so for consumers. If I get my bills, I chuck everything else in the bin to get it out of the way.'*

Table 2:

- The table came to a general consensus that the priorities identified were sufficient.

Table 3:

- A local authority officer said *'I agree with the priorities. I don't see anything missing.'*
- A voluntary organisation representative agreed, saying *'the priorities look good.'*
- An environmental representative argued that *'this was not the case in terms of the environment. There is information on gathering intelligence about customers but nothing talking about the need for a change in the infrastructure that provides it currently.'*
- A developer/connections representative stated *'I was surprised about the take up of network intelligence. I think as time goes by we should be looking at doing more and more underground. In the long run it is going to be cheaper for us all as there is greater resilience and less maintenance required. We should have a big push to go underground. I know there is a bigger initial cost, but over the long term the maintenance will be less.'*
- (S)he added *'The cost of materials is much smaller and it is not impacted by the weather.'*
- An academic/education institute representative said *'I don't see the priority... we have been told that electricity is the low carbon fuel of choice, and I don't see anything about WPD expanding the electric network.'*
- A representative of an academic/education institute said *'we would like to know if we should be investing in gas boilers. What infrastructure is WPD able to cope with?'*
- An energy/utility representative stated *'I am happy with the priorities that have been given.'*
- A local authority officer commented that *'in the long term we need to see changes in the energy market. Stakeholders will want to be more involved with WPD to support and facilitate the local generation of power. WPD will need to bring in all stakeholders including the local authorities.'*
- A local authority officer *'low carbon economy is important and capacity is needed.'*

“ I think as time goes by we should be looking at doing more and more underground.”

Table 4:

- (S)he added *'I do hate the expression "when the lights don't go on". It's not just when the lights don't come on, it's when the phone doesn't work and the web doesn't either, but the person you contact tells you to go online and send an email! It could be something as simple as a fridge magnet!'*
- A business customer/representative felt that *'from a business perspective the use of subcontractors is important. Often subcontractors are used for maintenance work for example: tree surgeons - so there is work to be done from that customer information in terms of finding out who actually works for WPD.'*
- A housing/development representative considered *'maybe for power outages a text message could be useful. I find at home if the power goes out the phone lines are out and so is the web, but maybe you could send a text message as my mobile phone is the only way I can communicate. Maybe there could be a way to deliver our phone numbers to you, and then you could let us know how long the power outage is for.'*
- An elected representative queried *'so how do you get peoples' phone numbers? What methods can you use to let people know?'*
- A domestic customer/representative highlighted that *'you are very good with people on the vulnerability register. I'm actually on it and you do tell me by text but mainly on the phone and it's all done very well. You need to expand that, and as technology increases I would stress you need other ways to do that than just the telephone.'*
- A business customer/representative commented that *'presumably there will come a time where you will be telling us when the power is gone, not us having to tell you! Is that just a theory at the moment or do you do that now?'*



Table 5:

- An elected representative thought *'these priorities sound sensible.'*
- Another elected representative asked *'where does green energy sit within that?'* adding *'green energy must impact heavily on supply.'*
- An elected representative said *'there is too much supply in my rural area and it has terrible effects because the network was not designed to take energy from rural areas away.'*

- A business customer/representative thought that *'it must put a tremendous pressure on the network when energy comes in unpredictable ways.'*
- An elected representative commented *'the transformers in the village are still operating at 260v, which is still above safety level.'*
- A business customer/representative stated that *'between Carland Cross roundabout and Chiverton we are seeing an enormous new solar power station, which is a huge blot on the landscape and a waste of fertile land.'*
- A business customer/representative asked *'whether skills development is done in-house?'*
- A business customer/representative commented *'there's going to be a ridiculous shortage of science, technology, engineering, and mathematics (STEM) careers, and WPD as a major STEM company should raise awareness about the careers available.'*
- A housing/development representative commented *'my company advertised through local radio to raise awareness of jobs. We are also heavily involved with the technical college in Newton Abbot, providing workshops.'*
- There was general agreement that there is too little awareness of STEM careers.
- A business customer/representative said *'there are challenges around urban areas, and then also rural areas with different needs. How does this generic plan deal with this sort of polarity?'*
- A business customer/representative commented *'there is EU funding available for skills in this area.'*

“ There’s going to be a ridiculous shortage of science, technology, engineering, and mathematics careers. ”

Table 6:

- The table came to a general consensus that the priorities identified were sufficient.

5.2 Is there anything missing?

The stakeholders were asked if they thought anything was missing from the priorities identified.

Table 2:

- An energy/utility representative complained that *'one thing I thought that was missing was new kinds of technology such as affordable energy storage. Something like that could have a major application.'*

- A housing/development representative made the point that *‘adaptability to change needs to be a priority. Technology is changing very quickly and WPD needs to be able to keep up with that and not be left behind.’*
- A housing/development representative supported this view and said that *‘being adaptable and facilitating new technology has to be right up there.’*
- (S)/he pointed out that *‘with other utilities companies we work for, they have missed the boat and have been left behind entirely. If your business plan does not include these new technological improvements, you are suddenly eight years behind.’*
- A housing/development representative said *‘we have to build an extra 3,000 properties. It makes me wonder if WPD knows about these sort of plans and if they are preparing for the fact that housing stock is rising across the nation.’*
- A developer/connections representative felt that *‘one of the things which slipped through the network for the part about vulnerability is the eco scheme.’*

Table 3:

- A local authority officer said they *‘would like to see WPD engage with Ofgem’*
- A representative of an academic/education institute added *‘the government is making a low carbon economy a priority, but this does not seem to be reflected in WPD’s priorities.’*

Table 4:

- An elected representative felt that *‘you need to inform people before you get the technology out there. Communication channels need to be widened, but also you have several people around here such as County Councils or voluntary organisations, which are all channels of communication you could use.’*
- A housing/development representative said *‘can I just say from the farming community that most people don’t use twitter! Their primary source of contact is the mobile phone, so that’s an important aspect to get right. A good idea would be running a morning advert or delivering a fridge magnet to let people know they can give their mobile numbers to the company so they can in turn let people know when the power will come back on.’*
- A domestic customer/representative said *‘can I say for people and areas where the mobile phone signal is terrible, for instance in remote parts for Dartmoor, there is no way they will get a text message!’*
- A voluntary organisation representative added *‘let’s look at this seriously; many companies abuse the mobile numbers they get. There needs to be contracts, to stop companies selling on phone numbers. It would be a great service to receive a text message to say how long the power will be out, but it’s a very important point to ask if I trust the brand enough to give my mobile phone number and not sell it on to other companies!’*

Table 5:

- A business customer/representative asked about gender balance. *'What are the moves you're taking to try and encourage women into the industry?'*

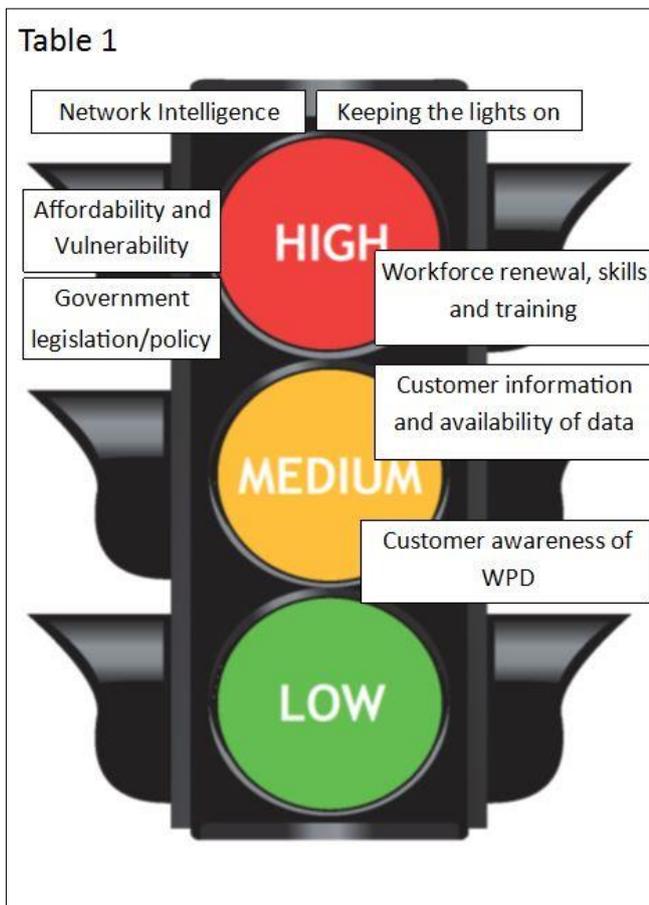
5.3 Which are most important to you and why?

Stakeholders were involved in an interactive session where the long term priorities were ranked in order on a traffic light board. Each stakeholder was able to provide input on where they thought the priority should lie – high, medium, or low. At the end, each stakeholder was able to vote individually to ensure everyone's opinions were accounted for.

Table 1:

- A developer/connections representative said *'I think keeping the lights on is more important than customer awareness. I believe it's a low priority.'*
- An academic/education institute representative asked *'who is your customer? Who are you trying to gain customer awareness from? There needs to be clarity around that.'*
- A business customer/representative felt that *'if you don't have a customer, then you don't have a business. The best way to deal with your customers is to deal with their complaints.'*
- A business customer/representative said *'providing the power is your purpose, everything else has to support that. So it's all about what feeds into keeping the lights on. Regardless of what we prioritise, there is a natural order.'*
- A developer/connections representative stated *'I believe network intelligence is a high priority.'*
- An academic/education institute representative agreed, stating *'I think we need to be constantly looking at the future and network intelligence is future looking.'*
- A business customer/representative however, argued that *'it's a long term goal, so it needs to be a fairly medium priority as it's looking towards the future.'*
- A developer/connections representative stated *'intelligence around distributed generation is very important. Again, it all comes back to security.'*
- A business customer/representative stated *'it is European policy that's going to impact on you more, in terms of government legislation and policy. It's also more long term.'*

- An academic/education institute representative said *'it's really hard to judge for me. I just find it difficult because government policy can change on a whim so governance is difficult to predict, define, and manage.'*
- A business customer/representative stated *'it is going to be a long-term thing isn't it? It's things like housing insulation policy, so that was stretched out over a longer period of time.'*
- An academic/education institute representative asked *'aren't you helping determine policy? That must be the approach, not to be responsive but proactive.'*
- A business customer/representative added *'you should be looking at managing these things over a long period of time.'*
- A developer/connections representative felt that *'affordability and vulnerability is something I would want to focus on and something that is important to me and my business.'*
- A business customer/representative agreed *'affordability and vulnerability are important and high priorities. Keep the prices down and help the vulnerable.'*
- A business customer/representative stated *'no point in existing if you can't provide the power! Keeping the lights on is a top priority for me.'*
- A developer/connections representative stated *'I think they've done a really good job in keeping the lights on, I haven't had many power outages in the past few years.'*
- A business customer/representative thought WPD needed to *'develop mechanisms to help businesses understand what needs to be done for storm and bad weather resilience. For big businesses it's not so much of an issue as their head offices are going to think of it and develop plans. But for small businesses in this sort of area and this sector, a lot of them will be too busy or won't have enough time to develop a plan to keep the lights on.'*
- An academic/education institute representative added *'I personally think workforce renewal, skills and training is a high priority. It could mean working in education, allowing young people to gain skills.'*



“Affordability and vulnerability are important and high priorities. Keep the prices down and help the vulnerable.”

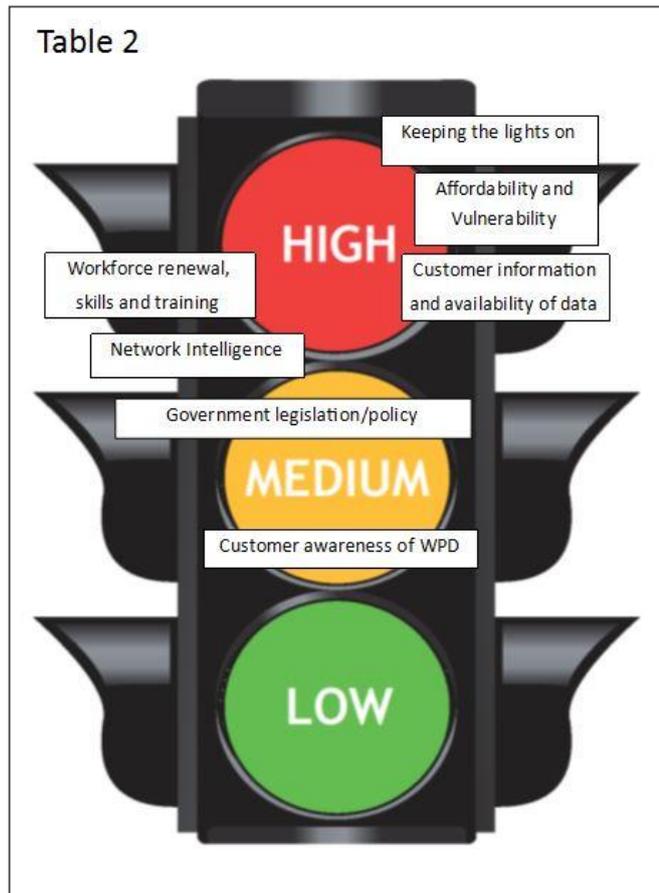
- A business customer/representative added *'it's really important for the community. Young people may not understand what employment opportunities are there for them. If you can demonstrate what the options are for them then it's great.'*
- An academic/education institute representative agreed, saying *'this population is under-skilled and under paid, if people gain the right skills then there can be better recruitment.'*
- A business customer/representative stated *'it comes back to not having enough people in engineering and technology. You should be educating them quite early on in the sector and offer it to them as career paths all the way up.'*
- A developer/connections representative felt that *'electrical engineering is a diminishing trade and it's difficult to sell. We need to attract people back into it. It doesn't appear to be an attractive career and we need to fix our image.'*
- An academic/education institute representative believed *'gender balance is important as well. Again speaking from an employer point of view – we are very concerned about ethnicity and gender balance. We are promoting women in the work force. For us it's quite important. I think we're seeing almost as many female students in engineering as male.'*
- An academic/education institute representative stated *'I think information is quite important for a customer, so customer information and availability of data should be important to WPD.'*
- An academic/education institute representative agreed stating *'it's going to be a useful tool.'*



Table 2:

- A local authority officer felt keeping the lights on should be the top priority and said *'for anybody who has got a reliance on electricity, such as general maintenance, that is going to be of vital importance to them.'*
- A housing/development representative added *'also for commercial business who employ people in the South west which cannot operate without power.'*
- A developer/connections representative commented *'we have half a million people at risk of being cut off and if it's between Cornwall and Bristol, we know who is going to be cut off – it is not going to be Bristol.'*

- (S)he felt that *'we are very vulnerable here and get more and more transmission losses the more South Western you go. It is definitely a major thing for us.'*
- An elected representative considered that *'it's because things have been so good for so long that people are not prepared for power cuts. It is not easy to get people prepared for something that they have not been used to.'*
- There was consensus that customer information is of high priority.
- A housing/development representative was of the opinion that *'there are other energy distribution companies and suppliers which have the information. Duplication of information is not really necessary.'*
- A housing/development representative agreed that *'people who want to find the information will search for it and find it. Most of it is probably already there as long as you look for it. I don't think it is necessary for WPD to be as proactive.'*



- *'it is probably already there as long as you look for it. I don't think it is necessary for WPD to be as proactive.'*
- There was consensus that workforce renewal should be high but a lower priority than keeping lights on.
- An energy/utility representative pointed out that *'if you have not got the work force, you cannot keep the lights on.'*
- A developer/connections representative stated *'it is an important thing definitely, and something we need to think about constantly.'*
- A local authority officer considered that *'government legislation and governance is a wildcard.'*
- A developer/connections representative argued that *'it is a priority. We are under pressure to achieve 50% renewable energy by 2020 and we are only at 4%.'*
- Customer awareness of WPD was broadly agreed to be a medium priority.
- A developer/connections representative said *'the problem is that public don't really have a direct connection with WPD unlike their relationship with suppliers.'*
- A local authority officer highlighted that *'network intelligence should be a high priority. Knowing where the networks are and keeping them maintained are a fundamental necessity to keeping the lights on.'*

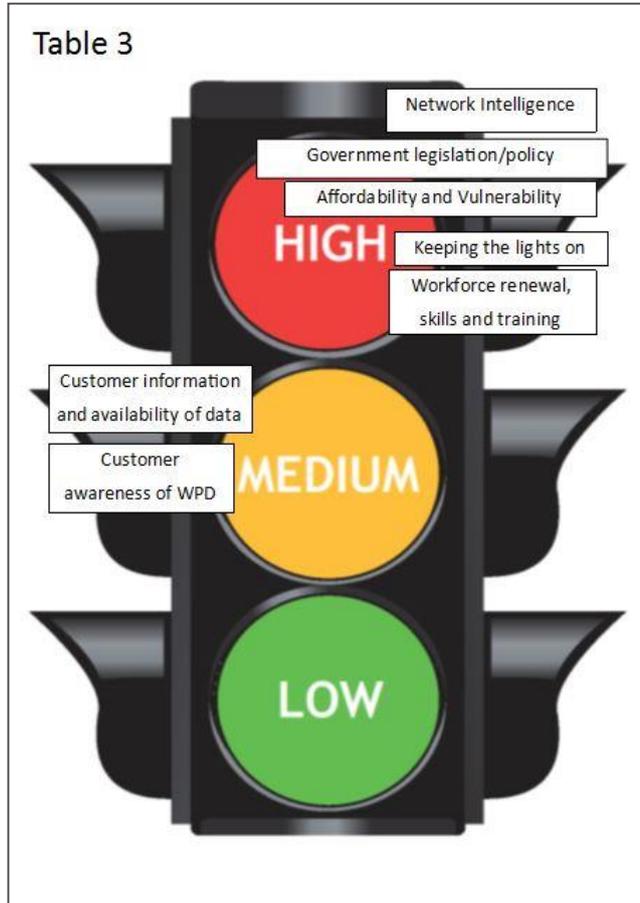
- A local authority officer agreed and stated *'technology and improvements should probably be just below the first two priorities. In the South west, there is such a large market for renewables and WPD should definitely be prepared to tap into that.'*
- A business customer/representative also added that *'network intelligence is really important in the smart grid, especially if you want to be developing renewables.'*
- An elected representative suggested that *'government policy should be higher. WPD looks like it could benefit the most from smart meters but the role of installing it seems to fall on the suppliers. There seems to be some kind of mismatch in the present structure which could be fixed with legislation.'*
- A developer/connections representative considered that *'the amount of effort going into energy will throw up one or two things which will surprise everyone and might throw a wrench into this 8 year business plan.'*

Table 3:

- A voluntary organisation representative felt that customer awareness was a *'low priority because it does not really matter for this exercise.'*
- An environmental representative agreed that customer awareness should be a low priority.
- A developer/connections representative argued that customer awareness was a high priority as *'WPD needs to know their customers and it should be essential.'*
- A local authority officer disagreed, arguing that it was a medium priority.
- An energy/utility representative felt customer awareness was a medium priority.
- An academic/education institute representative suggested customer awareness should be a low priority.
- Another representative of an academic/education institute felt that network intelligence was a *'high priority as it will enables WPD to minimise the capacity of the network.'*
- An energy/utility representative stated that network intelligence ranked as a low priority.
- A local authority officer suggested network intelligence was a high priority as *'it helps replace capacity.'*
- A local authority officer agreed that network intelligence is a high priority.
- A voluntary organisation representative commented that network in intelligence is high priority because if *'you can understand the network, you might not have much vulnerability.'*
- An academic/education institute representative made the point that government legislation and policy was a high priority because the *'university has to reduce their carbon usage and understanding the framework between the Government and WPD is vital to achieve this.'*

“ Workforce renewal and skills training is the back bone of the system.”

- An energy/utility representative felt that Government legislation and policy is a high priority.
- A local authority officer said Government legislation and policy is a high priority, *'it is not an option. We don't have a choice or we will be penalised.'*
- A developer/connections representative said government legislation and policy ranked as a high priority and pointed out that *'it is a partnership.'*
- An environmental representative argued government legislation and policy are high priorities as *'there is planning policy, social policy, economic policy, and they do not always tie together. The government is always changing policy and we need to be kept informed. There is a drive for solar vs wind now and we need to understand those issues.'*
- A voluntary organisation made the point that affordability and vulnerability are high priorities.
- An environmental representative argued affordability and vulnerability are high priority because *'there is an increase in both these areas.'*
- An academic/education institute representative felt that affordability and vulnerability are *'not relevant from a universities perspective.'*
- A developer/connections representative felt that keeping the lights on was a high priority as *'it is essential and is WPD's business.'*
- A local authority officer felt that as priorities go keeping the lights on is *'high, the highest. It would be nice to never have any outages. It is important for economic and health security'*
- A local authority officer stated *'it is the highest, if something went wrong things would grind to a halt.'*
- An academic/education institute representative said *'it is such a high priority that we are creating back up power options from our own money.'*
- An academic/education institute commented that workforce renewal and skills training *'is the same as keeping the lights on. You need the right skills to keep the lights on.'*
- An energy/utility representative pointed out *'that workforce renewal and skills training is going to impact on how you support the vulnerable too, so it is a high priority.'*



- A local authority officer said *'workforce renewal and skills training is the back bone of the system.'*
- A developer/connections representative stated *'that "there were a lot of employees 20 years ago and now that they are reducing you need to replace the workforce. You need to be able to maintain the workforce and train them to do things WPD do.'*
- An environmental representative argued workforce renewal and skills training *'goes hand in glove with keeping the lights on and supporting the vulnerable. What I don't see is scope for replacing the amount of people who are leaving or are there plans to expand?'*
- A voluntary organisation representative said customer information was a medium level priority.
- An environmental representative agreed.
- A local authority officer commented that customer information was a medium priority, while an energy/utility representative felt that it was a high priority.
- An academic/education institute considered customer information to be a medium priority but argued *'it should be part of network intelligence. I'm not sure why there should be two different categories.'*

Table 4:

- A voluntary organisation representative pointed out *'that is the problem, keeping the lights on is what it's about, the rest of these priorities support that priority. So that's the high one, the rest are below. Its fine saying they're all important but you won't get anywhere.'*
- A business customer/representative stated *'customer awareness of WPD is very low here; you say maybe it should be higher as you want to engage with them. Are you saying that your operatives and vans will become more obvious or is it just that the customer is able to find out and know about you? I wouldn't put that as high as other priorities. I'd put it in the middle compared to the other priorities.'*
- A domestic customer/representative agreed *'yes it's not a huge problem to deal with.'*
- A domestic customer/representative remarked *'customer awareness is important, if you have a problem its desirable to find out who you're buying from.'*
- A voluntary organisation representative said *'it's about keeping the lights on. A driver of that is government legislation which governs prices along with costs.'*
- A business customer/representative argued *'government legislation is a long term priority of WPD's, but as a customer I don't care about the government legislation, I believe service and reliability is far more important. I don't want them to spend a*



disproportionate amount of their time on this point. It's not a high priority from a customer point of view.'

- An elected representative agreed, saying *'it needs to be from your point of view. From WPD yes it's a priority, but from a customer point of view it's not worth putting down!'*
- A domestic customer/representative mentioned workforce and skills as *'really important. It's a really key point.'*
- A voluntary organisation representative responded *'to be honest though I wouldn't expect to pay more for that! I'd expect a company to be doing that anyway! Why wouldn't you do that?'*
- A business customer/representative pointed out *'I expect it goes much higher than customer awareness.'*
- A domestic customer/representative questioned *'who will analyse all the information coming from smart meters?'*
- A voluntary organisation representative stated *'from a customer perspective it's keeping the lights on - everything else is secondary.'*
- A domestic customer/representative felt that *'vulnerability is high if you are vulnerable but is not especially high if you're not! However if you don't look after those vulnerable customers you will face serious criticisms.'*
- A voluntary organisation representative remarked *'from my experience you have to be very careful that you know what vulnerable means! There are a huge number of people in my experience that are disconnected because of affordability issues but are not classed as vulnerable customers.'*
- A domestic customer/representative commented *'what we are saying is vulnerability really links in with keeping the lights on for everyone.'*
- A business customer/representative argued that WPD should replace *'the word "vulnerable" with "affordable" which impacts 7.5million customers. I would hope that WPD tries to keep that percentage as low as possible. It gets challenging when you add "vulnerable", affordability is near the top, but vulnerable a little bit lower.'*

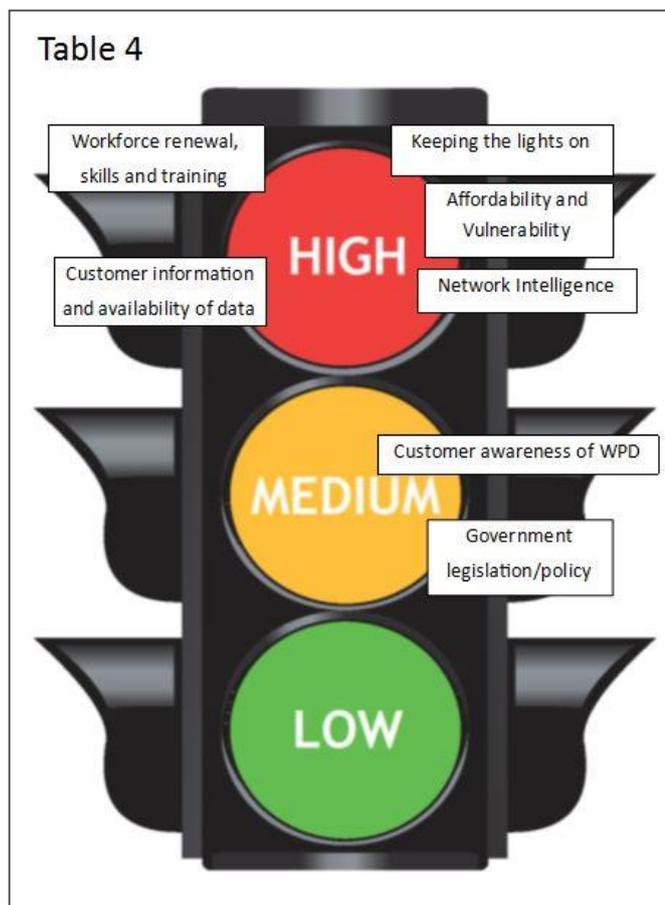


Table 5:

- An elected representative commented *'customer awareness is very important, especially considering the need for customers to contact WPD during outages.'*
- There was general agreement that there's not much that WPD can do about government policy, other than respond.
- An elected representative said *'WPD needs to know about government initiatives so that they can respond.'*
- An elected representative said *'fuel poverty is very high in my area and it is a huge priority.'*
- An elected representative stated *'vulnerability is a high priority.'*
- A Local Authority Officer said *'vulnerability is different from affordability.'*
- There was general agreement that keeping the lights on is very important.
- Workforce, skills and training was generally agreed to be high priority.
- An elected representative commented *'skills and training are vital to keeping the lights on in the long run.'*
- An elected representative added *'this is linked to customer awareness.'*
- A business customer/representative stated *'from a jobs perspective this is high priority.'*
- A business customer/representative commented *'Hinkley Point is drawing away labour from this part of the world.'*

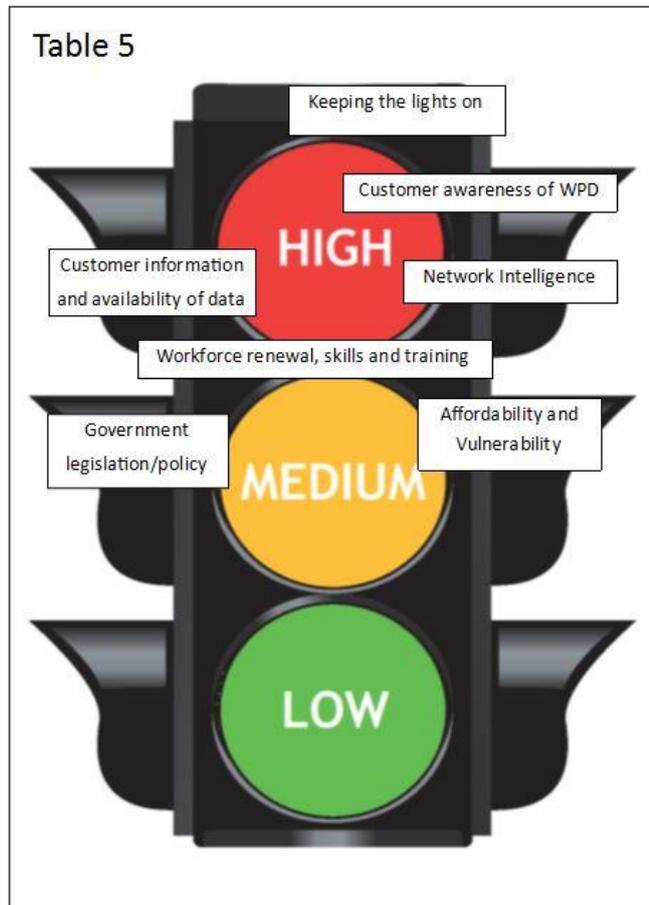
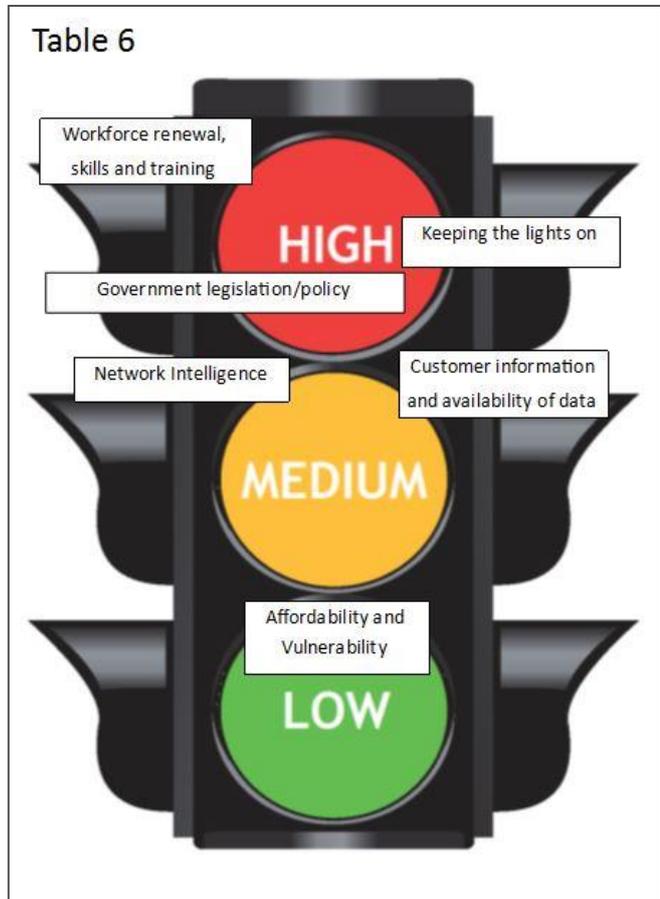


Table 6:

- A voluntary organisation representative commented that *'customer awareness doesn't seem to have been a priority.'*
- A law firm representative asked *'how do you define awareness?'*
- A local authority officer stated *'the fridge magnet helps in terms of contact numbers.'*
- A local authority officer said that *'customer awareness needs to be high.'*
- A voluntary organisation representative made the point that *'WPD needs to be judging the relative worth of each priority. What weighting is to be attached?'*

- A law firm representative stated that *'it's surely now a low priority – the awareness campaign has happened.'*
- A local authority officer considered *'It is medium priority, but something to be considered for the long term.'*
- A voluntary organisation representative argued that *'it should be a constant. A business as usual level of focus.'*
- A voluntary organisation representative commented that *'the rules of engagement have now changed. Focus now has to be increased as the company has changed its priorities in this regard.'*
- A local authority officer pointed out that *'currently WPD is only targeting current customers. It seems like they have already done an initial push.'*
- A local authority officer stated *'the initial push has already been done. But 53% still don't know you.'*
- Another local authority officer however, felt that *'50% seems like a critical mass.'*
- A voluntary organisation representative stated that *'personally for me, network intelligence is a high priority. To run an effective network you have to have network intelligence to enable targeting strategies.'*
- A local authority officer added *'that makes sense. Why has it been delayed?'*
- A voluntary organisation representative commented that *'the information is fascinating.'*
- A voluntary organisation representative felt that *'this allows for the inter-linkage between the network and homes.'*
- A law firm representative stated that *'government legislation is without choice. Does that make it no longer just a priority?'*
- A local authority officer asked if that would *'affect the subsidy to solar panels, adding they should put solar panels on factories. Why do they put solar panels in rural landscapes? WPD have to lay new cables to connect resources to the grid. Subsidies for renewables have happened in the wrong areas.'*
- There was general argument against government policy on renewables.



- A local authority officer argued that *'affordability and vulnerability have to be a high priority, it's so politically charged.'*
- A voluntary organisation representative asked *'what are you doing to help vulnerable customers?'*
- A local authority officer asked *'how do you extend outreach to off-gas-grid areas which are vulnerable?'*
- Consensus was reached that keeping the lights on is a high priority.
- A voluntary organisation representative pointed out that *'workforce renewal, skills and training has got to be high priority, looking over the numbers.'*
- A local authority officer agreed, adding *'without it, everything fails.'*
- Another local authority officer commented that *'customer information and data is a low priority from my perspective.'*
- A voluntary organisation representative argued that *'I have the opposite view, you could argue that they are so good at it, it's been treated as a high.'*
- A voluntary organisation representative highlighted that *'this function is business as usual, medium priority.'*
- A local authority officer felt that *'information would be a medium priority for customers, but more important for planning bodies. WPD would need to tell them where pinch points and new housing are, for example.'*
- A voluntary organisation representative said that *'the network doesn't know enough about where pinch points are. The electricity network doesn't give the same communication as other infrastructure.'*

“ To run an effective network you have to have network intelligence to enable targeting strategies. ”

5.4 Are there any other points you would like to make?

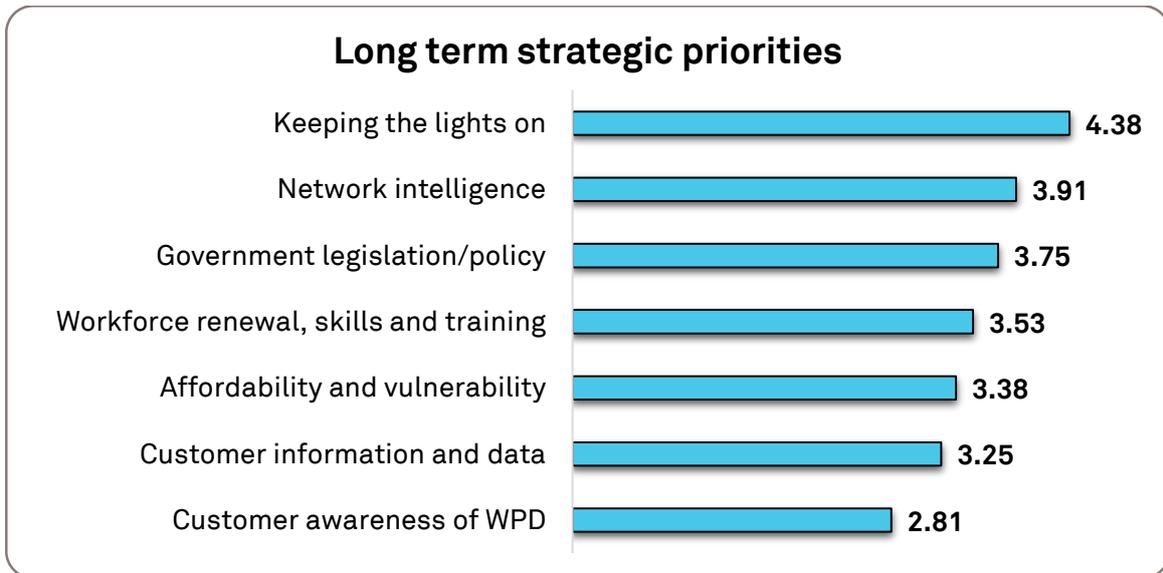
Table 4:

- A domestic customer/representative asked *'as I understand it, you have no way of knowing how much domestic installations are pumping energy into the system. Do you know that now?'*

5.5 Individual voting results

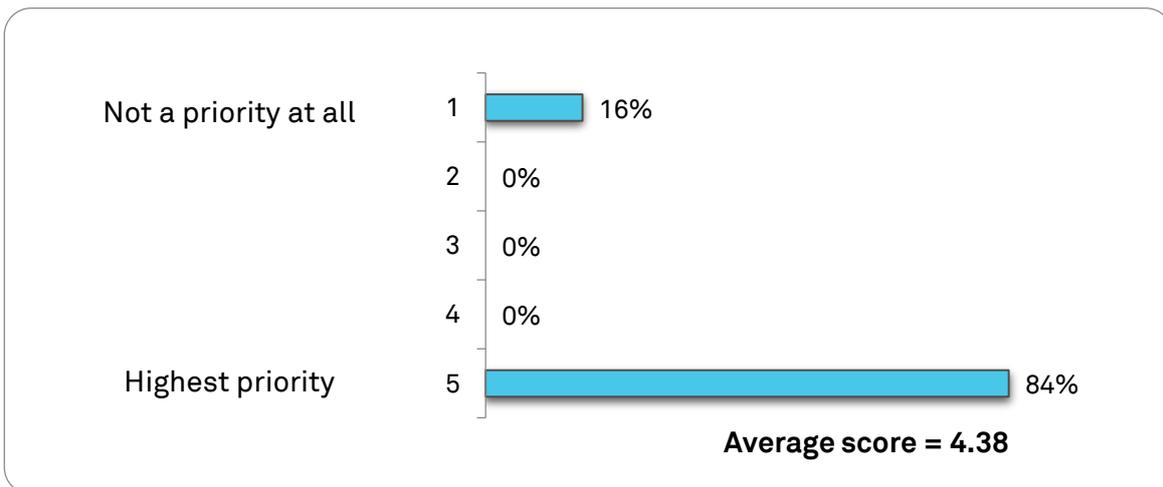
After group discussions, the stakeholders were asked to vote individually on what they considered to be top priorities. Each person was able to cast a vote through an electronic voting system. The results are displayed below.

Overall results:

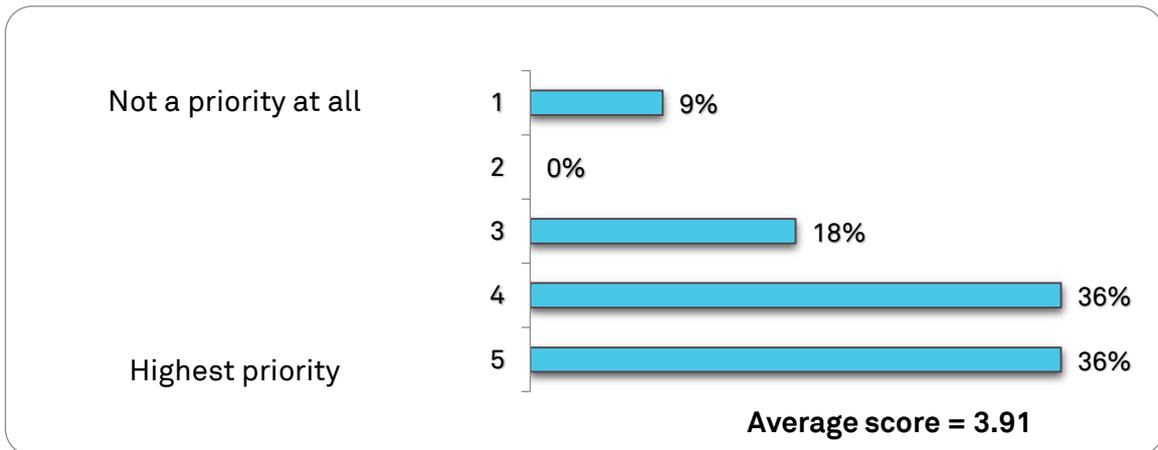


Priority-by-priority results:

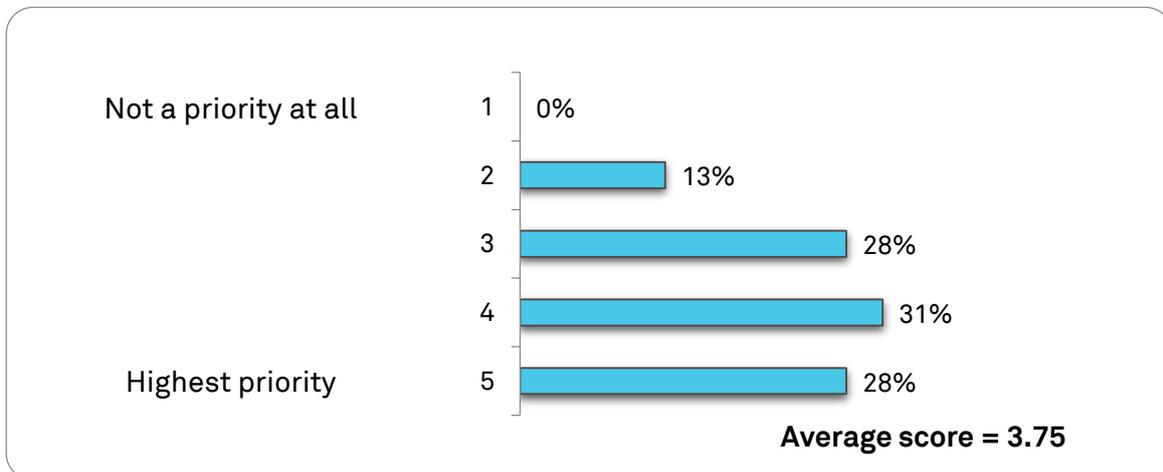
How do you rate **keeping the lights on** as a long-term priority?



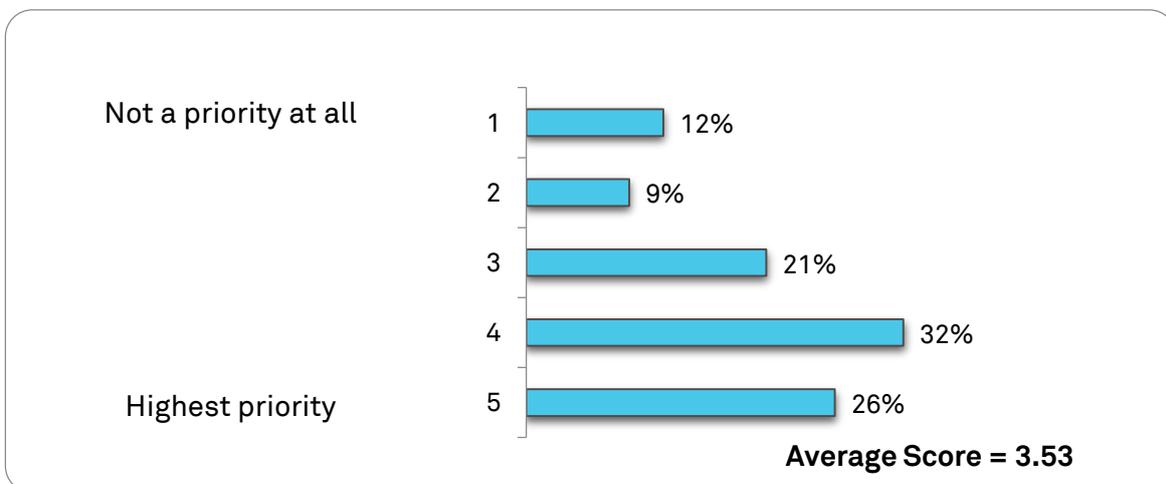
How do you rate **network intelligence** as a long-term priority?



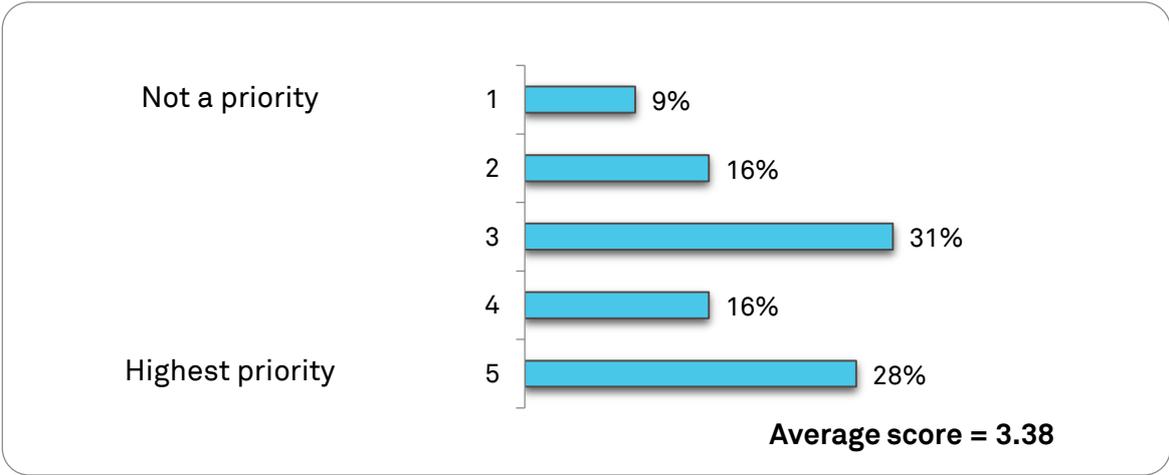
How do you rate **government legislation/policy** as a long-term priority?



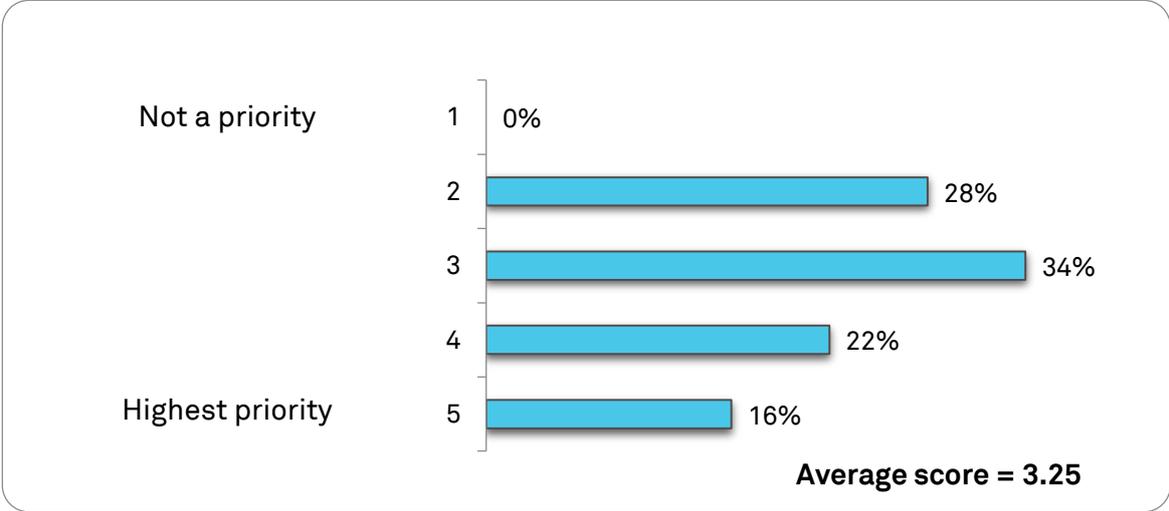
How do you rate **workforce renewal, skills and training** as a long-term priority?



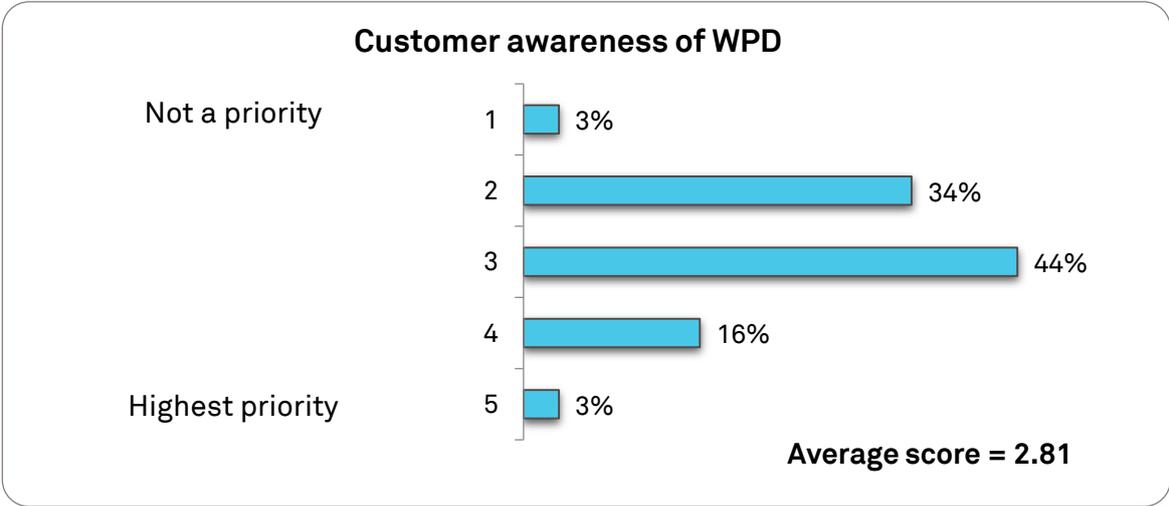
How do you rate **affordability and vulnerability** as a long-term priority?



How do you rate **customer information and data** as a long-term priority?



How do you rate **customer awareness of WPD** as a long-term priority?



6. Workshop 3: Long term - Starting to address these priorities

The third workshop involved a more detailed look into two specific long-term priorities:

- Customer Awareness of WPD
- Affordability and Vulnerability

Customer Awareness of WPD

Stakeholders were asked to refer to the list of customer awareness activities in the presentation and discuss any actions that may be missing. The actions are as follows:

- Expanded website tools and leaflet information (distribution via targeted partners)
- More local media advertising (radio & newspaper)
- More television advertising
- Expanded social media presence and smartphone applications
- More direct mailings (A, to every customer; B, targeted groups only; C free items – e.g. fridge magnets)
- Expanded schools education activities – safety plus wider information

6.1 Are there actions missing that we ought to be taking?

Table 1:

- An academic/education institute representative stated that s(he) *'believed the list is pretty comprehensive.'*
- A business customer/representative suggested *'face-to-face activities. Going out on the street manning stands and handing out flyers will get you the best engagement.'*
- A business customer/representative highlighted that *'if you're in a busy shopping centre, and if there was on the ground staff targeting your target audience, you could have people spreading the information more effectively. Also if anyone has an issue, it's an opportunity for them to share any of their problems.'*
- An academic/education institute representative believed *'it's more empirical than that. How many people know how the energy system works? Everybody assumes that whoever supplies their electricity is the be all and end all. They don't understand that there is someone who delivers on the grid.'*
- A business customer/representative pointed out that it *'comes to the education perspective. It's like when they're younger you educate them to call 999. If there is a power cut who should they call. It's sort of ingrained in them from early on. There should also be stakeholder events for large businesses like hospitals or councils.'*

Table 2:

- There was consensus on the table that no actions were missing and the list was sufficiently comprehensive.

Table 3:

- A voluntary organisation representative highlighted *‘elected officials as a target group, whether that is your MP or councillor and the message they can spread. You have dealt with them as the community resilience team, but they could be used to spread the message.’*
- An environmental representative commented *‘I don’t really see any gaps.’*
- A developer/connections representative added *‘I don’t see any missing.’*
- A local authority officer felt that *‘there may be a scope to target more delivery partners, including community level organisations, trusted partners.’*
- An energy/utility representative considered *‘there may be scope to have better collaboration with energy suppliers.’*
- An academic/education institute stated *‘the vans have a contact number on them. The logo on the branding does not explain what they do. Where do people most see details about the company? It is on the white van, but you don’t get the message of what the company does on the van. Also you could enhance branding on assets like depots and sub-stations.’*



Table 4:

- A business customer/representative mentioned *‘there is potential confusion in a customer’s mind if they are an EDF customer, but are also a WPD one. They may not want to talk to you, so there is some confusion there.’*

Table 5:

- A Local Authority Officer suggested *‘on the partnering side (education partnering and partnering with service providers) bills get your focus, and that could be a place to get*

your message out. You could also partner with BT, who have ‘superfast broadband is here’ on their cabinets.’

- A housing/development representative added *‘you could team up with South West Water.’*
- An elected representative added *‘the county associations could be another partner, since they are in touch with all of their parish and town councils, including 8000 town councillors, easily contacted from the central offices. Local authorities have aids and adaptations which could link up with helping people in their own homes.’*
- A local authority officer added *‘there are lots of lists already being compiled by local authorities.’*
- An elected representative agreed *‘councillors would be well placed to deal with this because they know who the vulnerable are.’*
- A business customer/representative commented *‘councillors don’t get enough training about this.’*
- A housing/development representative suggested *‘WPD could look at texting—“if your power’s off, ring this number”.’*
- A business customer/representative added *‘texts need to be in the right context, otherwise they’d be annoying.’*
- A business customer/representative raised the importance of reaching the elderly as well.

“ WPD could look at texting – ‘if your power’s off, ring this number’.”

Table 6:

- A voluntary organisation representative felt that *‘there should be more engagement with networks such as Chambers of Commerce.’*
- A voluntary organisation representative commented that *‘it should be known as working more with private and public sector organisations. Particularly in terms of economic growth.’*
- A local authority officer argued that *‘more people in your operational area should be engaged with government bodies & others.’*
- A voluntary organisation representative said that *‘promoting the ‘STEM’ agenda should be seen as vital as WPD would be a direct beneficiary.’*

6.2 How important are the actions relative to one another?

Stakeholders were given three ‘votes’ for each priority. They were first asked to cast their votes for customer awareness of WPD, indicating which priority they believe will be the most effective. They were then asked to do the same for affordability and vulnerability. The three votes per stakeholder could be used as block votes or spread out between the

priorities. Stakeholders could also add votes to their own priorities and were encouraged to give reasons for their choices.

Table 1:

Workshop Three - Beginning to address these long-term priorities	
Customer Awareness of WPD	
ACTIVITY	RATING
Expanded website tools and leaflet information (distribution via targeted partners)	
More local media advertising (radio & newspaper)	
More television advertising	
Expanded social media presence and smartphone apps	● ●
More direct mailings	
Expanded schools education activities – safety plus wider information	● ●
Experiential engagement—face to face in high footfall areas	● ●
Large business engagement	●
Elderly residential engagement	● ●

Table 1



- A business customer/representative asked ‘*what does expanded website tools actually mean?*’
- A business customer/representative stated that ‘*the issue for me with expanded website tools and leaflet information is that I’m not entirely convinced that increased leafleting is the best way to do it. Website tools are important but that’s covered in social media presence. With leaflets you end up with a lot of waste, sometimes it’s hard to distinguish what is important – people become immune to things coming through their door.*’
- An academic/education institute representative pointed out that ‘*all the minor channels have the same advertising, whereas ITV and the other big channels have a bigger base but sometimes might have less viewership.*’
- (S)he added ‘*although there are some remarkably unsuccessful campaigns on TV so maybe that’s not the best option.*’
- A business customer/representative commented that ‘*elderly people may not care for leafleting either, they might need someone to guide them through it.*’
- A business customer/representative commented that ‘*social media is the future for the youth of today.*’
- A developer/connections representative stated ‘*I know people throw away the direct mailing, but at least you know it was delivered. With other methods you don’t know if it reached certain audiences.*’

- A business customer/representative made the point that *‘working with kids is really important, so expanded schools education activities is very important.’*

Table 2:

Workshop Three - Beginning to address these long-term priorities	
Customer Awareness of WPD	
ACTIVITY	RATING
Expanded website tools and leaflet information (distribution via targeted partners)	● ● ● ● ●
More local media advertising (radio & newspaper)	● ● ●
More television advertising	● ●
Expanded social media presence and smartphone apps	●
More direct mailings	● ● ● ●
Expanded schools education activities – safety plus wider information	● ● ● ● ● ●

Table 2

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- An elected representative said *‘My vote goes to the internet because it is better value for money. A leaflet through the door is about 5p per household.’*
- A housing/development representative felt that *‘people do read local newspapers. There are a lot of free newspapers and local radio stations especially in the South.’*
- A housing/development representative considered that *‘everyone has a television and there is a lot of accessibility as everyone is watching television.’*
- A developer/connections representative supported expanded schools education activities and stated *‘if that involves career advice for getting into the industry, then I would say it is a priority.’*
- A local authority officer stated *‘I think TV advertising hits the highest number of people.’*
- A housing/development representative disagreed and raised the point that *‘no one really watches advertisements. I think to get an impact on television the campaign would have to be so huge and across so many channels, it would not be commercially viable.’*

- A local authority officer commented that (s)he *‘didn’t give my vote to social media because it can go so horribly wrong. It is difficult to get it targeted in the right way. I don’t want to know something that WPD is doing which is absolutely irrelevant to me.’*
- (S)he said *‘with social media, it is about getting the right message out there.’*
- A housing/development representative argued that *‘social media is a forum on which we heavily interact with for people to give their views and feedback.’*
- A local authority officer felt that *‘schools education has real opportunity. If they are going to learn about safety, they can learn about this as well. When my kids get back from school, I always ask them what they got up to today and that is another method of information dissemination.’*

Table 3:

Workshop Three - Beginning to address these long-term priorities	
Customer Awareness of WPD	
ACTIVITY	RATING
Expanded website tools and leaflet information (distribution via targeted partners)	● ● ● ● ● ●
More local media advertising (radio & newspaper)	
More television advertising	● ●
Expanded social media presence and smartphone apps	● ● ● ●
More direct mailings	● ●
Expanded schools education activities – safety plus wider information	● ● ●
Target community-level partners	● ● ●
More collaboration with suppliers	●
Enhanced branding on assets	●

Table 3



- An academic/education institute stated *‘with my university hat on, I would say expanding website. I would put all of my votes on it.’*
- An energy/utility representative commented that *‘what I find with clients, is they don’t use any single format. I’d use all: vans; collaborating and targeting community organisations. Our customers have trusted partners so it is important to reach out to them.’*
- A local authority officer said *‘I would vote for website tools, television advertising (as it hits a lot of people) and school education activities because if a child is taught something at school, they learn it for the rest of their life.’*

- A business customer/representative voted for *‘skills and education, because kids never stop yapping and tell their parents everything. The other activities I’ll vote for are the website tools and social media, because we have so many contacts coming into our communications department because of that.’*
- An environmental representative considered that *‘most people above the age of 30 are using applications now, so you could double up on website, social media and apps. In the home people use magnets and bills have phone numbers on it with all the information you have on it. And finally, expanded schools education, because it sticks in the kid’s minds and goes on grandparents.’*
- A voluntary organisation felt that *‘social media, direct mail, and targeted community groups’* would work.

Table 4:

Workshop Three - Beginning to address these long-term priorities	
Customer Awareness of WPD	
ACTIVITY	RATING
Expanded website tools and leaflet information (distribution via targeted partners)	● ●
More local media advertising (radio & newspaper)	●
More television advertising	
Expanded social media presence and smartphone apps	● ● ●
More direct mailings	● ● ●
Expanded schools education activities – safety plus wider information	● ● ●
Partnerships—joint emergency information	●
Engagement with industry on safety	● ●

Table 4



- A business customer/representative commented that *‘engaging with local groups and businesses to reach groups of customers, it’s very similar to working in partnership.’*
- A domestic customer/representative queried *‘do you do all these things 1-6 at the moment, and are they actually working if you are only reaching 50%? If it’s reaching only half maybe you need to do something different to reach the other 50%. You should see what is most cost effective.’*

- An elected representative questioned ‘how was that data achieved, was it just phoning up customers?’ and added ‘are activities 2-5 cost effective?’
- A business customer/representative remarked ‘school education activities are important, it’s about raising awareness of WPD and that is important, but also we also need educate on safety as particularly for example in the farming industry there is a surprisingly high rate of electrocution.’
 *If I was spending my money, I’d want to know what works right now!* 
- A voluntary organisation representative highlighted that ‘if I was spending my money, I’d want to know what works right now! If I had to say, I’d be interested certainly in expanding social media presence and smartphone apps.’
- A voluntary organisation representative complained ‘if I had a problem I’d phone up! Why would I bother to log on to WPD’s website?’
- A business customer/representative warned ‘do you really want to start becoming a fifth emergency service? Yes, by all means link in to other services, but one number that if you have a power cut, flood or whatever you ring and have a common phone number – maybe a utilities issue. It could be quite revolutionary to have a utilities number maybe if you smell gas or have a power cut, perhaps an 888 number?’

Table 5:

Workshop Three - Beginning to address these long-term priorities	
Customer Awareness of WPD	
ACTIVITY	RATING
Expanded website tools and leaflet information (distribution via targeted partners)	
More local media advertising (radio & newspaper)	
More television advertising	
Expanded social media presence and smartphone apps	
More direct mailings	●
Expanded schools education activities – safety plus wider information	●
Building partnerships (incl. referred schemes)	● ● ● ● ● ● ●

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

Table 5

- An elected representative commented that ‘the older generation don’t have computers and so there is a huge age divide. Social media and smartphone apps won’t

reach these people. Radio is useful. TV advertising is so expensive it is uneconomical. Leaflets are good.'

- An elected representative added *'Dorset has no local radio, but there are so many local newspapers as to render that effort unaffordable.'*
- An elected representative said *'social media is important for aiming at younger customers.'*
- An elected representative stated *'I am skeptical of how many people read direct mailings.'*
- A business customer/representative commented *'young people need to be aware of WPD, and they can transfer the knowledge to their parents.'*
- An elected representative added *'young people don't know where stuff comes from these days.'*

Table 6:

Workshop Three - Beginning to address these long-term priorities	
Customer Awareness of WPD	
ACTIVITY	RATING
Expanded website tools and leaflet information (distribution via targeted partners)	● ● ● ● ● ● ●
More local media advertising (radio & newspaper)	
More television advertising	
Expanded social media presence and smartphone apps	● ●
More direct mailings	● ●
Expanded schools education activities – safety plus wider information	● ● ● ● ● ● ●
<i>Direct engagement with public and private sectors on economic growth. Local/regional</i>	

Table 6

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- A local authority officer argued that *'all are important, as access to information is not uniform.'*
- A voluntary organisation representative commented that *'from the perspective of my organisation, all information should be on the web.'*

6.3 Stakeholder suggested initiatives

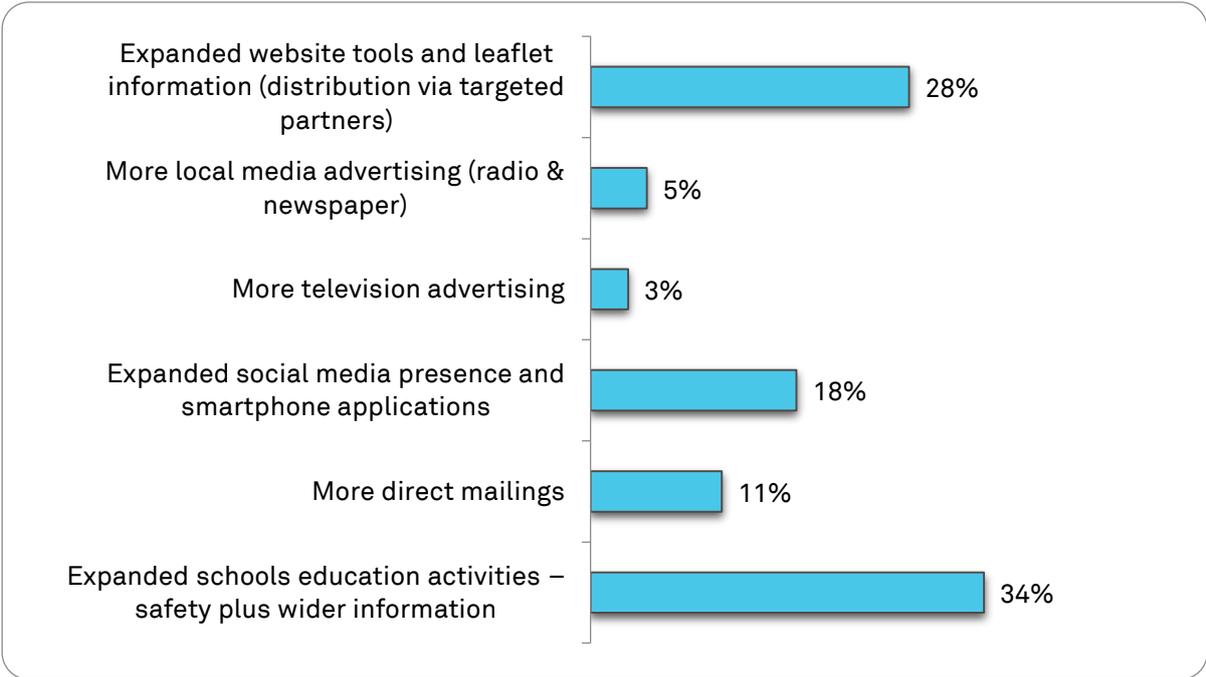
During the workshop, stakeholders suggested additional activities for **customer awareness of WPD** beyond those that WPD had already identified. The graph below presents a summary of those additional activities along with the number of votes they received across all of the workshop tables.



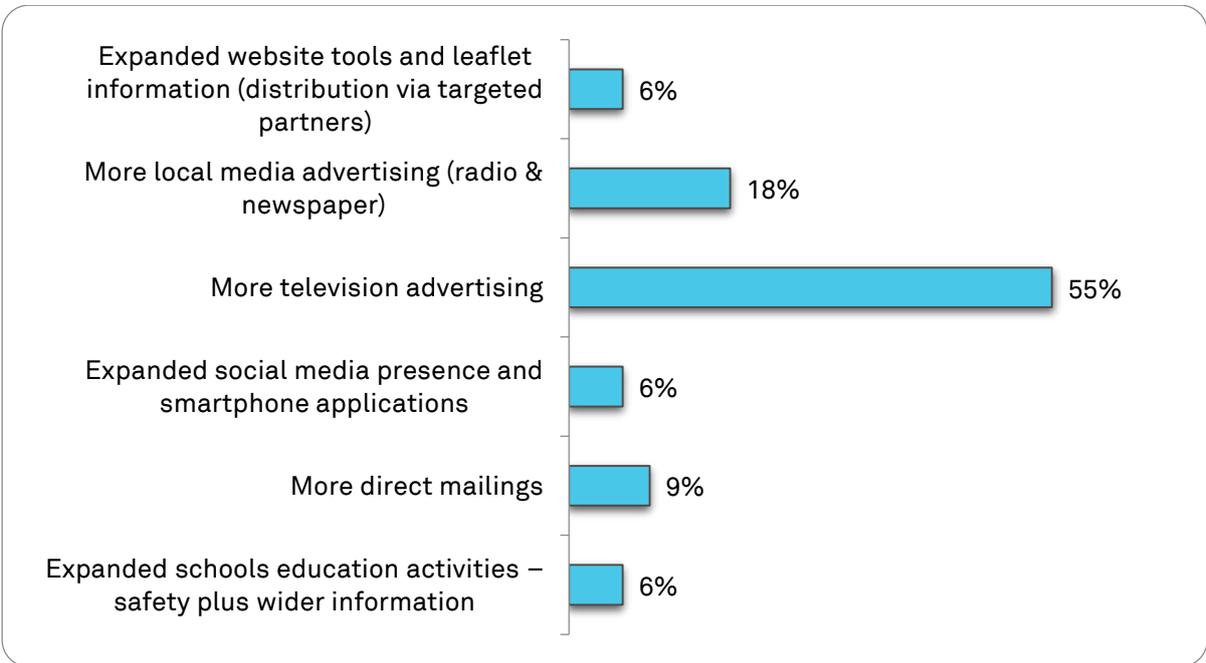
6.4 Individual voting results

After the group discussions, stakeholders were asked to vote again. Each stakeholder, through electronic voting, ranked their highest and lowest activities. The results are shown below.

Q1. Of the actions identified which are your top two priorities?



Q2. Of the actions identified which is your lowest priority?



Affordability and Vulnerability

Stakeholders were asked to refer to the list of affordability and vulnerability activities in the presentation and discuss any actions that may be missing. The actions are as follows:

- Practical support to improve vulnerable customer resilience
- Improve the data held on our Priority Service Register
- Identify fuel poverty hotspots and existing initiatives/schemes
- Fuel poverty referral schemes
- Establish a “hardship fund” for qualifying domestic customers
- Establish an ‘affordable warmth innovation scheme’ – for not-for-profit agencies
- Investigate the feasibility of network solutions to tackle fuel poverty

6.5 Are there actions missing that we ought to be taking?

Table 1:

- A developer/connections representative felt it was *‘fairly comprehensive.’*
- A business customer/representative suggested *‘building partnerships is something to add.’*
- A business customer/representative raised the point that people don’t *‘understand enough about fuel poverty. The obvious thing is someone not having enough money to afford to pay their bills, but there are a variety of diverse factors that put them in that situation. So I believe the issue is getting to the root of the cause.’*
- An academic/education institute representative highlighted that *‘organisations like local councils are quite well placed because they might be able to help better, so working together with them.’*
- A business customer/representative pointed out that there is an *‘element of people who don’t know what to do.’*
- A business customer/representative considered *‘that fuel poverty isn’t just for the elderly; students are affected by it as well. They want to study but they can’t always get jobs during studying and how do you encourage landlords to subsidise bills?’*
- The table agreed that building partnerships fall under the fuel poverty referral schemes.



Table 2:

- There was consensus on the table that no actions were missing and the list was sufficiently comprehensive.

Table 3:

- An Academic/education institute complained *'why are WPD concerned about fuel poverty?'*
- A voluntary organisation representative commented that *'the CSR element is important. The customer base is vulnerable and need to be looked after. If you don't look after them you, could cause trouble to their health.'*
- A developer/connections representative argued *'unless you have the right data, efforts to help people are worthless.'*

“ Unless you have the right data efforts to help people are worthless. ”

Table 4:

- A domestic customer/representative commented that *'I don't know how you'd do it, but one thing that is missing, is some kind of joint working or partnership. A failure in suppliers is an emergency, so instead of your own fridge magnet getting some way to join all the emergency services, whether gas, fire, ambulance or whatever would be great. Lots of separate fridge magnets just get lost, so a partnership approach would be much better than rather doing everything individually.'*

Table 5:

- The table came to a general consensus that the actions identified were sufficient.

Table 6:

- The table came to a general consensus that the actions identified were sufficient.

6.6 How important are the actions relative to one another?

Stakeholders were given three “votes” for each activity, indicating which activity they believe will be the most effective in addressing affordability and vulnerability. The three

votes per stakeholder could be used as block votes or spread out between the activities. Stakeholders could also add votes to their own activities.

Table 1:

Workshop Three - Beginning to address these long-term priorities	
Affordability & Vulnerability	
ACTIVITY	RATING
Practical support to improve vulnerable customer resilience	
Improve the data held on our Priority Service Register	
Identify fuel poverty hotspots and existing initiatives / schemes	
Fuel poverty referral schemes	
Establish a "hardship fund" for qualifying domestic customers	
Establish an 'affordable warmth innovation scheme' – for not-for-profit agencies	●
Investigate the feasibility of network solutions to tackle fuel poverty	●
Building partnerships (including referral schemes)	● ● ● ● ● ● ●

Table 1

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- An academic/education institute representative stated *'I'm going to put mine on building partnerships. I think it would be more effective if it was a joint approach. I think you as a company have a particular role to play and I think you need to join with others to have the most effective delivery. You're taking this responsibility, don't do this alone, be part of a solution.'*
- A business customer/representative highlighted that *'innovation and exploring different options is really important and I think targeting deprived communities is really important'*
- A developer/connections representative felt that *'it's not WPD's role to identify hotspots of fuel poverty.'*
- An academic/education institute representative argued that s(he) *'believes WPD can feed into it but I don't believe it's their responsibility.'*
- A developer/connections representative raised the point that *'referral schemes should be rolled out across the region.'*
- A business customer/representative stated *'I think investigating the feasibility of network solutions is a good one to look forward to the future and looking to see what will become more viable.'*
- An academic/education institute representative commented that *'all those activities can be seen as important, but underpinning all those initiatives would be far stronger'*

if there was a collective approach to building. Talking about the utilities, DNOs, councils, and individual stakeholder groups such as charities and NGOs.'

- A developer/connections representative felt that *'each new home should come with planning for this, to reduce fuel poverty and create better insulation.'*

Table 2:

Workshop Three - Beginning to address these long-term priorities Affordability & Vulnerability	
ACTIVITY	RATING
Practical support to improve vulnerable customer resilience	● ● ● ●
Improve the data held on our Priority Service Register	● ● ●
Identify fuel poverty hotspots and existing initiatives / schemes	● ● ●
Fuel poverty referral schemes	
Establish a "hardship fund" for qualifying domestic customers	
Establish an 'affordable warmth innovation scheme' – for not-for-profit agencies	
Investigate the feasibility of network solutions to tackle fuel poverty	● ● ● ● ● ● ● ● ● ● ● ●

Table 2

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- A local authority felt that practical support to improve customer resilience was *'really useful to do and it's great that instead of saying no we don't or no we can't, you are actually directing them to somewhere helpful.'*
- A housing/development representative supported improvement of data and stated *'it is important to know where vulnerable customers are in our business so it's helpful that WPD also knows the same.'*
- An elected representative complained that *'there is a flaw in identifying fuel poverty hotspots. We have some quite well off elderly people dispersed among those suffering from fuel poverty. As a result people who need help never ever make it onto any schemes identifying hotspots because it is all averaged out.'*
- A housing/development representative felt that *'network improvements were most important as they could provide better solutions which widens our opportunities for getting alternate heating systems to make properties sustainable.'*

- (S)he disagreed with poverty referral schemes and hardship funds it as *'there are lots of other organisations doing that already and you would be duplicating others.'*
- A local authority officer pointed out that *'it is not WPD's role and it has already been covered elsewhere.'*
- A developer/connections representative disagreed with that and considered that *'most rural parishes in Cornwall have lost their communal facilities. The key thing to maintaining the soul of a village is to keep the shop or village hall alive and subsidies towards those community systems of a village will be immensely popular.'*
- (S)he argued that *'it will make the viability of the facilities of the village better. Getting a grant towards the annual energy bill for that would make a large difference.'*
- A developer/connections representative agreed, adding *'it is a major issue of the identity of the village. There is a focus on community with that and it will be seen as a sensible use of any subsidies.'*
- A local authority officer felt investigating networks was still a bigger priority as *'it takes a slightly different approach.'* (S)he raised the point that *'there are some longstanding issues with the housing stock. There is no investment going into it and getting to tackle it is an opportunity for WPD more so than the suppliers.'*
- A housing/development representative added *'if there are solutions which can help, WPD probably can do it more efficiently and more practically than anyone else.'*

“ It is important to build up partnerships with other stakeholders to work on initiatives together, like healthcare. ”

Table 3:

Workshop Three - Beginning to address these long-term priorities	
Affordability & Vulnerability	
ACTIVITY	RATING
Practical support to improve vulnerable customer resilience	●●●●●●
Improve the data held on our Priority Service Register	●●●●●
Identify fuel poverty hotspots and existing initiatives / schemes	●●
Fuel poverty referral schemes	●
Establish a "hardship fund" for qualifying domestic customers	
Establish an 'affordable warmth innovation scheme' – for not-for-profit agencies	●●
Investigate the feasibility of network solutions to tackle fuel poverty	●●●●●



Table 3

- An energy/utility representative comment that *'I don't see anything missing. I manage one of the hardship funds. You need to offer advice with the hardship funds otherwise you are sticking a plaster on an open wound.'*
- A voluntary organisation representative said *'they all come under the correct subjects. You need practical support, you need to make sure your data is correct so you are targeting the right people. People generally don't want hand-outs, they don't like people coming into their lives. They just want information and guidance so that they can take responsibility.'*
- A local authority officer felt that *'the hardship fund should be left to the energy suppliers who can put more effort into it.'*
- A local authority officer commented that *'small scale hardship funds can be counterproductive. It is important to build up partnerships with other stakeholders to work on initiatives together, like healthcare.'*
- A developer/connections representative argued that *'if the data is rubbish it can prove anything. I'm going to vote for investigating the feasibility of network solutions to tackle fuel poverty, because WPD is about the network and should stick to it.'*
- An academic/education institute representative voted for practical support to improve vulnerable customer resilience, establishing a hardship fund for qualifying domestic customers and establishing an affordable warmth innovation scheme for non-for-profit agencies. (S)he added that *'giving money to organisations who know best how to use it will not just be putting a sticking plaster on it.'*

Table 4:

Workshop Three - Beginning to address these long-term priorities	
Affordability & Vulnerability	
ACTIVITY	RATING
Practical support to improve vulnerable customer resilience	● ● ● ●
Improve the data held on our Priority Service Register	● ● ●
Identify fuel poverty hotspots and existing initiatives / schemes	● ●
Fuel poverty referral schemes	●
Establish a "hardship fund" for qualifying domestic customers	●
Establish an 'affordable warmth innovation scheme' – for not-for-profit agencies	
Investigate the feasibility of network solutions to tackle fuel poverty	● ● ● ●

Table 4



- A domestic customer/representative made clear that *'I don't think fuel poverty is really your direct concern, whereas something like affordability is.'*
- An elected representative said *'the priority service register is presumably a register WPD holds. How is that register informed?'*
- A domestic customer/representative remarked *'improving the vulnerable customer register is obviously a good thing to do, but it's nothing to do with you! You're distributors, not suppliers!'*
- A domestic customer/representative argued *'I still say you're the pipe, not the reservoir or the tank. If you say we'll lose electricity in our process I understand that, but I don't see how consumption varies - you're more remote to that than the supplier.'*
- A voluntary organisation representative mentioned *'I would find it hard to see what's out there already. Identifying fuel poverty is important, but so is finding existing skills.'*
- A housing/development representative stated *'I think it would be good from a CSR point of view if there was a pot or pool you could call upon. It can be good for DNOs and not just the electricity supplier.'*
- A housing/development representative complained that *'number seven is only investigating rather than establishing!'*

“ Identifying fuel poverty is important, but so is finding existing skills. ”

Table 5:

Workshop Three - Beginning to address these long-term priorities	
Affordability & Vulnerability	
ACTIVITY	RATING
Practical support to improve vulnerable customer resilience	●
Improve the data held on our Priority Service Register	● ● ● ●
Identify fuel poverty hotspots and existing initiatives / schemes	● ● ● ● ● ●
Fuel poverty referral schemes	●
Establish a "hardship fund" for qualifying domestic customers	●
Establish an 'affordable warmth innovation scheme' – for not-for-profit agencies	●
Investigate the feasibility of network solutions to tackle fuel poverty	● ● ● ●

Table 5

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- A business customer/representative asked whether *'there is any stigma to declaring oneself vulnerable to energy poverty?'*
- An elected representative asked *'who is the referral scheme for?'*
- A business customer/representative asked *'if only the delivery company is in contact with vulnerable customers, why would they come to WPD?'*
- An elected representative asked whether *'the hardship fund could go through the council hardship schemes.'*
- A local authority officer commented *'WPD could be automatically notified if, for example, someone is provided with a kidney dialysis machine.'*
- Another local authority officer asked *'how much investigation into the feasibility of insulations solutions has there been?'*

Table 6:

Workshop Three - Beginning to address these long-term priorities Affordability & Vulnerability	
ACTIVITY	RATING
Practical support to improve vulnerable customer resilience	● ●
Improve the data held on our Priority Service Register	● ● ● ● ●
Identify fuel poverty hotspots and existing initiatives / schemes	
Fuel poverty referral schemes	● ● ● ● ●
Establish a "hardship fund" for qualifying domestic customers	
Establish an 'affordable warmth innovation scheme' – for not-for-profit agencies	● ● ● ●
Investigate the feasibility of network solutions to tackle fuel poverty	● ●
<i>Working with others to ensure optimum effect – coordinating efforts</i>	

Table 6



- A voluntary organisation representative said that *‘data services on the priority list have to be considered as one of the best means to assess where to alleviate poverty and ensure that power outages are minimised.’*
- (S)he then asked *‘how much do you collaborate with suppliers?’*
- A voluntary organisation representative stated that *‘there should be co-ordination across the industry to focus on how to target poverty, there is a need for a concentrated effort.’*

6.7 Are there any other points you would like to make?

Table 4:

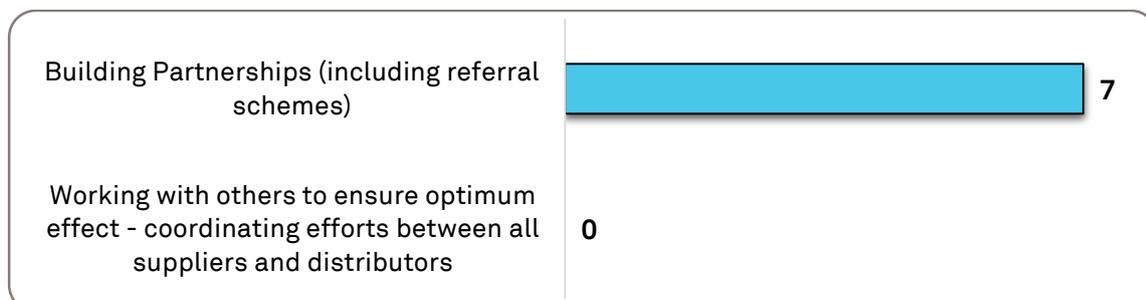
- A business customer/representative asked *‘where does everyone fit in within the system? At the end of the day we are paying for it.’*

- A domestic customer/representative stated *‘without voluntary organisations like Citizens Advice Bureau, people will not know how to get into the system. So without CAB where will they go?’*
- An elected representative agreed *‘not a lot of people know about small charities either, so it’s important to raise awareness of the work they do. Would it be possible for the charity to identify fuel warmth difficulties people are having and speak to the energy supplier to ask for help?’*
- A voluntary organisation representative remarked *‘EDF and all the big firms put plenty of money in to help; the issue is about getting the money out there. Every firm is interested in a sustainable solution rather than throwing money down a hole.’*
- A housing/development representative thought that *‘you should allow the consumer to manage their own electricity, so they can see what’s buzzing through the meter. You can buy off the shelf meters that give you all that information, then it becomes almost a game for consumer to see how low they can get it.’*
- (S)he added *‘if there was that sort of scheme available, I think it would help manage the network consumption. It puts responsibility onto the consumer and frees up the network.’*
- A domestic customer/representative asked *‘will it pick up the inflow? As some that you pick up by cable don’t.’*
- Another domestic customer/representative agreed *‘yes it might make them less vulnerable if they could manage it better.’*

“ You should allow the consumer to manage their own electricity, so they can see what’s buzzing through the meter.”

6.8 Stakeholder suggested initiatives

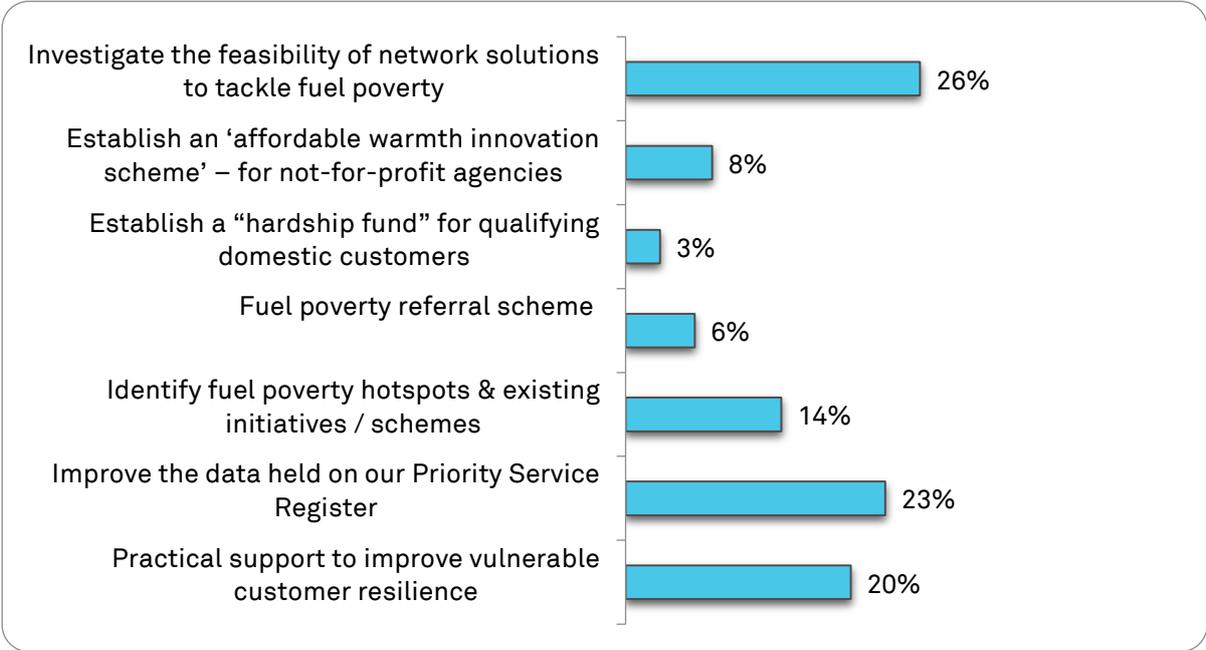
During the workshop, stakeholders suggested additional activities for **affordability and vulnerability** beyond those that WPD had already identified. The graph below presents a summary of those additional activities along with the number of votes they received across all of the workshop tables.



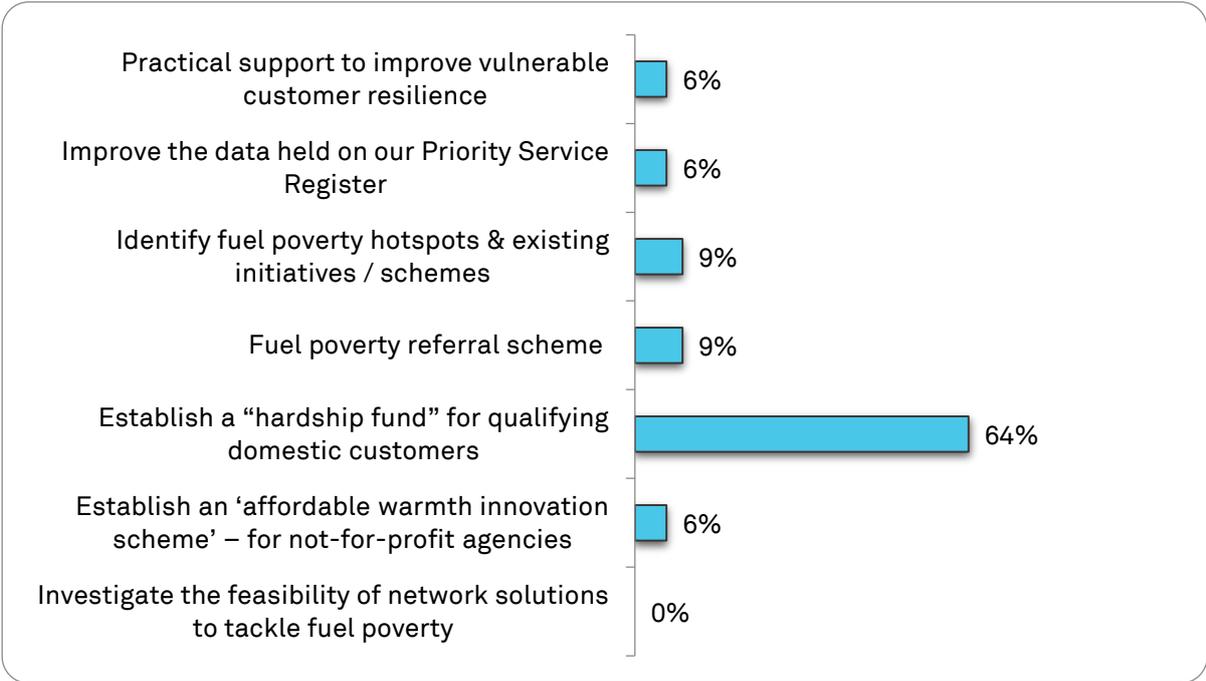
6.9 Individual voting results

After the group discussions during the workshop, stakeholders were asked to vote again. Each stakeholder, through electronic voting, ranked their highest and lowest activities. The results are shown below.

Q1. Of the actions identified which are your top two priorities?



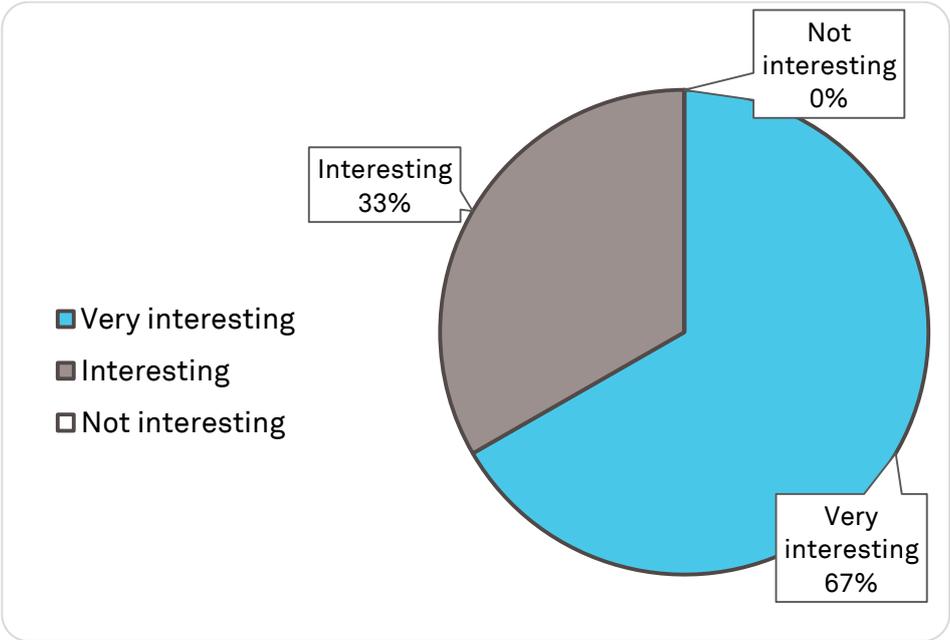
Q2. Of the actions identified, which is your lowest priority?



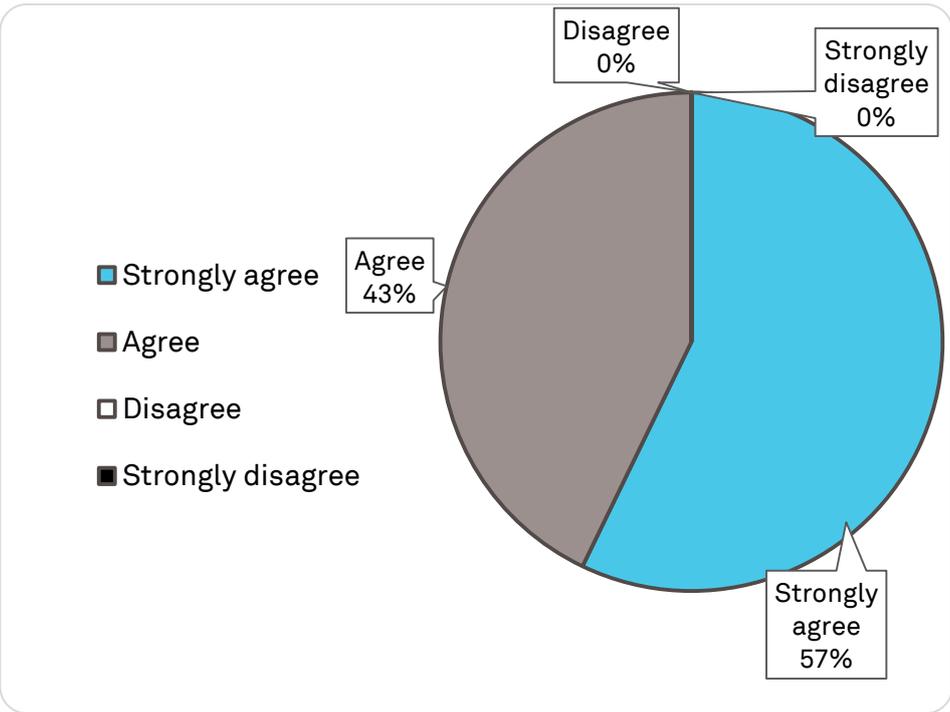
7. Written feedback

Of the 34 attendees who attended the workshop, 21 completed and returned feedback forms on the day's event. Stakeholders were asked a set of seven questions. The responses can be found below:

Q1. Overall, how did you find the workshop?

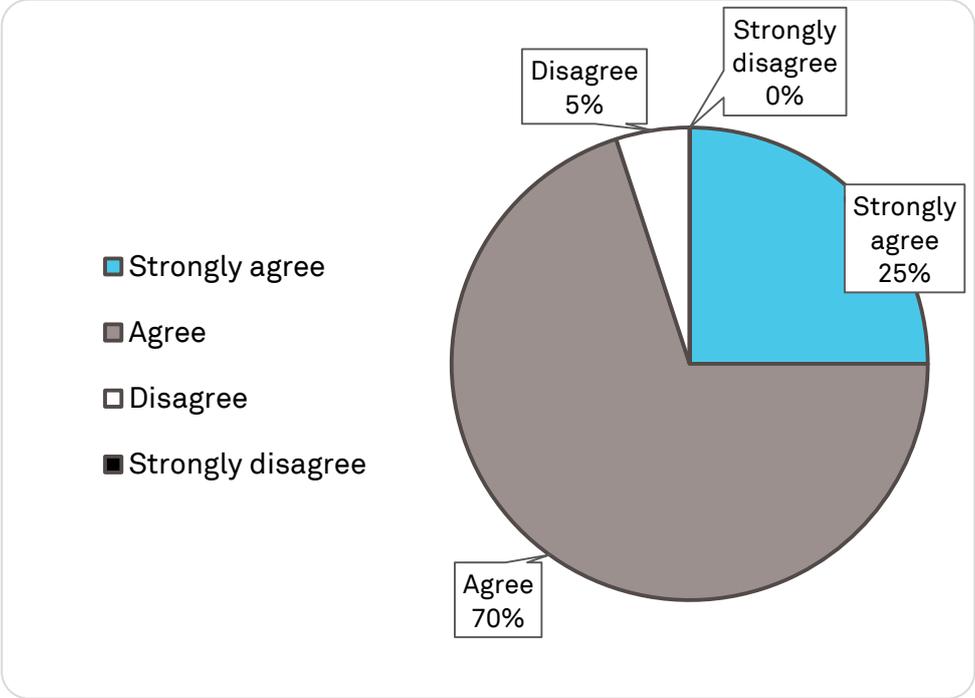


Q2. Did you feel that you had the opportunity to make your points and ask questions?



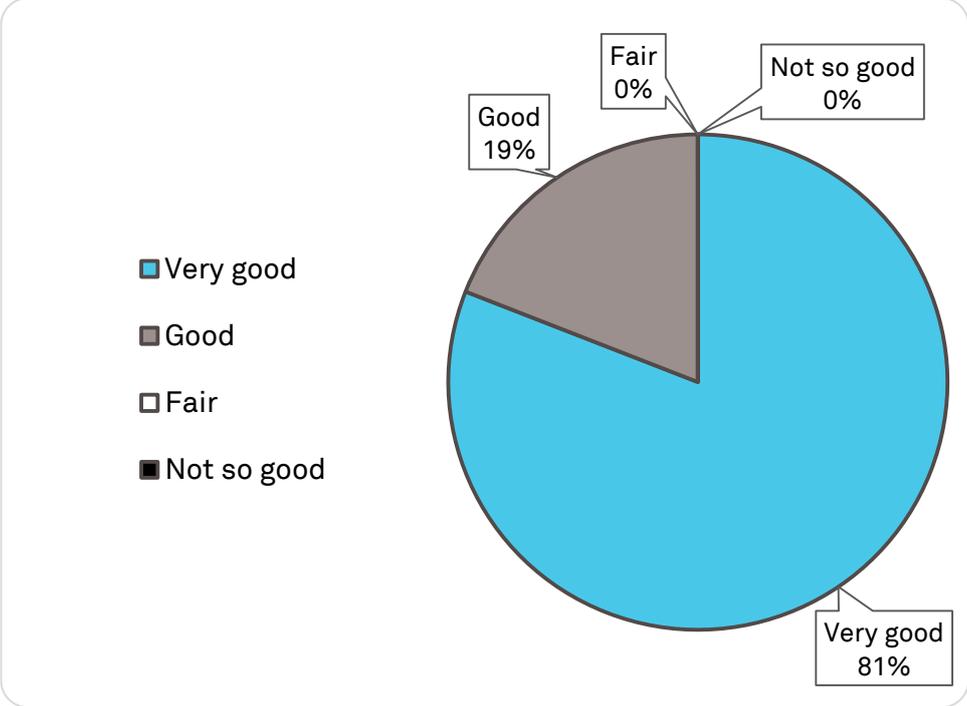
Stakeholder comments on this question included *'well organised', 'ideal number on table'* and *'good mix of delegate on my table Supporting information well presented. Good to hear other points of view and priorities.'*

Q3. Did we cover the right topics for you on the day?



Stakeholder comments on this question included *'more input into the viability of energy storage for distributed energy generation could have been useful', 'You could always find something else but generally it focussed on the relevant issues'* and *'There was emphasis on today's business but not on connecting to tomorrow's.'*

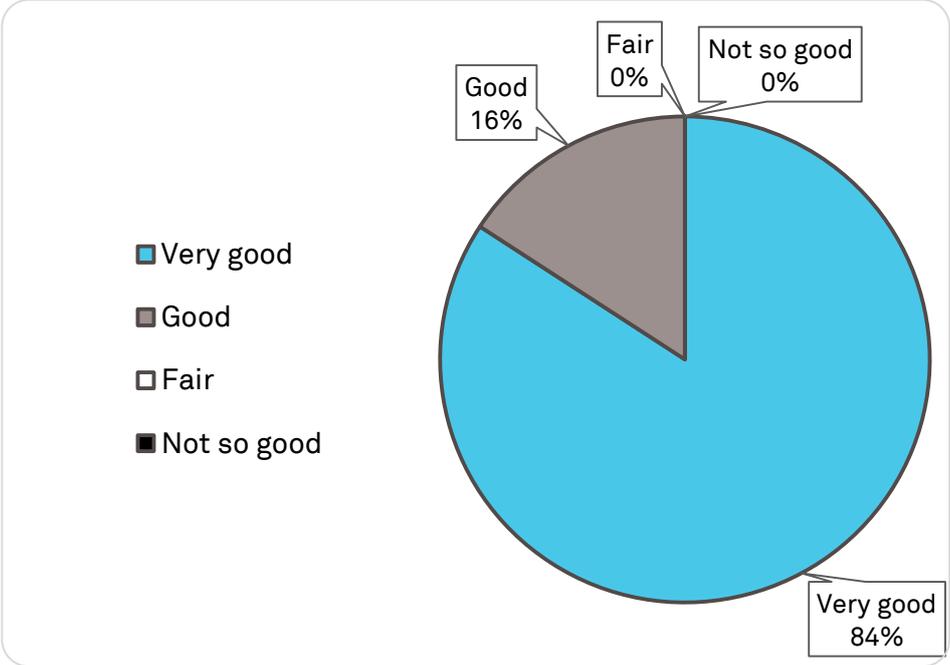
Q4. What did you think of the way the workshop had been facilitated?



Stakeholder comments on this question included *'good timings, stuck to the schedule. Fun to have audience participation', 'Justine was lovely', 'loved the voting!' and 'particularly impressed by electronic voting. Capitalises thoughts and ideas. Makes for a clear outcome.'*

However, one stakeholder commented that it was *'a little leading from speakers at times.'*

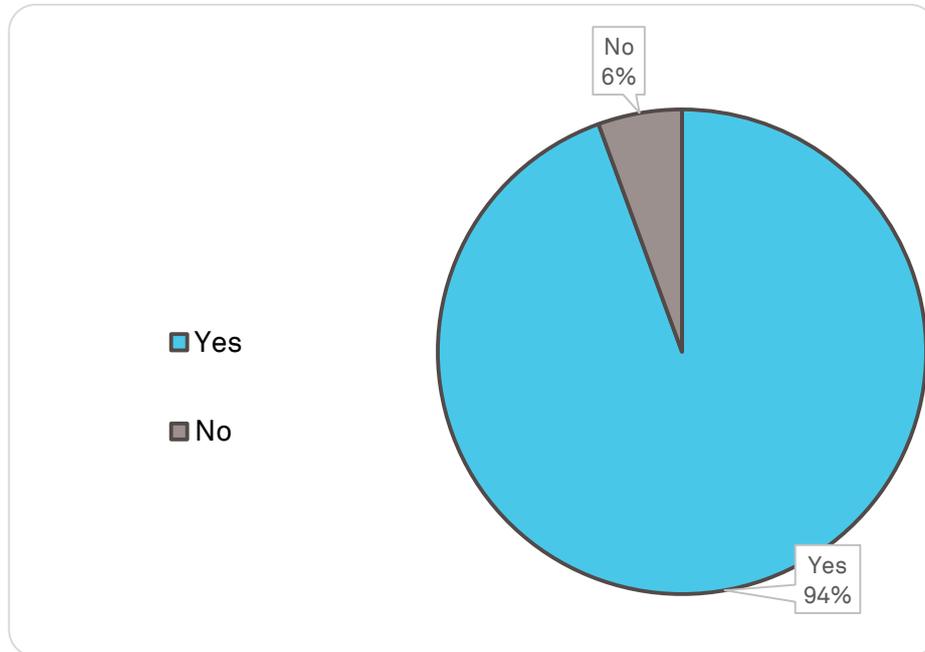
Q5. What did you think of the venue?



Stakeholder comments on this question included *'comfortable'* and *'good venue. Car reliant.'*

However, one stakeholder commented that *'car parking is not very good – overcrowded.'*

Q6. Would you be interested in attending future workshops on this subject?



Q7. Do you have any other comments?

Only one stakeholder left a comment, which was *'WPD need to be better engaged with the local/regional economic growth agenda. You are key players but are flying under the radar. I would be happy to assist.'*

8. Surgeries on specific topics

In the afternoon, WPD held four surgeries on specific topics with stakeholders able to sign up to their preferred session throughout the day. The surgeries including a presentation from a WPD technical expert followed by an open Q&A session. They lasted roughly one hour.

8.1 Environmental Reporting

WPD's presentation covered the following areas:

- Ofgem's requirements for a sustainability report.
- Visual amenity
- Oil leakage
- Carbon footprint
- Network energy losses
- Waste management
- Low carbon transition

The presentation finished with the WPD representative asking stakeholders what sort of report they would want to see.

Stakeholders' comments included:

- Flooding is a big issue in the area and the role of wardens should get more attention.
 - To illustrate the impact of flooding and torrential rain, one stakeholder referenced the Beaminster Tunnel partially collapsing in 2012 which resulted in two fatalities.
- There is often competition between solar farms and wind farms in terms of development.
 - There was a clear preference for wind farms over solar farms as a way of delivering energy in the future.
- The report should be a summary report. Making it 'punchy and high-level' would make it more accessible to stakeholders who are interested in reading it.

The final sustainability report will be available upon publication.

8.2 Network Losses Strategy

A WPD representative gave a presentation on WPD's losses strategy. The presentation outlined how WPD's losses strategy aims to ensure that losses from the Distribution System are as low as reasonably practicable and set out the objectives that the strategy would like to achieve by 2023.

The presentation covered what parts of the strategy had been revised as part of the final business plan. This included:

- Transformers
- Cables
- Design rules
- Power quality and voltage regulation
- Revenue protection

Stakeholders' questions and comments included:

- The amount of energy lost on the network, whose responsibility it is to pay for it and what level of investment goes into the losses strategy.
- The difference between losses in rural and urban networks.
- The impact of transformers.
- Recognising that major energy users want to understand how much energy they are wasting.
- What the 'poor power factor' is.
- Whether smart meters will reduce theft.
- The need for long-term certainty on whether or not we will be moving to electric heading and an all-electric society so we can make informed decisions on energy investment.
- The 'revenue protection' referred to is not actually WPD's revenue.
- The energy efficiency of solar panels.

The network losses strategy presentation can be read [here](#).

8.3 Social Obligations

A WPD representative delivered a presentation on WPD's social obligations programme. This covered the following areas:

- Objectives, strategy and process
- The social obligations commitments in the RIIO-ED1 business plan
- Significant developments in 2014
- The Priority Service Register
- The 'Power Up' referral partnership

- The 'Affordable Warmth' scheme

During the discussion, stakeholder questions and comments included:

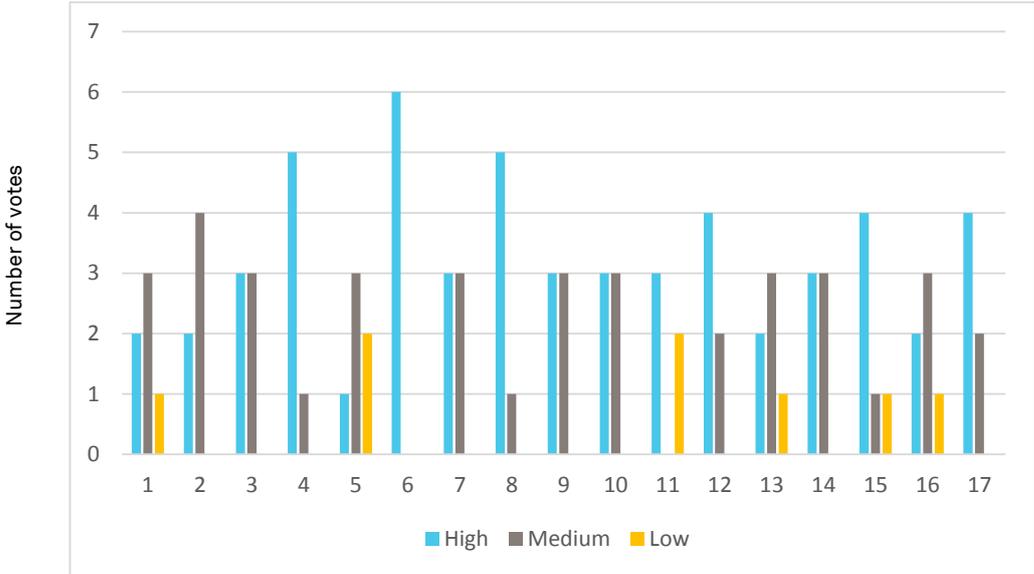
- Whether WPD fund Citizens Advice Bureau's (CAB) relevant projects. It was confirmed that they do, to ensure projects are cost neutral for CAB.
 - Some stakeholders thought this would become more cost-effective once the initial information had been gathered.
- A housing association representative said it would be useful to have leaflets on these programmes to distribute to their residents.
- Concern that the fibre-optic systems will fail after a power outage meaning emergency calls cannot be made, even with a cordless phone.

Stakeholders were then provided with a table of objectives and asked for their individual views on what to prioritise and what approach they should take moving forward. The objectives were numbered as below and the results are shown in the following graphs:

Objectives:

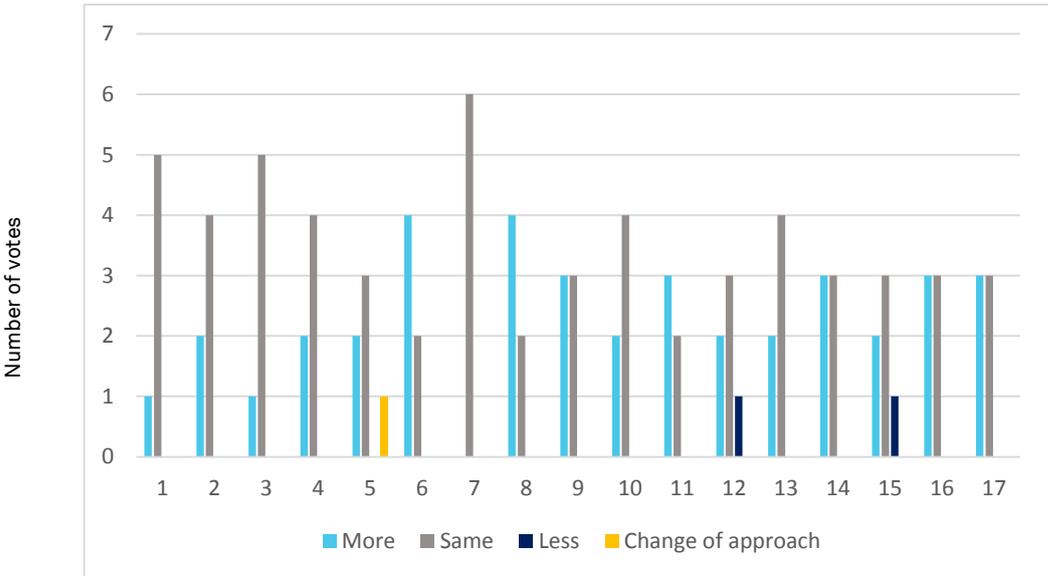
1. Work with expert partners to improve understanding of the needs of vulnerable customers.
2. Train staff to recognise the signs of vulnerability.
3. Proactively contact vulnerable customers at least once every two years to check the details on the Priority Services Register.
4. Improve the quality of Priority Services Register data by working with other agencies and sharing information.
5. Coordinate meetings with suppliers to agree criteria for vulnerability.
6. Raise awareness of the Priority Services Register.
7. Make 10,000 crisis packs available.
8. Contact all medically dependent customers every three hours during power cuts.
9. Continue to provide practical support via the Royal Voluntary Service and British Red Cross.
10. Seek feedback from vulnerable customers to improve service.
11. Develop mechanisms for sharing information with local resilience forums.
12. Build a database of regional agencies we can refer customers to for assistance.
13. Work with partners to develop links to/from WPD's website.
14. Develop joined information, awareness campaigns and coordinate assistance with partners.
15. Engage Parish Councils to assist with their Emergency Resilience planning.
16. Provide bespoke training to frontline staff.
17. Use data analysis to help identify localities with high concentration of vulnerable households.

Q1. How would you prioritise each objective (high, medium or low)?



- The objective that was voted the highest priority was ‘raise awareness of the Priority Services Register’.
- The two objectives that were voted the lowest priorities were ‘coordinate meetings with suppliers to agree criteria for vulnerability’ and ‘develop mechanisms for sharing information with local resilience forums’.

Q2. What approach should WPD take towards each objective moving forward (more, same, less or change of approach)?



- The two objectives that stakeholders wanted to see more of in future were ‘raise awareness of the Priority Services Register’ and ‘contact all medically dependent customers every three hours during power cuts’.
- The two objectives stakeholders wanted to see less of in future were ‘build a database of regional agencies we can refer customers to for assistance’ and ‘engage Parish Councils to assist with their Emergency Resilience planning’.
- One stakeholder wanted to see a change of approach towards ‘coordinate meetings with suppliers to agree criteria for vulnerability’.

The full presentation delivered on the day can be downloaded [here](#).

8.4 Connections and Distributed Generation

A WPD representative talked stakeholders through table summaries of the activities involved in each of the work streams that form WPD’s connections workplan. The workstreams are as follows:

- Information and Application
- Quotations and Agreements
- Construction and Connections

During discussions, stakeholders’ questions and comments included:

- There was general consensus that it was a good idea to provide a hard copy of the information.
- Stakeholders broadly agreed with the issues identified.
- One stakeholder said that, from a planning perspective, network information was the most important thing – making sure that information is out there and accessible and understandable for everyone.
- Another stakeholder commented that it is very important to tell customers about the time constraints involved with the legal side of connections.
- One stakeholder asked, with regard to energy generation for rural businesses, how would WPD adapt to the potential for multiple applications?
- Another stakeholder commented that being able to track an enquiry through the process, particularly online, could be useful.
- One stakeholder stated that demand forecasting and provision of supply could be reviewed, especially with understanding the current load capacity.

The connections work plan tables can be found [online here](#) (pp.5-11).